

Building Bridges

W3C Workshop - Role of Mobile Technologies in
Fostering Social and Economic Development

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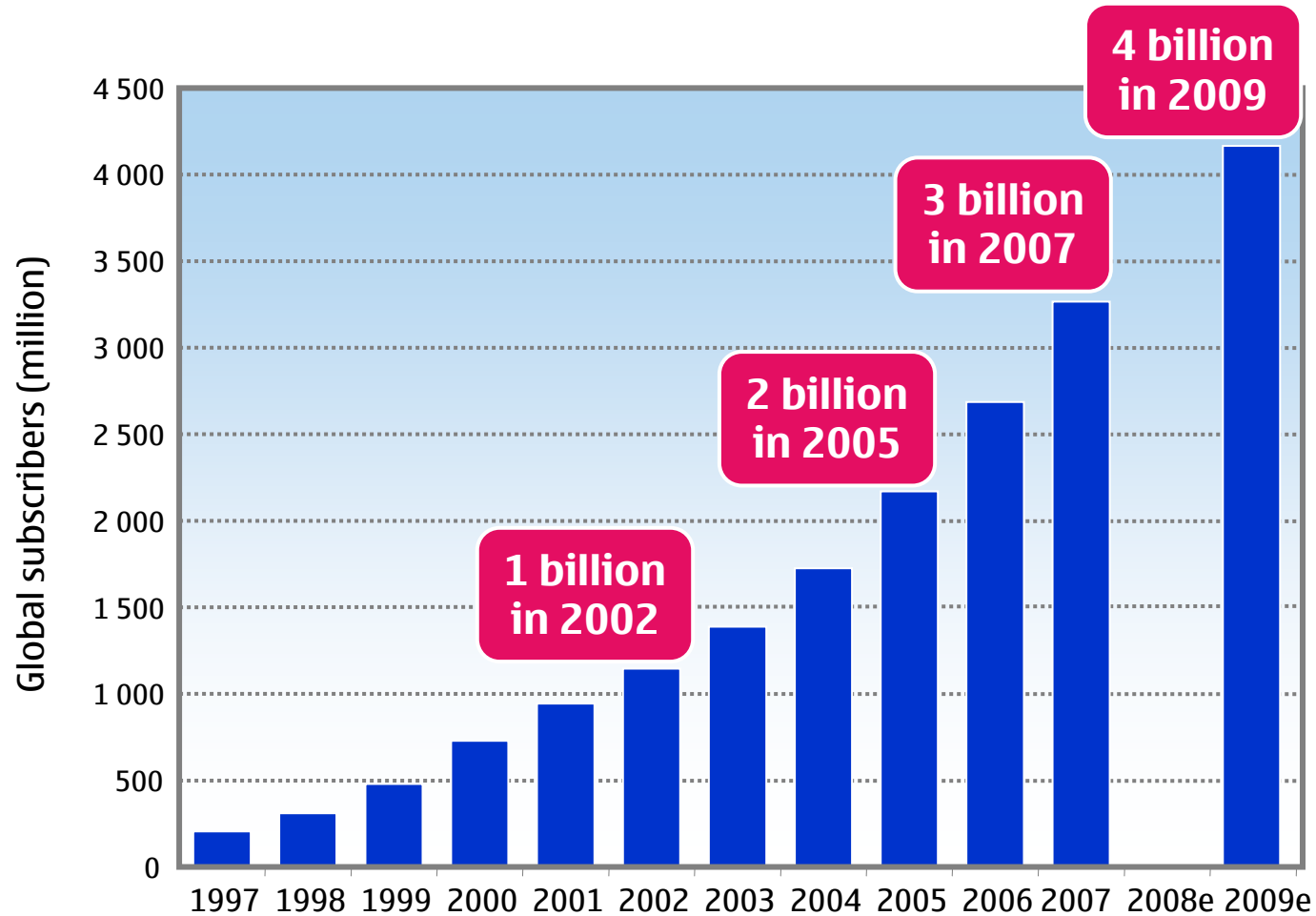
Head of Emerging Markets Services, Middle East & Africa
Maputo, Mozambique, 01-2.04.2009



