

# Mobile internet campaigns

a case study of Sony Ericsson WTA tour mobile services

European Information Architecture Summit 2005

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# MediaCatalyst

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## Digital marketing agency

- › Amsterdam, Stockholm, Los Angeles, New York
- › 60+ people, 15 nationalities
- › Clients: Sony Ericsson, World Press Photo, Schiphol, Sony & others

## Services

- › Branding strategy & planning
- › Information architecture & design
- › Copy-writing
- › Technology

Strong ties with Sony Ericsson has given  
MediaCatalyst a head-start into the mobile internet



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# Sony Ericsson - WTA sponsorship deal

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- › Sony Ericsson entered a global \$88M sponsorship agreement with the Women's Tennis Association
- › The leading message: "Sony Ericsson amplifies your tennis experiences"

## Why

- › To raise brand awareness, particularly in the female market segment
- › Allows Sony Ericsson to showcase its phones in tennis events
- › WTA content is very fit for mobile internet: fast changing, concise and a large following

## WTA Tour online experience

- › Provide tennis fans with enticing content that enhances their tennis experience BUT differentiates from sports sites & does not compete, rather complements the WTA site
- › Web and mobile
- › 8 different languages

# Mobile internet

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## Disadvantages

- Small screens
- Unfamiliar but high expectations
- Low offer of content
- (Very) slow (especially on older phones)
- (Perceived as) expensive
- Rapidly evolving technologies
- Limited set of 'traditional' interactions (drag/drop, scrolling)

## Advantages

- + Always with you
- + Personalised
- + Location based (GPS, RFID) around the corner
- + Rapidly evolving technologies
- + Variety of input devices (camera, accelerometers, touch-screens, near-field communication)

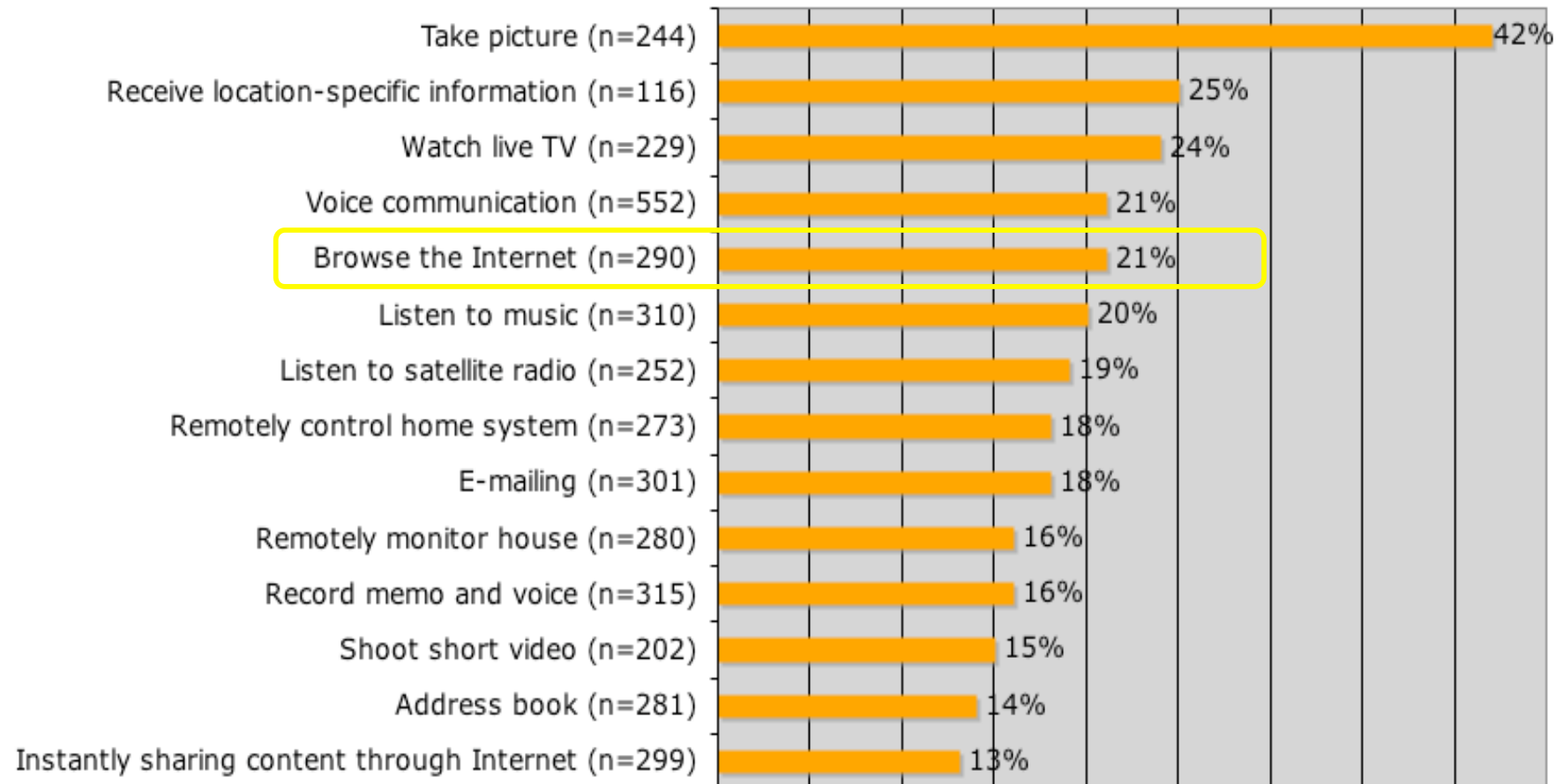
# Building mobile internet sites is complex

