

Randall Arnold

with contributions from the Maemo and MeeGo communities



Enhancing user engagement on mobile devices

...moving toward an open, mobilized feedback ecosystem



Randall Arnold aka “Texrat”

who am I?

- 📣 former Nokia quality engineer/analyst, key member of N800 US launch team
- 📣 community leader at maemo.org, 2 term council representative
- 📣 coordinator of MUEF project at MeeGo.com



feedback ecosystem:

what am I talking about?



let's talk about **feedback**

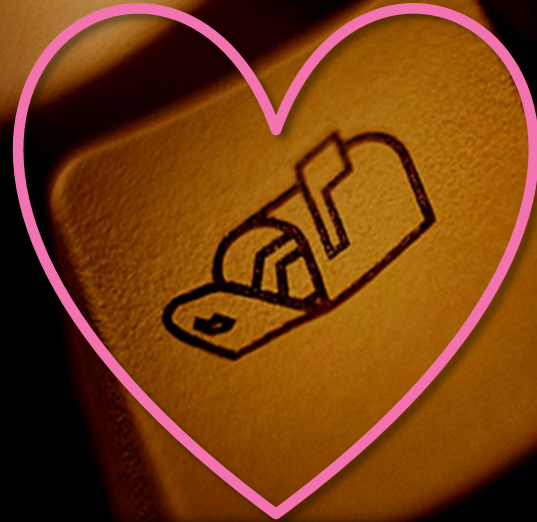
...people responding to **surveys**,
rating items of interest, or
commenting on **products** or **service**.

feedback
mechanisms
are too often



disconnected
from the product
or service we are
rating...
in time, space or
both.

ideally, **feedback**
experiences should be:

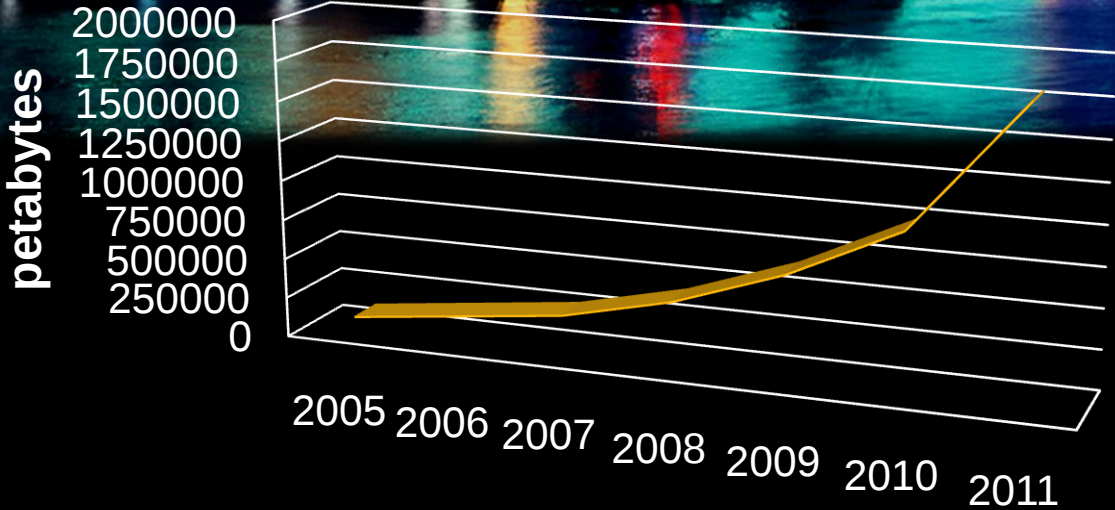


- ☑ transparent
- ☑ easy
- ☑ consistent
- ☑ full-circle
- ☑ promising
- ☑ integrated

content + connectivity



taken to an
extreme, **content**
and **connectivity**
can drown us in
choice



...this number
is expected to
reach

35000000
petabytes

by **2020**
(IDC)

digital data created worldwide

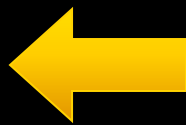


content + connectivity

+

CONTEXT

more **useful**
search results



“values relevant to your interests, mood, location and experiences, and often aligned with people close to you.”



