

**Lindsay Kenzig**

Senior UX Researcher  
Mozilla Corporation  
650 Castro Street, Suite 300  
Mountain View, CA 94041-2021  
lkenzig@mozilla.com

*Re: Firefox OS User Research – Track One*

**Firefox OS User Research  
– Track One**

26 March 2013  
page 1/37

**Experientia s.r.l.**

www.experientia.com  
info@experientia.com

**Legal information**

€30.000 social capital  
103 1176 n REA  
091 820 300 16 Fiscal Code  
091 820 300 16 VAT Nr./ P. IVA

**Main seat and legal and  
administrative address**

Via Cesare Battisti 15  
10123 Torino – Italia  
T +39 011 812 9687  
F +39 011 813 4121

**Other offices**

Via Vincenzo Monti 8  
20123 Milano – Italia

Via Dei Gracchi 209  
00192 Roma

**Dear Lindsay,**

Experientia®, the international user experience design consultancy based in Turin, Italy, has the pleasure of hereby submitting to Mozilla the following

**REVISED PROPOSAL**

to support Mozilla to conduct user research, analysis and archetype development in select countries with strong Mozilla usage.

**Table of contents**

1. Introduction
2. Our approach to project and project timeline
3. Budget
4. About Experientia
5. Key Experientia strengths
6. Selected UX research and analysis experience
7. Our proposed team
8. Terms and conditions

**1. Introduction**

We understand from your Request for Proposal that Mozilla is looking for a potential UX research partner to help form a more complete and in-depth picture of the people and markets in which Mozilla's Firefox OS will be released.

Building on the 2012 Brazilian emerging market research study, the goal of the current 2013 project described in the RFP, covers two types of activities:

- **Contextual user research** in 2 countries in Eastern Europe (currently defined as Poland and Hungary)

- **Regional archetype development** for both the Latin-American and Eastern-European market for use in product planning (the final goal of the project). These archetypes would need to cover specific country or region attributes as well as more universal attributes that cross regions, and would need to include for example: user behavior and suite of tools used; user goals; mental models and metaphors of how phones and the internet work; demographics; mobile vs. desktop, public vs. private computer and phone usage; online vs. offline living; social media and identity; family; money and decision making; how tech has changed their life and perceptions of the future; privacy; pain points; and Mozilla brand perceptions.

## Firefox OS User Research – Track One

26 March 2013  
page 2/37

All activities will have to be conducted in intense collaboration with the Mozilla UX Research team (UXR) and the Firefox UX design (FFOSUX) team.

The request specifies that the project would be structured in five – partly overlapping – phases. As specified by the timetable in the RFP, these five phases would be structured over four months (18 weeks) with project completion on Monday July 15 (end of CW 28) or earlier if possible.

We will describe these five phases and our approach to them in the following section. Our proposal is built upon our interpretation of the RFP, the subsequent Q&A exchange, your Brazil research presentation, and the additional materials available on your UX blog,

Experientia has strong expertise in all cycles of the user experience process, particularly relating to qualitative understanding of user behavior in highly culturally diverse contexts and regions. These are illustrated in detail in section 6.

There are three specific Experientia qualities that will provide strong value to this particular project:

- **Extensive research experience with diverse methodologies**  
Experientia has strong expertise in desk, field and lab research, combining a variety of research methodologies, all driven by a strong emphasis on people's contexts and behaviors, allowing us to support clients in gaining a deep understanding of the problem and its framework. These include focused desk research, foresight studies, contextual observation, heuristic evaluations, focus groups, in-depth interviews, ethnographic research and usability testing. Experientia's core strength lies in our integration of foresight, user and contextual research methods with a complete design and prototyping approach, which translates insights into actionable design concepts.

## Firefox OS User Research – Track One

26 March 2013  
page 3/37

- **Global experience and staffing, with an Italian sensibility**

Experientia is a very international company, based in Italy, with a diverse team from all over Europe and the world. Over the last years Experientia has extensively worked on developing markets and global research and design projects. This global experience has resulted in a deep understanding of cultural diversity, context and social dynamics, which we have been able to translate into usability and design requirements within a variety of projects. Experientia is also an Italian company, with a deep understanding and appreciation of the Italian cultural and communal traditions, as well as its reputation for style and design, particularly in the fields of furniture and home appliances, so admired across Europe and the world.

- **Emphasis on strong client involvement during research and project development**

To achieve outstanding research results, we strongly encourage participation of client researchers and designers across all stages of the research, analysis and ideation activities and this in all our projects. The result is always a tighter cross-cultural comparison of the insights within the Experientia and client project participants, and in the end a better final impact of the project as a whole. We are pleased that this is also the thinking of Mozilla and endorse it full-heartedly.

## 2. Our approach to project and project timeline

### Project phases

The project is structured in five phases. We synthesize below – for each of the five phases – the requests formulated in the materials received, and elaborate on our intended approach.

#### Phase One:

##### **Build Brazil/LA Archetype draft**

The goal of this phase is to develop a draft Brazilian/Latin American archetype, based upon previous research with C-class Brazilians. 50% of the planned activities would be conducted by the Mozilla team, and 50% by Experientia. The Q&A specified that there is no ethnographic research beyond the Mozilla work in Brazil to draw from to create the Latin American prototype, but that some extra market research data are available.

According to the Q&A, the initial Latin American archetype based on Brazil should be approximately 80% complete by the end of Phase One, for Mozilla to incorporate learning along the way as to how to structure the archetype for

## Firefox OS User Research – Track One

26 March 2013  
page 4/37

future phases (an activity lead by Mozilla), and for the joined Experientia-Mozilla team to provide a foundation for what to look for when doing the fieldwork.

### ***Our service and approach to phase one:***

- Documentation of archetype exploration and research
- Initial Brazil/Latin American archetype visualization

During this phase, 3 or 4 different persona archetypes will be modelled building upon existing material.

In marketing and user-centred design approaches, **archetypes** are fictional characters created to represent the different user types within a targeted demographic, attitude and/or behaviour set that might use a site, brand or product in a similar way. UX researchers may use archetypes together with market segmentation, where the qualitative features of a profile are modelled to be representative of specific distinguishing cultural traits.

Archetypes are useful in considering the goals, desires, and limitations of digital services and technology users in order to help guide decisions about a service, product or interaction space such as features, interactions, and visual design of an online service.

### ***Deliverables:***

- Archetype modeling
- Info visualizations

### **Phase Two:**

#### **Research planning**

Experientia and the Mozilla team will together plan the research activities and conduct secondary and market research. Experientia is requested to recruit and schedule all participants, and arrange its own travel in coordination with the Mozilla team.

### ***Our service and approach to research planning:***

- Initial analysis of market research and outline of the research assumptions
- Preparation of the user research in close coordination with Mozilla UX team, in particular:
  - o Detailed definition of activities, staff, locations, local collaborators and traveling plans.
  - o Decision on important dates, final deliverables and touch-base meetings to share the pre final results.

- Preparation of screener and study guide (for market landscaping and fieldwork).
- Creation of user profiles based on market segmentation data that will be provided by Mozilla and on advice that Experientia will collect from local experts in the selected countries.
- Compiling of recruiting criteria to identify and recruit participants corresponding to the user profiles.
- Recruitment and related scheduling in the chosen countries.
- *Setup of a project site to share progress results (optional)*

## Firefox OS User Research – Track One

26 March 2013  
page 5/37

### ***Our approach to the secondary and market research:***

The secondary research will aim to understand the current state of the OSs for the mobile industry, while intercepting future evolutions of the market, emerging trends, and market forces that are shaping consumer behaviors. In particular we will focus on the following questions:

- What kind of devices and accessories are expert users using?
- How do they interact with them?
- Do they associate other devices such as tablets (including apps) and computers to this usage (second screens)?
- Do they share experiences and contents from multiple devices?
- Do they search for new contents from different sources and/or create their own contents?
- Which are the contents they are more interested in?
- What kind of modifications they would like to implement themselves in the OS platform?
- Which is the interest in competitors' products? What are their perceived advantages?

A 360 overview of the state of art for the FFOS ecosystem will identify the top-line key findings, and define a clear hypothesis framing for the analysis of fieldwork results and opportunity mapping.

### ***Deliverables:***

- Screener
- Secondary research summary and takeaways
- Recruiting summary of participants
- Study guide

## Firefox OS User Research – Track One

26 March 2013  
page 6/37

### Phase Three:

#### **Fieldwork**

Fieldwork in the following two countries: Poland and Hungary. The research in each of the countries will be consecutive. Experientia is asked to lead the fieldwork activities and several Mozilla employees will participate.

