

Developing a multi-lingual user guide for

An ethnographic research approach to document design

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The brief

- Develop multi-lingual handset user guide for seven countries *to replace country-specific guides* and also to...
- Enhance customer experience
- Reinforce brand image
- Encourage adoption of 3G features

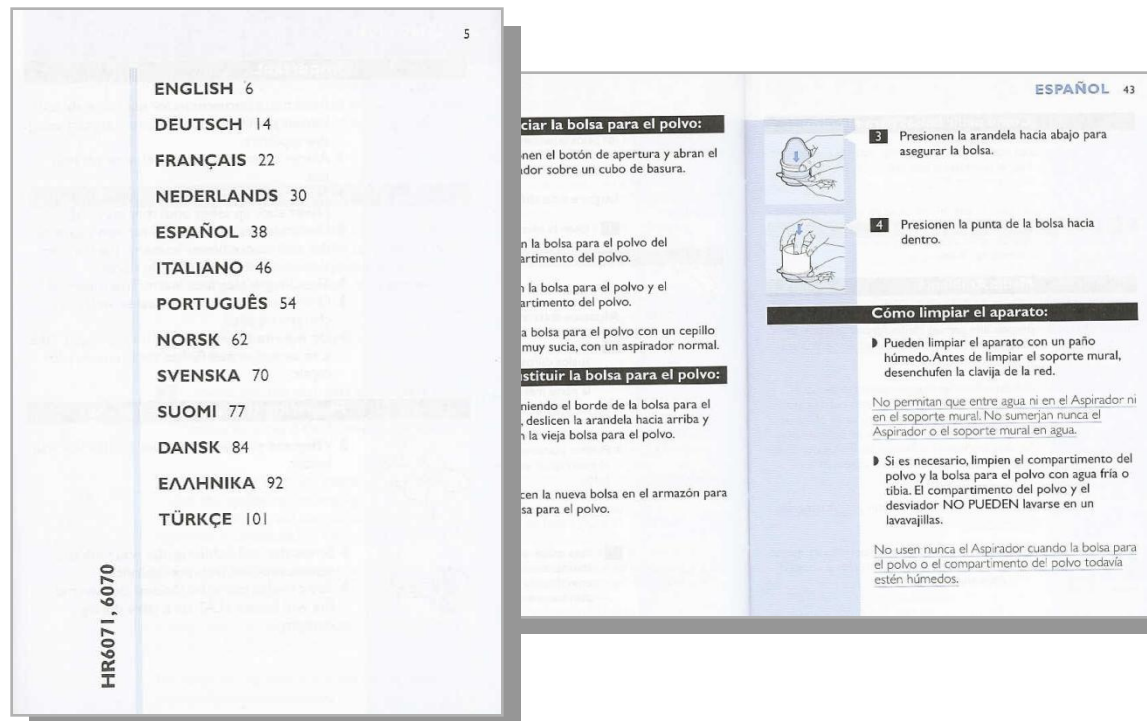
Why 3 commissioned the project

A compelling logistics business case

- One guide
- One box
- Central purchasing
- Flexible stock control

Challenges *and objections* we faced

- “Multilingual user guides are for vacuum cleaners, and they will be seen as wasteful of paper”