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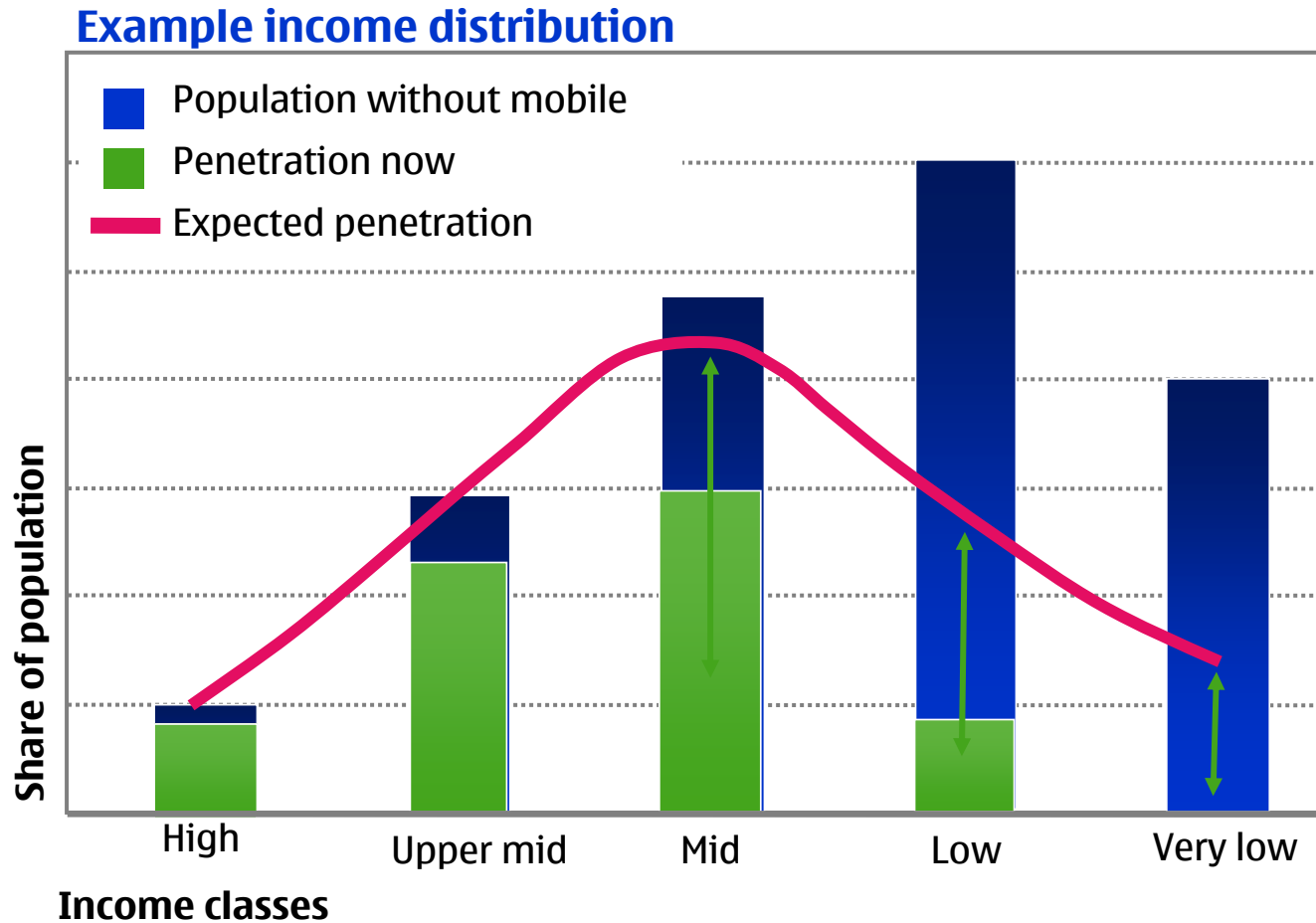
1. The World Is Getting Closer
2. The Next Frontier – Mobile Services
3. Design Approach, Challenges & Opportunities