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- › Huge variety in screen sizes
- › Lack of browser standardization, and variable support for markup standards
- › Device detection is technically complex, requires server processing (ie no static sites) and has to be kept up to date
- › The testing compromise: you can't test every page with every device.
- › The technology is changing fast: handsets and browsers are increasing in sophistication rapidly
- › Users don't upgrade phone browsers

# What do they want?

## Important Functions Consumers Want to Have on Most Frequently-Used Mobile Devices

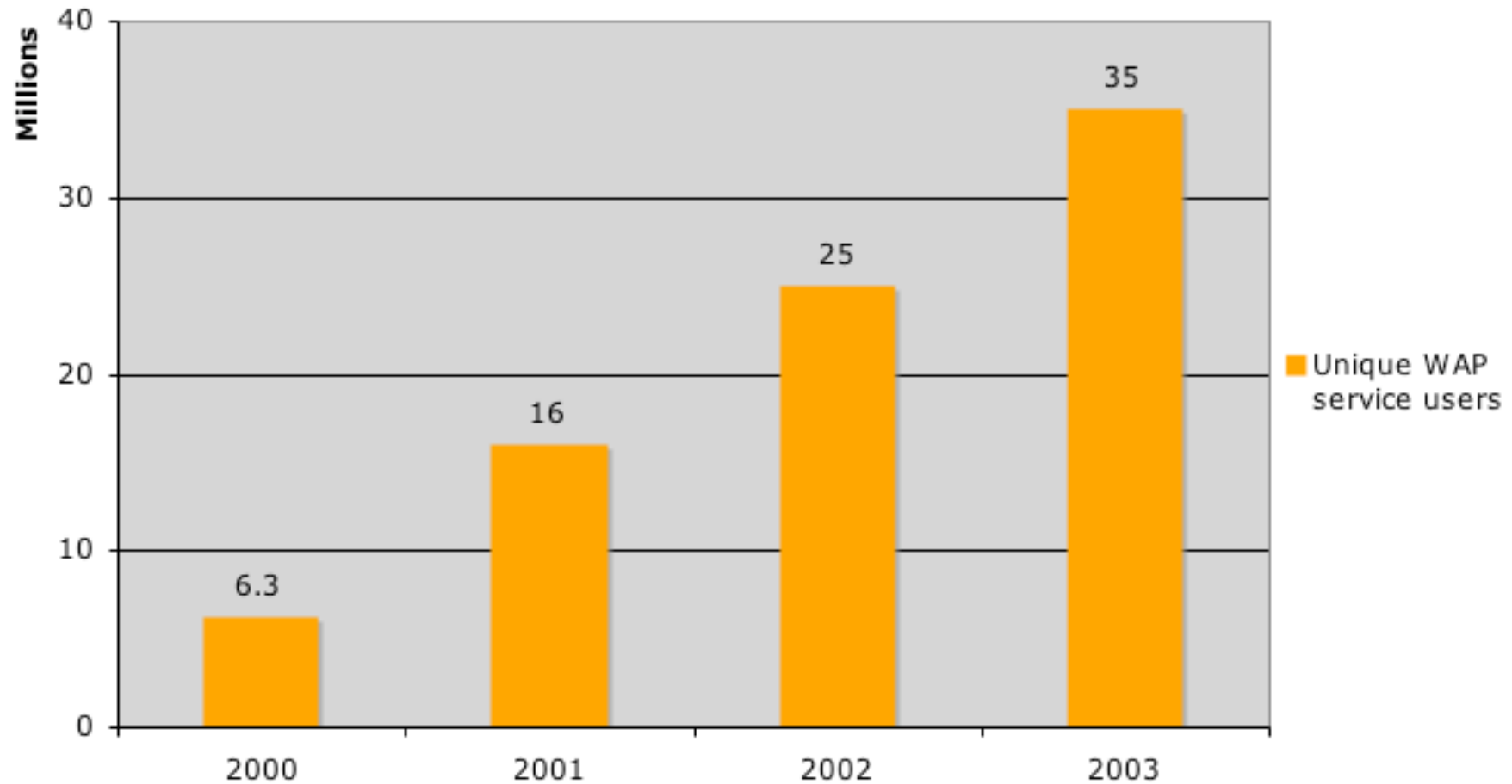


Source: *Mobile Entertainment Platforms and Services*, a survey of 2,112 Internet users, 2005 Parks Associates

# How many of them are there in Europe?

2000: 6.3 million unique users (1.6% of the population).

2003: 35 million unique users (8.8% of the population).



Source: Carl H.Marcussen, *Centre for Regional and Tourism Research*, [www.crt.dk](http://www.crt.dk), 31 May 2002.

# WTA mobile

A cross-platform online experience

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# Input: translate WTAtour.com to mobile

Well... part of it

## Sports content

- › Head to head
- › Schedule of the day
- › Latest scores

## WTA experience

- › Downloads
- › View pictures
- › Meet players
- › Play games

The screenshot shows the Sony Ericsson WTA TOUR website. At the top, there are logos for Sony Ericsson, WTA, and Whirlpool. A navigation menu on the left includes links for HOME, RANKINGS, RESULTS, DRAWS, NEWSROOM, TOURNAMENTS, PLAYERS, PHOTO GALLERY, MEDIA, PROMOTIONS, and ABOUT THE TOUR. The main content area features a large photo of Lindsay Davenport in a yellow tennis outfit, with the headline "Defending Champ Davenport Wins Opener in Filderstadt". The article text describes her victory over Francesca Schiavone and mentions other players like Nadia Petrova and Justine Henin-Hardenne. Below the article, there are sections for "UPDATED SCORES" and "MORE STORIES", including a link for "Sharapova Qualifies for". The right sidebar contains various promotional banners for Whirlpool, Porsche, Dubai Duty Free, and ATP.

