

Assignment 1

Exercise 1: Mobile Use Cases

a) Describe when you use mobile applications. What categories of applications do you use? What mobile devices do you use? In what situations and social contexts do you use these devices and applications?

I use mobile apps throughout the day for different purposes. Most often, I'm on social media like Instagram and Twitter to stay connected. WhatsApp helps me keep in touch with friends and family easily.

For managing my finances, I rely on apps like PayPal. They make it simple to track spending and pay for things, especially groceries.

Additionally, I use Slack to stay connected with my work. It helps me communicate with colleagues and stay updated on projects even when I'm on the go.

Recently, I got the Google Pixel 8 because it offers a great Android experience. I use my phone and these apps in various situations—at home, work, or when I'm out—to stay connected and organized.

b) Observe users of mobile applications in public spaces (e.g. at the train station, on the bus, while waiting). Which usage situations can you discover? Which social contexts can be identified? How long does the attention stay with the mobile device?

Most people in public spaces use their phones to communicate with their friends or family using communication apps like WhatsApp. While others just browse social media apps like Instagram, X(Twitter), and Snapchat.

As for the Social contexts, people tend to not socialize with the environment around them and would rather focus on what's on their mobile devices.

Some users continuously engage with their phones for an extended period, while others might occasionally check their devices.

c) What negative experiences with mobile interactions have you already had (through your own use or the use of others)? What very positive experience have you had (in which the possibility of mobile interaction helped you a lot)?

Negative Mobile Interaction Experiences:

- **Poor App Design:** Confusing interfaces, cluttered layouts, and illogical navigation can make even simple tasks frustrating.
- **Unnecessary Pop-Ups and Intrusive Ads:** These can slow down app usage, obscure content, and be downright annoying.
- **Limited Functionality Compared to Desktop Versions:** Sometimes mobile apps lack features available on the desktop version, hindering productivity.

Positive Mobile Interaction Experiences:

- **Increased Efficiency:** Mobile banking, online shopping, and bill payment apps streamline everyday tasks and save time.

- **Real-time Information and Assistance:** Navigation apps, ride-sharing services, and language translation tools provide real-time support in unfamiliar situations.

Exercise 2: Mobile Use Cases in Developing Countries

Many developing countries have very high growth rates in the distribution of mobile devices. By researching on the web, find out about mobile applications that have a high benefit especially for people in developing countries. Describe one concrete example of its benefits. In this example, are mobile devices primarily used as communication or information devices?

One concrete example of a mobile application that provides significant benefits to people in developing countries is M-Pesa. M-Pesa is a mobile money transfer service that originated in Kenya but has since expanded to several other countries in Africa and beyond.

M-Pesa allows users to deposit, withdraw, transfer money, pay for goods and services, and even access microfinance services all through their mobile phones. This application has had a transformative impact, especially in regions where traditional banking infrastructure is lacking or inaccessible.

One of the significant benefits of M-Pesa is its role in financial inclusion. Many people in developing countries, particularly those in rural areas, may not have access to formal banking services. M-Pesa allows them to participate in the economy, receive payments, save money, and access credit without the need for a traditional bank account. This can empower individuals and families to better manage their finances, invest in education or business opportunities, and improve their overall economic well-being.

In this example, mobile devices are primarily used as communication and financial transaction devices. While mobile phones have communication capabilities, the introduction of applications like M-Pesa has turned them into powerful tools for financial inclusion and access to essential services in developing countries.