Towards universal access



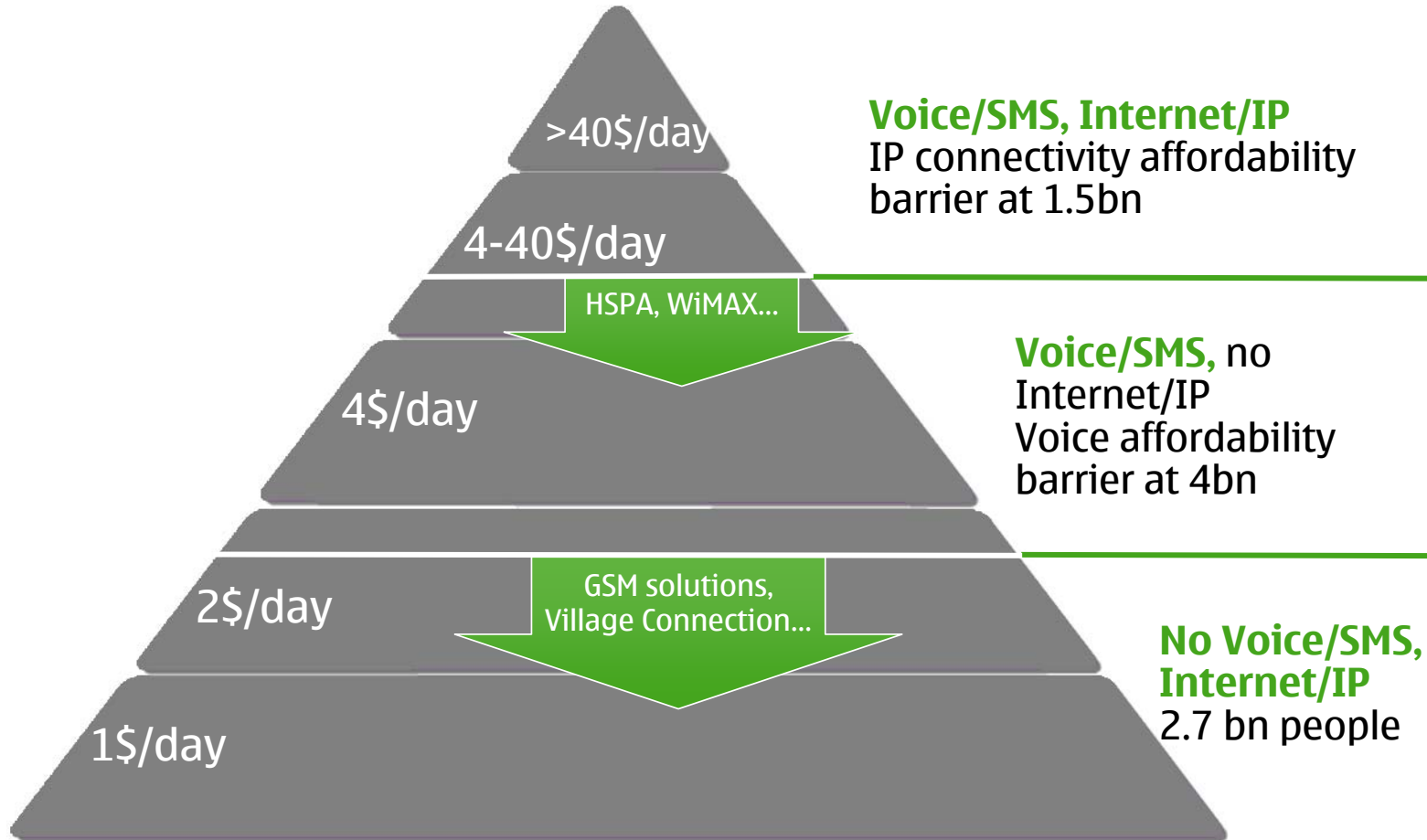
Over 1,8 million mobile subscribers every day

Future growth in mobile communications will come primarily from lower-income segments