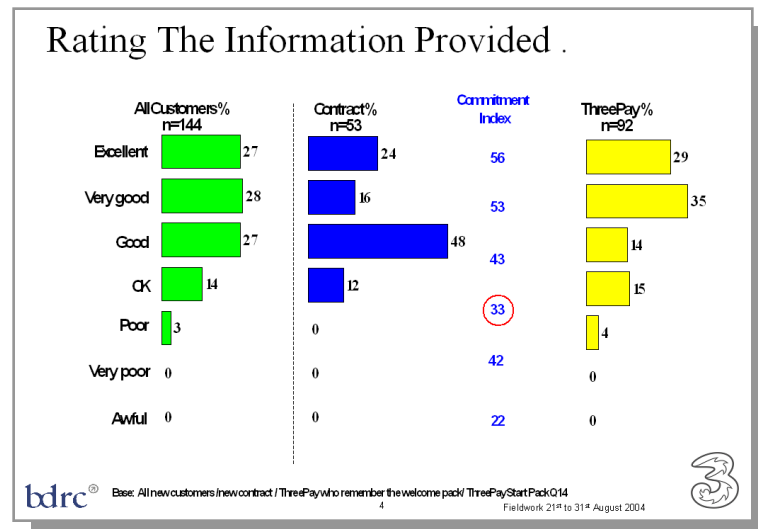
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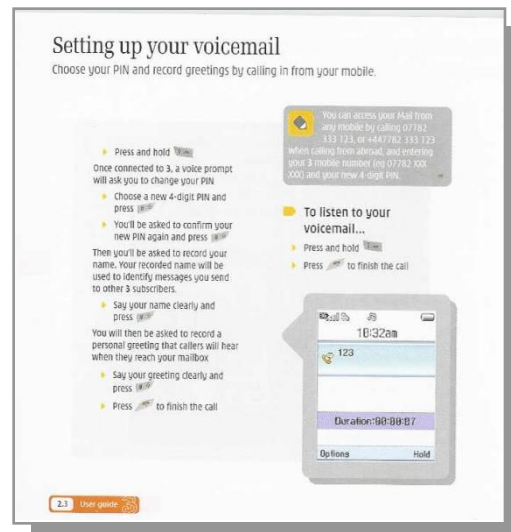
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- “You can’t condense 114 pages into 10”
- “Current guide has high customer satisfaction”
- “People don’t read user guides”
- “It’s no way to improve customer experience, enhance the brand and encourage take up of 3G services”

Our ingoing thoughts

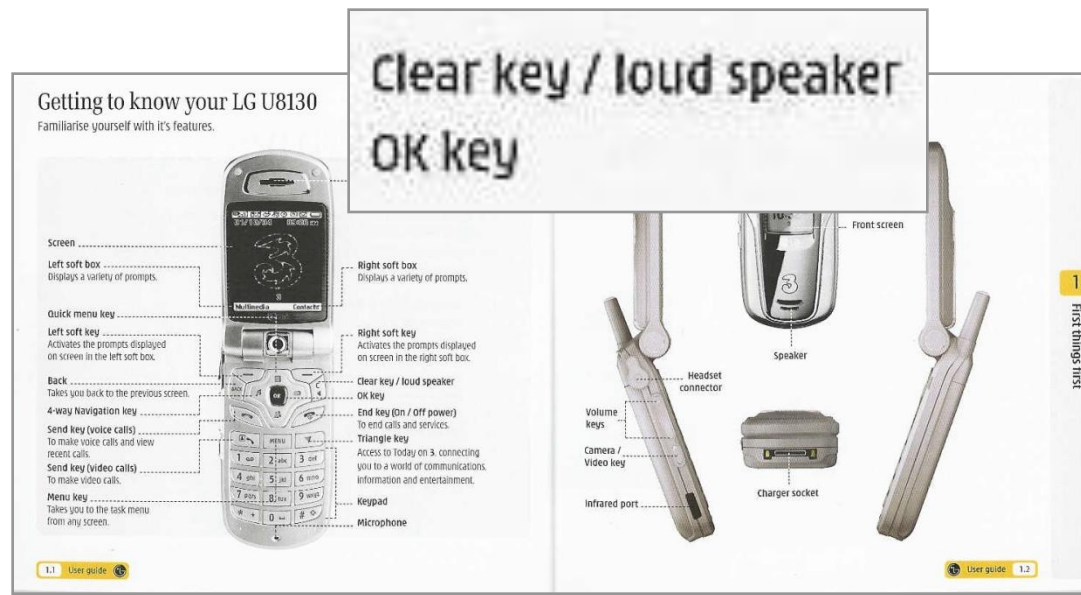
- Existing UK guide offers clear, step-by-step information



- Experienced mobile users may only need pointing to the 'way in', *detail may be offputting*

