

# Import

This design is a part of my exploration in how users can be encouraged to use mobile web, data services and applications by providing a better user experience.

Import is targeted at those who are transferring to a new handset or are setting up a mobile for the first time.

Import is designed to improve the experience the first time a phone is started. The initial impression given by a new handset is crucial as it sets future expectations. It is also when the user evaluates the features of the handset and determines which applications they will continue to use. Import attempts to persuade the user to install appropriate additional applications that will increase their usage of data services.

Please see the video for an example demonstration.

At the end of the transfer process for existing customers the user is suggested 3 applications which they may wish to install. These are based on applications already installed, their demographics (eg occupation, age) and the application known to be installed by people in the users address book.

New users setting up will be shown an application catalog and asked if they use any social networks such as facebook.

Transfer/Setup can also be performed in a web browser or in a retail store.