...by 2015, “**context** will be as influential to mobile consumer services and relationships as search engines are to the Web” in 2010

Gartner, 13 January 2010

Google

"we think of location as a hugely important signal"

Search

Advanced search

About 3,310 results (0.71 seconds)

General
67%

Local
33%

Gaming,
8%

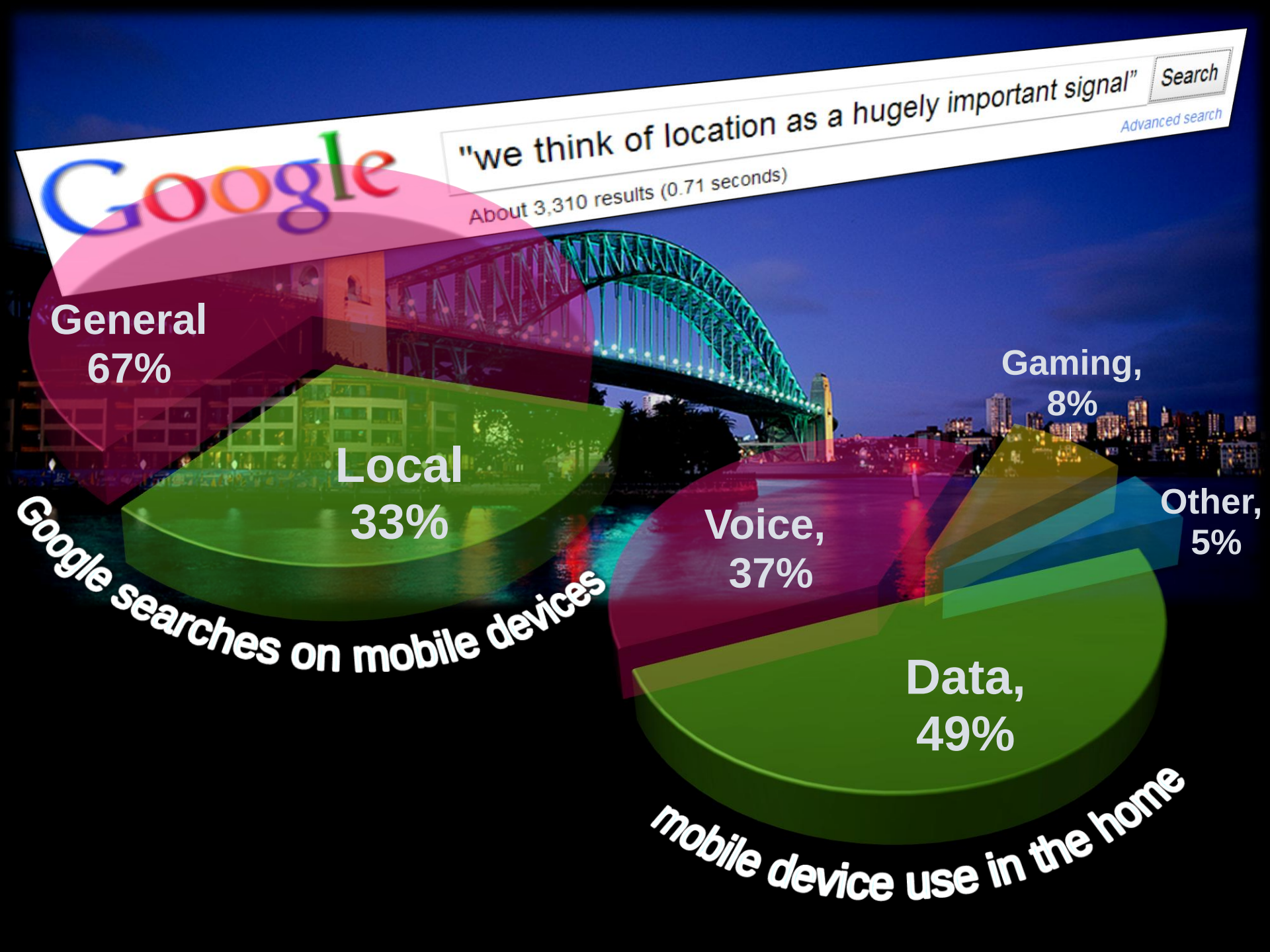
Voice,
37%

Other,
5%

Data,
49%

Google searches on mobile devices

mobile device use in the home



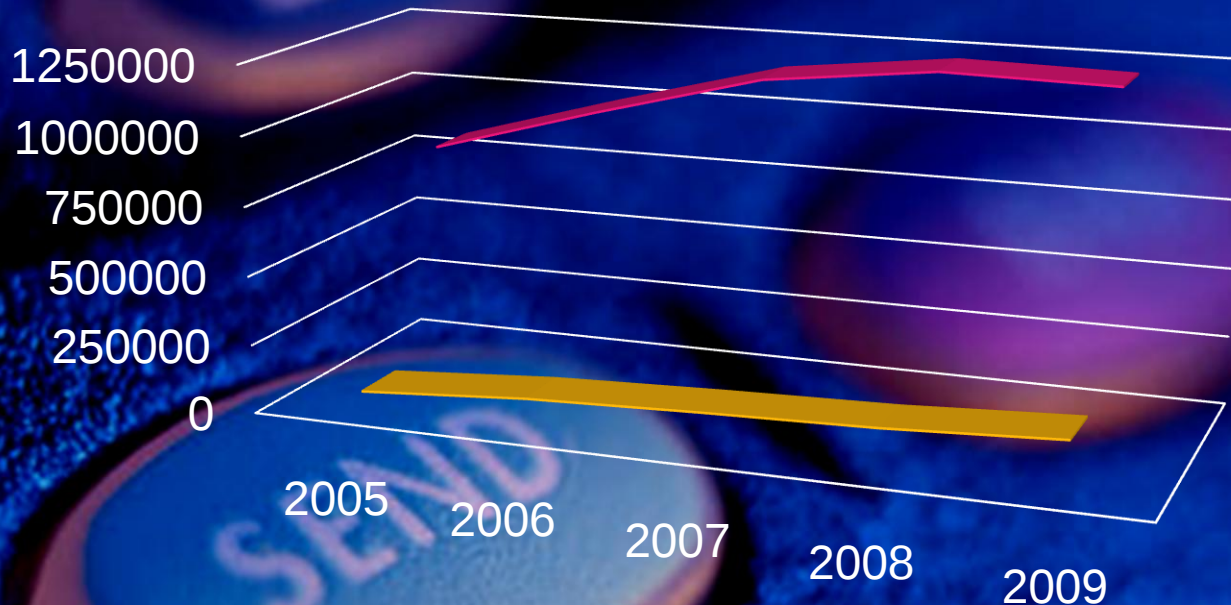


the future is

mobile

global mobile market growth

thousands of units



smartphones
up **56.7%** in
1Q **2010** over
