Mobile User Experience:

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



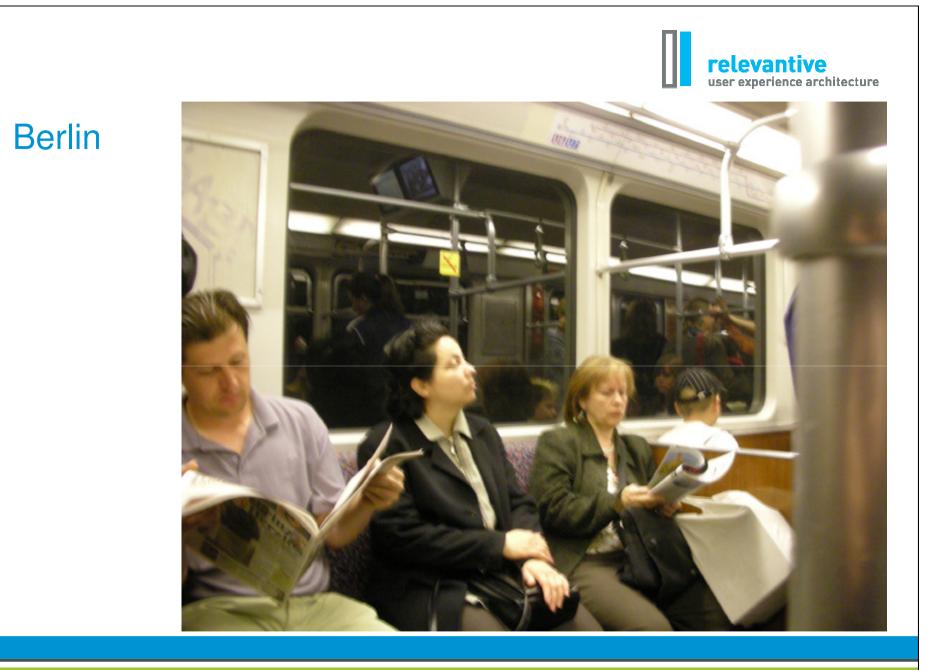


Tokyo



© relevantive AG Berlin

April 2007



© relevantive AG Berlin

April 2007

## Fear of Costs

- Nearly all users in Germany have made negative experiences with mobile services concerning costs (WAP). With 3G, history is repeating.
- Users dont 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