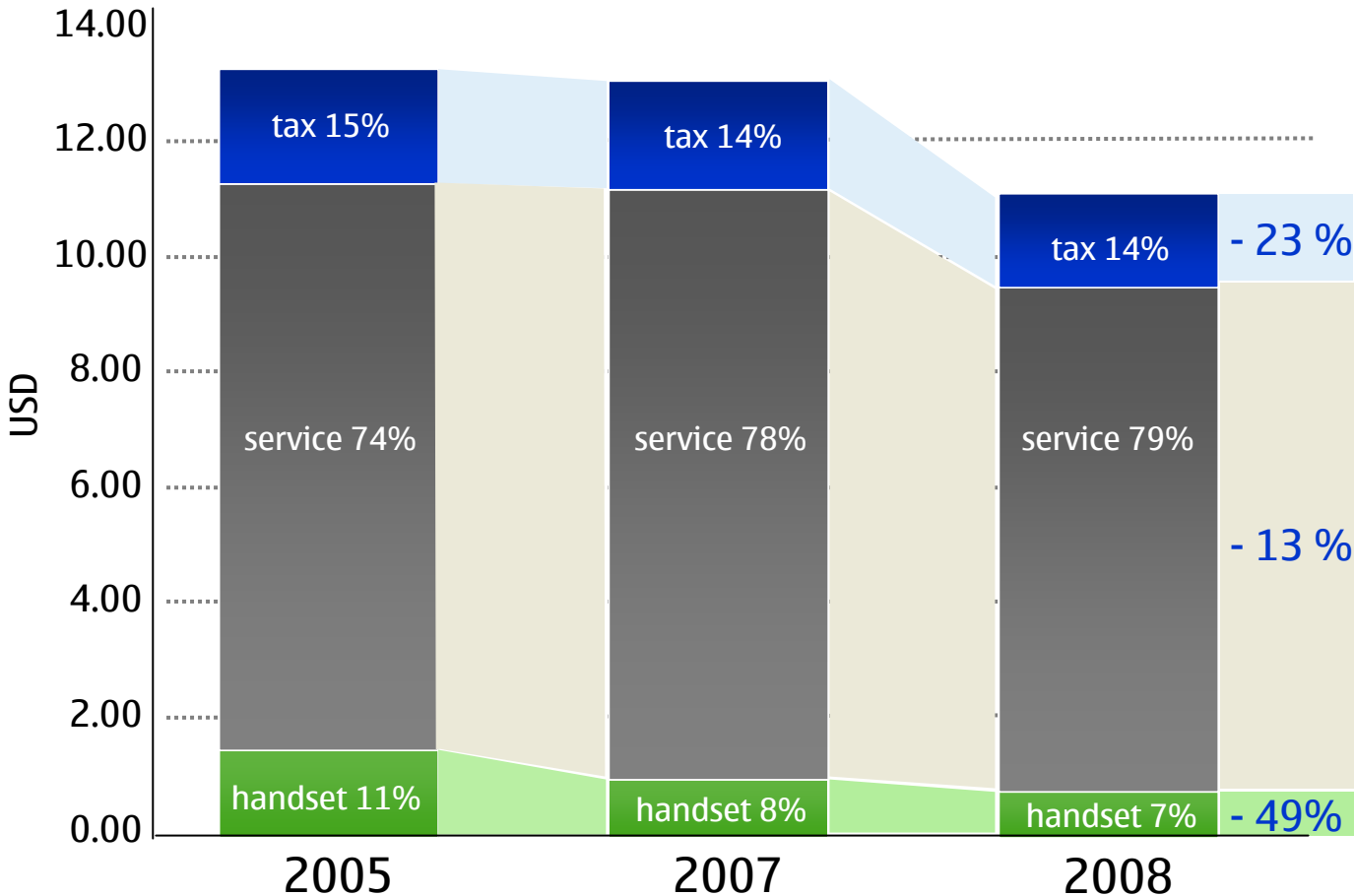


Source: Informa, WSIC+ September 2008

Affordability is the key reaching the next billion mobile consumers



2008 saw significant progress in making mobile communications affordable



Today the average Total Cost of Ownership (TCO) for the lower-income consumer is **USD 10.88**.