Mozilla requests that Experientia has access to expert qualitative moderators in each of the two countries (see “Project Team” section), who are able to conduct the sessions in the participants’ native language.

Experientia will work intimately and collaboratively with the Mozilla team, shaping the approach and research questions together with Mozilla. It is fully understood that Mozilla expects a collaborative research process and that the Mozilla team members will be involved as much as possible.

#### ***Our approach to the fieldwork:***

The fieldwork will focus on observing the experience of using the existing OS mobile platforms in the marketplace. We will concentrate on the last releases of operating systems like iOS, BB10 OS, Android and Windows 8. As requested by Mozilla, the participants involved in the research will be observed and interviewed in the natural context where they use their devices, in order to ensure that the user experience and design of the upcoming FFOS is based on the understanding of how people will accept, use and modify it.

We will try to understand what are the differentiating factors for FFOS and what is needed in order to make them well perceived by the target users in the different countries.

The following methods will be used:

- Field observations of participants in relevant everyday life contexts (e.g. home and work environment, public spaces and institutional contexts);
- In-depth contextual interviews to understand user behaviors and motivations and to identify new opportunities in terms of design and proposition;
- Observations of participants while performing relevant/frequent tasks with their mobile devices, aimed at identifying usability issues and weak points in the user experience from the OS standpoint.

The research will be performed by Experientia and (when required) by local researchers in each location. Communication between country specific research teams is key to extract local and more global insights and to provide synergetic outcomes.

To guarantee the quality level of the ethnography and based on your cost constraints, we suggest limiting the number of interviews to 8 per country, in

favor of extended observation of relevant environments where mobile devices are being used in each country.

We propose the following research scheme for each country:

- *8 contextual inquiries with individual participants*  
To be conducted in the contexts where the mobile device is used (private homes or working places) and to include both a semi-structured interview and a short task exploration. The group of interviewees might partially overlap with the larger group of participants involved in the extensive observation.
- *Usability task explorations*  
Integrated within each contextual interview we will invite participants to perform frequent tasks while “thinking aloud”. If desired, we can show images or clickthrough prototypes of FFOS for initial response. This will identify further issues or opportunities of the new FFOS experience.

## Firefox OS User Research – Track One

26 March 2013  
page 7/37

The field research facilitation includes one Experientia researcher and one local cultural mediator/researcher (see Project Team section for their bios) moderating two multi-hour interviews, reviewing it with the participating Mozilla researcher and preparing an interview summary. The immediate resulting documentation is generally an interview summary, a folder of contextual still images, a raw audio file of the interview or raw video files.

The field observations will include conversations with people that have an awareness of the expansion of given OS platforms (both PC and mobile) in their country

We intend to mirror the topics of interest that were addressed during the Brazil research conducted by Mozilla in 2012, and possibly augment these with local issues were possible. The topics of interest in Brazil were:

- How does the middle class think about and uses money?
- What are their credit strategies?
- What do they purchase with their money and what are their priorities and concerns?
- What is their purchasing strategy with regards to high-tech devices?
- Where do people get their mobile phones? From where? From whom?
- What is the phone purchasing process like?
- What are the main phone purchasing criteria?
- How do people use their phones (e.g. multiple phones, multiple SIM's, multiple plans)?
- What are the criteria for choosing a phone plan?

- What kind of activities do people conduct on their mobile phones?
- How do they transfer data?
- How do they connect to the internet?
- What would they like their ideal phone to be like?

In any case, we will have to define together with Mozilla UX team the specific questions and thematic areas to explore during the fieldwork. The focus will be on the role of innovative solutions in broader social contexts of usage and behaviors outside of the proprietary OS platforms.

Such broader understanding of underlying behavioral patterns will be enabled through observation sessions and following recap conversations with the participants.

Research activities will last approximately a week in each location. Experientia researchers will conduct the research in the locations in sequence.

The research will be conducted in two (or three) locations, one in each country.

The proposed locations are Poland (1 city: our proposal is Warsaw) and Hungary (1 city – our proposal would be Budapest).

In each of these countries Experientia can guarantee either own employees that can speak the local language (as is the case in Poland), or local facilitators that are part of Experientia network of expert collaborators.

Experientia's user researchers responsible for the project will have substantial experience of user research in emerging countries.

#### **Services:**

- Facilitation of contextual interviews in the local language
- Short daily debrief after the fieldwork
- Transcripts of all sessions

#### **Deliverables:**

- Raw data (photos, video, audio)
- Transcripts
- Notes from moderator
- Detailed demographic information about each participant

#### **Firefox OS User Research – Track One**

26 March 2013  
page 8/37



## Firefox OS User Research – Track One

26 March 2013  
page 9/37

### Phase Four:

#### **Analysis and synthesis**

The RFP describes a week-long analysis and synthesis of data, preferably at the Mozilla Mountain View space, lead by Experientia but with very considerable involvement of the Mozilla team.

Since the proposed timetable specifies this analysis to take place within a four to five week period (according to the RFP timetable), we assume that the proposed analysis and synthesis phase is in fact longer, and that the week-long period refers to a crucial participatory analysis and synthesis workshop with the Mozilla team, within this longer period.

#### **Our approach to the analysis and synthesis activities:**

This is the crucial phase where the core of the Experientia analysis and strategic design skills will come to full bear.

Experientia's approach to Strategic User Experience Development aims at recommending the key directions that the field studies will indicate, by proposing possible modifications of the observed products, applications and experiences. If desired, we will suggest strategic usage scenarios (*optional*) based on the field findings and propose key success factors to guarantee business goals and expectations.

The field study findings will be analyzed by country, by target segment and by product/application feature. Collected data (pictures, video recordings, audio, notes, contextual info) will be carefully analyzed to identify usage scenarios, general insights, and emerging trends.

Communication of the research insights will be key. In addition to the above activities and deliverables (e.g. UX workshop, executive presentation), we suggest other optional outputs such as insights reports and videos, a printed booklet, a password protected *project site*, etc. to distribute the insights throughout the organization and make them reusable for future project follow-ups. These activities can be quoted on request if deemed useful, especially as a follow-up after the final delivery phase.

The **deliverables** will be used to support Mozilla planning activities for new OS concept development and therefore, the output will be clear, easy-to-understand, and applicable for that purpose.

We will provide the following deliverables to optimally be able to share the results with Mozilla UX researchers involved and with the overall Mozilla audience.

- A PowerPoint or PDF version of the final, synthetic report with a focus on key insights and a visual representation of the findings.

To achieve outstanding research results a strong collaboration and exchange with Mozilla team members is necessary. We welcome the involvement or participation of Mozilla collaborators in all stages of the research and strategy development.

**Our services:**

- Analysis of findings
- Modeling of data
- Archetype development
- Participatory design workshop

**Firefox OS User Research  
– Track One**

26 March 2013  
page 10/37

**Deliverables:**

- Two archetypes by region (Latin America and Eastern Europe) with variances by country (info visualizations, storytelling).
- Outline of final deliverables (to be lead by the Mozilla team in the final phase)

**Phase Five:**

**Presentation**

In this final phase the Mozilla team together with Experientia will collaboratively develop the presentation materials for Mozilla internal audiences. High quality documentation and presentation tools are required in order to help the team's work be visible and have impact internally; Mozilla will lead this effort (80% of the work load) in order to tailor the message effectively and save on costs; it is expected Experientia will play a minor role in this process (20% of the work load).

Experientia is very pleased with the proposed collaborative approach to presentation and publication processes, that all reports and materials will be co-branded, and that speaking engagements or papers about this work will be as a team (Mozilla and Experientia). The team will have an opportunity to collect more information and/or present this work to the Mozilla community during MozCamps, as well.

**Our approach to the presentation activities:**

Building on the finding and insights analysis of field research and market landscaping, Experientia will describe a roll-out strategy of opportunities and propositions identified as per the Phase 4 of the project.

As suggested above the strategic recommendations will propose strategic evolutions or experience roadmaps building upon the modeling of behavioral patterns envisioned to bridge the gap from the existing ecosystem of the observed

products, applications, services and experiences into a new eco-system. Our team will support Mozilla team in the preparation of the presentation activities.

