Nokia Point & Find ^{BETA}

In the know, on the go

NOKIA

Mall use case study

Nokia Point & Find^{BETA}
Case Study

Enhancing in-store shopping with vision-based mobile services

How will consumers use their mobile devices to augment shopping? How might mobile device based interactions get embedded in the shopping experience? To find out, we put Nokia Point & Find to the test at a Nokia Experience Store in a mall in San Francisco.

Due to the distracting environment, consumers can only devote limited and fragmented attention to mobile devices while shopping. Hence effective mobile shopping applications need to

- make access to product information much simpler compared to desktop counterparts

- provide highly relevant content using context such as location, objects of interest, time, and personal preferences

- be able to gain just enough attention – without demanding a high, continuous level of attention that would interfere with the shopping experience itself.

Nokia Point & Find allows shoppers to easily access information and services related to a product by simply pointing their camera phone at a product they are interested in. The service automatically recognizes physical objects (that have been virtually "tagged") in real time and connects the user to related services.

While Nokia Point & Find's unique strength is its automatic object recognition, the service also recognizes bar codes, integrates GPS, and supports category-specific text-entry search.

Immediate and independent

In the field study, supplementary product information and prototype services were made available to shoppers via a mobile device using Nokia Point & Find. The study then evaluated how people used the system and felt about the experience.

Users actively interacted with recognition results and 75% of the participants chose "immediate information accessibility" as what they liked most about the experience. Many participants also saw the independent access to additional product details as an advantage because of the reduction of unwanted interaction with staff and, as a result, avoiding possible "sales pressure."

View of object in viewfinder top area, no results yet;

Object in viewfinder top area with results in bottom area

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Easy to use and engaging

Participants found the system very easy to use and enjoyable, claiming that it improved the shopping experience.*
In general, participants immediately understood how to use the system. However, some had questions about scrolling through a web page using navigation keys.

Participants were curious about which objects could be recognized by the system and tried it with many objects in the store, including plants, posters and even a friend's face. This behavior of spontaneously browsing real life objects with a viewfinder demonstrates the potential value of vision-based automated object recognition.

The Nokia Point & Find experience is easy to learn and use – and engaging.

The study found that users felt the system was very easy to use, enjoyable, and that it improved the shopping experience.

	Ease of use	Enjoyment	Shopping experience
	4,44	4,06	4,03

* Study participants were asked to rate aspects of the system on a one to five scale: Ease of use (1 – difficult, 5 – easy); Enjoyment (1 – boring, 5 – enjoyable); Shopping experience (1 – disturbing, 5 – augmenting). Users found the system very easy to use (rated 4.44 out of 5), enjoyable (4.06) and that it improved (augmented) the shopping experience (4.03).

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Organizing the shopping process

Three prototype non-transactional functions were offered to users as part of the study. After receiving basic information on a product, the user had the option to

* **Get more information** via links to additional specifications and details (informing while shopping)

* **Save to "wish list"** for future reference (organizing the shopping process)

* **Send to friend** by generating emails to friends with product info and photos (communicating about and sharing the shopping experience)

67% of study participants said the wish list function was their favorite feature of the prototype. This might imply that longer-term process aspects of shopping could be as or more important than the in-the-moment transactional aspects of mobile shopping services and applications. Shopping can be seen as a continual process interwoven into peoples' lives, as evidenced by these comments:

"The wish list is useful for me. I usually take time to make sure I am getting the right thing. I could take as long as a couple of weeks to do that...."
(25-year-old male)

"...I am obsessive about getting the right thing... last year, I spent seven months buying my laptop... I like mobile phone stores...usually I will get interested in five or six models, but I can't remember all the model names..." (14-year-old girl)
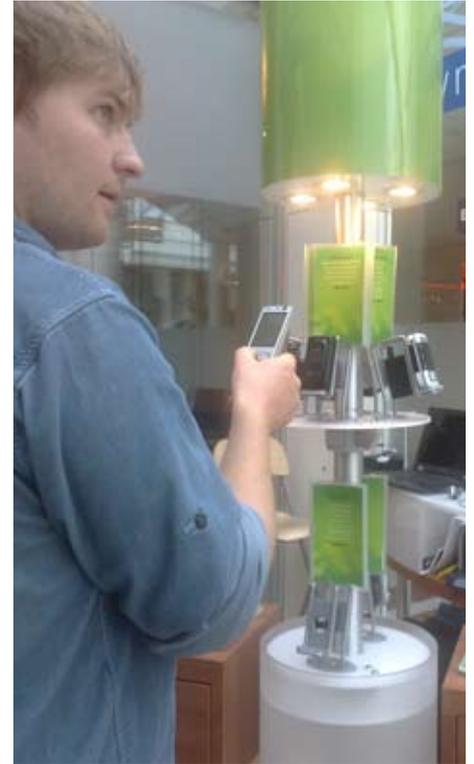
With Nokia Point & Find, shoppers can also point at barcodes of retail products to obtain price information and comparisons

Download the Nokia Point & Find application to your internet-enabled camera phone at **pointandfind.nokia.com**