

MOBILE USERS AND THE OUT-OF-BOX EXPERIENCE

Editors

Pekka Ketola pekka.ketola@nokia.com

Irmeli Sinkkonen irmeli.sinkkonen@adage.fi

BACKGROUND

Users face practical problems when they start using a new device, system or service for the very first time, or they want to replace an existing device with a new one. Often several operations are required by the user prior to use. Although the challenge of first use is known and admitted among users, designers, manufacturers and research communities, there is astonishingly small number of published research about out-of-box experience of consumer products or commodities. This problem area has been initially addressed in operations research, and solutions are actively sought in industry.

We are interested especially about the mobile phone out-of-box experience (OOBE) and related design and research. There are various reasons to have a special look at the mobile users and out-of-box experience. Mobile phones have become personal everyday appliances, such as a TV or a watch, and part of our identity - full of personal meanings, individual experiences and personal data. They go with us from home to work and to leisure places. The phone stores data valuable and essential for the user's daily life. Changing the product to a new one presents a potential disruption in the life management.

Related work is going on in various areas. OOBE is described and guidelines proposed (for example: IBM/Ease of use) and an industrial forum is addressing related topics (for example: PC Quality Roundtable). Manufacturers and service providers are developing technical and business solutions to make the product adoption easier and to help with the system configuration. Researchers are studying first use especially from human-computer interaction perspective. We have identified a research gap especially regarding product replacement.

For this special issue, we hope to attract cross-disciplinary submissions both of a reflective nature, which look at the accumulated work in the area with the benefit of hindsight; and submissions that document the new and exciting developments that are currently unfolding.

Areas of interest include, but are not limited to: consumer devices, out-of-box experience and

- Human-computer interaction (for example: user-centred design, user experience, usability testing, accessibility)
- Information appliances, smart devices
- Information management and information systems
- Information technology development
- Standardization, common practices
- Design for first use
- Design for out-of-box readiness
- Product configuration and set-up

- Product replacement
- User support and product maintenance
- User guides
- PC connectivity and applications
- Services (Internet, phone operator, etc.)
- Product and service packaging

SUBMISSION CATEGORIES

- **Industrial experience** papers should review existing implementations, case studies or concepts for improving out-of-box experience or product replacement in consumer products.
- **Perspective** papers should use the accumulated work of a specific group, institution, or individual as the basis for a discussion that can encompass historical accounts, lessons learned, or overall theories and generalizations. The content can be based on previously published material, but should expand upon it in such a way that new insights are gained.
- **Research** papers should present new systems, evaluations, methods or concepts in the field of physical user interfaces. This should consist of novel work that has not previously been published in archival format.

DEADLINES

- **March 31, 2004:** Paper submission deadline
- **May 31, 2004:** Notification for authors
- **August 31, 2004:** Revised versions due

For further information please contact the special issue editors, Pekka Ketola and Irmeli Sinkkonen.