## Our services:

- Outline of final results in the desired format

## Deliverables:

- Final documentation of high level findings and recommendations

## Project timeline

### Firefox OS User Research – Track One

26 March 2013  
page 11/37

### Requested timeline

The timeline included in the RFP starts in the second week of March (we assume 11 March or CW 11), with a final delivery on 15 July (at the end of CW 28). Extrapolating that to the current assumed start date of 25 March (CW 13), the proposed timeline would also move two weeks out, with a final delivery on 29 July (end of CW 30), or earlier if possible.

|         | M                               | April |    |    |    |    |    | May |    |    |    |    |    | June |    |    |    |    |  | July |  |  |  |  |  |
|---------|---------------------------------|-------|----|----|----|----|----|-----|----|----|----|----|----|------|----|----|----|----|--|------|--|--|--|--|--|
| CW      | 13                              | 14    | 15 | 16 | 17 | 18 | 19 | 20  | 21 | 22 | 23 | 24 | 25 | 26   | 27 | 28 | 29 | 30 |  |      |  |  |  |  |  |
| Phase 1 | Build Brazil/LA archetype draft |       |    |    |    |    |    |     |    |    |    |    |    |      |    |    |    |    |  |      |  |  |  |  |  |
| Phase 2 | Planning                        |       |    |    |    |    |    |     |    |    |    |    |    |      |    |    |    |    |  |      |  |  |  |  |  |
| Phase 3 |                                 |       |    |    |    |    |    |     |    |    |    |    |    |      |    |    |    |    |  |      |  |  |  |  |  |
| Phase 4 |                                 |       |    |    |    |    |    |     |    |    |    |    |    |      |    |    |    |    |  |      |  |  |  |  |  |
| Phase 5 |                                 |       |    |    |    |    |    |     |    |    |    |    |    |      |    |    |    |    |  |      |  |  |  |  |  |

P\*: Presentation

### Proposed timeline

Although we don't know all the considerations involved in proposing the timeline above, we think that it is possible shorten the planning phase of the research and to finish all activities by the end of CW 28, so adhering to the original deadline. Assuming very efficient collaboration with the Mozilla team, we think we can propose the following timeline.

|         | M                               | April |    |    |    |    |    | May |    |    |    |    |    | June |    |    |    |    |  | July |  |  |  |  |  |
|---------|---------------------------------|-------|----|----|----|----|----|-----|----|----|----|----|----|------|----|----|----|----|--|------|--|--|--|--|--|
| CW      | 13                              | 14    | 15 | 16 | 17 | 18 | 19 | 20  | 21 | 22 | 23 | 24 | 25 | 26   | 27 | 28 | 29 | 30 |  |      |  |  |  |  |  |
| Phase 1 | Build Brazil/LA archetype draft |       |    |    |    |    |    |     |    |    |    |    |    |      |    |    |    |    |  |      |  |  |  |  |  |
| Phase 2 | Planning                        |       |    |    |    |    |    |     |    |    |    |    |    |      |    |    |    |    |  |      |  |  |  |  |  |
| Phase 3 |                                 |       |    |    |    |    |    |     |    |    |    |    |    |      |    |    |    |    |  |      |  |  |  |  |  |
| Phase 4 |                                 |       |    |    |    |    |    |     |    |    |    |    |    |      |    |    |    |    |  |      |  |  |  |  |  |
| Phase 5 |                                 |       |    |    |    |    |    |     |    |    |    |    |    |      |    |    |    |    |  |      |  |  |  |  |  |

P\*: Presentation

### 3. Budget

The project budget price of the fifteen-week project is 94,200 Euro (discounted to 120,000 USD) for 2 countries (including travel costs). Travel costs will be billed in a lump sum and are detailed below.

| Tasks   | Experientia workload<br>(person day estimate) | Cost            | Breakdown |
|---|---|-----------------|-----------|
| <b>Process facilitation</b>   |   | <b>included</b> |           |
| Project management and working team coordination  | included                                      |                 | included  |
| <b>1. Build Brazil/Latin American archetype draft</b>   |   | <b>12,000€</b>  |           |
| Analysis of Brazilian research, Latin American market research and all other materials provided                 | 5   |                 | 3,000 €   |
| Archetype exploration (Persona modeling)  | 5   |                 | 3,000 €   |
| Initial Brazil/Latin Am. archetype (Info visualization)   | 10  |                 | 6,000 €   |
| <b>2. Planning</b>  |   | <b>14,000 €</b> |           |
| Planning research activities, including development of screener and research protocol                           | 10  |                 | 6,000 €   |
| Recruiting participants, including recruiting summary and incentives (16 or 24 participants plus 2 or 3 spares) | n/a   |                 | 5,000 €   |
| Secondary and market research, including presentation summary and takeaways                                     |   |                 | 3,000 €   |
| <b>3. Fieldwork *</b>   |   | <b>27,200 €</b> |           |
| Poland (8 participants – 2 facilitators x 6 days)   | 12  |                 | 7,200 €   |
| Hungary (8 participants – 2 facilitators x 6 days)  | 12  |                 | 7,200 €   |
| Transcripts from the local language and translation in English (800 €: price per participant)                   | 16  |                 | 12,800 €  |
| <b>4. Analysis and synthesis</b>  |   | <b>24,000 €</b> |           |
| Analysis of findings  | 10  |                 | 6,000 €   |
| Client workshop in Mountain View  | 10  |                 | 6,000 €   |
| Development of two archetypes by region with variances by country   | 10  |                 | 6,000 €   |
| Outline of final deliverables   | 10  |                 | 6,000 €   |
| <b>5. Documentation and presentation</b>  |   | <b>6,000 €</b>  |           |
| Final documentation of high level findings and recommendations  | 10  |                 | 6,000 €   |
| <b>Total</b>  |   | <b>83200 €</b>  |           |

\* The budget for fieldwork includes Experientia facilitation and the provision of the following deliverables:

- Raw data (photos, video, audio)

Firefox OS User Research  
– Track One

26 March 2013  
page 12/37

- Notes from moderator
- Detailed demographic information about each participant
- Transcripts (translated in English)

The project will involve the following senior profiles with person day estimates for each profile as follows:

- Project management: included
- Ethnographer: 52
- Design researcher: 48
- Interaction designer: 10
- Translators: 20
- Experientia daily costs are the following ones:
- Senior partner: 1000 €
- Project Manager: 700 €
- Project staff: 600 €

## Firefox OS User Research – Track One

26 March 2013  
page 13/37

Other costs (included in the budget above):

- Recruitment and incentive expenses: 5,000 euro (2,000 + 3,000)
- *(Optional) simultaneous translations: 600 € per day*

## Travel costs

We propose a lump sum arrangement (with a small discount and no administration costs) to avoid excessive paperwork. Travel costs are estimated for visits by two Experientia researchers to 2 field research countries, as well as two trips to Mountain View, CA.

| Travel cost estimates  | 2 countries     |
|--|-----------------|
| Flights to field research countries (2 EXP x 300€)   | 1,200 €         |
| USA flights (2 EXP x 1,000€ x 2 trips)   | 4,000 €         |
| Accommodation in field research countries<br>(ca. 100€/night x 5 nights x 2 EXP)   | 2,000 €         |
| Accommodation in Mountain View, CA<br>(100 €/night x 8 nights x 2 EXP)   | 1,600 €         |
| Local transport in field research countries (taxi & public transport –<br>30€ per person x 5 days x 2 EXP x 2 countries) | 600 €           |
| Local transport in Mountain View (rental car)  | 500 €           |
| Food per diem in research countries (30 € x 6 days x 2 EXP)  | 720 €           |
| Food per diem in Mountain View (35 € x 8 days x 2 EXP)   | 560 €           |
| <b>Total</b>   | <b>11,180 €</b> |

## 4. About Experientia

Experientia® is a full-service global UX consultancy, specialized in observing, understanding, modeling and designing human behavior.

We call it **behavioral design**: helping people to make sense of their digital/physical worlds and supporting them in their actions and behavioral change.

### Firefox OS User Research – Track One

26 March 2013  
page 14/37

These challenges are at the heart of what our clients are asking us: how do we represent and communicate information? How do people access it, and what are the new ways to frame it, particularly when it is emotional, sensitive or critical? How can we appeal to intrinsic motivations, and to tacit and explicit knowledge, and design for that so that people's actions become lasting over time? How can we affect change and create new services that make this change sustainable?

We believe that, when designing for interactions in today's world, we need to build upon a deep understanding of people's behaviors and cultures — what drives us; what motivates us to evolve in more sustainable directions; what is the impact of our day-to-day context, our culture, our intuitions, and our mental biases — using state-of-the-art knowledge in cognitive science, behavioral economics and other advanced social disciplines; and then to translate these insights into sophisticated interactions, visualizations, services, and strategies for digitally supported tools that help us to make sense of the world; and support us in affecting change for ourselves and for our immediately surrounding environments.

At Experientia we practice **user research-based and people-centered design**. We help companies and organizations conceive and innovate products, services and processes, through a qualitative understanding of people, their mental models and their behaviors.