Our ingoing thoughts

- Existing UK guide is focused on hardware

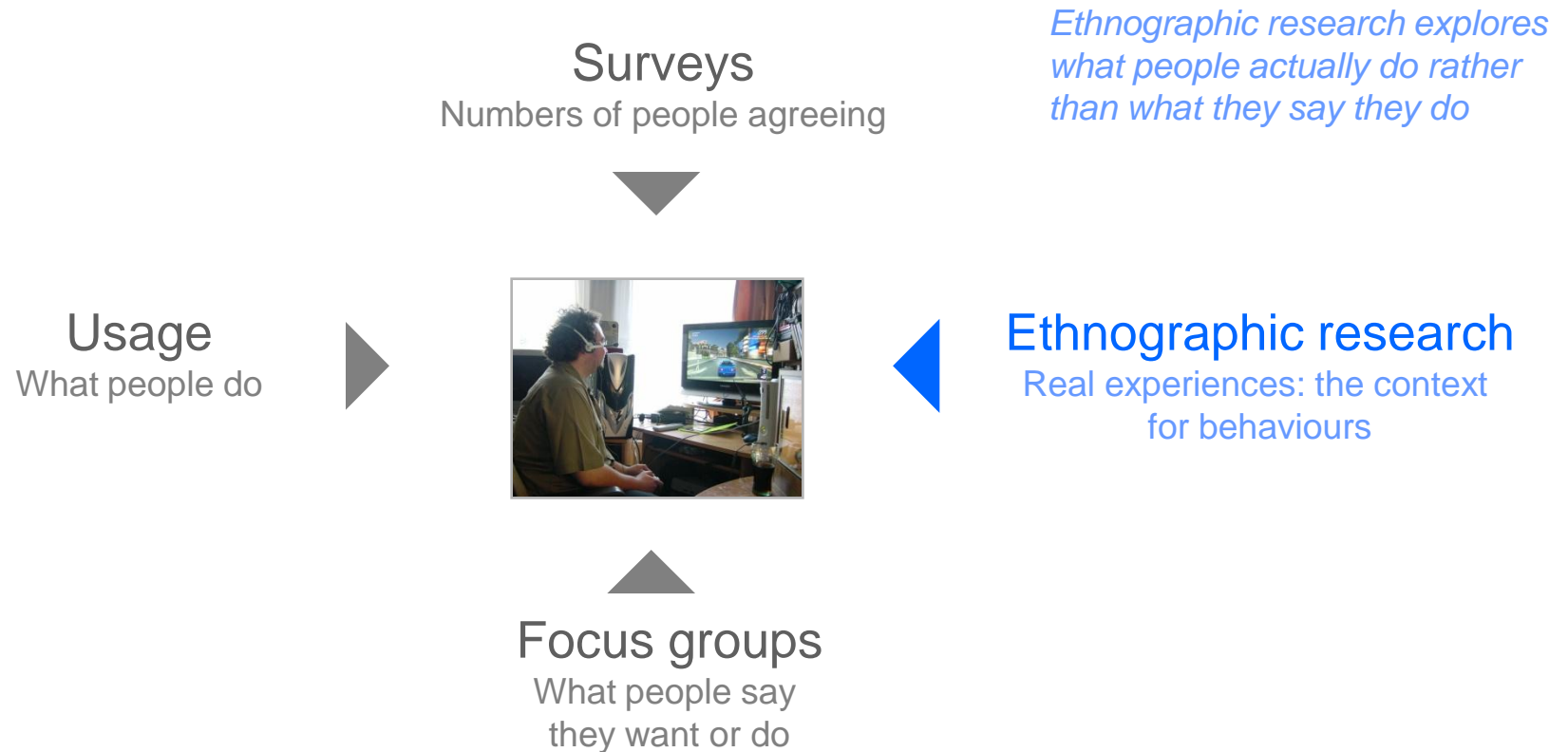


- Short 'adoption window' and attention spans suggest need to focus more on goals

