

Nokia Beta Labs

Community survey results

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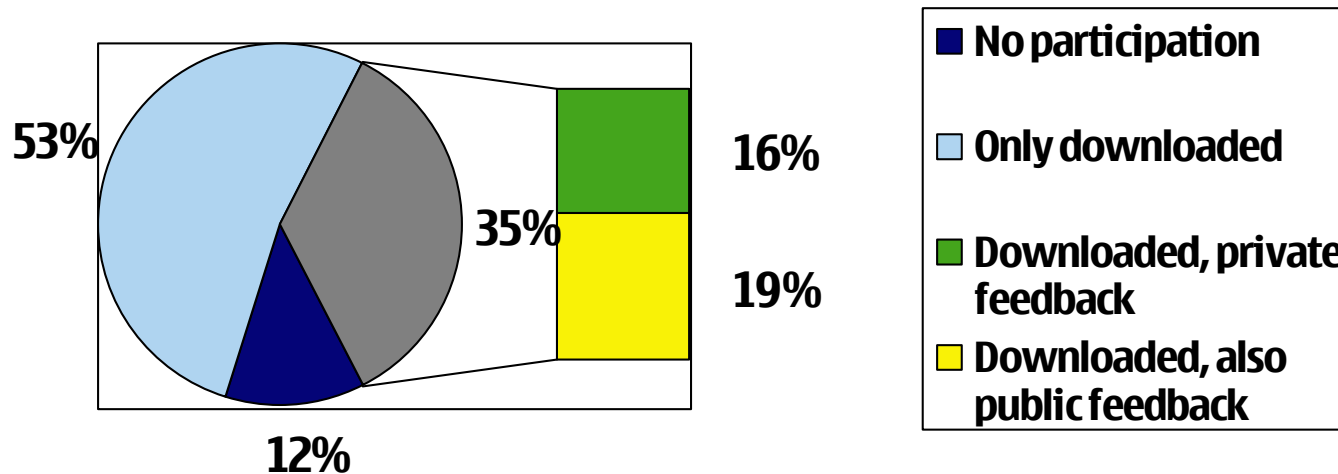
1.7.2008

Introduction

- Survey was conducted during June 12th and June 30th
- The survey was announced in Nokia Beta Labs frontpage and blog
- The survey was anonymous
- A total of 691 respondents completed the survey
- Participation in a raffle to win a Nokia Maps Walk and Drive license was optional and required the submission of an email address. 654 took the opportunity to do so.

