Where's The Phone? Selected Data

1549 participants, 11 cities, 4 continents

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# summary

A series of street surveys carried out in 11 cities on 4 continents to help understand where people carry their mobile phones and why. Originally designed to understand the extent to which people noticed incoming communication according to carrying location. Now used with in-depth qualitative techniques such as home & contextual interviews to obtain a broader statistical and photographic snapshot of consumers. Recently extended to include keys & money and physical forms of object customisation.

background

One of the challenges for a field research team is making the most limited amount of time in a location - usually with an emphasis on in-depth qualitative methods such as home visits, contextual interviews and shadowing. Where's the Phone studies enable the team to touch a broader spectrum of local consumers and sometimes highlight topics that can be brought into the qualitative research process. The studies *are never a substitute* for quantitative market research.
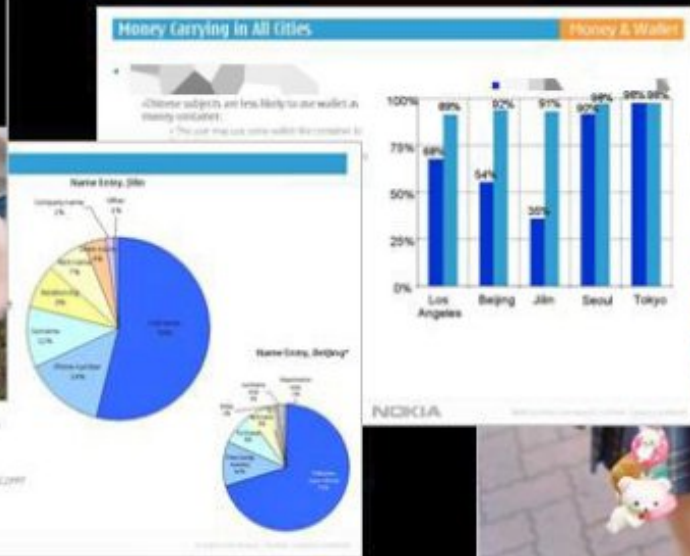
where's the phone? Helsinki study 2003

Initial survey collected questionnaire and photo data from 160 participants documenting:

where do people carry their mobile phones, and why?

gender & generational differences

whether or not people noticed incoming communication

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Helsinki

Ji Lin City

Beijing

Milan

New York

Tehran

Seoul

Tokyo

Los Angeles

Delhi

Kampala

11 studies 2003 - 06

1549 respondents, 50%/50% male/female, aged between 16 to 65

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رزلند

نمونه های

تلفن شخصی ندارد ☐☐☐☐☐☐☐☐☐

اجازه عکس ندارد ✓☐☐☐☐☐☐☐

ID: A-6 ☐☐☐

کیف ک

کیف مخصوص حمل موبایل

کوله پشتی

کیف دستی زنانه ✓

کیف یکطرفه بدنی

سوالهای مربوط

تلفن
☐ خیر

کلید
:همراه ☐ بله ☐ خیر
:محل ☐ جیب دامن/شلوار
☐ عقب ☐ جلو
☐ روی پا / کت
☐ جیب بلوز
☐ پهلو ☐ روی سینه

کیف پول/پول نقد
:همراه
☐ کیف پول ندارد ☐ داخل کیف پول
☐ نقد ندارد ☐ به صورت نقد
:محل
☐ جیب دامن/شلوار
☐ عقب ☐ جلو
☐ روی پا / کت
☐ جیب بلوز
☐ روی سینه ☐ کیف
☐ غیره / کمر

کیف دستی ☐ کیف
کوله پشتی ☐
کیف یکطرفه بدنی ☐

where do people carry phones?

male	60%	trouser pockets
female	61%	handbags

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frequency of missed communication?

30% of pocket carriers and 50% of handbag carriers sometimes or always miss incoming mobile phone communication

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factors affecting carrying position

driven by ease of carrying and interaction versus protection from damage, loss and theft

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phone carried in belt pouch, males

Tokyo	Milan	LA	Beijing	Ji Lin City
0%	4%	10%	19%	38%

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cover usage

Tokyo	Beijing	Los Angeles	Seoul	Kampala
3%	8%	8%	18%	32%

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9%
Los Angeles

33%
Tehran

11%
Delhi

4%
Kampala

47%
Beijing

49%
Ji Lin City

71%
Seoul

68%
Tokyo

phone strap usage

(data unavailable for Milan, New York and Helsinki, but estimated at under 10% adoption)

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people carrying wallets/purses

Tokyo	Seoul	Beijing	Ji Lin City
98%	90%	54%	35%

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limits of this research

Carrying position changes: over the course of the day; according to context; related to tasks; weather conditions; seasons; clothing; perception of safety; expectation and importance of expected incoming communication, forms of transport and for many other reasons. This data simply provides a snapshot of 100+ people per location over a three day period when the data was collected.

The data is used in conjunction with more in-depth qualitative techniques to inform and inspire the design process.

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thoughts

Even though people consider their mobile phone to be an essential object to be carried, many people, in particular females using bags frequently miss incoming communications.

The data helps us understand:

The effects of age & gender on likely carrying position

Strategies for clustering, containing and protecting objects, in particular once they go below a certain size and/or share a common form factor

The likelihood and type of physical personalisation

Challenge assumptions such as the prevalence of wallet/purse use

It also feeds into our growing knowledge-bank of consumer understanding from around the world and informs the concept creation process

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looking forward

The last 10 years have been about converging more functionality onto a single device - instant messaging, radio, television, music, cameras and so on. Each feature creates new modalities of use and can subtly or drastically change carrying and interaction styles. How does having a camera change how a device is carried? Or access to mobile banking?

We are rapidly moving to the point where, due to miniaturization, flexible components and economies of scale, it *may* make sense to de-converge functionality on the phone. *Hypothetically*, if you took all the features on a phone today and distributed them around the body, clothes and in other carried objects, where might these functions be carried, accessed? And why?

The Where's the Phone studies are ongoing.

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/end

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