Ethnographic research



How it differs from other data collection methods



Fieldwork in UK and Italy

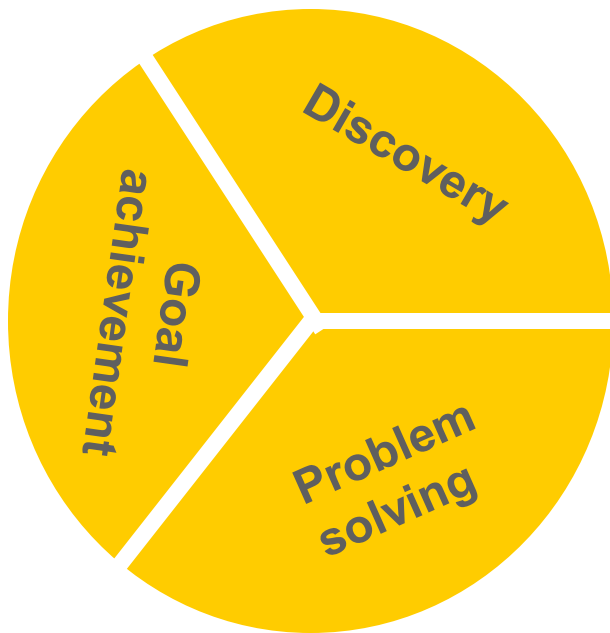
- New customers representing a range of popular handsets
- Card mapping of handset learning
- Storytelling
- Task walkthroughs