**People** are our key reference point, hence our by-line “putting people first”. They guide us when we conduct research, develop creative strategies, create solutions, design prototypes and test results.

Our 35-person company has strong expertise in all cycles of the **user experience** process, ranging from foresight studies, to deep qualitative understanding of user behavior and context, design and prototyping, and usability testing.

Experientia is also a very **international** company, with a team from all over the world, and a huge range of language skills — both on partner and staff level.

## Firefox OS User Research – Track One

26 March 2013  
page 15/37

Experientia was founded by four partners - Pierpaolo Perotto, Mark Vanderbeeken, Michele Visciola and Jan-Christoph Zoels - who each have over twenty years of professional experience. They have all lived and worked abroad, and contribute a very complementary skill set to the company. Our team further consists of experts in experience modeling, design, technology and usability, with particular expertise in anthropology, sociology, cognitive psychology, information architecture, interaction design, industrial design, service design, prototyping and computer science.

To design valuable user experiences, companies have to understand how users really live their lives, now and in the future, and to design new products and services that address these insights. Experientia concentrates its activities on **five areas**, all driven by a total attention to the end-user, the person that is at the heart of what we do. They are the following: **envisioning** (research and development of people-centered innovation scenarios), **understanding** (in-depth analysis of people's needs through qualitative research methods such as ethnographic observation and contextual inquiries), **design** (strategic, service and interaction design from concept to product), **prototyping** (iterative prototype development from paper to video to software and hardware) and **testing** (comprehensive user testing).

Experientia's **client roster** features Italian and international clients, such as Alcatel-Lucent, ASUS, Barnes & Noble, Blyk, Condé Nast, CVS Pharmacy, Deltatre, Expedia, Ferrero, Fidelity International, Haier, Intel, Intesa SanPaolo Bank, Kodak, Logitech, Max Mara, Microsoft, Motorola, Nokia, Red Hat, Samsung Electronics, SAP, Sitra, Swisscom, Toncelli, Tre Spade, Unicredit Bank, and Vodafone, as well as some public institutions such as the United Nations, the Flemish Government, Region of Piedmont, Italy and the Province of Limburg, Belgium.

Our **research areas** are also very global. Over the last years we have conducted research in Australia, Belgium, Chile, Denmark, China, Egypt, Finland, France, Germany, India, Indonesia, Italy, Malaysia, Mexico, Senegal, South Africa, Spain, Switzerland, Taiwan, UK and USA.

In 2011 Experientia won Italy's National **Award for Innovation** in Service Design and were part of a team which won the Holcim Acknowledgement Award for Sustainable Buildings for the design of a Low2No carbon emissions building block in Helsinki, Finland.

Experientia is a very active **communicator** and has, through its professional blog – Putting People First – and through its participation at international conferences and in highly regarded professional publications such as Interactions Magazine, gained an international reputation as an insightful and respected voice in the field of user experience design.

## 5. Key Experientia strengths

The following eight points synthetically outline our distinguishing approaches and distinctive qualifications.

### 1. User-centered innovation design in our DNA



*Home research in France to inform the design of future built-in kitchen appliances*

#### Firefox OS User Research – Track One

26 March 2013  
page 16/37

Experientia is a user-centered design company where research and innovation-oriented design are equally balanced and thoroughly integrated. We believe that in order to design well for people and create innovative products and services, a clear understanding of people's behaviors and contexts of use is needed; i.e. their goals, constraints, values and cultural reference models.

Our approach uses research-based methods to gain thorough understanding of the problem and cognitive modeling to structure the field research insights into a behavioral and cultural framework. This allows us to map out hidden opportunities or adjacent possibilities of innovation, which feed into concept development, design and any subsequent prototyping.

### 2. Rich qualitative research methodology

Experientia has strong expertise in desk, field and lab research, combining a variety of research methodologies, all driven by a strong emphasis on people's contexts and behaviors, allowing us to support clients in gaining a deep understanding of the problem and its framework.

These include focused desk research, foresight studies, contextual observation, heuristic evaluations, focus groups, in-depth interviews, ethnographic research and usability testing. Experientia's core strength lies in our integration of foresight, user and contextual research methods with a complete design and prototyping approach, which translates insights into actionable design concepts.





*Ethnographic research in Senegal to inform mobile phone strategy*

## Firefox OS User Research – Track One

26 March 2013  
page 17/37

Ethnography and video ethnography are methods to capture human behavior in the context of the person's natural environment, as a means of gaining insights about users' behavior, their cultural values and unarticulated motivations, drivers, and needs, in order to create innovative solutions.

Design ethnography helps answer questions like what is necessary to innovate with success; what are the key social actors and roles to take into account; and which are the limiting factors? Observation and participation are the main methods that enable our team to understand emerging user requirements and contexts of use.

### *Ethnographic research in emerging markets*

Emerging market research opens a wide range of challenges. Led by **Niti Bhan**, Experientia's **Emerging Market Business Unit** offers real world expertise and a holistic understanding of emerging consumer markets.

Our emerging market team specializes in the mind-set, customer behavior, market segmentation and archetypes that drive effective concept design (to foster so-called "frugal innovation"), as well as the supporting business and transaction models for some of the most challenging customers in the world, such as those in rural Africa and India.

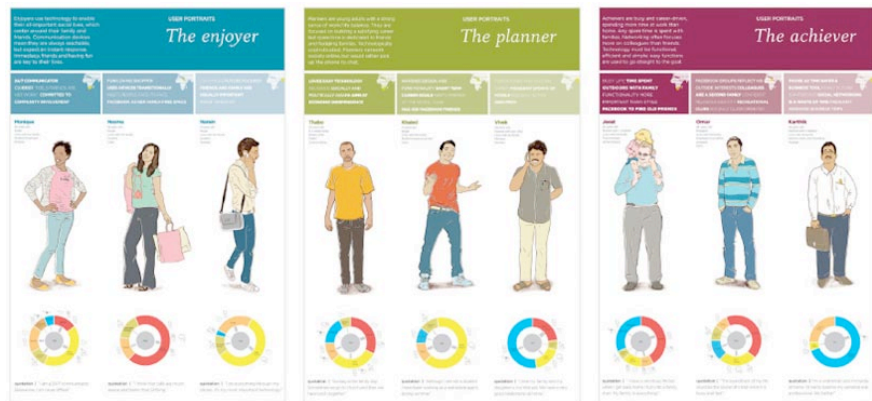
### **3. Convincing and actionable insights**

Although Experientia conducts a lot of research, we are not just a research agency. Our strengths in interaction and service design, and in prototyping concept solutions, means that we know what in-house design, research and marketing teams want and how to create deliverables for them. Our history with major corporations means we understand how to talk with core stakeholders: engineers, marketers and top management.

Experientia deliverables are tailored to the specific stakeholder's goals and needs. Not only are our reports and presentations visually rich and stimulating, we also go beyond these classic tools. Posters, video scenarios, presentation cards and design

## Firefox OS User Research – Track One

26 March 2013  
page 18/37



guidelines are just some of our deliverables.

*Vodafone emerging market personas*

For Experientia, only two criteria count: our insights have to be convincing to whomever we (or you) are speaking to, and they have to be actionable (your stakeholders can easily take them forward and act upon them).

## 4. Prototyping user experiences



*Screenshot from IPTV prototype*

The Experientia approach is firmly grounded in the belief that prototyping is the

only method to arrive at solid and valuable user experiences. Experientia uses a wide range of methodologies and skill sets to help its client to create and evaluate new products, and application and service ideas in the early stages of development. Experientia uses low to hi-fi prototypes during the development stages to evaluate user responses to iterate the design. The integration of usability testing in the new product development process guarantees higher market success rates of products launched.

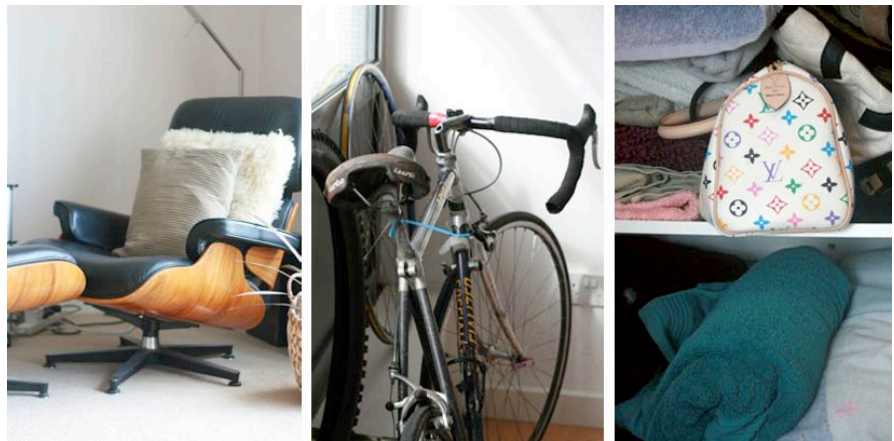
Testing is an integral part of understanding user acceptance of products, and it informs Experientia's iterative prototyping method. By designing progressively more refined prototypes, we gain insights on what works with people, what doesn't and why. We can test user acceptance, usage benefits and drawbacks in various contexts, making sure that the end result is solid and valuable, and ensuring expected and effective user experiences.

