

M4D Mobile Guide

Prototype Report



1 M4D Mobile Guide



1.1 Brief description

This guide helps people to overview the schedule of a conference and creates a personalized version of this.

1.2 Possibilities

There were two versions of the mobile application; one for all mobile devices support Adobe Flash Lite 2 or higher and one for an Apple iPhones or Ipod touch.

1.3 Functionalities

The version developed in Adobe Flash Lite was the one with most functionality.

Schedule:

An overview of all sessions, organized by timeslot. For each session an option is provide to add that session to a personalized schedule (MySchedule).

MySchedule:

An overview of all sessions added to the users personalized schedule using that function in the Schedule.

Contacts:

In this section the user can search for other users and add them to a personal contacts list.

Map:

Here, users can watch a map of the venue with the conference rooms marked

1.4 Users

The conference itself was on December 12th and 12th.

Number of visitors for every day:

Dec 10th: 37

Dec 11th: 19

Dec 12th: 4

In total there were 20 downloads of the software.

1.5 Technical

The application is written in Flash Lite 2 or HTML/Javascript for Iphones. Every time a user wants to do an action (get some data) the application does a request to an online API.

This API is written in PHP 5 using the ZEND framework. It returns an XML file that is processed by the application to show the requested data.

Some considerations have to be made; When using GPRS or EDGE abroad, roaming costs are charged. This is still very expensive.

- When no internet connection is possible, the application will be unusable.

The last point can be resolved;

We cash the schedule the moment it's loaded. The next time a user wants to check the schedule and no connection is available, the chased version is used.

1.6 Download

At the moment following flow is used to get the application running;

- Go to the provided URL
- Fill out all the fields
- Download application
- Get the application to your phone and start it up

- Insert the username and password you provide during the registration
- Start using the application

From feedback we got, it's clear users don't want to fill out a big registration form. They just want to quickly be able to set everything up and use it.

In the future, we will try another flow that cuts out the 3 first steps. Just download the application. Only when you start using it you will be prompted for a (small) registration.

1.7 Conclusion

Awareness is the key. We have to get users using it before they see the profit of a mobile guide. We can do this in the future by adding an incentive in the form of a contest.

Users want simple functions because the input interface of a phone is still very limited. We should limit every type of text-input and try to work with arrow-keys.

Mobile internet is still a struggle, especially abroad.