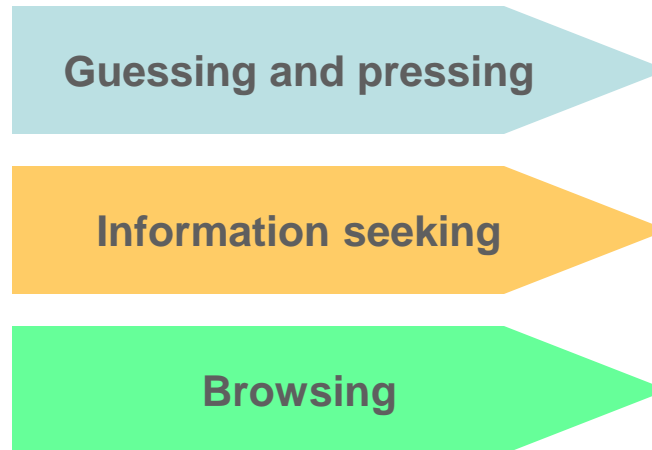
Analysis and modelling

Experience model: 3G-handset learning

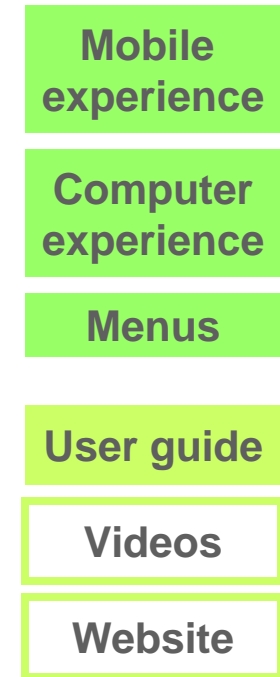
Modes



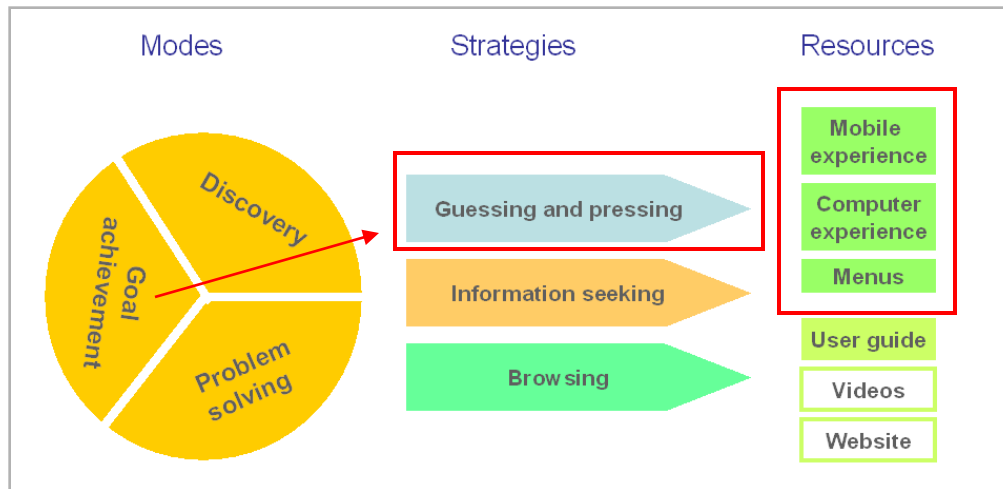
Strategies



Resources

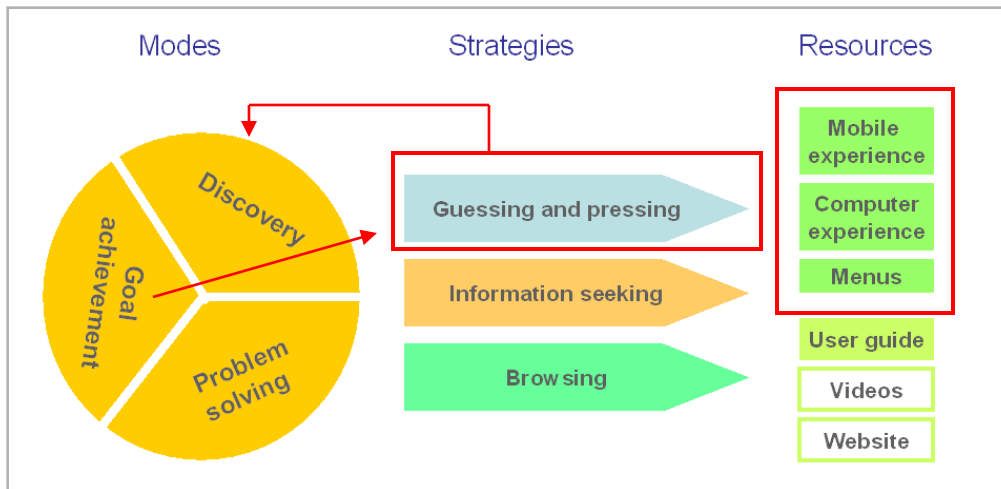


Goal achievement initial use through guessing and pressing



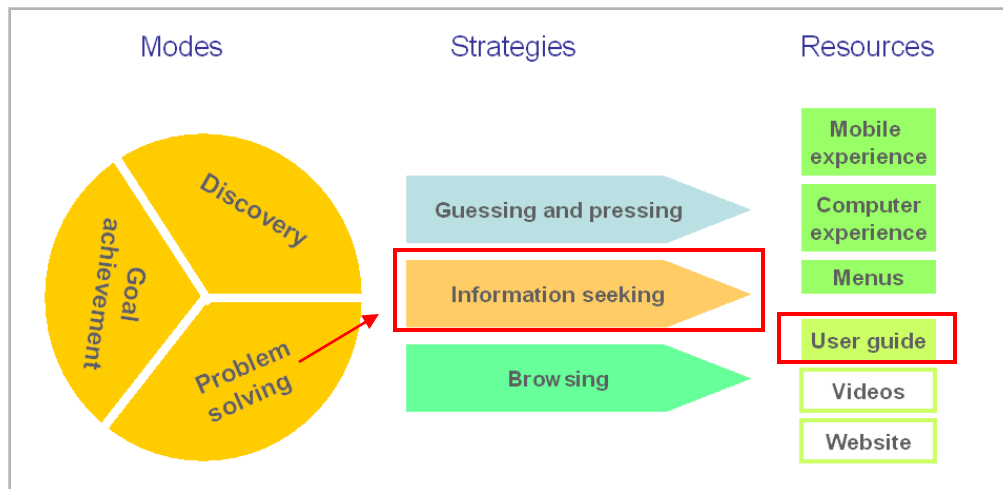
“The first thing I did was take a picture of my cat and send it to my boyfriend. I worked it out through the menus”

