

How Seren is improving the consumer experience of Nokia's Ovi

The client:

Nokia has the ambitious vision of presenting a consistent experience for all its content and services, both for its mobile devices and web services. Ovi encompasses a wide range of different new and existing services and, including music, maps, email, games, and applications.

Your life. Connected.

Share
Share your photos and videos.
» Go

Sync
Back up and edit your contacts and calendar.
» Go

Files
Access your files from anywhere.
» Go

Maps
Plan your trip and sync your route.
» Go

Mail
Stay in touch with mobile email.
» Go

Store
Browse new apps and content.
» Go

» Register

It's easy: 1. Create your Nokia Account 2. Sync your phone 3. Start using Ovi

The challenge:

Nokia's challenge with Ovi is significant and very ambitious, as it provides a wide range of services to an international audience across a large portfolio of devices. In this scenario, the consistency and quality of the overall consumer experience are crucial, and early feedback had shown that not all services were performing to expectation.

Nokia was faced with a situation where its excellent vision was, in some areas, not being met by the execution.

Specifically, Nokia needed a method by which they could measure and understand the quality of the Ovi experience, and how this varied in different markets and across different services.

Leading service design consultancy Seren was chosen in a competitive pitch to lead this project, undertaking qualitative research and service design activities to deliver tangible improvements to the service and therefore increase consumer satisfaction.

Seren's work:



Seren's mobile UE experts analysed the experience of using various Ovi services and applications in a number of global markets. From this Seren created a set of detailed service maps, which illustrated the experience that Nokia was providing to its consumers through the Ovi services.

Using Nokia's detailed consumer segmentation model, Seren then conducted qualitative research with relevant target audiences to help understand both the drivers for consumer satisfaction and also the criteria by which consumers were benchmarking the Ovi service.

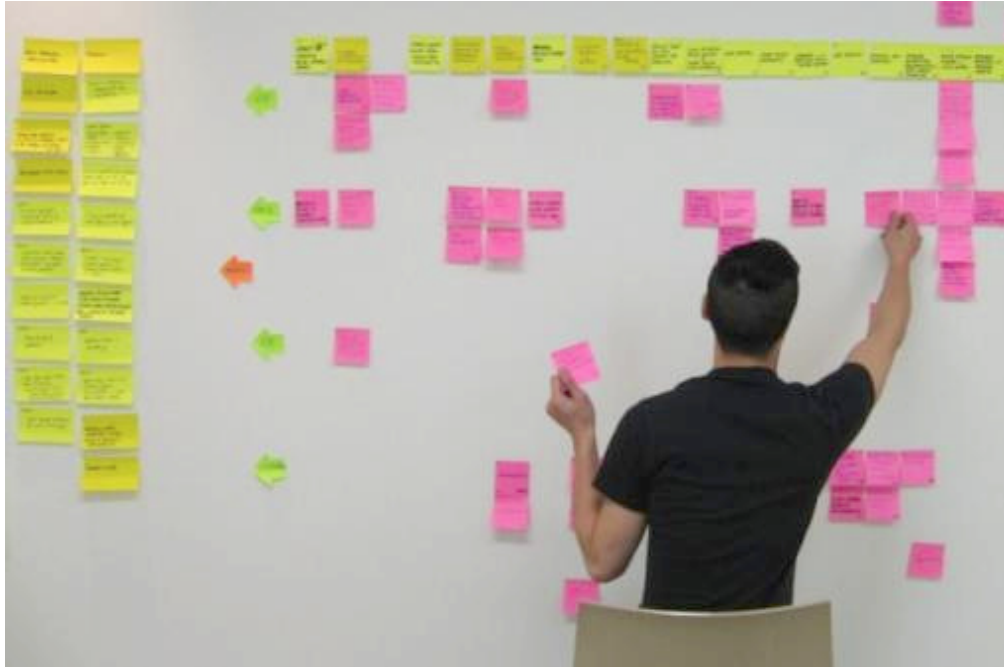
One important technique used in the field research was collaborative design. By using designers to conduct the qualitative research, Seren was able to gain a far greater insight into users' feedback. Designers would sit with the participants in research, noting their experiences and collaborating with participants to create more intuitive and personal experiences. This transformed the research from simply a question and answer session into an opportunity to generate new ideas and test these on participants in order to gain immediate feedback.

Working in partnership with GFK, Seren helped to create a quantitative research study that covered the same markets as the qualitative research to complete the service maps as well as confirming the learnings from the field research.

Seren then designed an interactive tool which Nokia could use to track the Ovi experience in each country, mapping changes in perception to provide immediate feedback of the Ovi store over time in any particular market. Under the headline "Consistency drives delight, complexity causes disillusion", Seren presented Nokia's senior management with specific design recommendations to improve the Ovi service. These recommendations included improvements to

websites, PC and mobile applications.

In addition, Seren developed a list of hundreds of different actions that could be implemented within individual services to improve the consumer experience and more effectively communicate the Ovi brand to users through service design.



Results:

Nokia continues to make improvements to the Ovi products and services. Many of these have been driven or informed by Seren's global service design project. A further round of quantitative research has recently been completed to identify whether these changes have led to improved consumer experiences. Results from the second round of research are clear: whilst the vision that is Ovi will continue to be a challenge to realize, consumer satisfaction has increased for Ovi services against major competitive benchmarks.

Conclusions:

Nokia's Ovi store is a critical consumer facing service for the brand. By aiming to deliver continuous improvement in consumer experience, Nokia recognised the importance of Ovi in building its global market position in the developing applications and services market.

Seren's work enabled Nokia not only to improve its services but to measure the impact that these improvement have had over time, within a complex global environment and across multiple and differing services. By using design-focused research and methodologies, Nokia was able not only to improve its services but to convey its brand in a more consistent and consumer facing manner.