Nokia Smartphone360 mittaukset ja akateeminen yhteistyö

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Sisältö

- Nokia Smartphone360 -tutkimusmenetelmä
- Poimintoja viimeaikaisista tuloksista
- Miten hyödynnämme tuloksia
- Näkökulmia akateemiseen yhteistyöhön
What is Smartphone360?

- A simple Symbian application installed in a S60 device.
- A reliable and objective method to collect unbiased data on S60 device usage.
- Results reveal everything from feature usage frequency to usage patterns.
- User data is completely anonymous.
- Participation is voluntarily.
- Results can be used for product planning, operator service planning, application design etc.
The client SW is transparent to the panelist.
Client SW observes applications and services usage on the S60 device and makes a daily datalog.

Data transfer is automatic. Application uploads data daily.
Datalogs are sent compressed and encrypted over packet data / Internet link.

Data in servers is anonymous. Each panelist is identified by an anonymous person ID.
Aggregated and anonymous raw data is used for reporting.
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Comparison 2007 vs. 2006:
Note: different panels, panelists and devices

<table>
<thead>
<tr>
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<th>2007</th>
<th>2006</th>
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<tbody>
<tr>
<td><strong>Time</strong></td>
<td>March-May 2007</td>
<td>March-June 2006</td>
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<td><strong>Panelists</strong></td>
<td>547</td>
<td>531</td>
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</table>
| **Panelist distribution** | UK: 57%
                        | Germany: 22%
                        | France: 21%                   | UK: 32%
                        | Germany: 39%
                        | France: 29%                   |
| **S60 device models**  | 12 Mostly N73, N70, N80       | 8 Mostly N70, 6680, 6630      |
| **Typical panelist**   | 25-34 year old male full-time worker | 25-34 year old male full-time worker |
Comparison 2007 vs. 2006: Time spent on device

A typical panelist spent 18 min (60%) more time per day on the device in 2007 panel. In particular, the time spent on messaging, multimedia and browsing has increased.

Source: Nokia Smartphone 360 panel spring 2007
Comparison 2007 vs. 2006:
Packet data generation per panelist

Average packet data traffic per user more than doubled in the 2007 panel.

Source: Nokia Smartphone 360 panel spring 2007
Comparison 2007 vs. 2006: Data traffic by application category

The share of data traffic generated by multimedia applications increased a lot in 2007 panel.

Source: Nokia Smartphone 360 panel spring 2007
Comparison 2007 vs. 2006: Popularity of packet data services

Clearly more panelists used packet data services in 2007 panel.

10% of panelists generated 60% of the total data traffic in 2007 (80% in 2006).

Source: Nokia Smartphone 360 panel spring 2007
Almost one third of the total data traffic was generated using WLAN.

Source: Nokia Smartphone 360 panel spring 2007
Adoption of New Services

Many users

Music Player

WLAN

Mobile Gaming

Group of users

Email

Instant Messaging

Few users

Podcasting

Mobile TV

VoIP

Source: Nokia Smartphone 360 panel spring 2007
Music

• **38%** of panelists used music player weekly
• A typical user used music player 1.9 times/week
• **47%** of the panelists said the mobile is their primary portable music player
• **40%** of the panelists said they had bought music from online music stores
• Transferring music from PC using cable connection was the most popular method for getting music files to the mobile

Source: Nokia Smartphone 360 panel spring 2007
Popular add-on applications by number of users  
(in alphabetical order)

- Adobe Reader
- Anti-Virus
- AutoLock
- GoogleMail
- GoogleMaps
- Nokia LifeBlog
- Opera/Opera Mini
- QuickOffice
- QuickWord
- TomTom
- Yahoo!Go

Note:
Big differences between individual panelists exist.
Some of these applications may have been pre-installed in some devices.

Source: Nokia Smartphone 360 panel spring 2007
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Smartphone 360 data is widely utilized in Nokia

To understand consumer behavior
• One tool used in Nokia consumer research
• Gives accurate data how people actually use smartphone in their daily life

As input to S60 platform R&D
• How much, how and when platform applications and features are used
• … to continuously improve usability and application interworking

As input to device programs
• How much, how and when device applications and features are used
• How usage patterns differ between device models
Smartphone 360 data is widely utilized in Nokia

**In sales and marketing**

In customer meeting with operators, distributors, S60 licensees etc
  • Highly interesting topic to share findings by all parties

At industry events
  • Several public presentations given, e.g. Nokia World 2006, S60 Summit, Symbian Smartphone Show, MAPOS etc

Meetings with media and analysts
  • Concrete numerical data on consumer behavior is interesting
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Co-operation with “academic world” is valuable

Nokia Smartphone360 research produces HUGE amount of data

Challenges
• How to best manage the data
• What does a certain “strange” data point mean?
• Do we cover all relevant viewpoints?

Co-operation with universities helps us identifying and resourcing new research areas, such as
• Context analysis: where do people use devices for what
• Social grouping and social networks
  • Are there consumer groups that behave the same way
  • Communication patterns: existing and arising
  • How new technologies get adopted
Co-operation with “academic world” is valuable

Since the beginning, Nokia Smartphone360 research has been done in co-operation with Helsinki University of Technology

Some findings from our viewpoint

• Roles and responsibilities have been clear
• Nokia has received support in ways how to do “Academic research”
• Nokia has got supportive data for other Smartphone360 researches
• HUT has got topics, research platform and live data for empiric research
Keskustelua, kysymyksiä!