



Innovation sponsor



Silver sponsor



19th - 20th May 2010 | London | pmn.co.uk/mex/

15 photos to brighten your day | 15 MEX Manifesto statements to define the cutting edge of mobile user experience | Join 100 of the finest minds from mobile, media and design in London on 19th & 20th May 2010 for 2 days of new ideas and co-operative learning | We are MEX, the strategy forum for user experience, and this is our Manifesto | Marek Pawlowski & Norbert Metzner

(2010 is the 15th anniversary of MEX challenging the mobile industry to think differently.)





We believe mobile user experience will be defined by a desire to connect entertainment devices, health appliances, car dashboards, smart architecture elements and other digital nodes, leading to the new world of multi-platform experience.



1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15



We believe the industry is missing the opportunity to create new experiences with the voice network and is disproportionately obsessed with designing apps purely for the visual dimension.



1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15



We believe functional efficiency is a basic right, not a privilege, and true functional identity is achieved by imbuing interfaces with a sense of beauty and emotional connection.



1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15



We believe latency is the enemy of usability and must be eliminated before new interface technologies become suitable for the mass market.



1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15



We believe the increasingly diverse range of wireless form factors leads to increasingly diverse behavioural patterns and usage environments, where the established rules of mobile user experience must be rethought.



1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15



We believe data is specific to individuals, not devices, and requires new service architectures which afford users multi-platform access to their data, their way, according to their individual preferences.





We believe people enjoy serendipitous discovery of the world and, if the industry builds trust and designs playful, meaningful interaction flows, mobile devices are the ideal interface.



1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15



We believe the industry must learn from the usability failings of early touchscreens and intelligently combine new sensors, haptic mechanisms and improved touch panels to create a multi-dimensional input/output experience.



1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15



We believe multi-platform experiences rely as much upon physical as they do upon virtual connections, and seamless wireless transfers should be complimented by the reassuring tactility and solidity of well-designed hardware linkages.





We believe mobile technology can bridge spacial and social distances by allowing users to indicate what they want and when they want it.



1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15



We believe wireless devices with larger displays and multiple screens drive new forms of content far beyond passively consuming games, video and music.



1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | **11** | 12 | 13 | 14 | 15



We believe enhanced call quality is a forgotten opportunity to improve user experience, allowing customers to recognise emotional nuance more clearly.



1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15



We believe multi-platform experiences must anticipate a state of continuous partial attention, where users rapidly switch their focus between several devices, screens and channels in ever shorter timer slots - the old rules of designing for a single point of focus no longer apply.



1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15



We believe the need for user control and undo functions increases in direct proportion to the number of multi-platform touchpoints and data sources.



1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15



We believe mobile advertising will succeed only once it is a one-to-one conversation, augmented by new contextual data and reflective of individual personality.



1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15



MEX is a very different style of conference, combining pre-event debate, practical workshops and a wide range of innovative session formats to tap into the collective intelligence of the participants.

The event brings together everyone responsible for creating user experience, from CEOs to designers, and encourages cross-industry and cross-disciplinary learning.

Delegates learn from expert speakers during the presentation sessions and then work in teams with experienced facilitators to respond to the issues raised in the MEX Manifesto.

Each team has its own individually designed breakout room and a pair of illustrators to help the group visualise its ideas. The final session of the conference is an opportunity for each team to present its findings.



Everyone who participates takes away a complete package of insights, videos, presentations and sketches to summarise the conference.

To register or find out more, please contact:

Marek Pawlowski
e: mp@pmn.co.uk
m: +44 (0)7767 622957
w: pmn.co.uk/mex/

Delegate places are £1499 (+ VAT @ 17.5% where applicable).

Some of our speakers at MEX include...

Christian Lindholm

Managing Partner
Fjord

Parrish Hanna

Global Director, Experience Planning
Motorola

Jennifer Ouano

President
Elastic Entertainment

Guillaume Largillier

Chief Strategy Officer
Stantum

Marc Nagel

CEO
Pilotfish

Itai Vonshak &

Alex Rapoport

Co-founders
Elements

Oren Horev

Strategy Consultant
Plan

Jane Sales

Creator of flook
Ambient Industries

Heather Martin & Blake

McEldowney

Smart Design

Dr. Jonas Landgren

University of Gothenburg
Ideaviate AB