# Task analysis

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## Required activities

- › Log in
- › Register
- › Locality chooser

## Main-path activities

- › Look up schedule of the day
- › Look up scores
- › Compare players
- › View pictures
- › Download content (ringtones, wallpapers, screensavers)
- › Enter polls

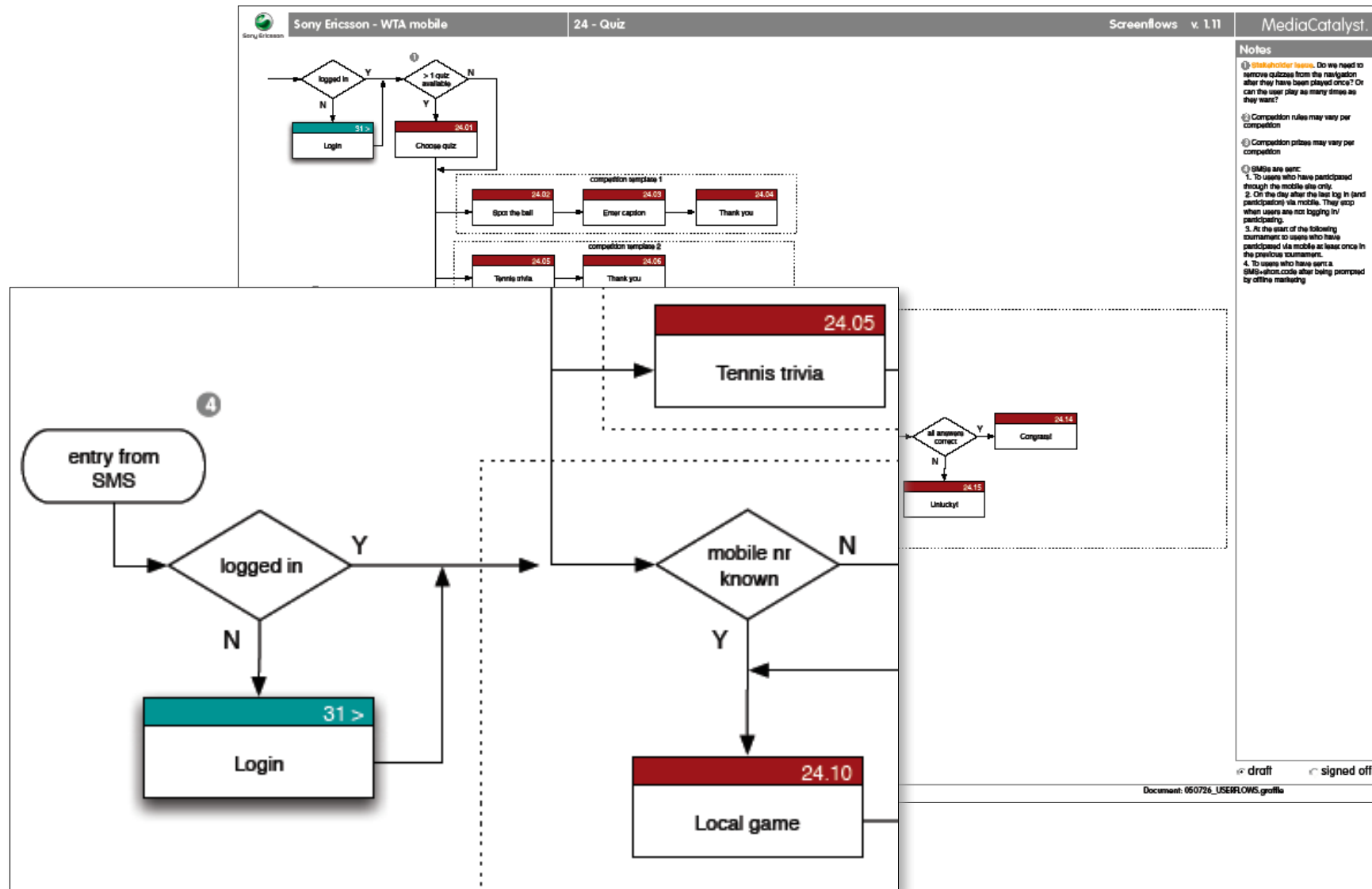
## Side-path activities

- › Enter player name
- › View previous polls

## Rare-path activities

- › Look up contact information
- › Look up terms & conditions

# Screenflows



# Wireframes

Sony Ericsson - WTA mobile | 24 - Quiz 2/2 | Wireframes v. 1.15 | MediaCatalyst

Local game

24.10 Summer Tennis Challenge  
Header Image  
Play the Summer Tennis Challenge and win tickets to the Grand Slam in Melbourne, Australia!  
Lorem ipsum dolor sit amet, consectetur adipiscing elit  
Completion image

24.11 Summer Tennis Challenge  
Header Image  
Question slide 11  
Lorem ipsum dolor sit amet, consectetur adipiscing elit  
A. Scilicet 1  
B. Scilicet 2  
C. Scilicet 3

24.12 Summer Tennis Challenge  
Header Image  
Question slide 21  
Lorem ipsum dolor sit amet, consectetur adipiscing elit  
Image

24.13 Summer Tennis Challenge  
Header Image  
Question slide 21  
Lorem ipsum dolor sit amet, consectetur adipiscing elit  
A. Scilicet 1  
B. Scilicet 2  
C. Scilicet 3

24.14 Summer Tennis Challenge  
Header Image  
Congratulations, all your answers were correct! You have been entered into today's prize draw.  
Don't forget to play again in tomorrow's competition!  
Lorem ipsum dolor sit amet, consectetur adipiscing elit  
Information about your mobile availability  
condimentum id, volutpat et, eget  
Competition rules >  
Competition rules >  
Footer