same period in
2009. **Mobile**
phones up
21.7%
(IDC)

■ smartphones ■ mobile phones

by 2013, “**mobile phones** will overtake PCs as the most common Web access device worldwide.”

Gartner, 13 January 2010

pulling it all **together**:

What will this mean
for the user
experience?

“Local Eating”

An online guide
by Minna

★★★

22 reviews

3 by friends

Bob's Diner

600 Sunnyside Street

★★★★

4 reviews

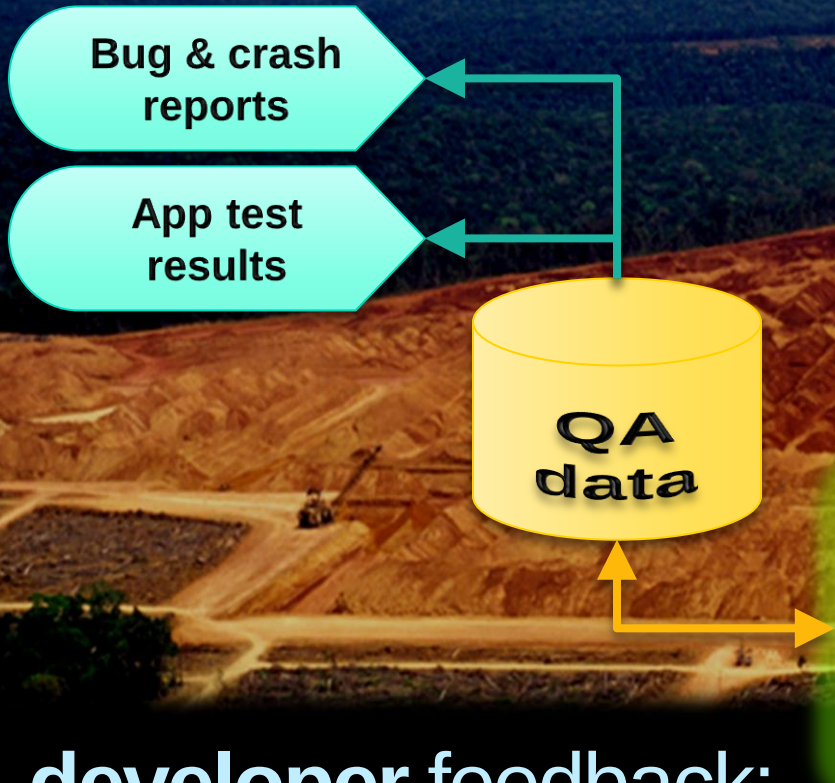
1 by a friend

foundation for a **viable** feedback ecosystem

- ☑ based on **open** standards
- ☑ highly configurable by users
- ☑ designed to easily share information