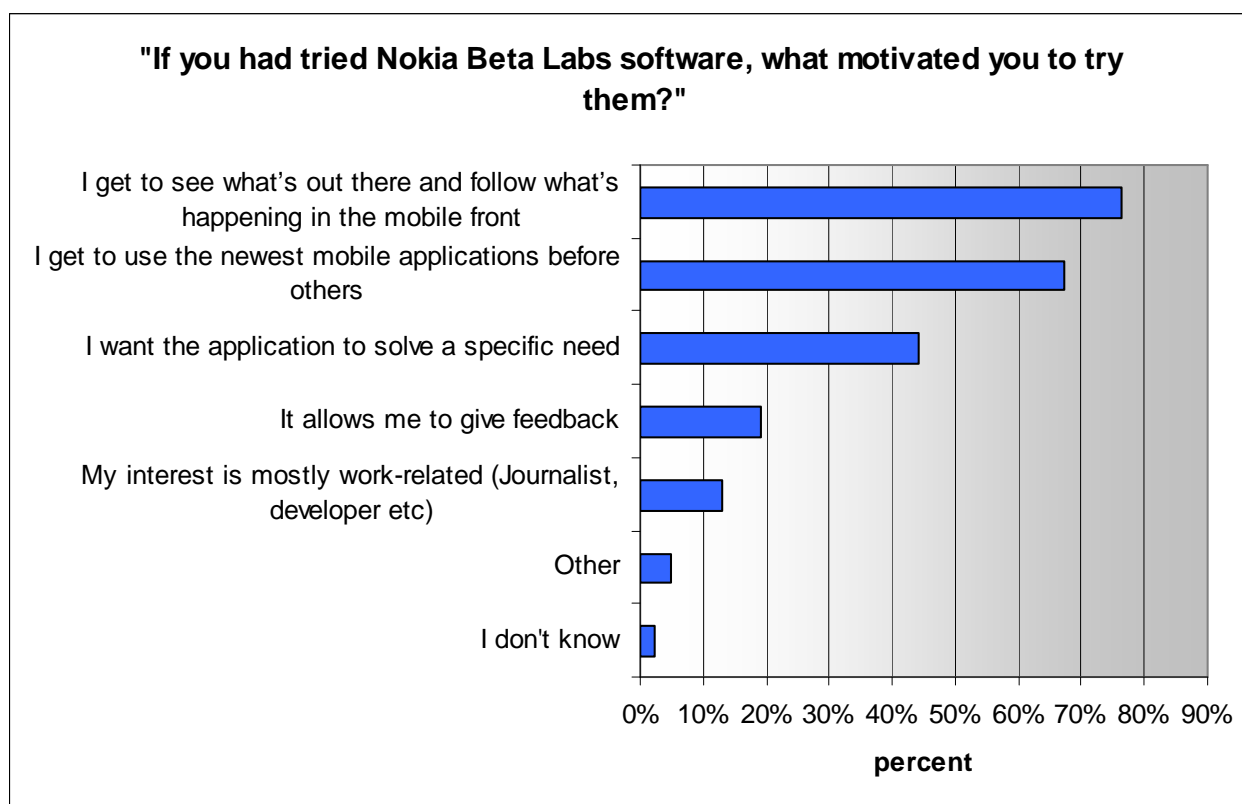
Degree of involvement of respondents

- In Nokia Beta Labs, a user can download applications and give
 - Private feedback, i.e. using a feedback form or taking a survey
 - Public feedback i.e. commenting a blog post
 - 53% of the respondents had only downloaded a Beta Labs application. 35% of the respondents had given feedback. A little less than half of them gave only private feedback.
 - In reality, much bigger portion of Beta Labs users only download and never give feedback.
- The survey was biased with a larger portion of active users



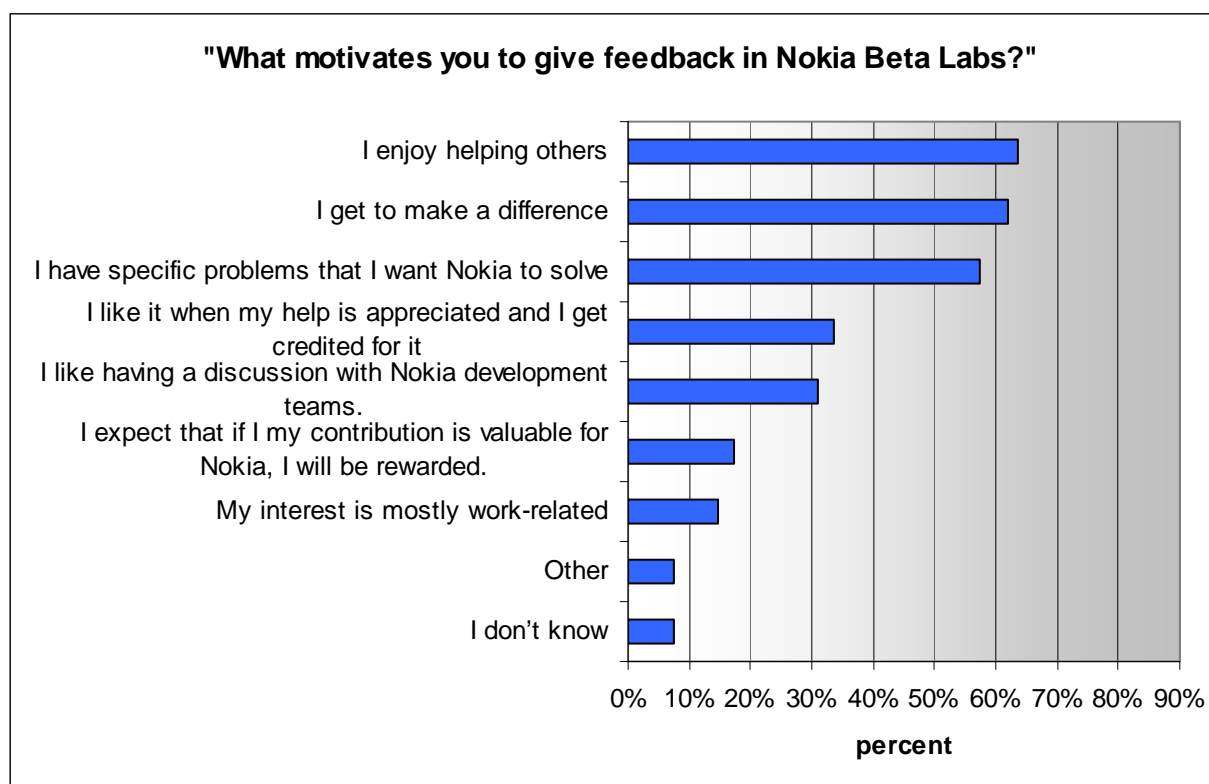
Motivation – trying Beta Labs applications

- Biggest motivation to try was interest and being in the front
- Many respondents had expected an application to solve a specific need
- Other: Getting the most out of one's mobile



