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## Mobile Content: The User Experience

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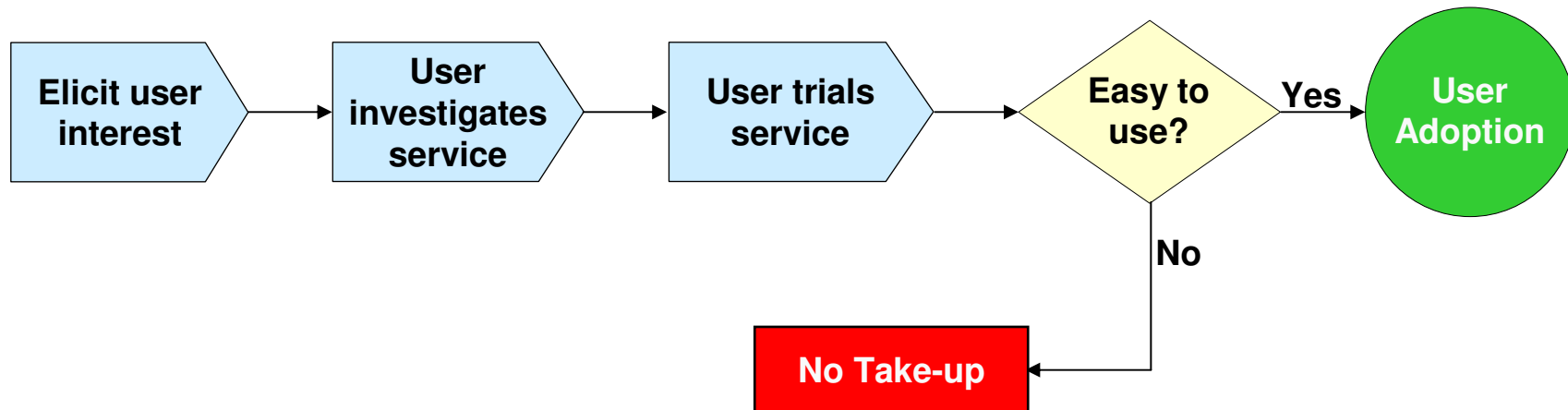
3<sup>rd</sup> May 2005 – Network Insight 3G Seminar

# Ease of use is key to uptake of mobile data services, though there is little hard data on user attitudes to mobile data service useability

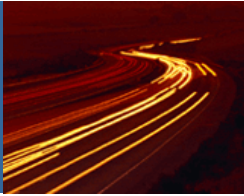


## Introduction

- Recently, issues around ease of use as a potential take-up barrier to mobile data services have been posited but not investigated
- Best practice operators specifically focus on ease of use
  - DoCoMo's iMode → handset pre-configuration
  - O2(UK) → “Walk out Working” campaign
- Poor ease of use can inhibit take-up even if other user needs are satisfied e.g. WAP



First, some comments from some of our users....



**User Comments**

**Examples**

*User comments on the mobile internet...*

**“I did try it, but I see no value in regularly using the service.”**

**“Too slow, too expensive and not user friendly.”**

**“Clunky and slow.”**

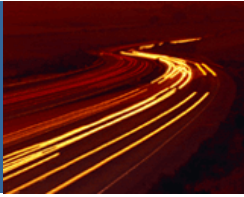
*User comments on MMS...*

**“Supposed to work, but always fails and carrier unable to assist.”**

**“Not interested in the service; and also quite expensive.”**

**“I send but they never receive.”**

## Our “early adopter survey” revealed perceived service complexity as a key barrier to mobile data adoption



### Survey Summary

- Despite the high use of other mobile data and in-phone cameras, less than 25% of respondents currently access the mobile internet or use MMS services
- The major reason for low use of the mobile internet is a lack of interest, followed by complexity, with over 80% of respondents rating setup and browsing as complex
- Perceived complexity was the third most common reason for low MMS use behind low interest and handset/operator not supporting MMS, though over 60% rated setup as complex
- Most users were not assisted in configuration at point of sale, but would increase mobile data use if the handsets were pre-configured and/or training provided

