

Mobile User Experience:

Why are mobile services part of daily life in Japan, but not in Germany?



relevantive
user experience architecture

Tokyo



Berlin



Fear of Costs

- Nearly all users in Germany have made negative experiences with mobile services concerning costs (WAP). With 3G, history is repeating.
- Users don't know about costs
- Users would not click on links because of fear of costs
- Thus: Service providers cannot rely on this channel for communication

No Mobile Eco System

- Majority of users perceive provided mobile services as irrelevant (negative ROI: time, cognitive effort, success rate, costs)
- Users want to access “all services”, not just selections
- Thus: Operators should not work as regulating Gate Keepers, but as enabling facilitators

Lack of Positive Experience

- Users cannot build up their usage skills due to lack of opportunities (kill time) and incentives
- Due to steep learning curve and perceived clumsiness, users cannot apply their web skills
- Thus, if Mobile Services are marketed or look like Web, users feel disappointed

Some conclusions

- Only Flat Rates can overcome the cost fear of users in Germany
- Only the perception of access to a large selection of content providers can lead to trying out
- Mobile services must match mobile needs to compete