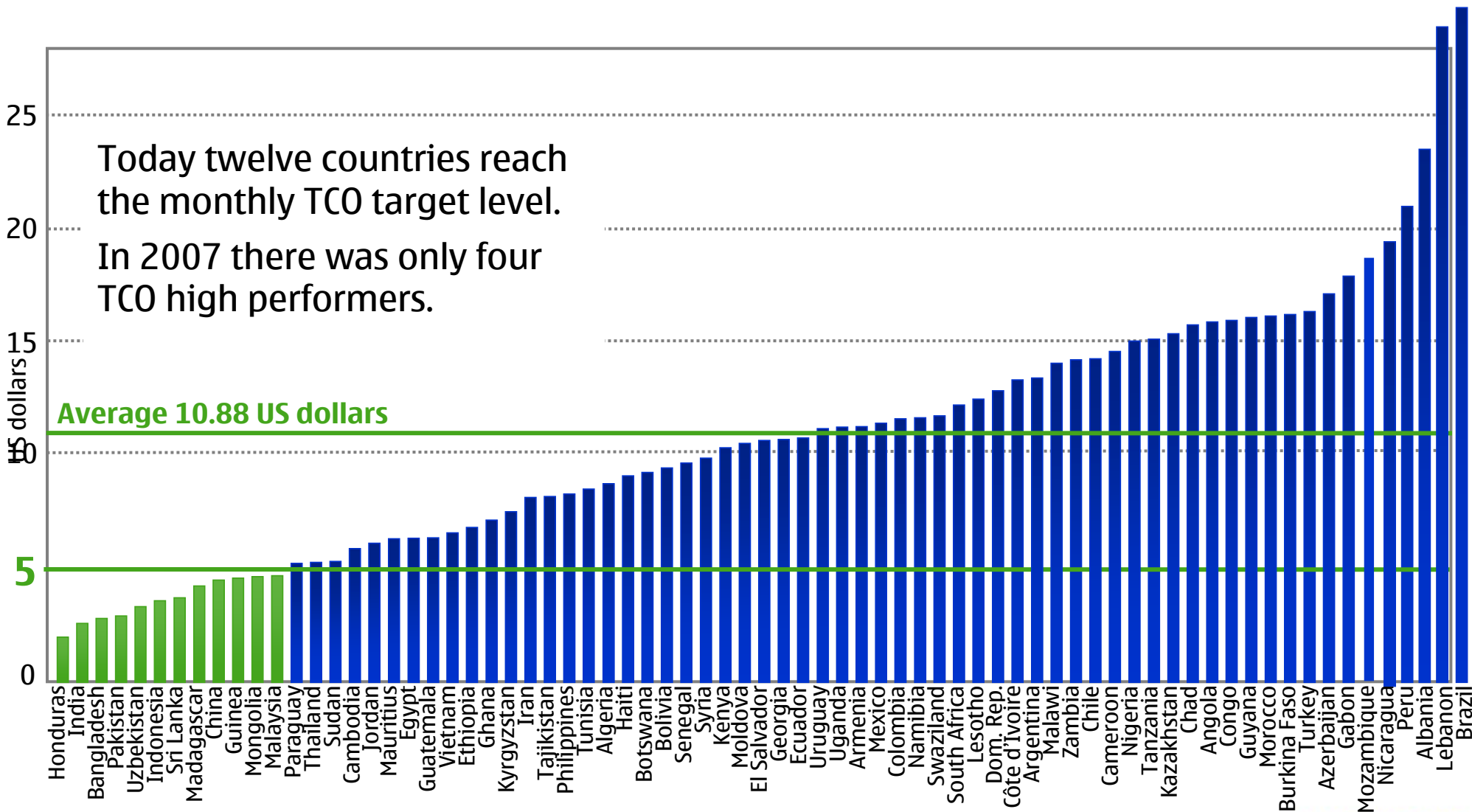
TCO has **decreased by 19%** between 2005 and 2008.

Taxes
Taxes to handset and service, including VAT, sales tax, extra telecom taxes and custom duties

