

NOKIA SMARTPHONE360 STUDY

Responding to what the user wants and needs

Nokia aims to provide enriched user experiences, and a key way of measuring this is to understand how people who have purchased a smartphone actually use it in their daily life.

Nokia has developed a reliable and objective method for collecting unbiased data on how people are using their S60 device. The Nokia Smartphone 360 study was designed to produce real, numerical data on what users are doing with their S60 devices both off- and online. This data details every click made, from feature usage frequency to more general usage patterns. The findings are used to help improve the user experience, plan future devices and application design, and influence other areas that will contribute to improving Nokia's products and services.

The Nokia Smartphone360 study is based on an S60 application installed on the user's mobile device that observes users actions on the device. The process is completely transparent to the user and the data collected is completely anonymous. All data transfers are automatic with the application uploading the data daily. The datalogs of user information are then compressed, encrypted and sent via a packet data or Internet link.

The findings outlined here are from a panel of 547 people, mainly 25 - 34 year old males, from the UK, France and Germany, and the data collected between March-May 2007. Some findings are compared here to findings collected from an earlier study conducted in the same countries during spring 2006.

The panelists in both studies can be categorized as mainly early adopters, i.e. advanced smartphone users or those that have been using sophisticated devices for some time. However, it is important to recognize that usage patterns for this group reflect the direction where typical smartphone usage patterns are moving.

Using Internet on your mobile doubles – multimedia activity driven by music and video downloads

One of the key findings was that people are beginning to spend more time with their mobile device. Those monitored spent daily 18 minutes more time on their device than the panellists did in the 2006 study, as time spent on messaging, multimedia and browsing grew the most.

The mobile device was being used to browse the Internet, and the average packet data traffic, which includes browsing, more than doubled in the 2007 study. The share of data traffic generated by multimedia applications also saw a notable increase as users began to download more music and video. However, 10% of the users generated 60% of the traffic, though this was down from 80% in 2006, suggesting more were using packet data services this year. One further noticeable growth area was the usage and trial of WLAN. Almost one third of the total data traffic was generated using WLAN, and the sessions over WLAN were typically longer than over WCDMA, GPRS or EDGE.

Listening to music on smartphone increased significantly. 38% of users used the music players weekly, and 47% of those studied said their mobile is their primary portable music player.

Definite patterns also emerge in when people use their multi-media applications. The music player, for instance, is used most during rush hour as people seem to listen to music on their mobile while

commuting. While the majority of voice calls are made early afternoon, browsing seems to be mainly an early evening pursuit.

Using the smartphone for email has seen an increase with 10% of panellists using a variety of add-on email clients while 50% now use a Web mail service such as Yahoo or MSN via their phone browser. Users are also starting to find VoIP applications such as Skype and Fring on their mobile.

Users seem to place high value to the opportunity to personalize the device with add-on applications. There are clear differences between panellists in the use of add-on applications, however 86% of the panellists said the possibility to install applications to the mobile is important. Almost half of the panellists installed add-on applications during the study. Popular add-on applications included document viewers, email clients, navigation software and other utility and productivity applications.