



Mobile User Experience Research You Can Trust.

There are over 5 billion mobile users worldwide – and more and more countries are offering high-speed broadband and moving to next-generation wireless platforms.^{1,2} Increasingly, consumers are turning first to their smartphones, tablet computers or other mobile devices to check email, play games, watch videos, post on social networks, shop online or pay bills. And for many people across the globe, their mobile device is their only access to the Internet.

As the mobile space rapidly expands, evolves and permeates our everyday lives, businesses are feeling extraordinary pressure to engage directly with mobile audiences. Most companies are struggling to understand the needs and preferences of these consumers, and what they consider a high-quality mobile experience that provides value.

To build great mobile experiences for today – and to respond quickly to emerging platforms – leading companies across industries actively gather and act on mobile user insights. They look to AnswerLab, the market leader in delivering high-quality, customized, and independent mobile user experience research.

The Answers You Need for Mobile

AnswerLab's skilled user experience researchers can help you find answers to your toughest questions about developing digital initiatives specifically for the mobile space, such as:

How do we adapt our web site for a mobile device?

How should our content differ on a mobile phone versus a touchscreen tablet?

How should our app experience differ from our web experience?

What key elements do consumers use to determine whether an app meets their needs?

How do we promote our apps to encourage downloads?

What is our tablet strategy?

Who most appreciates our brand on a mobile device?

1 Source: ITU, Mobile Telephone Statistics, <http://www.itu.int/ITU-D/ict/statistics/>.

2 Source: ITU, media release, http://www.itu.int/net/pressoffice/press_releases/2010/39.aspx.



AnswerLab has been at the forefront of mobile user experience research since 2005, when we helped Internet search engine Yahoo! successfully launch its first mobile web site.

The world's leading companies partner with AnswerLab to understand the needs and preferences of the mobile audiences they want to reach:



Know Your Mobile User



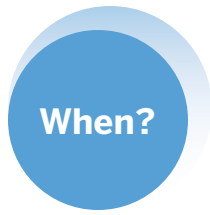
Who are your users?



What content do they want?



Where do they want to access that content?



How often do they want refreshed content?

Our Research Approach for Mobile

AnswerLab's experts conduct research on mobile user experiences across all leading platforms, including Google Android, RIM BlackBerry, Apple iPhone and Apple iPad, and across form factors, from smartphones to tablet computers.

Our team can apply a mix of qualitative and quantitative user experience research to evaluate the performance of your mobile initiatives. AnswerLab can uncover insight into the underlying perceptions and motivations of mobile consumers. Our evaluation services for this space include:

Usability

Mobile Ethnographies

Focus Groups

Beta Testing

Competitive Mobile Evaluations

Mobile Concept Testing

Mobile Intercept Studies

Field Studies

How We're Different

AnswerLab's sole focus since 2004 has been providing impartial user experience research. Our clients value this focus – research is not a sideline business for us, and we're not distracted by selling design services or software.

We partner with the world's leading companies to help them understand what people see, do, think and feel when using mobile applications, web sites and other digital products. Our clients rely on our objective insight to create engaging user experiences that drive business results.

Our headquarters in the San Francisco/Silicon Valley area gives us the opportunity to work with mobile innovators – and to attract the best research talent. AnswerLab's experts can work with you at any phase of product development for a wide range of digital properties, and conduct user experience research in countries around the globe.



The mobile ethnography research made us stop, reassess and change course based on your recommendations. Other enhancements and future projects are taking shape as we speak. Thank you again, AnswerLab, for being our partners in research excellence!"

– Vice President
Customer Insights
Top 5 U.S. Bank

Learn More

For more information about AnswerLab and our clients, go to www.answerlab.com/about/Company_Overview.pdf.

To download white papers featuring AnswerLab's recent research on mobile user experiences, go to www.answerlab.com/reports.

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