## Firefox OS User Research – Track One

26 March 2013  
page 19/37

### 5. In-depth experience with consumer electronics products, particularly in the home

The home is one of the richest ecosystems of value generation and potential innovation for companies.



*User research aimed at lifestyle segmentation regarding mobile phone behaviors*

There is also huge variety in how we live in our homes: how we build and structure them, how we decorate and use them, how we eat in them and clean them, and how we transfer our moral value system into our very own “home design”.

Experientia has researched and designed for all of these aspects – and in many countries: home building and structuring for the Low2No low carbon impact building in Helsinki, Finland; home use and home food culture for Samsung Electronics; home entertainment for Logitech and Rovi; and home cleaning for SC

Johnson.

In fact, Experientia has conducted research and designed concepts on many types of consumer electronics for companies such as Alcatel-Lucent, ASUS, Barnes & Noble, Blyk, Haier, Intel, Logitech, Microsoft, Motorola, Nokia, Samsung Electronics, Swisscom, Toncelli, Tre Spade and Vodafone

## **6. Global reach and staffing, with an Italian sensibility**

### **Firefox OS User Research – Track One**

26 March 2013  
page 20/37

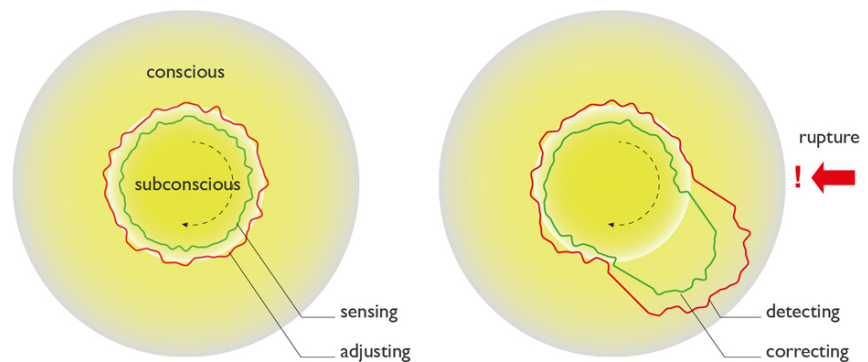


Founded by two Italians, a Belgian and a German, Experientia has always been a very international company, based in Italy, with a staff that contains Europeans (Italians, French, Germans, Polish, Spanish, etc.), North and South Americans, Asians, and Australians. In fact, more than 16 languages are spoken at Experientia. Since its launch, Experientia has always concentrated on international research and design projects.

Over the last years Experientia has frequently worked on international research and design projects. This experience has resulted in a deep understanding of cultural diversity, context and social dynamics, which we have been able to translate into usability and design requirements within many projects.

Experientia is of course also an Italian company, with a deep understanding and appreciation of the Italian design traditions so admired across Europe and the world.

## 7. Cognitive and behavioral modeling



### Firefox OS User Research – Track One

26 March 2013  
page 21/37

The situated model of driving was developed to inform concepts for driving safety. Experientia uses behavioral and cognitive modeling to understand what drives people's habits and decisions, so that we can influence their choice architecture in positive, long-lasting ways and thus inform product and service design. People's senses and behaviors are the basis for our experiences: we need to focus on them in order to shape experiences in ways that will appeal and matter to people.

Experiences are made up of our reference model of values (our culture) and our cognitive bias (behaviors).

Experientia's open model of behavioral change focuses on these two main layers, exploring:

- How we can shape the social architecture that surrounds us in order to foster cultural innovation in desired directions.  
Social architecture analyses cultural constraints, uses participatory models of innovation, and develops the adjacent possibilities to current concepts, which allows us to innovate incrementally, and create services for social innovation.
- How we can shape behavior architecture in order to get the expected and desired outcomes from behavioral change programs.  
Behavior architecture addresses more personal behavioral change, and analyses cognitive biases (existing habits and behaviors), the reduction of cognitive pitfalls, the modeling of behavioral patterns, and corporate ethnography.
- How we can shape the learning architecture to help people in pursuing desired learning paths within their communities of practice.  
Learning architecture addresses priority of choices to facilitate learning practice.

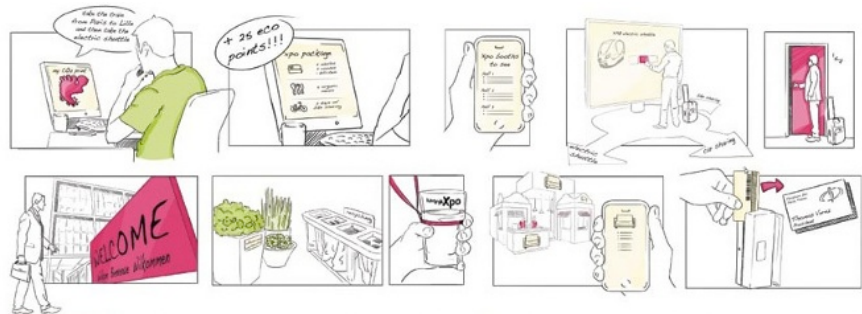


Through an understanding of the existing cultural and behavioral frameworks, we can develop the appropriate design architecture to encourage sustained behavioral change. We have developed models of how people conduct intentional behavioral change through purchase of a new product, how to influence people's long-term sustainability, and how to influence driving safety, among many others.

## 8. Guiding the ubiquitous nature of UX design

### Firefox OS User Research – Track One

26 March 2013  
page 22/37



Service scenario for a sustainable trade fair in Kortrijk, Belgium

Over the last 3-5 years, experience design has moved out of its traditional web and mobile areas of application, and became a ubiquitous concern that affects our travel (mobility design), our health and wellbeing, our built environment (urban informatics, service design), our corporate practices (process, business and strategy design), our energy use (design for sustainability), and so on.

Experientia has been at the forefront of this trend, with projects in all these areas, which implies not only our eagerness and capacity to change our practice, adapt to new practices, and develop new models of thinking, but also our ability to dialogue with new industry partners, and accustom them to implementing a user-centered design approach in their practice.

## Firefox OS User Research – Track One

26 March 2013  
page 23/37

## 6. Selected UX research and analysis activities

### Mobile design strategy

*Business model and design strategy building  
(Samsung Electronics, South Korea)*

Experientia worked with Samsung Electronics, to develop a medium to long-term design strategy to broaden the market for one of its mobile product ranges, identifying new markets with the potential for higher profits. Experientia devised 6 different business models, each targeted at different identified market segments and different time frames. These were provided with accompanying design guidelines to enable the company to implement each model.

### Customer journey and user experience design for open source operating system

*Understanding user expectations and usage patterns to inform design and marketing strategies  
(Client confidential)*

Experientia carried out ethnographic research in Indonesia, India and Chile on the user experience of an open source operating system, to help the company identify issues and opportunity areas in their next operating system. The study provided an in-depth analysis of the core reasons why people have used, considered or purchased the system being researched, and what their needs, wants and desires are when buying/using netbooks.

The team also conducted in-store observations, to see how store assistants and marketing materials in each country presented the operating system. Participatory design workshops engaged netbook users in co-designing their ideal netbook and customer journey experience.

The analysis of the perceived barriers and pain points while using the operating system led to new and innovative usage scenarios. Experientia developed concepts focused around increased diffusion of information, support, and community of users, taking into consideration the unique cultural contexts of the places researched, overcoming such difficulties as reliable internet access and fears for safety when carrying a mobile device.

### Engaging with people

*Communication methods 3.0  
(Client confidential)*

A major international OEM asked Experientia to explore best practices around strategic communication and methodologies, to update their current Design Identity (DI) strategy and to inform their communication strategy across various

user experience touchpoints and channels.

A comprehensive research phase led to an understanding of the design identity and communications behavior of the company and that of its major competitors, including some best practice case studies of non-competitors, and a detailed visual positioning and opportunity map.