24.15 Summer Tennis Challenge  
Header Image  
Unlucky! One or more of your answers was incorrect. Do you want to try again?  
Try again >  
Lorem ipsum dolor sit amet, consectetur adipiscing elit  
Information about your mobile availability  
condimentum id, volutpat et, eget  
Competition rules >  
Competition rules >  
Footer

24.07 Competition Rules  
This competition begins 12:00:01 a.m. ET July 25, 2005 and ends 11:59:59 p.m. ET August 24, 2005.  
Only US legal residents over 18 can enter this competition.  
You can play as many times as you like but only your best answers will be kept for the daily prize draw.  
From this onward, there have been several correct answers for the daily prize a winner will be chosen randomly at the end of each day. All correct answers will be kept for the random draw of the grand prize at the end of the game. Sony Ericsson will contact the winner the day after the draw by e-mail, phone and/or mail.  
When you play you will receive a cell-phone reminder (SMS) for the next round the following day. The reminder will stop automatically if you stop playing. You can also (SMS) the word STOP to 87746 (73783) to cancel the reminder.  
For a complete overview of the game rules visit our website www.sonyericsson.com/etw  
Good luck!  
< Back  
Footer

24.09 Summer Tennis Challenge  
Header Image  
Validation error message space  
Before you start playing we need your [mobile number] [and] [nickname] so we can contact you if you win a prize.  
Mobile number (international format):  
e.g. +18311224567  
Nickname:  
Next >

24.16 Summer Tennis Challenge  
Header image  
This week's Summer Tennis Challenge winners. Congratulations!  
Monday 18 July  
<winner's nickname>  
Tuesday 19 July  
<winner's nickname>  
Wednesday 20 July  
<winner's nickname>  
Thursday 21 July  
<winner's nickname>  
Friday 22 July  
<winner's nickname>  
Saturday 23 July  
<winner's nickname>  
Sunday 24 July  
<winner's nickname>  
For a complete overview visit

Notes

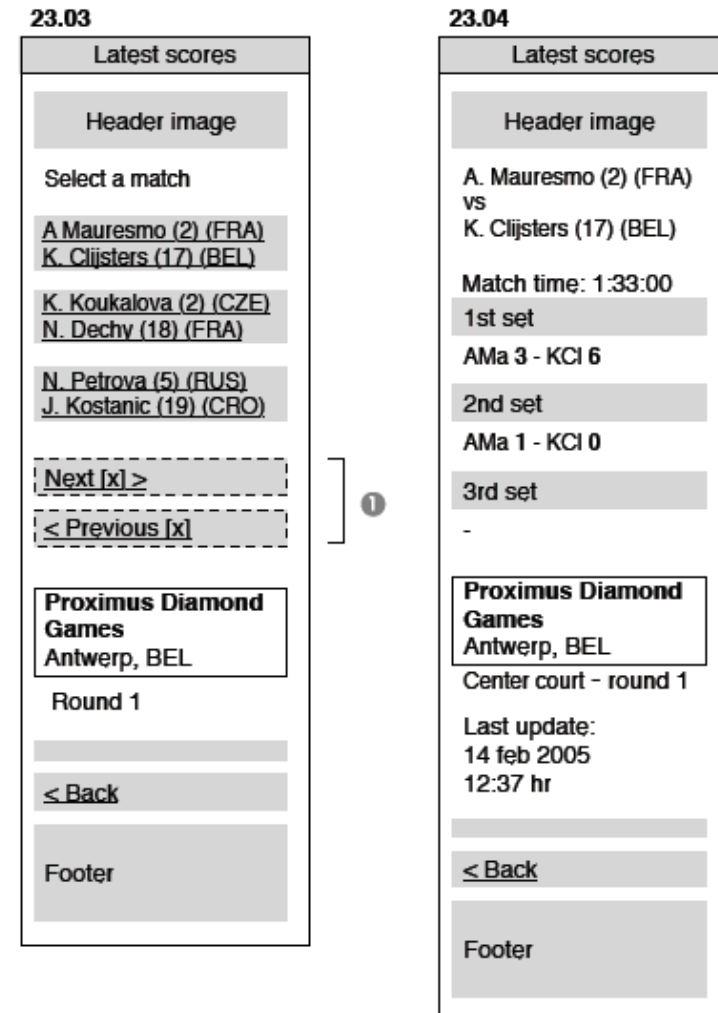
- Example of templates that could be used in the game.
- Games checks for existence of telephone nr and nickname data in user profile and displays correct msg/ fields accordingly.
- This list will fill during the course of the week when the winners are known
- Rules that apply: VR002, VR009
- Rules that apply: VR002, VR004H, VR005
- Terms and Conditions may vary per country
- This message is 130 characters long. That leaves 31 characters for the prize description.
- This message is 110 characters long. That leaves 30 characters for the prize description.

Page 8/7 | Document: 05.0726\_WTA\_Mobile\_Wireframes.graffle

draft signed off

# Wireframes – highlights

- + Quick to make
- + Indication of what can fit on screen
- + Allows for lots of iterations in design
- While it's possible to see the whole screen on the wireframe on the mobile this involves (sometimes extensive) scrolling
- The iterations proved difficult to keep track of and gave rise to communication problems between the (very distributed) teams



# Mobile site

- › Schedule of the day
  - › look up which matches are played today on which courts
- › Latest scores
  - › look up the scores of ongoing matches
- › Head to Head
  - › look up and compare statistics of two players
- › Passing shots
  - › professional photographer shooting pictures of the action on the court
- › Behind the scenes
  - › pictures taken by the players themselves
- › Downloads
  - › ringtones, wallpapers
- › Polls
- › US Game
  - › tiered game running during the US tournaments



