

User Experience Barriers within Today's Mobile Social Networks

Presented by

Scott Weiss

Executive Director – EMEA

Scott.weiss@humanfactors.com

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gypsi



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facebook

Visual Web
Convention

MONETISE Web 2.0 & Social Networks 2008

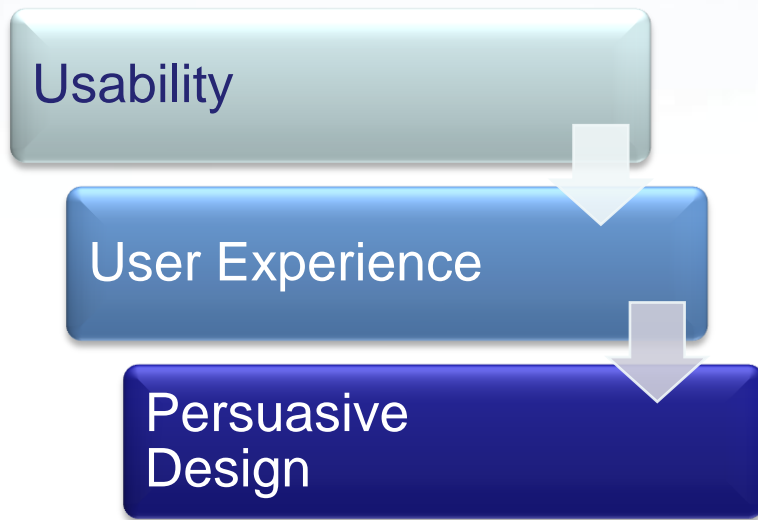
 Human Factors
International

About Human Factors International

Global Reach – USA, Europe, Asia

Local Presence - Human Factors Europe Ltd is located in London with a dynamic team of specialists in usability and user experience design





Design

- Information Architecture
- Iconography
- Skins

Research

- User Testing
- Expert Reviews
- Ethnography
- Focus Groups

Training

- Certified Usability Analyst
- Full suite of design and usability courses

Guidance

- Institutionalisation of Usability
- Executive Mentoring

Benefits	Challenges
Location-Awareness	Privacy
Camera Availability	Low Photo Quality
Constant Availability	Input Awkwardness
Frequent Access	Short Access Times

- **Nokia's Ovi**
- **Google's Dodgeball**
- **Facebook Mobile**
 - Mobile web, SMS, and photo upload features
- **MySpace**
- **Gypsii**
 - gypsii.com/m
 - Windows Mobile, Blackberry, and S60-based location-aware social networking
- **BuzzCity's MyGamma**
 - <http://mygamma.com/>
 - WAP-enabled mobile social networking



gypsii



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facebook

- **Three UI's available:**
 - **Mobile application (native)**
 - **Mobile web site**
 - **Full web site, adapted to mobile**



Mobile (native):

- Attractive/clean
- Out of date with Facebook account
- No stickiness



Mobile Web:

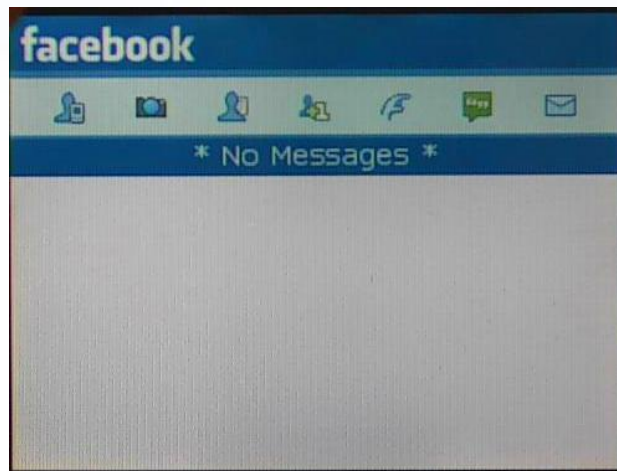
- Straightforward, sloppy
- Fewer features than desktop site
- No advertising



Desktop Adapted:

- Messy, with high graphics
- Most desktop features
- Full advertising

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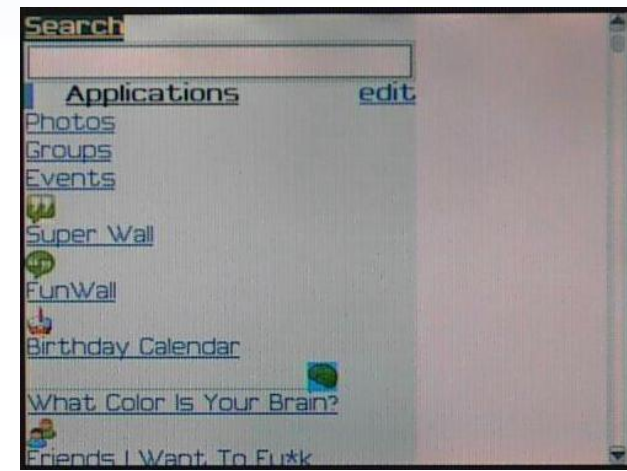
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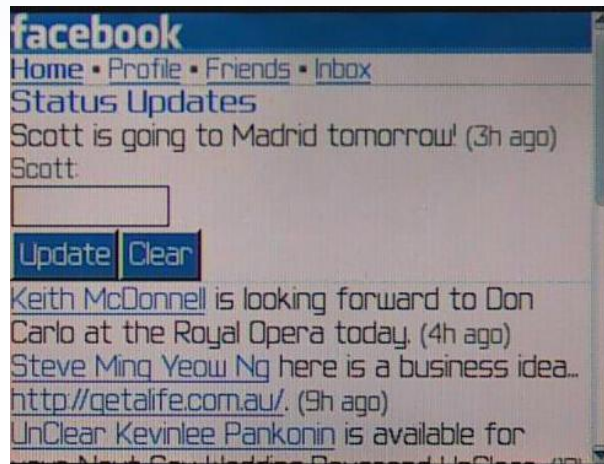
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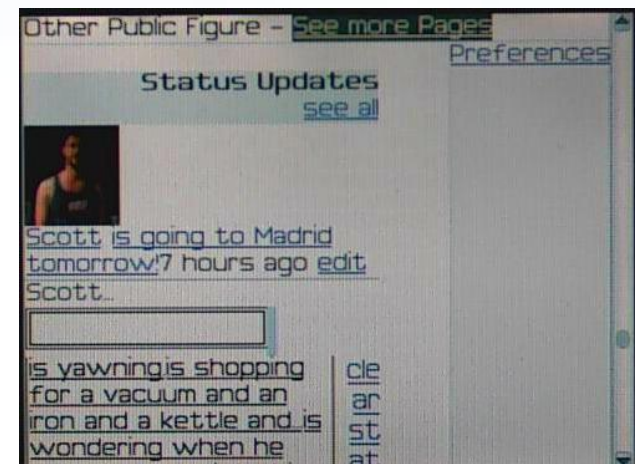
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- Downloaded the link to my Blackberry
- Couldn't log in...

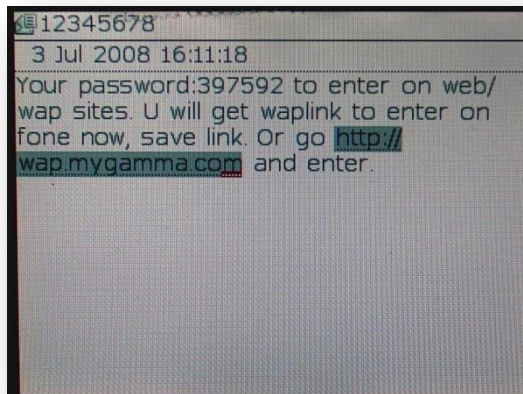


GyPSii: Login
(click for video)

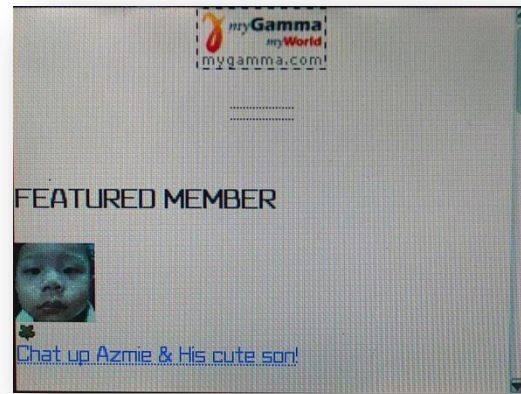


GyPSii: Surf Around
(click for video)

- Signup was straightforward
- First step was to text 'GAMMA' to 82772
- Got the link, went to the web site.
- The video tells the rest...



MyGamma Sign Up
(click to play video)



MyGamma Content Sample
(click to play video)

- **Similar to mobile video:**
 - Advertising
 - Sponsorships
- **Advertising comes in different formats:**
 - Top/Bottom/Fisheye
 - Interstitial
- **Some services are charging for access...**
 - Not a good strategy, as the competition will offer theirs free!

- **Focus on the user experience *first***
 - What do mobile users want from a social networking product?
 - How will their use differ from their desktop use?
 - Design the mobile site
 - *And test it thoroughly!*
- **Then think about monetisation**

Thank you.

Human Factors Europe, LTD

16 Albemarle Street
London WS1 4HW

Phone: +44.207.290.3430

HFI Offices:

Baltimore, MD
Bangalore, India
Boston, MA
Fairfield, IA
Mumbai, India
San Francisco, CA
Singapore

Contact:

Scott Weiss, Executive Director, London

Scott.Weiss@humanfactors.com

+44 (0) 207.290.3432



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