### **Digital content and communication**

*Content and communication behaviors  
(Client confidential)*

Experientia carried out a large research and concept design project on content and communications behaviors for a client's user experience team. A benchmarking phase identified new areas of user experience for content and communication around seven key themes.

International user research focused on contextual behaviors of advanced users in major cities (Milan, Helsinki and New York). The resulting findings and insights were used to identify opportunity gaps in the market, as well as inform a design strategy to guide the client team in promising design directions. Initial concept designs and scenarios also helped to inspire the client to identify unique market propositions.

### **Lifestyle 2.0**

*Ethnographic research and concept design for market segments  
(Client confidential)*

Experientia carried out ethnographic research in Italy and the UK on seven user segments identified by the client, to explore their attitudes, lifestyle preferences and habits, particularly as regards information management and devices. After a series of interviews and home visits, Experientia identified patterns of use within each segment and created visual profiles, outlining the characteristics of each group. These profiles both validated and modified the client's original segments. We then created targeted concepts for each segment, based on their real needs and behaviors, and focused on the mobile phone as a central hub in people's information technology ecosystems. The aim of the concepts was to create possible innovation directions, through new foresight scenarios.

### **Innovating in a post-PC-only world**

*Exploratory research on transitioning to a post-pc-only world  
(Client confidential)*

Experientia and Taiwan-based UX consultancy ScenarioLab carried out an in-depth analysis of the behaviors of people who have partially or largely shifted to mobile devices (tablets in particular) for both their professional and personal use in key markets in Europe (Milan, Italy), the USA (New York) and Taiwan (Taipei).

## **Firefox OS User Research – Track One**

26 March 2013  
page 24/37



## Firefox OS User Research – Track One

26 March 2013  
page 25/37

The aim was to inspire the client's thinking on future evolutions of computing devices.

18 people (6 people in each location) who frequently use the tablet for both content consumption and creation participated in contextual interviews and participatory design workshops. As part of the data analysis, Experientia also hosted a 3-day, collaborative, data review workshop with the research teams and the client.

By analyzing common behaviors in technology ecosystems, we created a process diagram of core activities people do on mobile devices, and identified enablers and pain points. We identified recurrent themes, and insights for each theme, describing users' key behaviors.

We illustrated real research examples of participants using mobile devices in their ecosystems to achieve an aim, through usage scenarios showing behaviors observed in the research. Our conclusions indicated promising areas for future developments of the device ecosystem.

### **Socially emerging, EMAPA Panels 1**

*Dialoguing with people in emerging markets  
(Vodafone, UK)*

The goal of this project was to understand behaviors and needs of users in emerging markets in Asia-Pacific and Africa regions (EMAPA) – more specifically India, South Africa and Egypt – with an emphasis on social networking, through user panels that allowed for a regular and long-lasting communication with Vodafone. This open channel with users provided valuable information about implications, opportunities and threats for the development of new tools and interaction paradigms for mobile social applications by Vodafone.

**Mobile Emergence, CEEA Panels 2** was a continuation of this project, involving ethnographic research with users from the lower economic strata of India, South Africa and Egypt. Through a local facilitator, users were involved in a series of tasks, providing information on implications, opportunities and threats for the development of new tools and interaction paradigms for mobile applications at the bottom of the pyramid.

A second phase of the project involved the Indian user panel in a participatory design workshop, testing, evaluating and refining key ideas for mobile related services and features.

## Firefox OS User Research – Track One

26 March 2013  
page 26/37

### **EMAPA Experiences**

*Conceptual service and product design for mobile devices in emerging markets  
(Vodafone, Germany)*

Experientia conducted a service design and conceptual product development project with the aim of identifying potential areas for exploration and optimization of the interaction and industrial design concepts in emerging markets in Asia-Pacific and Africa regions (EMAPA).

### **Out of Africa**

*New design concepts for mobile phones aimed at emerging markets  
(Samsung Electronics, South Korea)*

Experientia concluded an extensive research project on mobile phone use in the African emerging market for Samsung Electronics.

The project included qualitative ethnographic research and initial design concept development, as well as foresight recommendations to influence the company's medium-term strategy. These covered the important considerations and values in designing for the African market, as well as strategic challenges.

In addition to identifying main opportunity spaces for design and innovation, Experientia created various design directions for mobile devices and services.

### **Smart phones**

*Usability testing for market acceptance  
(Samsung Electronics, South Korea)*

Structured interviews in our office provided insights on the use of mobile TV, video phones, camera phones and music players on smart phones.

Samsung Electronics asked Experientia to conduct four sessions of user research studies in Italy to investigate user opinions, behaviors and reactions regarding four applications for a new set of mobile phones. These applications concern functionalities embedded in the handsets, specifically those related to video calls, mobile TVs, music and cameras. The four usability sessions investigated the opinions of selected user profiles regarding their use of mobile phones. In particular, the studies focused on the general attitude of these people with regards to special functions that new phone handsets will soon propose to the market. The four sessions aimed at understanding whether the shown solutions will be accepted and what kind of recommendations can be given now in order to improve the acceptance of these products in the market.

Finally, structured interviews on location clarified how technology is being used in the work environment.

## Firefox OS User Research – Track One

26 March 2013  
page 27/37

### **Exploring next generation device accessories**

*Concepts for stylus use in creative professional contexts  
(Client confidential)*

Experientia was asked by a major electronics company to investigate current and potential uses for tablet and stylus use by different sets of creative professionals, and compare it with the smart phones and laptops.

Experientia conducted contextual interviews and a creative workshop with university students and lecturers in creative professional fields, who had been using the client's new tablet and stylus device. We investigated their user experience of the current device, including pain points, and their desires and expectations for an ideal tablet/stylus device. The analysis of the results included opportunity mapping of the current market and the most promising spaces for innovation; Experience maps, illustrating the expected user behavior of a creative professional, based on contextual interviews; and cognitive diagrams of research themes, mapped across participant's activities and pain points.

Experientia then identified ideas for product and service development, and illustrated the strongest concepts in use case scenarios.

### **Tablets in the healthcare system**

*Innovation opportunities in the healthcare system  
(Client confidential)*

Experientia conducted an international ethnographic research project for a global player in the computer industry, exploring the impact that devices such as tablets have had on healthcare workers in hospital systems.

Conducted in China, England, Germany and the USA, the research explored the daily practices of doctors and nurses working in busy hospitals, and the ways in which tablets impact their workflows and communication patterns. We conducted interviews, contextual observations and shadowing, and participatory workshops in all four countries. We also conducted a user experience workshop with the client, to share results and gain early feedback, engage the client in the process and include their perspective in the development of opportunities.

Experientia provided detailed analysis of all findings, maps of current device usage and of opportunity areas for future device developments, persona profiles of key users in the healthcare industry, as well as numerous concept ideas. The concept ideas that were the most promising and relevant to the client were described with detailed storyboards. Supporting deliverables included profiles of all the participants, selected and subtitled excerpts of the research videos, transcripts of participant interviews and workshops, and design guidelines for concept development.

## Firefox OS User Research – Track One

26 March 2013  
page 28/37

### **Perfect day at work**

*Usability research, design and development  
(Client confidential, international software company)*

Experientia was asked to study and interpret the possible difficulties key employees of the procurement office of this company were experiencing when performing the tasks required by their position and role.

Experientia began its investigation with a series of interviews, followed by in-depth ethnographic observation and analysis of the documents and tools used at work.

The research was based on the principles of Lean Management – maximize employee efficiency while minimizing waste.

Experientia presented the client with a very detailed overview of main difficulties, problems and risk areas, together with comprehensive advice on possible solutions.

### **Services sales productivity analysis**

*Remote user research on sales force work practices for international software company  
(Client confidential)*

Experientia conducted remote user research in Latin America, Asia Pacific and Japan, for a leading international software company, to identify challenges that the client's sales force faces. The project investigated best practices and problem areas experienced by the services sales teams in the course of their work duties, with the aim of improving the way they do business.

Working closely with the client's UX team, Experientia conducted interviews with employees in relevant roles from throughout the regions being researched. The interviews investigated the most common difficulties experienced overall within the roles, and the similarities and differences between regions. The major issues were presented to the client according to degree of severity, accompanied by recommendations for improvement, and personas, which represented the characteristics of the sales force, and illustrated specific work-styles and pain points. The results were used to improve working processes and tools.

### **Ecofamilies**

*Research project to understand energy consumption behaviors in the home environment to create a new user-centered smart meter  
(European research project, France)*

Experientia worked as a user research consultant on Ecofamilies, a French sustainability project financed by the PACA Region (Provence-Alpes-Côte d'Azur), under the FEDER framework research program.