BUT-

- ☑ **protective of user privacy and security**



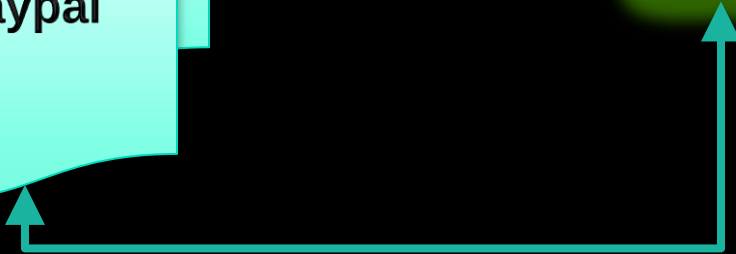
**developer feedback:
application performance**

developer feedback: donations

Flattr

Obopay

Paypal



rating items of interest

Media
repositories

Media
survey data

Applications,
Videos, Images.
Music,
Podcasts



Also: Points of
interest,
Events, etc



Media survey data

Game ratings

Game Services Host(s)

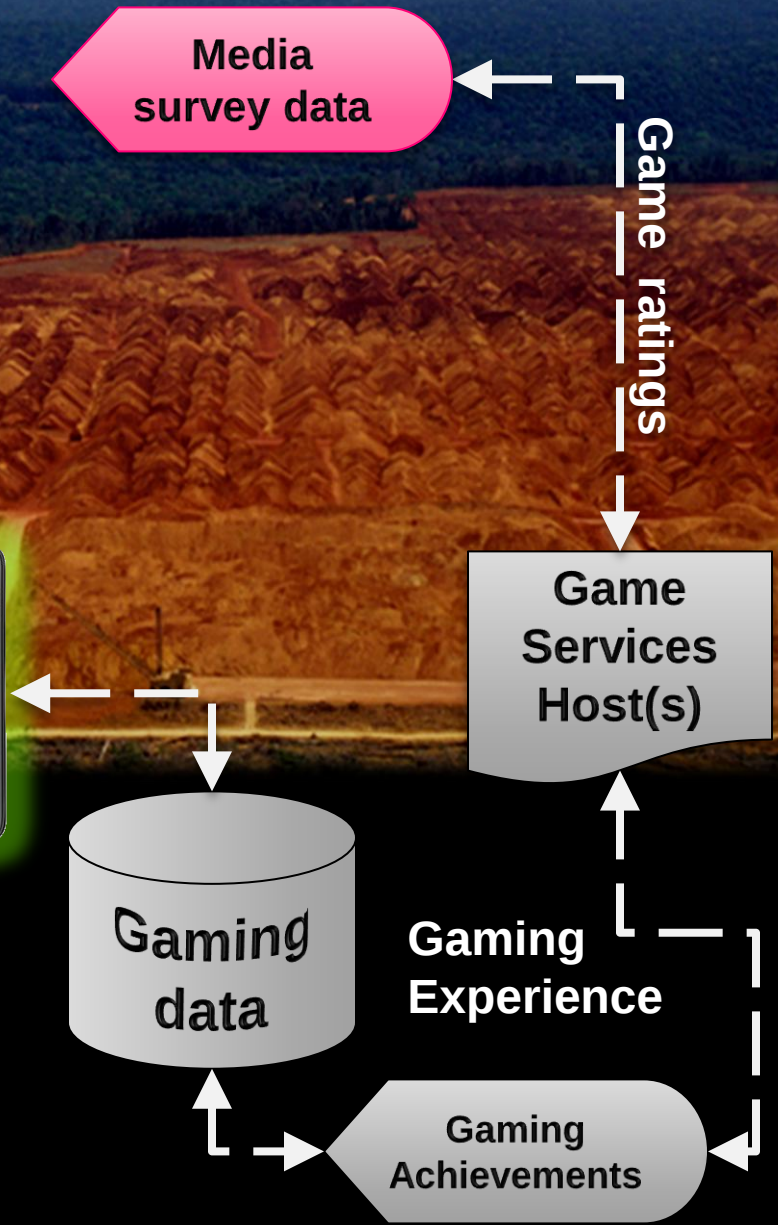


Gaming data

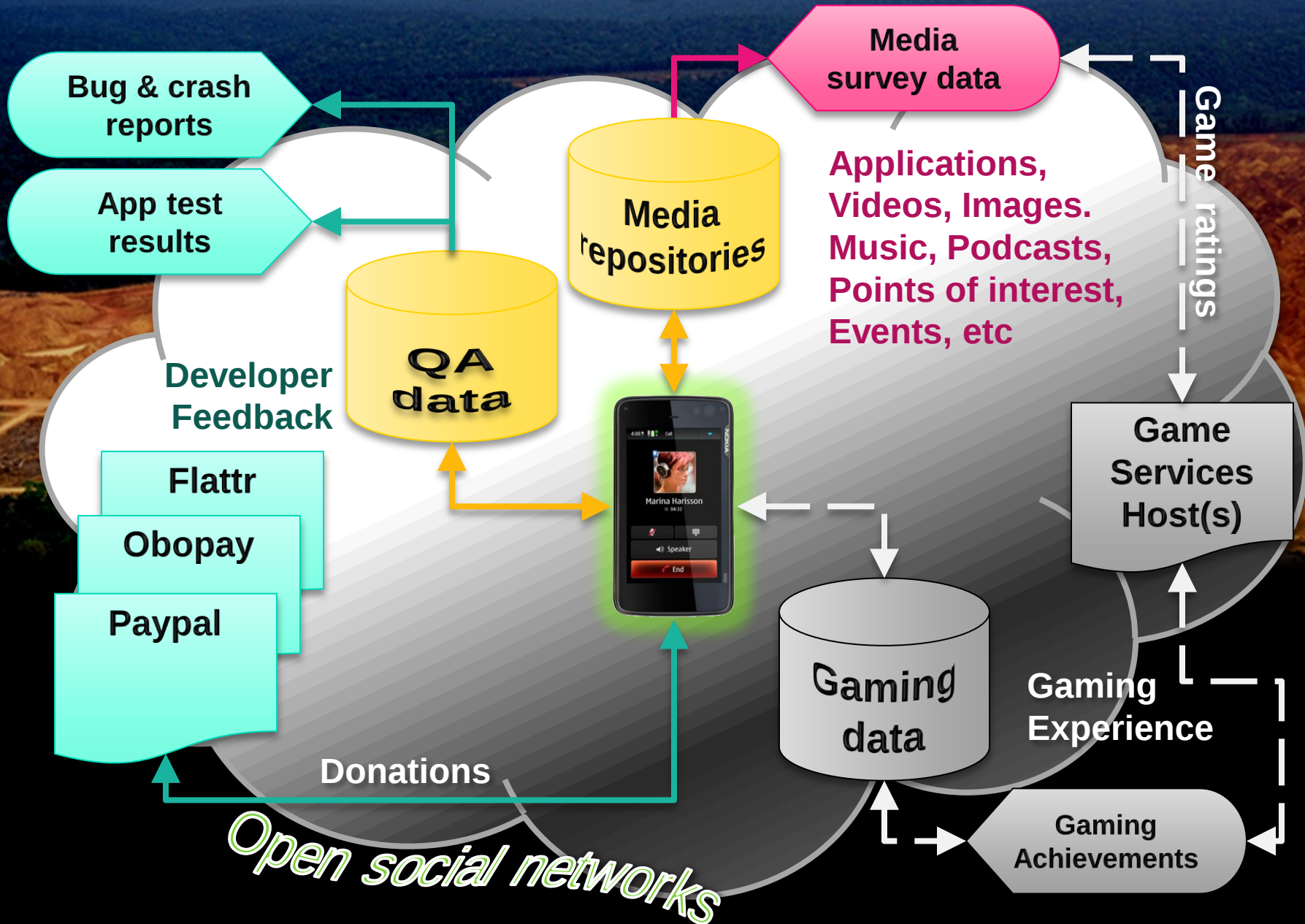
Gaming Experience

Gaming Achievements

The mobile gaming experience



(QA + media + gaming) x social network



what's **NEXT?**



Your environment: ●
Elevation 1000 meters
Temperature 40° C
Humidity 45%

Your location:
555 Sunnyside Street
Proceeding north at 5 kph ●

the sensor web



Augmented reality

2011: \$2 million in revenue

2014: **\$714** million projected

Your environment:
Elevation 1000 meters
Temperature 40° C
