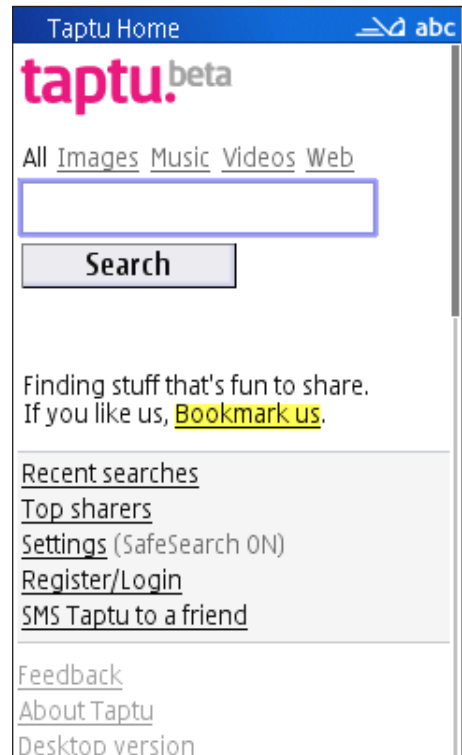


taptu.

MEX Design Competition



Try us at taptu.com on your mobile browser

Taptu Overview

Taptu is a new direct-to-consumer mobile search engine service.

The service has been designed and engineered specifically for a mobile phone – providing search that is relevant and optimised for a mobile device.

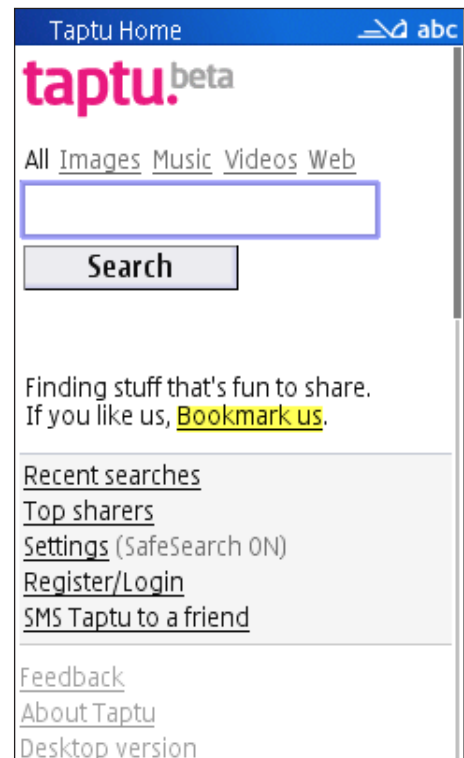
A key objective is to create a simple mobile search service for consumers – user experience is core to the company strategy.

The service is browser-based and designed to work on all handsets available today.

The service has features including the display of ‘content summaries’ for search results and a sharing feature that enables users to share content they find with friends.

Taptu beta is available by visiting **taptu.com** on any internet-enabled mobile phone with a standard mobile browser (no download required) and is accessible worldwide in English, Spanish, French, German and Italian.

Our iPhone version is also available now at **taptu.com**.



Target Users

Our target users are varied – Taptu is a direct-to-consumer service and is effectively available to any user of the mobile internet.

So that we could consider groups of users within our audience we created a set of ‘Personas’. Personas represent particular types of user within our overall audience.

We don’t believe in ‘pigeon-holes’ for our users – all of our users have their own characteristics. The personas help us think more about users in detail – rather than using a catch-all term ‘the user’.



Our aim with Personas is to use them when we do not have access to users in person for direct insight.

The personas were based on:

- 1) Our understanding of mobile user segments that would use our service
- 2) Based on real users, ‘characters’ that we interviewed and met in research interviews.

Target Users



Lauren, 20 “iPod generation”

- At university or first jobber. Time rich, money poor
- Phone is an important part of their life, prepared to pay for style and technology” but regular access to and use of PC



Phillip, 32 “Careerist Power User”

- Generation X’ers who grew up with the desktop internet and into technology, gadgets. Time poor, money rich.
- PC and phone part of their life tools. Mobile is functional/utility more than emotional



Gary, 26 “Unwired social”

- Semi-skilled blue collar or clerical workers, or simply unwired in developing world – key characteristic is lack of PC access
- None or restricted access to PC, mobile is their media device and conduit to their social life



Kate, 27 “Digerati”

- Looking for the next big thing
Bloggers, Tech junkies, media people
- Mobile is part of their gadget repertoire – for some they may be mobile fans, others may prefer PC (or rather Mac)

Design Walkthrough

This walkthrough provides an overview of three core screens we have designed. They combine to create the user experience through Taptu.