**Regions Morgan Keegan Championships and the Cellular South Cup**  
Memphis, USA

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**Centre court**  
**Round 1**

**From 11.00**

1. A. Mauresmo (3) (FRA)  
E. Zuleta (21) (ECU)

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**Court 4**  
**Round 1**

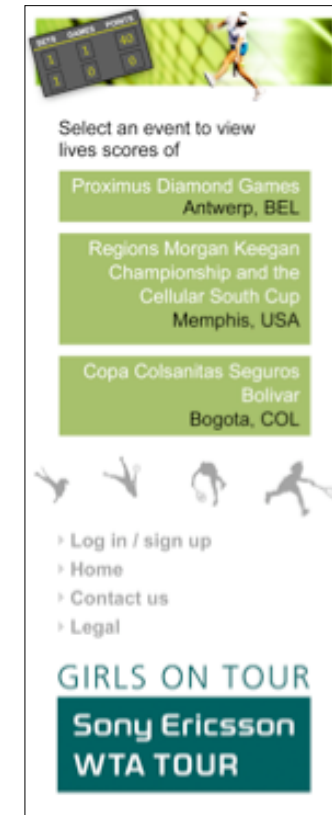
**Not before 16.00**

1. A. Mauresmo (3) (FRA)  
M. Pierce (21) (FRA)  
K. Koukalova (2) (CZE)  
N. Dechy (18) (FRA)

› Choose another player  
‹ Back

› Log in / sign up  
› Home  
› Contact us  
› Legal

**GIRLS ON TOUR**  
**Sony Ericsson**  
**WTA TOUR**



Select an event to view lives scores of

Proximus Diamond Games  
Antwerp, BEL

Regions Morgan Keegan Championship and the Cellular South Cup  
Memphis, USA

Copa Colsanitas Seguros Bolivar  
Bogota, COL

› Log in / sign up  
› Home  
› Contact us  
› Legal

**GIRLS ON TOUR**  
**Sony Ericsson**  
**WTA TOUR**

# Website

**Sony Ericsson  
WTA TOUR**  
GIRLS ON TOUR

**Any one for...  
Tennis challenge?**  
If you think you're a tennis expert, now you can prove it with our Tennis Challenge... >

**Go behind the scenes...**  
See for yourself what it's really like behind the scenes on the Sony Ericsson WTA Tour. Let the girls take you on a tour of their world... >

**Unique downloads**  
Turn your phone into the ultimate tennis accessory with these exclusive downloads >

**The umpire says...**  
Who do you think will play the most sets on this year's Sony Ericsson WTA Tour, singles and doubles matches included?

**Elena Likhovtseva**

**Mary Pierce**

**Patty Schnyder**

**Home** **Passing Shots** **Tennis Challenge** **Behind the Scenes** **Downloads and services**

**Register** [Results](#) [Rankings](#) [Calendar](#) [News](#) [www.wtatour.com](#) [www.sonyericsson.com](#) [Legal](#) [Contact us](#)

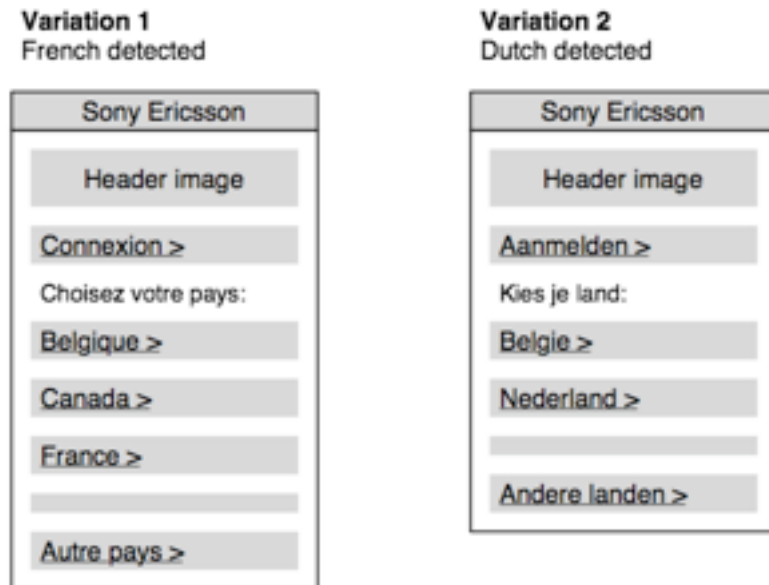
# Entering the mobile site - localisation

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- › 8 languages
  - › English, Simpl. Chinese, Trad. Chinese, French, Spanish, Mex. Spanish, Italian, German, Russian
- › User first has to select where they are from. Dropdowns like on a website does not work on mobile
- › Potentially five screens to go through before you even get to the homepage

## Solution

- › Based on phone language offer 'educated guess' for location
- › Remember the user's choices and store them in a cookie



**One to one language to location relationship:**  
User goes straight to local home page (eg Sweden)

# Registration and login

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## Registration

- › SE white label registration - same for all Sony Ericsson websites on all platforms
- › Two week delay on double opt-in on mobile because users do generally not have access to email.

## Log in

- › Login information is stored in cookies so users only have to log in once.
- › Saves 7 clicks (together with localisation)

## Issues

- › Email address is an arduous task to enter
- › Initially some sections were hidden behind login to drive registration but this was taken out when experiencing problems with it

## Solutions

- › Log in via SMS, ID-tag, Stored forms

# Driving traffic

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Mobile internet is disconnected from the 'real' internet so it needs tools to drive traffic.