In partnership with a variety of French partners, including CSBT (Centre Scientifique et Technique du Bâtiment - France), Experientia oversaw the user research, which covers contextual interviews, ethnographic research and shadowing. Experientia also led the user interface and prototyping development of an advanced smart meter that will help monitor domestic energy consumption.

The aim of the research is to identify successful behavioral patterns that can reduce families' carbon footprints - not only on the personal level, but also on the collective one.

This will eventually lead to the creation of a smart meter that will help monitor domestic energy consumption.

## **Firefox OS User Research – Track One**

26 March 2013  
page 29/37

### **Beyond pink**

*Focusing on women's needs for the mobile phone ecosystem  
(Samsung Electronics, South Korea)*

Experientia was asked to investigate women's real needs and behaviors for mobile phone ecosystems, in order to create female-targeted phones, accessories and services that go beyond the "pink it and shrink it" mentality. We carried out ethnographic research, including home visits and user interviews, in China, Italy, Sweden and the UK, to investigate the needs of very different segments of women, including single women, working mothers, and full-time career women. These interviews helped us to build comprehensive user profiles within the female demographic, also observing cultural contexts. We mapped the specific needs of each group, and identified a series of opportunity gaps in the market. These were presented in the form of possible future directions for concept design, together with posters of each of the profiles identified.

### **2012 European advanced built-in kitchen platform design project**

*From unified user interfaces to contextual adaptability and eco awareness  
(Samsung, Korea)*

Samsung Electronics' Digital Appliances Division asked Experientia to research and identify current products and future trends in the European built-in kitchen market, to provide insights and ideas for (at that time) future 2012 concepts. The objective was to understand people's needs and behaviors, issues and annoyances, desires and expectations in three European countries (France, Germany and Italy).

Special focus was given to all aspects of the user experience of the product line up – the relationship between built-in products and their environments – as well as the individual product and its graphic interface.

The project was structured in 3 phases. The benchmarking phase encompassed a

competitive benchmark evaluation of the usability and design aspects of two of the best-known German, French and Italian white goods brands. The benchmark document offered a qualitative evaluation of the perceived and real usability, quality and aesthetics of the products across brands.

Further, an analysis of different European cultural contexts, with experts, sellers and potential buyers, was conducted in order to gain a better understanding of user needs and expectations. The user research phase included nine focus group discussions in three countries, and contextual user research with home visits and usability evaluations.

Research insights from benchmark analysis and contextual user research informed USP ideation and PUI guidelines, to improve the design and finally the user experience of selected products. The final phase included opportunity mapping and suggestions for product improvements, initial concept creation as well as PUI guidelines for selected products.

## **Firefox OS User Research – Track One**

26 March 2013  
page 30/37

### **Red Hat Partner Center**

*Contextual Inquiry  
(Red Hat, USA)*

Experientia carried out ethnographic research in Australia, India and the USA, doing on-site contextual observations and interviews with Red Hat partner companies, to explore the ways in which they use the Red Hat Partner Center tool. A partner center is a fundamental tool for companies that have a business model based on subscriptions, such as Red Hat. Improving a partner center results in improved relationships with the partner companies and better support for their everyday activities.

Experientia analyzed the results, and provided Red Hat with opportunity areas for further research and improvement, with the aim of fully leveraging the potential of the Partner Center. The research and analysis also considered the different cultural backgrounds and different organizational cultures that impacted upon the way in which companies made use of the Partner Center.

### **Professional software update**

*Ethnographic research and end-user insight gathering  
(Thomson CompuMark, USA)*

Thomson CompuMark is an international provider of software and services for trademark search and registration. A planned update of the software provided an opportunity for the company to obtain deeper insights into the day-to-day work processes of their current clients. Experientia conducted ethnographic observations and in-context interviews in Paris, France.

## Firefox OS User Research – Track One

26 March 2013  
page 31/37

### **Nokia.com mobile website usability test**

*International usability testing in Italy, India, the USA and South Africa  
(Nokia, Finland HQ)*

Nokia asked Experientia to carry out usability tests of a prototype of their new website, visualized on mobile phones, in Italy and India. The participants included Nokia users, and users of other phone brands. Participants' information-searching habits when buying a new phone were explored in open questions. Participants were then guided through tasks on the site, to identify potential pain points and evaluate the overall user experience.

The personalization section of the website was evaluated in terms of the usefulness and appeal of the contents and features, as well as the level of overall desire for customizable sections on a manufacturer's website.

The recommendations from the test helped the client to develop the prototype into a website. This website is currently being tested by Experientia in the USA and South Africa, in a second phase of the project, aimed at identifying user needs and desires in different cultures and countries.

### **QWERTY bar mobile phone usability test**

*European consumer preferences for QWERTY bar mobile phones  
(Samsung, Italy)*

Experientia conducted focus groups and cognitive walkthroughs in Italy and Holland for Samsung. The objective was to evaluate EU consumers' preferences, satisfaction levels and overall user experience for QWERTY bar mobile phones, in terms of design and usability.

The focus group session involved 20 participants and evaluated the industrial design of QWERTY bar phones, comparing Samsung phones against those of competitors.

The second session involved 15 of the original 20 participants in a group cognitive walkthrough. Participants used phones produced by Samsung and their major competitors and filled out a questionnaire on each phone. In a final individual interview, open questions gauged people's unmet needs, desires and levels of satisfaction with QWERTY bar phones. People's hands were also measured, in order to understand how hand size impacts usability and comfort levels when carrying out tasks on a mobile phone.

The insights from the focus groups and cognitive walkthrough were used to provide recommendations for future design strategy for the European market.

## 7. Our proposed team

The Experientia team brings together skilled user-experience researchers, designers and prototypers strong in creative, innovative and out of the box thinking, with rich experience in developing service design concepts, as well as good visual design skills and good knowledge of hardware, software and programming. As a user experience design company, all of our staff has a strong ability to listen and respond to feedback and direction.

They also have also extensive language skills and we have user researchers fluent in Chinese, Dutch, English, French, German, Italian, Japanese, Korean, Polish, Portuguese, and Spanish.

For this project our team will be enhanced with researchers who speak Greek, Serbian and Hungarian (see below).

The quality of all of our projects is guaranteed by the day-to-day involvement of Experientia's senior partners and staff members.

Proposed project team members are marked with an asterisk \*.

### *Senior partners*

- |                              |   |
|------------------------------|---|
| * <b>Michele Visciola</b>    | President, responsible for user research          |
| * <b>Mark Vanderbeeken</b>   | Partner, responsible for strategic communications |
| - <b>Pierpaolo Perotto</b>   | CEO, responsible for business strategy            |
| - <b>Jan-Christoph Zoels</b> | Partner, responsible for UX design                |

### *Key staff*

- |                                  |  |
|----------------------------------|--|
| - <b>Niti Bhan</b>               | Emerging markets strategist, lead          |
| - <b>Mariateresa dell'Aquila</b> | Project manager                            |
| - <b>Michele Giannasi</b>        | Project manager                            |
| * <b>Laura Polazzi</b>           | Lead UX, Senior user experience researcher |
| - <b>Giulia Stefani</b>          | Senior user experience research consultant |
| - <b>Renzo Giusti</b>            | Senior interaction designer                |
| - <b>Yosi Bercovitch</b>         | Senior interaction designer                |
| - <b>Giovanni Buono</b>          | Senior usability expert                    |
| - <b>Alessandra Canella</b>      | UX designer                                |
| - <b>Fabio Carnevale Maffé</b>   | UX designer                                |
| * <b>Anna Wojnarowska</b>        | UX researcher (Poland)                     |
| * <b>Gina Taha</b>               | UX researcher (Columbia/US)                |
| - <b>Raffaella Citterio</b>      | Service designer, Information architect    |



- **Caterina Manolino** Information architect
- **Francesca Labrini** Communication designer
- \* **Eloisa Fontana** UX researcher / interaction designer (Brazil)
- **Dohun Jang** Interaction designer
- **Seungjung Jeong** Interaction designer
- **Yohan Erent** Interaction designer
- **Takumi Yoshida** Interaction & industrial designer
- **Shadi Lahham** Interaction designer, senior developer
- \* **Erin O'Loughlin** Editor
- **Gabriele Santinelli** UX prototyper

## Firefox OS User Research – Track One

26 March 2013  
page 33/37

### Local researchers

- \* **Poland** Anna Wojnarowska (staff member)
- \* **Hungary** Gergo Csikos (Budapest)

### Michele Visciola

*President, responsible for user research*

Michele Visciola is an international expert on usability engineering, human factors and user-centered design, with a specific interest in new interfaces, notification systems, scenario design and the usability-aesthetics relationship.