Goal achievement can result in inadvertent discovery



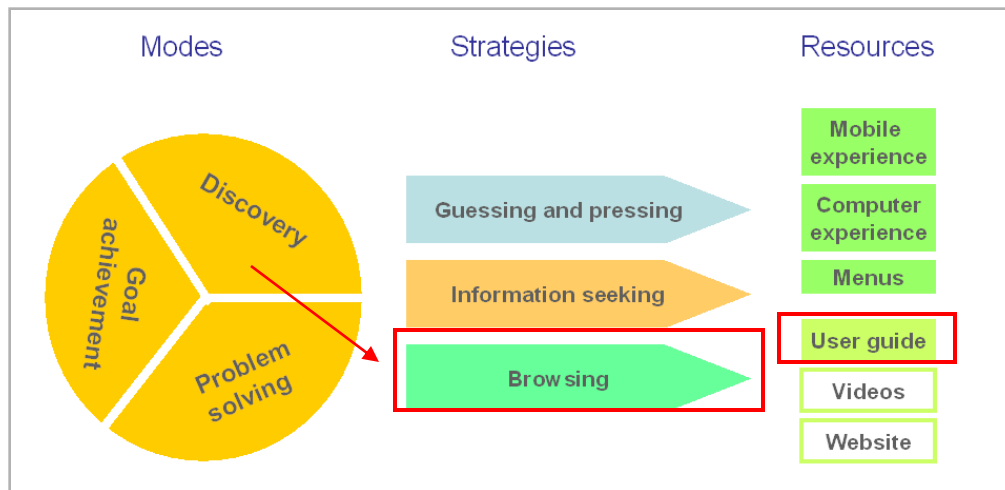
“When I was setting the time I found the alarm clock”

Problem solving when guessing and pressing won't suffice



“I couldn’t get the flash to work so I checked in the guide”

Discovery browsing vital for 3G adoption but may be deferred



“There’s so many new features I want to learn about. I’m going to put aside an afternoon in the next three or four weeks”