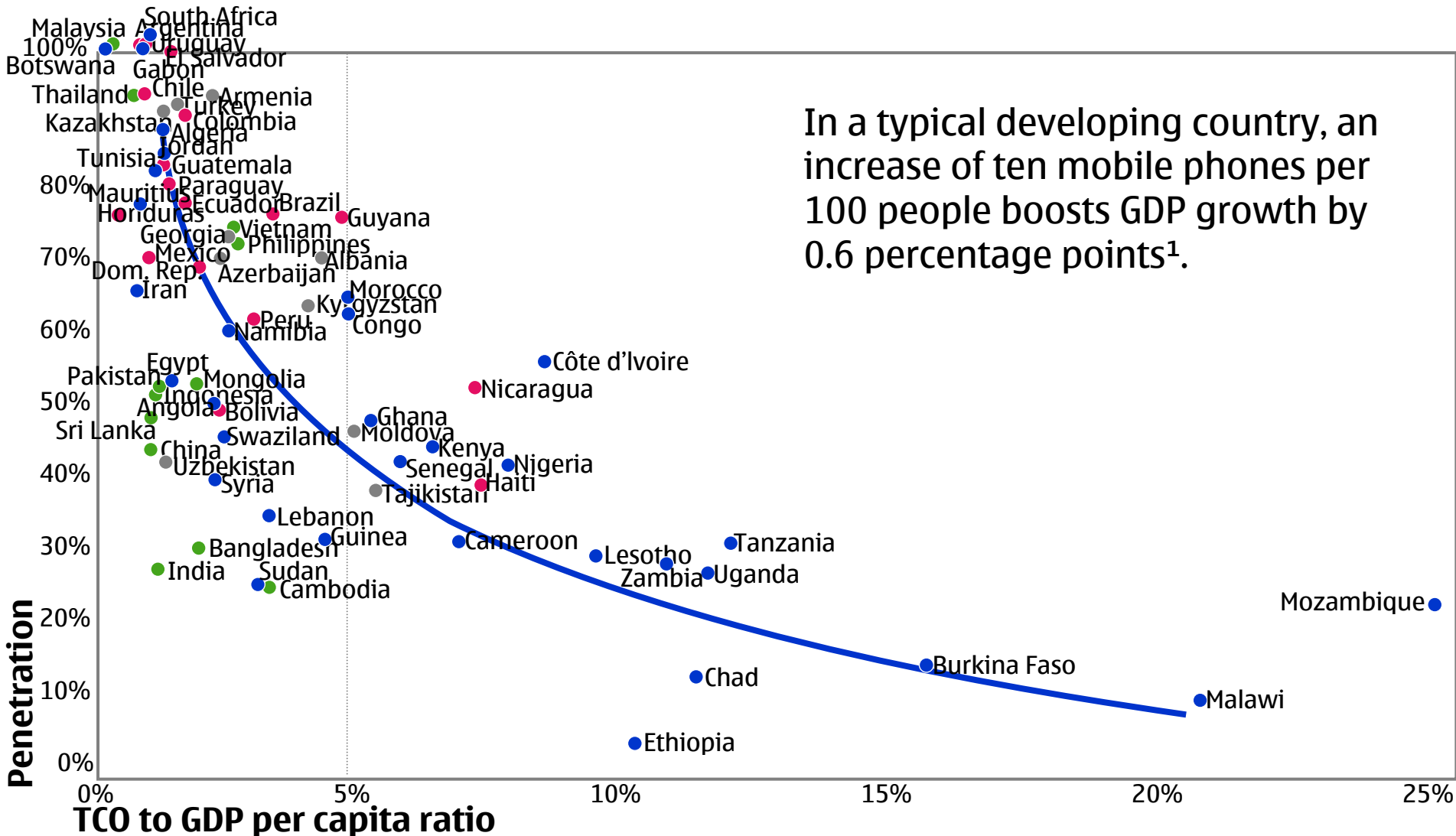
Service
OECD low-cost service basket for a pre-paid mobile subscriber, including 30 calls and 33 SMS.

Handset
Lowest cost globally available Nokia handset.

TCO < USD 5 enables the majority of the lower-income consumers to use mobile communications



Mobility has a major impact on the economy – affordability, penetration and GDP are closely linked



Graph source: Nokia, January 2009

¹Vodafone policy paper: India: The Impact of Mobile Phones 2008

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Some Emerging Markets Characteristics



- ✓ **Large rural populations, more than 2 billions with infrastructure constraints**
 - India: 820 million, China: 787 million, Africa: 680 million
- ✓ **Low income, especially in rural and low income urban**
 - India: €88, China: 125€
- ✓ **Large number of local languages and low English literacy**
 - India: 22, Africa: over 1000 in 4 major language groups

Livelihood and Life Improvement Services are Highly Relevant; Entertainment has the Widest Appeal