Humidity 45%



...mostly in
mobile gaming

Treasure! 
600 Sunnyside Street

Your location:
555 Sunnyside Street
Proceeding north at 5 kph

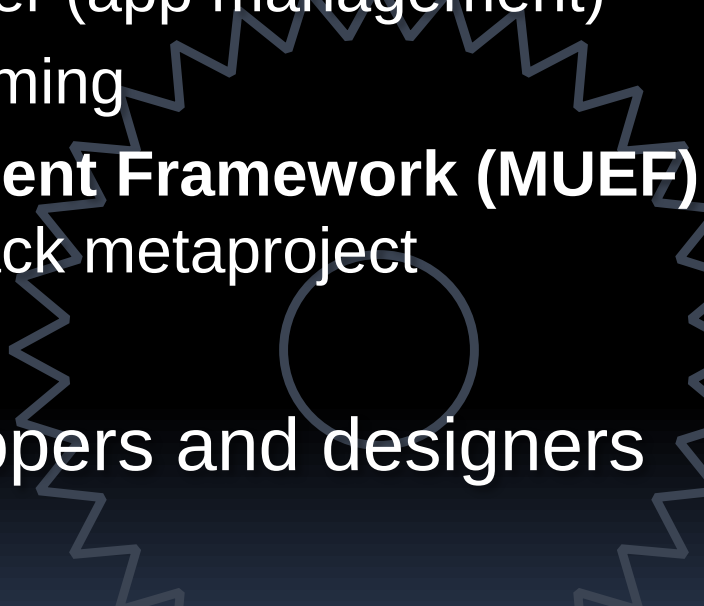


connecting social networks

So why do we need an **open, mobilized** feedback ecosystem?


- ☑ We **want** to be fully engaged in Internet activities
- ☑ We need to cut through search result noise to get to **what interests us**
- ☑ A **mobile** Internet is the future
- ☑ We are more interested in the **opinions of friends** than strangers
- ☑ Information wants to be **free**

OPEN Potential

- ☑ Possible synergies with
 - ☑ **Project Silk:** web services
 - ☑ **Ubuntu:** Software Center (app management)
 - ☑ **GlueOS:** open source gaming
 - ☑ **MeeGo User Engagement Framework (MUEF) Project:** MeeGo feedback metaproject
 - ☑ *and others*
 - ☑ A lot of talented developers and designers available out there!
 - ☑ Android's success is good for open source and mobility. **MeeGo** will go even further.
