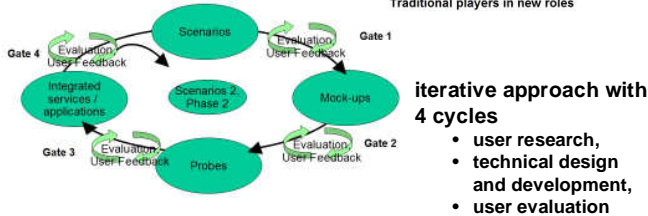
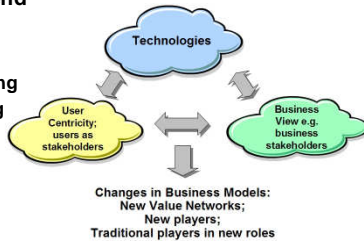
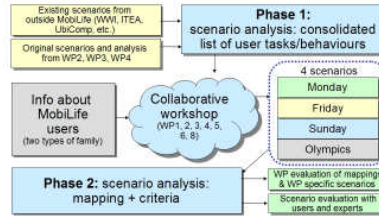


MobiLife's User Centric Approach

- User-centred design (UCD) is a research and product development orientation that is achieved by involving the end
- Key issues for the MobiLife approach
 - an iterative way of working
 - multidisciplinary working

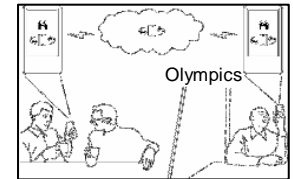
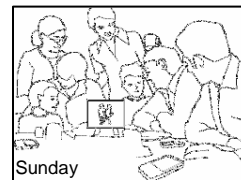


MobiLife Scenarios



Scenario-based approach to portray the *experiences* that users will be able to have with future mobile applications and services.

- a narrative description of what the user does
- help bridge the gap between the description of the users' tasks and the design of new technology to accomplish these tasks.



Scenario User Studies

- User research based on the scenarios was *qualitative*
 - Rich, detailed feedback about the tasks and behaviours shown in the scenarios
 - In-depth understanding of the social world of research participants by learning about their social and material circumstances, their experiences, perspectives, and histories
 - Samples that are small in range and purposefully selected on basis of salient criteria
 - Close contact between researcher & participants
 - Analysis which is open to emergent concepts and ideas
 - Smaller sample size
 - useful at the early stages of research
 - studies tend to saturate very quickly
- semi-structured interviewing method
- Each family was interviewed first about
 - their general communication behaviour
 - shown storyboards of the scenarios



		Mean age (minimum, maximum)	
		Finland	Italy
Parents	Younger families	35 (32, 40)	45 (35, 55)
	Older families	53 (48, 58)	53 (48, 57)
Children	Younger families	9 (7, 11)	8 (2, 16)
	Older families	18 (14, 20)	22 (17, 25)



User Study Results

- Users' response to the proposed scenarios was mixed
 - Proposed applications that bring more convenience are welcomed
 - Applications must not detract from individual sense of freedom, self-determination and social inclusion.
 - Families' scheduling, group coordination, and time management activities are opportunities for future mobile service
- Scheduling, group coordination, and time management activities will rely on:
 - Users must be in control of their own time
 - The system should help the user in managing time
 - The system should not send automatic scheduling messages without the user's confirmation
 - the system should suggest viable alternative scheduling arrangements for the user to choose
 - Calendar entries should be as easy as using a paper calendar
 - Managing shared events and changes should be at least as easy as it is today by calling people with a mobile phone.
 - Automatic scheduling should not supplant human to human communication
 - Privacy and trust are nuanced subjects within the family and will require special attention

Bringing advances in mobile applications and services within the reach of users in their everyday lives