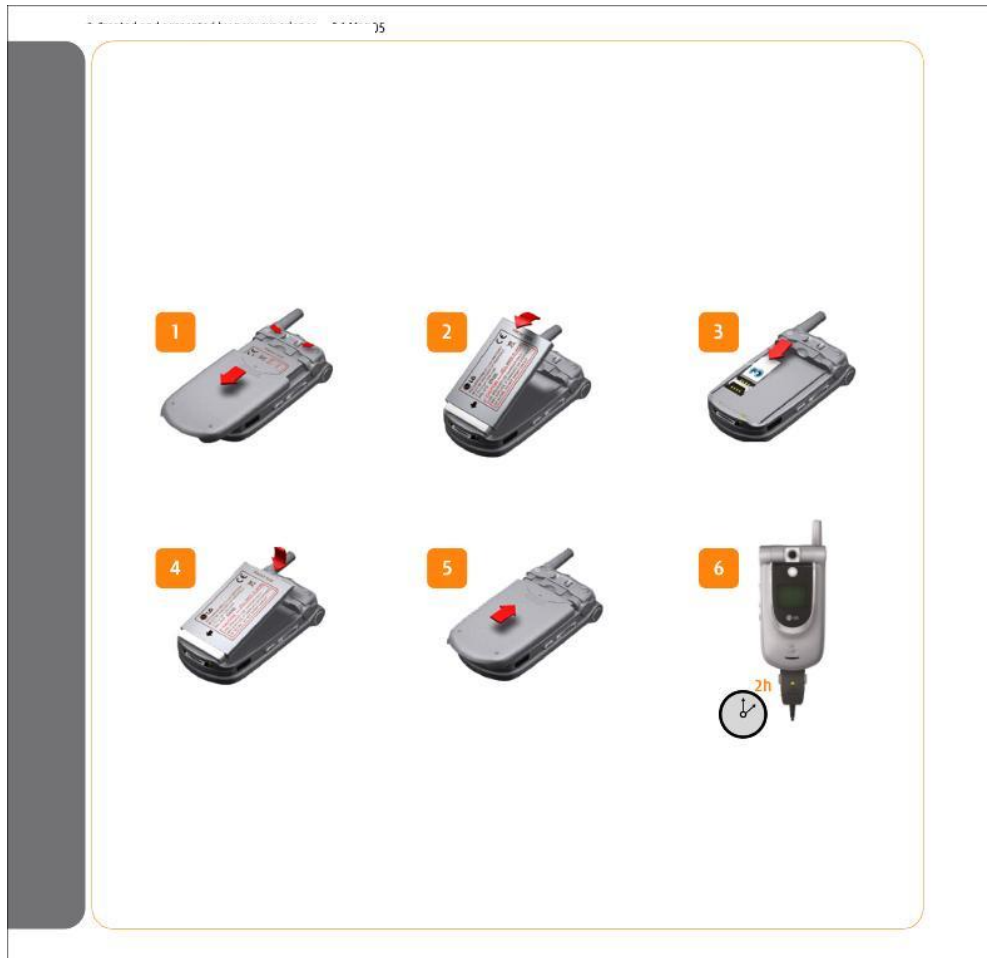


Multi-lingual can be a virtue

- Communicates success, growth
 - “I didn’t realise they were international”
- Inclusive and multi-cultural
 - “It’s good that they cater for everyone”
- Expectation of high production values
- No mention of waste

Design

Cover fold



- Graphic guide to inserting USIM and charging battery
- Serves as 'bookmark' for preferred language

Goal-focused overview

Getting the most from your phone

Set date and time
[MENU] > Settings > Handset

Select your ringtone
[MENU] > Settings > Profile > Normal > Edit (right 'soft key')

Select your wallpaper
[MENU] > Settings > Screen > Screen theme > Home screen

Select alert profile
Press once. Press and hold to put on Vibrate only

Make a video call
Enter the number and press [VIDEO]. You'll see two live images: the other person and you

Take a picture or video
Press small side button. Press [CAMERA] to take. Switch mode by navigating left or right

Access voicemail and videomail
Press and hold. Set up videomail by dialling 123 and pressing [VIDEO]. You can access from abroad by calling +44 7782 33 123

Navigate
Navigate left, right, up, down. Press [OK] to confirm

Send and receive email
First, you have to set up your email account - see page 7.

Send text, photo, video, email
Press once for Messages menu. Press and hold to compose a message. To cycle between T9 predictive text, lower case and CAPS press [CAPS]. To switch to/from numbers press and hold [NUMBERS]

Access 'soft-box' menus
Press left or right 'soft key' once

Clear character / turn on speaker
Press once to clear / press and hold for loud speaker

Turn phone on/off or end a call

Add, find or edit a contact
Press once then select Options with left 'soft key'

Browse videos, music and info
Press once and wait a few seconds. Browsing is free. You'll be advised of any costs before downloading

English

03

- Highlights features and services
- Enough to start using most features and services
- Introduces useful short-cuts
- Addresses user concerns and frustrations: cost of browsing; text entry

'Detail' pages

Calling and video calling

Making and receiving calls

- › Make or answer a call press
- › End or reject a call press

Making and receiving video calls

- › Make a video call press
- › Answer a video call press
- › End or reject a video call press

You'll see a large picture of the other person and a small picture of how you look to them in the bottom right of the screen.



- › Stop the other person from seeing you: select **Options** and scroll to **Block my picture**.
- › Hide the picture of you on your phone: select **Options** and scroll to **Hide my picture**.

Setting up voice and video mail

- › Set up voice mail: press and hold

Follow the voice prompts to choose a PIN and record your greeting.

- › Set up video mail: dial 123 and press

Follow the voice prompts to record your video greeting. The caller will see your video greeting when you can't answer a video call.

From you can...

- Activate call waiting**
Calling (2) › Settings (8) › Call waiting (1)
- Check cost of call**
Calling (2) › Call costs (5)
- Divert calls**
Calling (2) › Call divert (3) - you'll see 'icon'
- Send or withhold number**
Calling (2) › Settings (8) › Send my number (2)
- View own number**
Contacts(4) › Own number (9)
- View missed, received, dialled calls**
Calling (2) › Call history (2)
- Copy contacts between SIM and phone**
Contacts (4) › Copy all (7)
- View contacts on SIM or phone**
Contacts (4) › Settings (0)

English

05

- Assumes basic familiarity
- Uses customer language: 'calls' instead of 'voice calls'
- Provides key reassurance about video calling
- Highlights several useful features and short-codes

Conclusions

Ethnographic research played a key role

- Replaced conjecture with understanding
- Provided the nuance that is missing from quantitative
- Established a firm foundation for design
- Led to specific design features
- Clarified the role of the user guide
- Result: a multi-lingual user guide shorter than the existing UK one and more effective

Thank you

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