- › <http://wap.sonyericsson.com/tennis>
- › WAP-push to help users sign-up and enter the site
- › Posters and booths
- › Announcements over the PA system
- › Web page with URL and phone-setup tool for users that don't have their phones set up for internet use

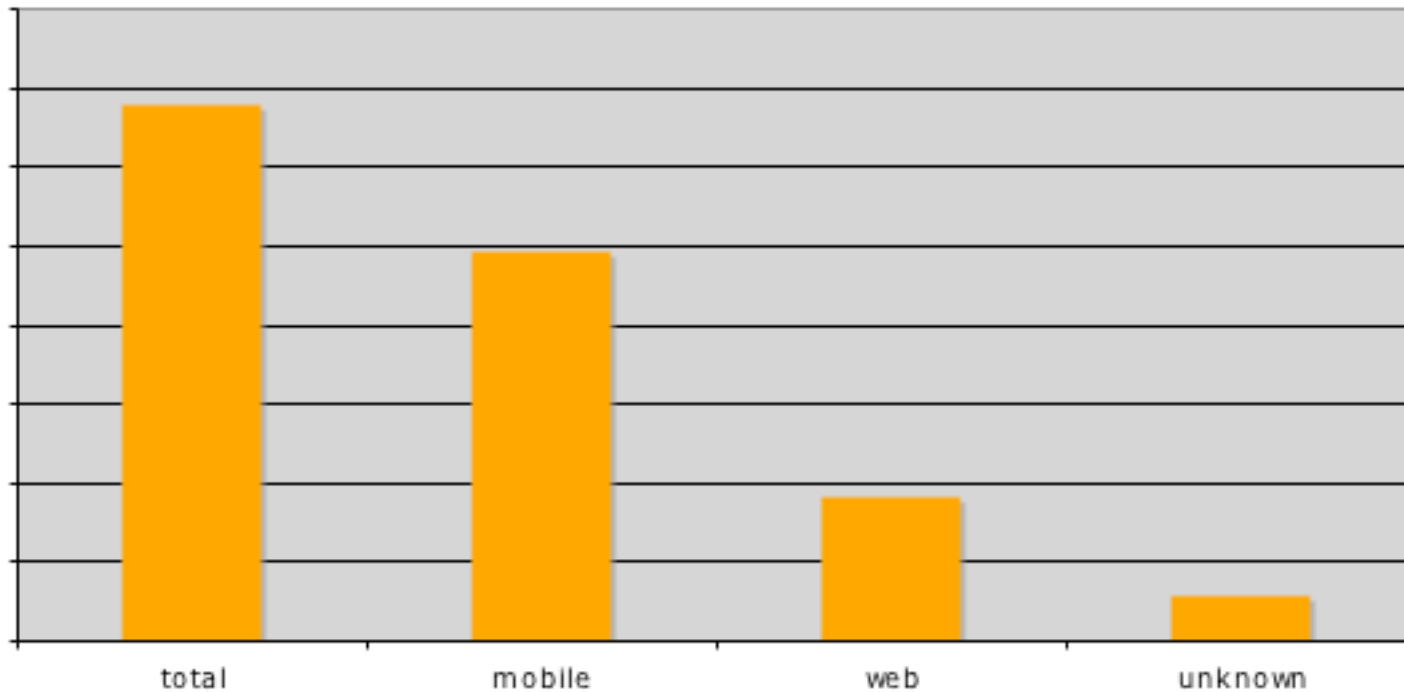


# Device calls between Aug 04 - Aug 18 2005

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Approximate number of page views