Livelihood

Agriculture

Life improvement

Education

Entertainment



Introducing Nokia Life Tools

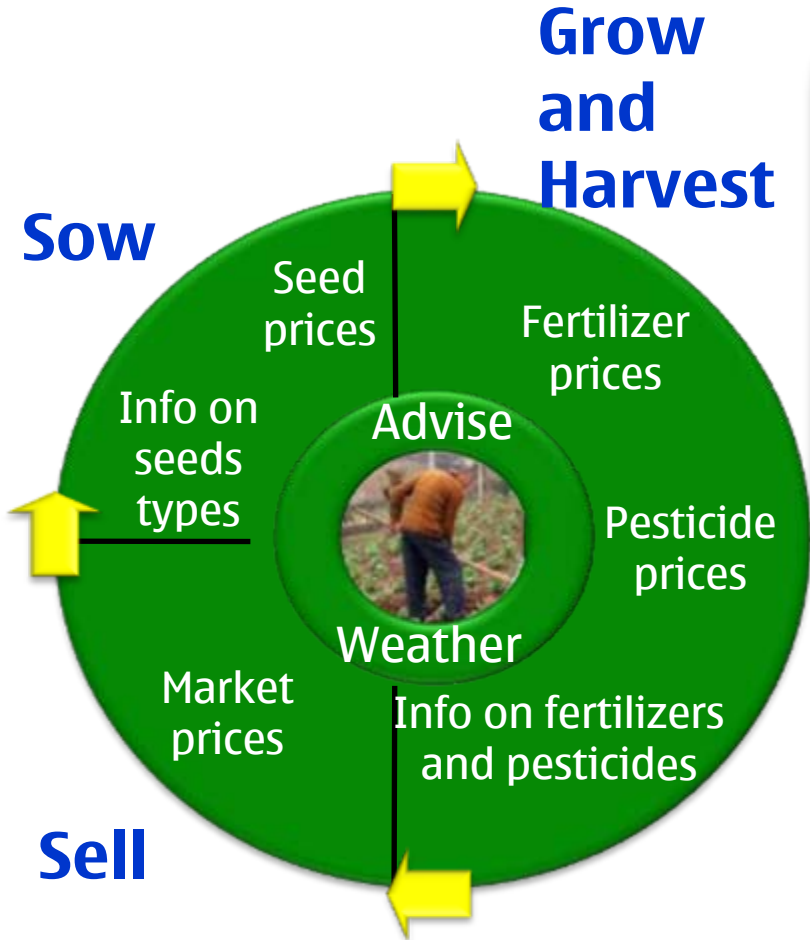


Nokia Life Tools

Inform. Involve. Empower.

- ✓ Targeted towards the non-urban consumers in emerging markets
- ✓ Focus on Agriculture information and Education services
- ✓ Local information in one's own language
- ✓ Easy to use innovative graphical interface
- ✓ No hassles with settings
- ✓ Works anywhere with GSM coverage, GPRS not necessary

Agriculture: market prices, weather & agriculture info/tips relevant to the cropping cycle in one package.



Comprehensive database of varieties and crops

Daily price information

Agriculture package

- News & tips
- Input prices
- Market prices
- Weather

Commodities
5/5 Selected
Select a maximum of 5

Cereals

- Bajra
- Sorghum/Jowar
- Wheat
- Paddy/Rice

Temp 35°C ~ 40°C
Humid 60%

Cereal Prices

Wheat (Sharbati)
Sangli [10/6/08]

Prices	Rs/100Kg
Maximum	1850
Minimum	1100
Arrival	424 Qtl

Input prices

Market prices

Weather

Hot 08.28.2008
Cloudy 08.27.2008

Education: Simple Courses on English word-a-day and General knowledge. All in your local language!

Learn
English

अ. शब्द |

शब्द:
Enquiry (इन्क्वायरी)
अर्थ:
पूछताछ
प्रयोग:
There was an

पीछे 499

अ. शब्द |

enquiry into the missing files.
प्रयोग:
गायब हुई फाइलों के बारे में पूछताछ की गई।

पीछे 499

अ. प्रश्न |

कौन से वाक्यांश का अर्थ है जैसे कानों में संगीत जैसे लगना?

musical band
 music to my ears

उत्तर चुनिये पीछे 499

अ. प्रश्न |

musical band
 music to my ears
 musical night

उत्तर गलत है, कृपया पुनः प्रयास करें

सा.ज्ञा. स्थानीय |

स्थानीय:
भजन और कीर्तन अहमदनगर में लोकप्रिय हैं। अन्य मनोरंजक गतिविधि तमाशा लोकप्रिय है, जो

पीछे

सा.ज्ञा. स्थानीय |

लोकप्रिय हैं। अन्य मनोरंजक गतिविधि तमाशा लोकप्रिय है, जो स्थानीय मंदिरों में वार्षिक मेलों में किया जाता है।

पीछे

Increase your
general
knowledge!

