



Sony Ericsson

Camera phone research

Brief

Sony Ericsson approached PDD to investigate the current behaviour, needs and frustrations of UK camera phone users. Fresh insight and information to challenge their stereotypes and assumptions was needed as guidance for potential design solutions.

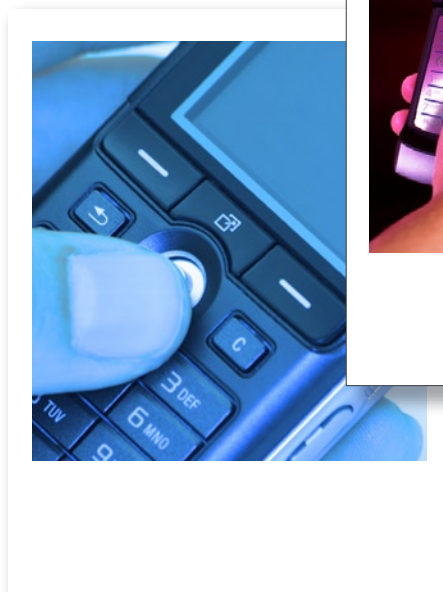
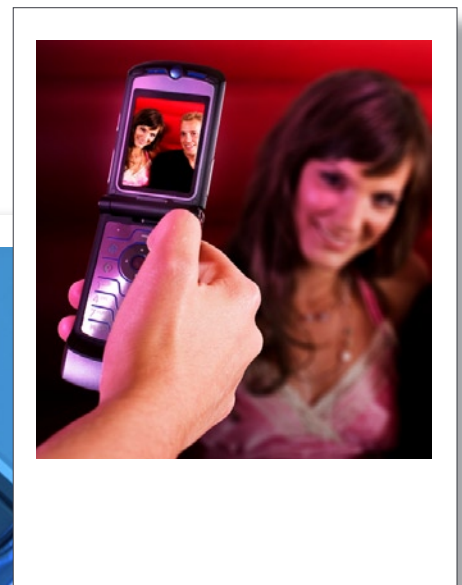
Approach

The PDD research team carried out ethnographic research with UK camera phone users of varying ages. The first stage consisted of interviews in the homes, exploring the issues associated with each users' camera phone and how it fit into their life. For the following week, communication diaries were completed by each user, giving a naturalistic record of camera phone use.

A vital stage of the research was shadowing and observing people using camera phones in different situations. This covered a variety of observation sessions, from a girls night out to accompanying a car salesman. The final stage of the research used discussion groups to explore future camera phone designs.

Result

This fresh approach to understanding the market enabled Sony Ericsson to gain new insights. Analysis of the data by the PDD research team resulted in the creation of usage scenarios that validated design solutions. We were also able to give both generic and specific input into its strategic design direction.



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