- please contact me via email for details -

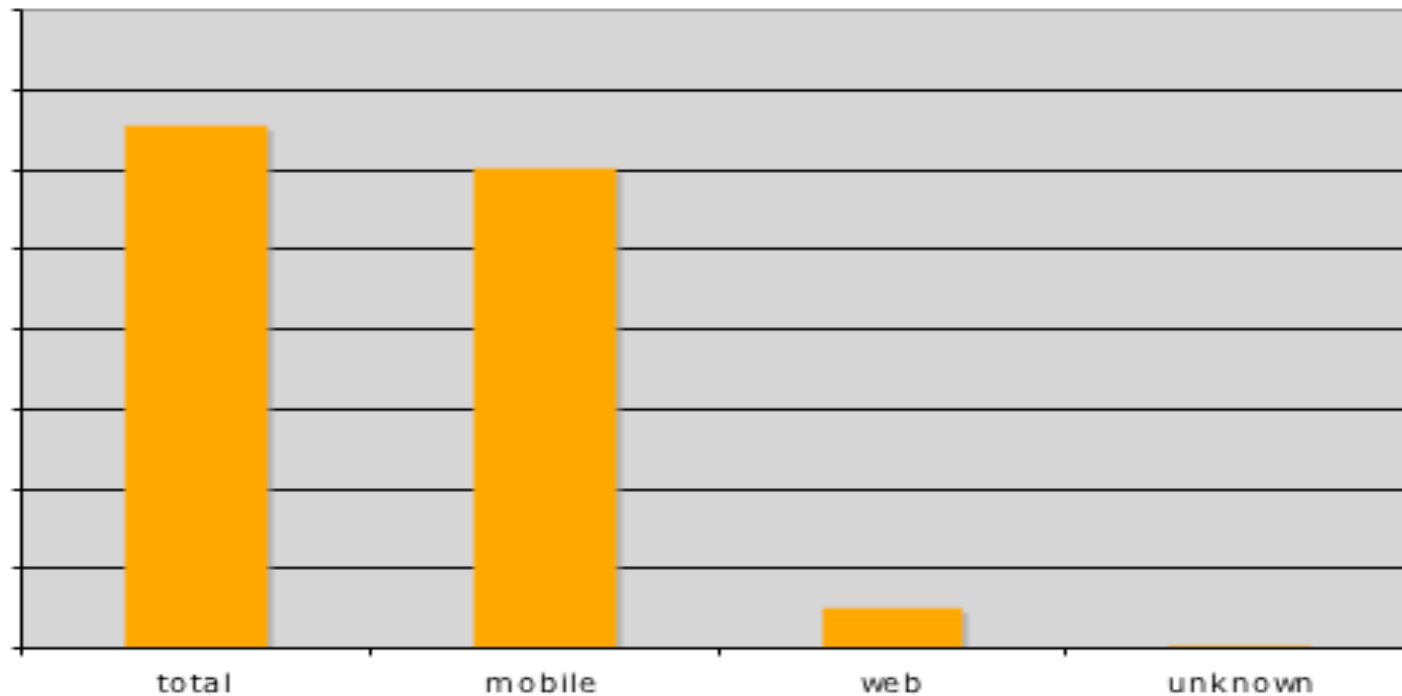


# Device calls between Aug 21 - Sep 06 2005

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Approximate number of page views

- please contact me via email for details -



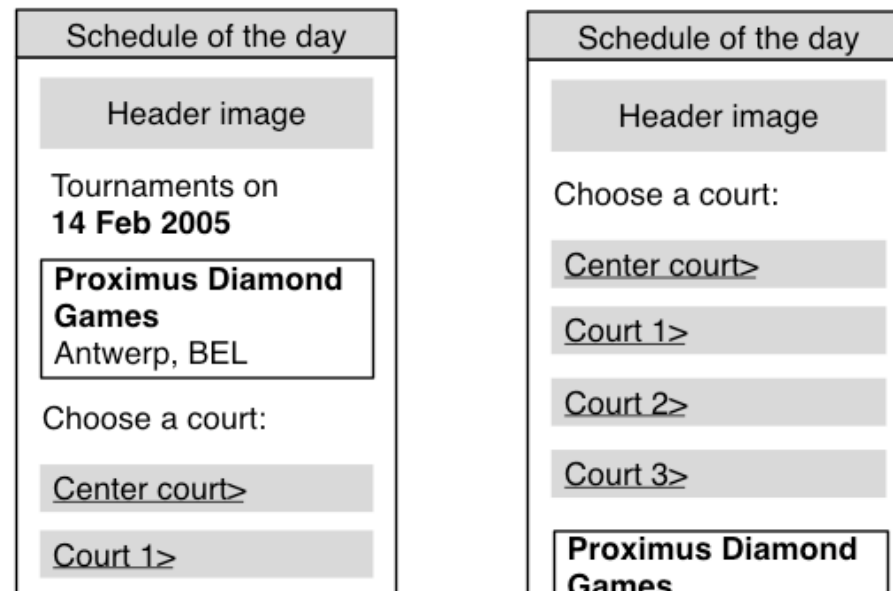
# Lessons learned

# Feedback & hierarchy of information

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On the web a well-known guideline is to repeat the user's choice on the next screen to provide context and confirmation. On a mobile this can create conflicts.

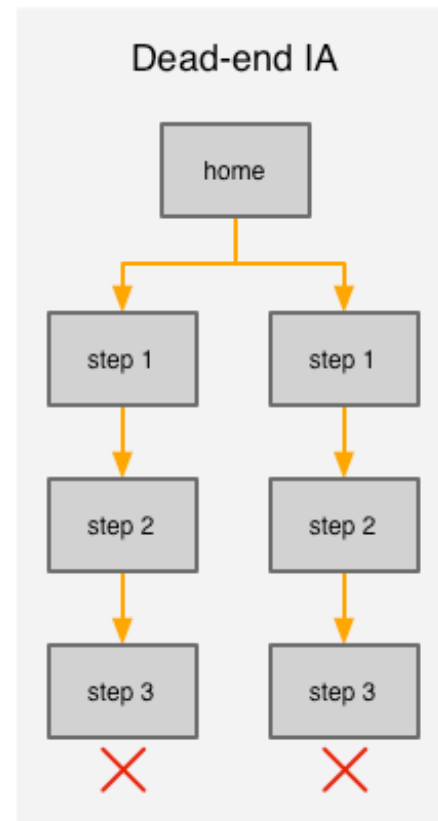
- › Repeat information takes up large part of screen which pushes the call to action or user's choice-options down or sometimes even off the screen.
- › Due to small screensize context-information that is usually displayed at the top needs to be moved down



# Dead-end IA

- › Because there is no primary or secondary navigation dead-ends are lurking everywhere
- › Occurs in: classical task-based IA and typical mobile patterns like downloading ringtones etc
- › symptom: back button frenzy

<b>11:00</b>
1. A. Mauresmo (3) (FRA) E. Zuleta (21) (ECU)
2. K. Koukalova (2) (CZE) N. Dechy (18) (FRA)
3. N. Petrova (5) (RUS) J. Kostanic (19) (CRO)
<b>Not before 16:00</b>
1. A. Mauresmo (3) (FRA)



# End-to-end IA

- › When a user has completed a task they should be offered the possibility to start a new task using the choices they have made
- › Provides short-cuts and saves a lot of clicks

**From 11:00**

<b>1. (2)A. Mauresmo (FRA)</b>	22.05		
E. Zuleta (ECU)			
Round 1 (fin)	score	H2H	
	23.06	22.04	