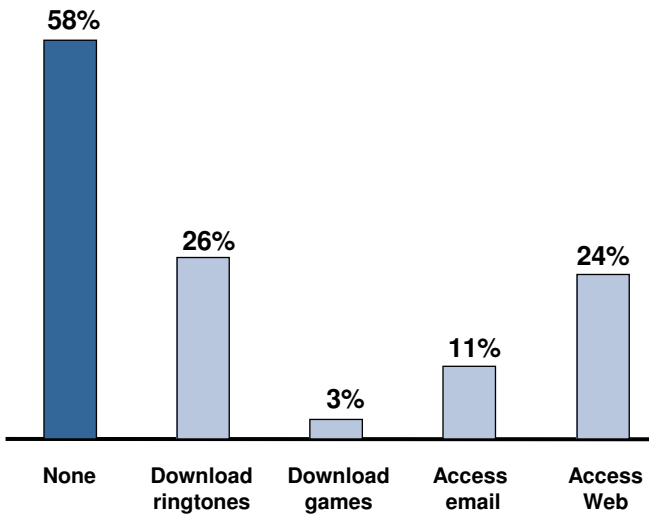
Despite the high use of other mobile data and in-phone cameras, less than 25% of respondents currently access the mobile internet or use MMS services<sup>1</sup>



## Survey Summary Results

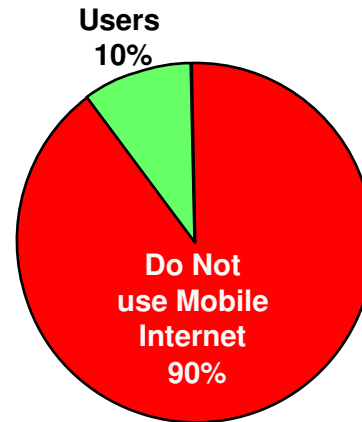
### Historic Mobile Data Use

*Incidence of Mobile Data Use<sup>2</sup>*



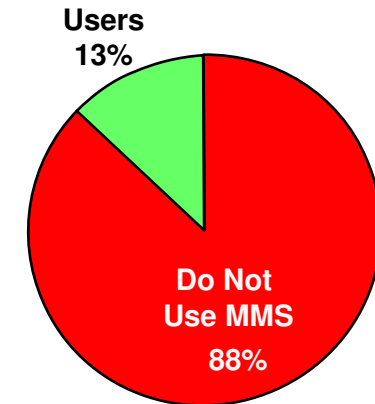
### Current Mobile Internet Use

*Current Usage of Mobile Internet<sup>3,4</sup>*

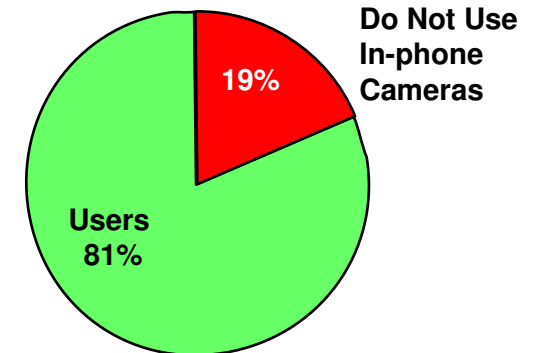


### Current MMS Use

*Current Usage of MMS<sup>3,4</sup>*



*Use of in-built cameras<sup>5</sup>*



**Current MMS use is low despite high use of in-phone cameras**

- Notes:
1. Sum of current mobile internet users and MMS users is 23%.
  2. Indicates whether user has ever used mobile data services listed.
  3. Indicates whether the user currently uses the service.
  4. No respondent used both MMS and mobile internet services.
  5. Percentages are based on number of responses to relevant survey item.