

Rapid Results: "What If my Mobile..." A Look at 4G Opportunities

The Worldwide Lab at Alcatel-Lucent



September 2007

Assignment
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What is The Lab?

Mobilitec (acquired by Alcatel-Lucent in November 2006) established **The Worldwide Lab** in the spring of 2006 to help us understand how teenagers and young adults view entertainment across all screen types (e.g., TV, mobile phones, music players, etc.). For this assignment, 33 teens participated, ages 13-21, from around the world. They are all using their existing services and devices. The team is given assignments - for example, downloading games to their mobile phone - and then they are asked about their experience.

This kind of research, a longitudinal panel, has its roots in ethnography. We study a small group of people over a period of time. This is qualitative research, not quantitative, and it not intended to give us results that can predict behavior (like an election poll). Rather, it gives us useful trends and insights that set the stage for doing additional research like focus groups or deep quantitative research. The results are published on the web site as they become available: www.Alcatel-LucentLab.com.


The Worldwide Lab at Alcatel-Lucent


Goal
To understand how teenagers and young adults use technology to connect with the brands and people they care about

Objectives


- **Study** all aspects of entertainment across all screens
- **Learn** about the experience from the end-user's point of view
- **Help** our customers create better services
- **Generate** ideas to help us build better products

Visit
See members and results at www.Alcatel-LucentLab.com







Shadi, 18, Netherlands
Plan: Sony Ericsson W950s
Service: Orange



Kyo, 15, Japan
Plan: Sky 3075i
Service: Vodafone




Brandon, 13, Germany
Plan: SDA, SurfTeam
Service: T-Mobile



Shigen, 14, India
Plan: Idea 3075
Service: Airtel

- 55+ members from 13 to 25 years old representing more than 25 service providers and 17 countries
- Most have access to best devices and services and are early adopters that their friends look to for advice

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- ◆ We have a huge initiative within the company to understand and integrate the user experience into our products, our services and to help our customers tailor their services to meet the expectations of their users. Our teen lab is a vital part of that effort.
- ◆ We have more than 50 teens from around the world who provide us with their thoughts about technology, personal entertainment, advertising and more.
- ◆ Our members choose their own service providers - for mobile, for television - and their own devices. We only ask that they be "wired" with access to mobile phones, television, the Internet, music and gaming and that they speak and write in English.
- ◆ You can learn more about the members and the research at the Lab website (URL on slide).

What If My Mobile... Rapid Result Questions

- **Faster Internet Speed on Your Mobile**

Imagine your mobile device could operate with the same Internet speed as your computer. What would you like to be able to do with it? This can include things that are both real (today) and imagined (the future).

- **Any Kind of Service on Your Mobile**

If you could do anything with your mobile device, what would you like it to do? This is not limited to those things that exist today - but more the kinds of things you think would be great if there were no limits. The kinds of things that would improve your life in some way.



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These are the questions we asked our Lab Members.

Lab Member Participation

33 surveyed: 9 countries, 14 females, 19 males between 13 and 21 years of age

Country	Females	Males	Grand Total
Canada		1	1
Egypt		2	2
Germany		1	1
India	1	1	2
Israel	1		1
Japan	1	2	3
Netherlands	1		1
Sweden		2	2
England	2		2
US	8	10	18
Grand Total	14	19	33



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Here is a breakdown of the teens that were surveyed for the Rapid Results. They represented ten different countries and ranged between 13 and 21 years of age. They represented a number of different mobile carriers in nine countries.

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Lab Findings



If I had Faster Internet Speed on My Mobile I would...

1 Have a web browser with the same freedom as a home computer

- Download from any website, not just the service provider's site.
- When driving to and from places, I could use MapQuest live!
- I would order things online (clothes, gadgets, groceries).

2 Download songs and watch videos on my mobile

- I would be able to download music on the go.
- Watch movies on YouTube and have no trouble with memory.
- I would use my it for iTunes so I could download songs straight to my phone.

3 Play online games

- I would have a wider variety of games.
- I would play games, download games, talk to friends or just browse the Internet!

4 Check the news and weather

- I would like to read a newspaper and watch a news program.
- I could check the weather on Weatherchannel.com. before even getting up.

5 Have visual chats with friends

- Hands-free and crystal clear images with a good audio.
- I would like to be able to talk with people on icq.com free.
- I really would like to have video calls in real time.

Here are the top 5 responses from our Lab Members on what they would do if they had faster internet speed on their mobile and some specific comments.

If I Could Have Any Service on My Mobile, It Would Be...

1 To watch TV!

- I think that I would be able to watch TV on my phone.
- I think it would be nice to watch more channels (TV).
- It would be cool if my phone had a fully digital TV screen.

2 Lots of storage space for songs and videos

- I would like to store videos, movies and music on it.
- It would be great as a storing device to watch videos or TV.

3 Personalized message alerts

- It would be cool to get a message with the top 10 hip hop songs in the States.
- I want my phone to have automatic updates about anything that might interest me at the time.

4 Directions: GPS

- GPS would be cool for when you are driving out of town.
- I am always and forever getting lost, I want a GPS system.
- It would be nice to have a GPS or a map in my device.

5 Security with owner identification

- To access your phone, you would need your thumbprint.
- My mobile device would need some sort of finger print function, to protect me if my phone gets stolen.

Here are the top 5 responses from our Lab Members on what services they would want and some specific comments.

Other Interesting Ideas

If I had faster internet speed on my mobile I would...

- "Click and zoom on the part you wanted to read."
- "Be able to participate in forums."
- "Access websites that allow me to join chats."
- "Visit my social networking site."

If I could have any service on my mobile, it would be...

- "Use my mobile device as a universal remote."
- "Perform like a flash drive which would help me in school."
- "Have a mobile tracking device in every phone."
- "Operate as an instant translator."
- "Access cameras in the house."

Here are some other interesting ideas that came out of the Rapid Results.

What this research tell us...

Portability is important

- Young people want to do the things they do at home when they are on the go - mobile phones offer that opportunity
- Television, think video on demand, is a highly desired service
- With a faster network, mobile youth expect to have storage space on their phones to store the things they care about - from videos to music and more

A mobile phone will be more than a phone

- Easy, fast access to the Internet is essential
- Young people see the phone as a universal tool that's personal and gives them access to the services they care about
- Communication is vital but it just needs to adapt to include video, chat



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While this is not quantitative data, what the Lab Members share is revealing and points us in a few directions for exploration and further research.

We Invite You to Share Our Enthusiasm!

Visit The Lab Today!

Website has

- Current research findings
- YouTube videos featuring Lab Members
- Details on Lab Members

And subscribe to our blog

Thank you!



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See the videos at <http://www.youtube.com/user/ChiefAlchemist>