सा.ज्ञा. प्रश्न |

नाट्य शास्त्र निम्नलिखित में से किस संत ने लिखा था?

भरत
 व्यास

उत्तर चुनिये पीछे

सा.ज्ञा. प्रश्न |

था?

भरत
 व्यास
 वाल्मीकि

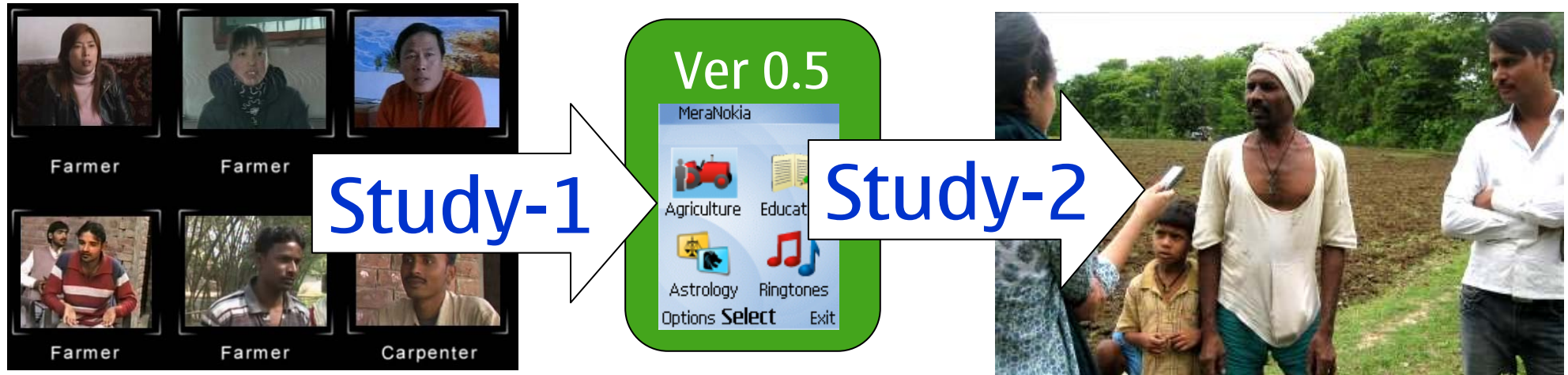
उत्तर सही है

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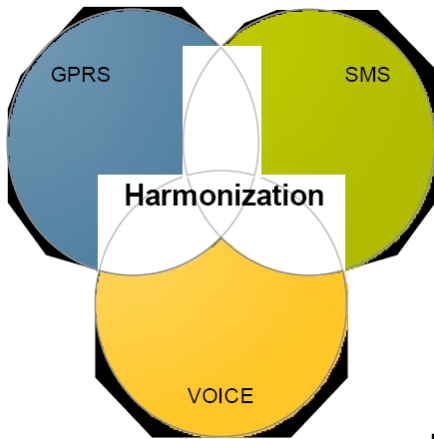
Iterative UX design process...

User “touch points”



Design Challenges

Which network?



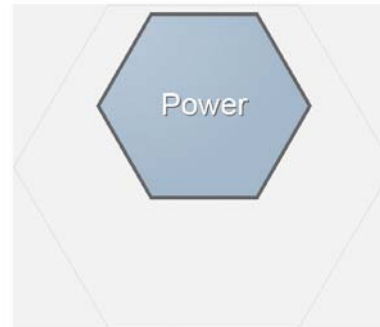
How much?



Really?



Big/Hungry?



but....

...the opportunity is extremely rewarding!



Muito Obrigado!

Background Slides

Graphical Credits



Cody Frew, www.uitthread.com