**2. (10)K. Koukalova (CZE)**  
**(7)N. Dechy (FRA)**

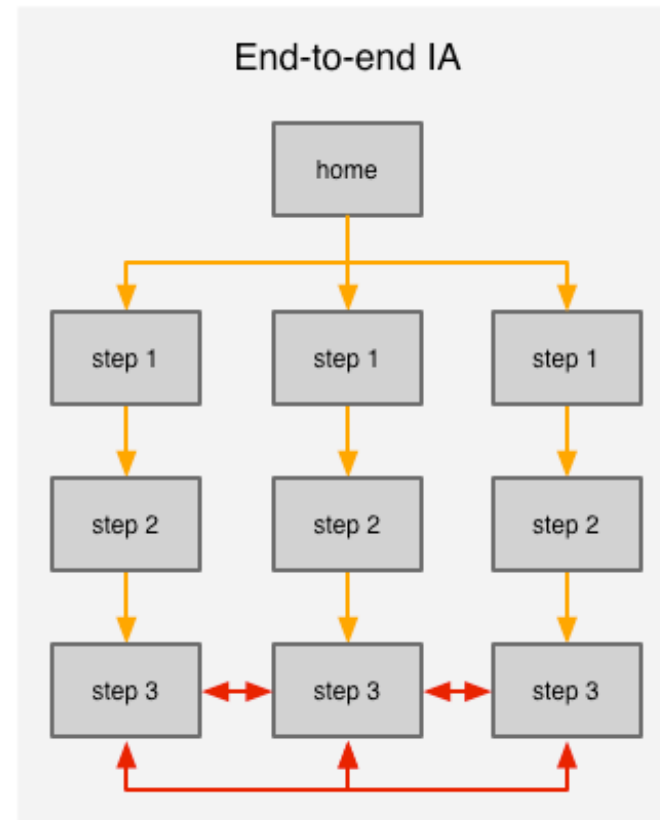
Round 1 (fin)	score		
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**3. N. Petrova (RUS)**  
J. Kostanic (CRO)

Round 2 (fin)	score	H2H	
---------------	-------	-----	--

**Not before 16:00**

**1. Now playing**  
(2)A. Mauresmo (FRA)



# Forms are a pain

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- › What goes for the web goes 100 times more for the mobile
- › Especially in situations where forms are an obstruction (e.g. logging in) to the stuff users want to do

## Why

- › No copy & paste
- › No keyboard
- › No 'smart remembering' drop downs

## Solutions

- › Leave them out
- › Try to find alternative ways to complete a task (e.g. log in via SMS)
- › Remember everything for future use. Often form-entries are repetitive and a returning user has to enter the same information on their next visit (e.g. your favourite player, user name)

ESPECIALLY in case of error messages. Try entering your [incredibly.long@email.address](mailto:incredibly.long@email.address) (73 clicks!) again after the system just deleted it..

# Latency vs. Speed

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- › Even more of an issue than speed in some cases. Latency can really break up the user experience because of (very) slow response times.
- › Latency has its origins in the physical properties of the mobile internet. Buildings & obstacles. WAP Gateway servers. Physical network clunk&junk that's required to keep mobile networks running. A lot of users sharing the same cell.
- › Persistent problem. 3G ups speed a lot, but latency only a little.

## Consequences

- › Unresponsive system. Up to two seconds waiting time before anything happens
- › Blank screens without status-indicators

## Design decisions

- › Long pages (scrolling) vs. paging.
- › Latency flips the balance towards long pages but browser limitations (WML) restrict page lengths.

# Minimise memory load

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- › The demanding environment in which people use the application puts an extra strain on memory and readability.
- › There is a lot more to remember because the screen is so small.

## Recognition is better than recall

- › give user a list of options rather than an input field

## Remember user's input

- › through cookies (e.g. logging in, choose locality)
- › through server side (store in user profile
  - e.g. searches, input player name)

Player name:

tip: enter part of the name

Continue >

Or: choose from all players playing today.

A-H I-P Q-Z

Aallonen, Anne (FIN) 22.03

Bajin, Sanja (CAN)

Cerne, Tanja (SVK)

Endo, Mana (JPN)

Farr, Jackie (USA)

# Screen design

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## Keep it compact

- › very limited screen size so keep items close to each other

## Keep it simple

- › unless you make a separate template for every phone you are asking for trouble if designs are complex
- › browsers are different for each phone brand, for each phone type
- › CSS is inconsistently implemented across browsers
- › CSS is minimal compared to web
  - › e.g. only 3 font-sizes: S, M, L
  - › HTML reacts different from what you have come to expect on the web

## Tailor made

- › a whole website doesn't fit on a phone. A part of it might
  - › e.g. ebay vs. last minute bids

Is the mobile internet viable?

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## Yes but....

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- › Today's phone browsers are not up to scratch yet. They lack standards and leave very little room for innovation.
- › An additional problem is that it is very difficult for users to upgrade to a new browser
- › Data transfer rates are currently too slow
- › Latency makes for a frustrating experience

# There is hope!

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## Latest generation phones and their browsers include

- › Copy & paste
- › Custom dictionaries to store information which is bothersome to input (e.g. email address)
- › Richer interfaces (JavaScript, Flash lite)
- › Technology to make customisation easier (Python)
- › Mobile web 2.0 (RSS, midlets)

## 3G - the fast lane

- › Higher speed greatly increases users tendency to browse and experiment.
- › More applications will become possible such as video & audio streaming, online games and content sharing applications.
- › Heavy marketing and launch of new packages (e.g. unlimited plans) by telecom companies will further raise awareness

# There is hope!

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## Personalisation

- › Can level navigation-to-content ratio.
- › Automatically (embedded meta-data)
- › User-entered profiles (e.g. via web or voting 'hot-or-not')

## Standards

- › W3C has started the Mobile Web Initiative sponsored by the big players in the field
- › WURFL/UApof - (open source) databases with profiles of every phone

## They can't hold us back!

- › There are three times as many mobile phones than PCs in the world
- › Virtually all are web-enabled
- › Google launched the search-engine for mobile sites (adopted by T-mobile)
- › Some parts of the world mobile is the primary means of accessing information (e.g. online banking in Africa)

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Thank you

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