He has participated in many national and international information system design projects, covering a wide range of expertise (from aeronautics to naval systems, and from internet to mobility systems).

He taught Digital Culture for Designers at the Industrial Design Department of the Milan Polytechnic, and has lectured on “Evolution of people-centered design methods” at the Bicocca University of Milan. He is the author and co-author of books and many papers, and he edited the scenario analysis section of the Book of Vision of the Wireless World Research Forum.

Visciola graduated in Cognitive Science and Human–Computer Interaction and Ergonomics from Rome University, Italy. He has finalized his specialization in Ergonomics of Man-Machine Systems at CNR, Italy’s National Research Center, and in Business Administration at MIT’s Sloan School of Management, Boston, MA, USA.

### Mark Vanderbeeken

*Senior partner, strategic communications*

Mark Vanderbeeken is a specialist in visioning, identity development and strategic communications and has worked in Italy, Denmark, the USA and Belgium.

## Firefox OS User Research – Track One

26 March 2013  
page 34/37

He was communications manager of Interaction Design Institute Ivrea (Ivrea, Italy), European communications coordinator for the World Wide Fund for Nature (or WWF, Copenhagen, Denmark), marketing director of Gwathmey Siegel & Associates Architects (New York, USA) and chief press officer of Antwerp 93, Cultural Capital of Europe (Antwerp, Belgium).

He is the author of Experientia's successful experience design blog Putting People First, has set up a professional blog on e-democracy, and writes for Core77, the well-known USA-based online design magazine.

He studied visual and cognitive psychology at the University of Leuven, Belgium and obtained a Master's Degree in cognitive psychology at Columbia University, New York.

He currently teaches service design at the Product Systems and Service Design Master Program of the Politecnico di Milano.

### **Pierpaolo Perotto**

*CEO, responsible for business strategy*

Pierpaolo Perotto is the CEO of Experientia. He is also CEO of two software development companies: FINSA Tech and FINSA Consulting.

He has an extensive international background in strategic consulting, marketing, organizational management and applied research.

Before his involvement with Experientia and the FINSA Group, he developed CRM and business transformation projects at Ernst & Young Consultants, promoted and acquired the first European internet banking projects for Olivetti, and managed large industrial expert system projects.

In California he was part of Olivetti's artificial intelligence group collaborating with Stanford University on the development of expert system platforms.

He has lectured as a guest professor at the Business School of the University of Turin and has a degree in electronic engineering from the University of Genoa.

### **Jan-Christoph Zoels**

*Partner responsible for user experience design*

In his work Jan-Christoph focuses specifically on people's experience of mobile services and applications to support sustainable lifestyles. He advocates a strategic integration of user experience modeling, design, prototyping and iterative testing to improve the desirability of products, environments and services.

Originally from Germany, he lived for many years in the USA, where he taught at RISD, and was director of information architecture at Sapient and a senior

## Firefox OS User Research – Track One

26 March 2013  
page 35/37

designer at Sony. He was a co-founder and senior associate professor at Interaction Design Institute Ivrea, where he ran the business innovation workshops called Applied Dreams.

Zoels received his Master's Degrees in Industrial Design from the Rhode Island School of Design, Providence, USA, and the Academy for Art and Design in Berlin, Germany. He has taught at Rhode Island School of Design, the Jan Van Eyck Academy (Maastricht, Netherlands), at Samsung's Innovative Design Laboratory (Seoul, Korea) and Domus Academy, Milan.

During the last years, he was a keynote speaker at Banff's New Media Institute, BECC in Washington, Bloomberg Media Futures in London, BMW's Marketing Innovation Lab Forum in Munich, at Lift 07, MediaLab Prado in Madrid, at Mobile Nation: Creating Methodologies for Mobile Platforms conference in Toronto and at multiple conferences and design colleges. He holds four patents.

Recently, Experientia won the Italian National Award for Innovation in Service Design as well as the Holcim Award for Sustainable Construction for the design of a sustainable building block using low carbon emission construction techniques in Helsinki's former docklands ([www.low2no.org](http://www.low2no.org)), a project he has been leading. In these projects Experientia excelled on behavioral change initiatives, stakeholder engagement, participatory design processes and sustainable demand management solutions.

### **Laura Polazzi**

*Lead UX, Senior user experience researcher*

Laura Polazzi is a user experience designer. Her professional competences include ethnographic studies, user testing, concept design, information architecture and trend research.

She studied communication and human-computer interaction at the University of Siena (Italy) and ergonomics at the University of Liège (Belgium). She has been a researcher at the University of Liège (Belgium), and at Interaction Design Institute Ivrea (Italy); she taught ergonomics and interaction design at the Politecnico of Milan.

At Experientia, she has coordinated user research in a number of projects for Samsung Electronics, Vodafone, SAP and Nokia.

Prior to her involvement with Experientia, she collaborated with companies including Ideo, Nokia, Motorola, Grey Interactive, Oyster partners, Ogilvy and Added Value.

In all, Laura has over ten years of user research and UX design experience.

### **Anna Wojnarowska (Poland)**

## Firefox OS User Research – Track One

26 March 2013  
page 36/37

### *User experience researcher – Local researcher in Poland*

Anna joined Experientia in October 2011, after completing an MSc in Digital Anthropology at University College London where she conducted a long term ethnographic research on the usage of digital technologies by long-term patients of a cardiology institute. She also holds an MA in Social Psychology, with a specialization on how social networking sites influence the development of users' identities.

While in Experientia, Anna participated in various projects analyzing the impact of technology on the user, providing quantitative and qualitative ethnographic insights, towards a better understanding of human needs. Thanks to her studies, Anna has developed valuable skills in ethnographic methodology and – more importantly – a cultural perspective on social phenomena associated with new technologies. As one of Experientia's user experience researchers, Anna's focus is to deliver an interdisciplinary approach to social science, providing quantitative and qualitative ethnographic insights, towards a better understanding of human needs.

### **Gina Taha (Columbia/US)**

#### *User experience researcher – Support in Brazil/LA archetype development*

Gina has a BFA in Design from the Fashion Institute of Technology (New York, USA), where she focused on branding strategy, and a master's degree in industrial design for extreme sports from the Istituto Europeo di Design. There, she expanded her passion for research, choosing to focus her master on user-centered design methodologies. Her creative studies and eight years of design experience in New York have given her the skills to conduct research and develop meaningful insights towards an improvement in user experiences, both with products and services.

During her time at Experientia, which she joined in 2010, Gina has been involved in projects based around participatory design strategies, ethnographic research and sustainable behavioral change.

### **Eloisa Fontana (Brazil)**

#### *UX researcher and visual designer – Support in Brazil/LA archetype development*

Eloisa Fontana is a communication and information designer, with visualization skills and solid experience in design research. She has a Bachelor's degree in Graphic and Industrial Design from Brasilia University in Brazil and a Master's of Science in Communication Design from the Polytechnic of Milan. In parallel with her MSc, she was selected for the Alta Scuola Politecnica two-year program, focused on multidisciplinary innovation, in which she participated in a research project in the textile field together with Zucchi Group Italia.

Her past experiences include graphic design, editorial design and web and digital services and she has a special interest in interaction design and information visualization. At Experientia she has been working on several graphic and interaction design projects related to Business Intelligence, as well as working with the research and usability teams. She speaks Brazilian-Portuguese, Italian and English.

## 8. Terms and conditions

This proposal is valid for 30 days.

Upon acceptance of this proposal, in part or in full, please forward to us a purchase order for the entire amount. Progress payments for the initial project will be due in the following manner: 50% due upon acceptance of proposal, and 50% at the end of the whole project.

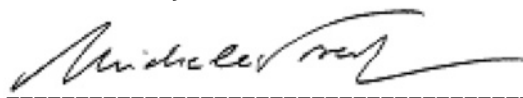
Mozilla will reimburse Experientia for reasonable travel, accommodation and out of pocket expenses. Other expenses may include shipping, international banking fees, messengers, sales and use taxes (where applicable), production, printing, and manufacturing.

Travel costs will be capped to 11,000 euro and will be invoiced separately at the beginning of the project.

Payments of fees are due 30 days from date invoiced. Any additional requests not mentioned in this proposal will be subject to a change order contained by an additional estimated cost.

We are looking forward to the opportunity of working with Mozilla and remain available for any further clarifications or addressing any of your questions.

Yours sincerely,



Michele Visciòla  
President, Experientia S.r.l.

For Acceptance

-----  
Name

Title

**Firefox OS User Research  
– Track One**

26 March 2013  
page 37/37