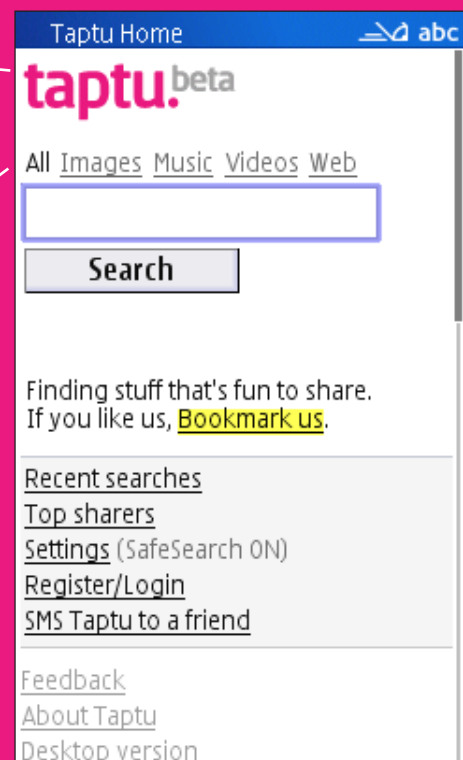
Homepage

The homepage for Taptu is key. The aim of the design is to be clean and simple. We want users to feel comfortable that the service is easy to use from this first step.

We have worked to maintain the clarity of the page, while introducing new features and options.

Our service is browser-based, so we design all pages to load as quickly as possible. We optimise the design and coding of our pages to achieve the best user experience.

We have designed the homepage so that the first element in focus is the search field – so that users can type their search words immediately. The content ‘type filter’ feature is still within easy reach, one up keypress away for those who wish to use it.



Design Walkthrough

Search Results

The design for search results is crucial. Users want the most number of results possible, but also want them to be clearly displayed on the small screen device.

We need to ensure that users find something useful at first glance. We have worked to make the design work in an optimum way for all devices.

We introduced these filters to both inform users of some of the key content types the service offers, and as a way to filter results on those types. For example if the user just wants songs here they can easily select the 'songs' link to filter the results lists to that.

We have tested different lengths for search results pages with users. Our objective is to create pages that are an ideal length – not too long to scroll, while maximising what is displayed.

Image results are shown to offer a visual 'teaser' of the best images for those search terms – users can then explore more images as a grid of thumbnails if they wish.

Results for 'the ting tings'

taptu. [home](#)
beta

[Images](#) [Songs](#) [Wiki](#) [Lyrics](#) [more>>](#)

[Get indie ringtones at ZingTones - zingtones.com](#) [Ad]

 The Ting Tings to star in television drama
News Story

 Great DJ by The Ting Tings
Song

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wiki

The Ting Tings
Wiki

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The Ting Tings' 'Great DJ' is most popular indie track of 2008
News Story

Fruit Machine Live by The Ting Tings
Song

Kiprich :: Telephone Ting
Video

Tsin Ting
Wiki



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Search in:
[Music](#), [Videos](#), [Sport](#), [Travel](#), [Games](#), [Shopping](#), [Fashion](#), [Images](#), [more>>](#)

Search Taptu

Page-fold

Design Walkthrough

Content Summary

Once the user has selected a search result we take them to this page – a content summary. This is a unique selling point of Taptu. On the mobile web it enables users to stay within the format of Taptu to consume some or all of the content they require. Our users can avoid navigating off to a poorly composed page, or a transcoded page and so on.

We have designed the page so that users can easily access the original source of the content and select it – in this case a MySpace page. The user can also play a sample of the song from within this page if they simply want to listen to the song.

User-sharing of results is a core feature of our 'search and share' proposition. For example, a new song by a new band is content that is ripe for sharing between friends via their mobiles. With this in mind, we have designed multiple ways for users to share an item – by SMS with a friend, by email and also by posting a link to a micro-blogging or social broadcast tool such as Twitter.