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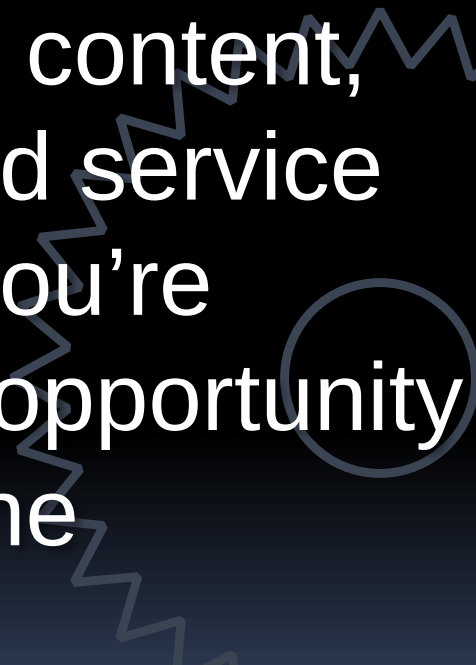
Content, Software and Service Providers:

If you're not enabling, gathering and using feedback from your customers, you're giving power to your competitors.



Users:

If you're not offering feedback to content, software and service providers, you're missing an opportunity to help define direction.



Windows

A fatal exception 0E has occurred at 0028:C0011E36 in UXD UMM(01) + 00010E36. The current application will be terminated.

- * Press any key to terminate the current application.
- * Press CTRL+ALT+DEL again to restart your computer. You will lose any unsaved information in all applications.

Press any key to continue _

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maemo.org community council
please provide feedback!

MUEF: http://wiki.meego.com/MeeGo_User_Engagement_Framework_Project

