MEX
MOBILE USER EXPERIENCE

London, England
October 2009

Ideas are powerful things.

Can you remember when you last heard a new one?

Humans are using an ever increasing variety of networked devices to interact with the services, communities and information assets in their digital lives. The next major challenge facing the mobile telecoms industry is weaving together these individual platforms to create a cohesive user experience greater than the sum of its parts.

The enclosed MEX Manifesto sets out our beliefs as to how this challenge can be met.

We invite you to join the brightest minds in mobile and user experience as we come together to debate the Manifesto at the next MEX Conference in London on 2nd & 3rd December 2009.

Over two days, we will work together to create a joint response to the Manifesto by sharing ideas, learning from each other's experiences and harnessing the combined intellectual power of the conference.

To find out more and book your place, visit pmn.co.uk/mex/. Attendance is limited to 100 people and delegate passes are priced at £1499.

Yours faithfully,
Marek Pawlowski, Norbert Metzner & Mark Hamilos

The MEX Manifesto

Enhancing user experience in a multi-platform world

1. We believe the definition of 'platform' is any channel
    through which users interact with a product, service or
    community, ranging from digital devices such as mobile
    phones and PCs to physical entities such as retail stores
    and call centres.

2. We believe the number and variety of platforms in users'
    lives is increasing rapidly, facilitated by wireless networks
    and driven by users' desire to communicate, consume
    content and make purchases at the most convenient times
    and in the most convenient places.

3. We believe the number of platforms in users' lives will
    continue to increase, leading to exponential growth in the
    quantity of potential user pathways and creating ever more
    complex usage scenarios to challenge user experience
    designers.

4. We believe true multi-tasking will be impossible for users;
    instead, they will switch their attention rapidly between
    multiple platforms in ever shorter time slots, giving rise to
    a state of continuous partial attention and a requirement
    for user experiences which are instantly available and easy
    to resume.

5. We believe intelligent access to a consistent, wireless cloud of user data is a key enabler of the multi-platform experience, but will succeed only when it can be accessed through a variety of interfaces, optimised for each usage scenario.

6. We believe the mobile phone will be, for most users, the natural starting point for the multi-platform experience and remain the dominant device in their growing portfolio of digital tools.

7. We believe natural interfaces, which closely resemble existing human behaviour and analogue controls, will be central to multi-platform interactions.

8. We believe interfaces should adapt intelligently to match the behavioural patterns and expressed preferences of users and that it should be possible to synchronise this experience across the multi-platform environment.

9. We believe the size limitations of physical screens and keyboards are constraining innovation in form factors and the virtualisation of these elements will be made possible by a multi-platform approach to design.

10. We believe the flow of information in some users' lives is becoming a severe challenge and only the ability to asynchronously place- and time-shift tasks from one platform to another will enable them to increase their consumption of digital services.

11. We believe user experience testing methodology must evolve from a device-specific to a goal-specific model to reflect the increasing range of usage scenarios in a multi-platform world.

12. We believe local storage of data will remain critical to a good multi-platform experience until the wireless cloud is 100% reliable and effortless synchronisation should, therefore, be a right, not a privilege.

13. We believe TRUST will be a key competitive differentiator in the multi-platform environment and brands will be judged on their respect for user privacy, support for data portability and clarity of business terms.

14. We believe the most compelling multi-platform services will be found at the intersection of the virtual and physical worlds, where digital technology adds a layer of enchantment to the tangible, real, analogue experiences which move us emotionally.

What do you believe?

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