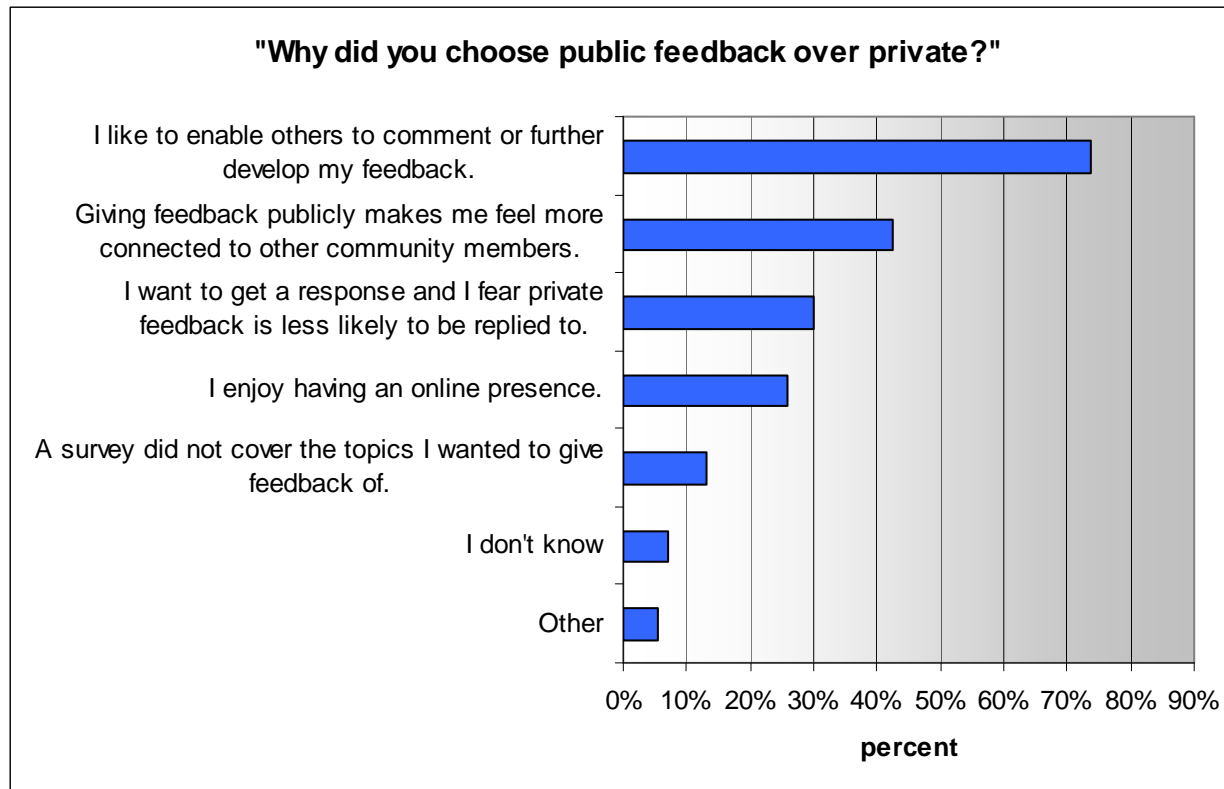
Motivation – giving feedback

- Helping others and making a difference – intrinsic characteristics
- Many respondents had given feedback in order to get a specific need solved



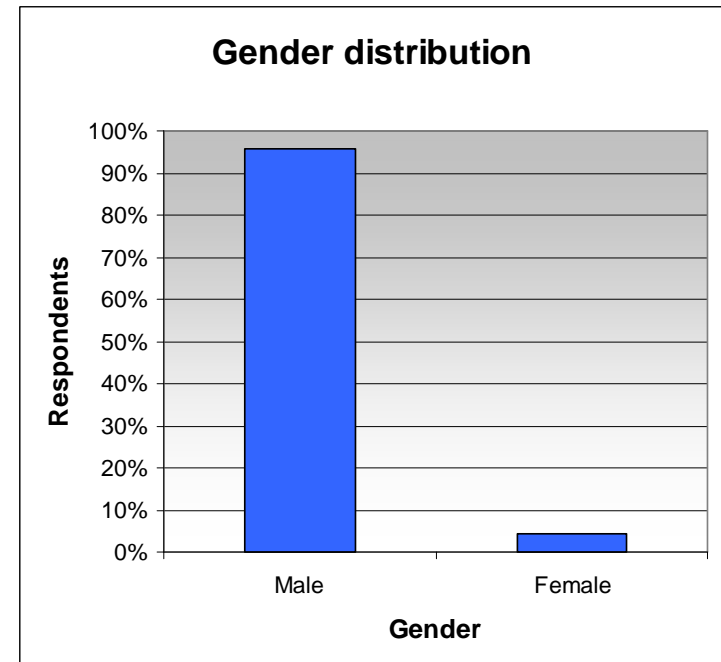
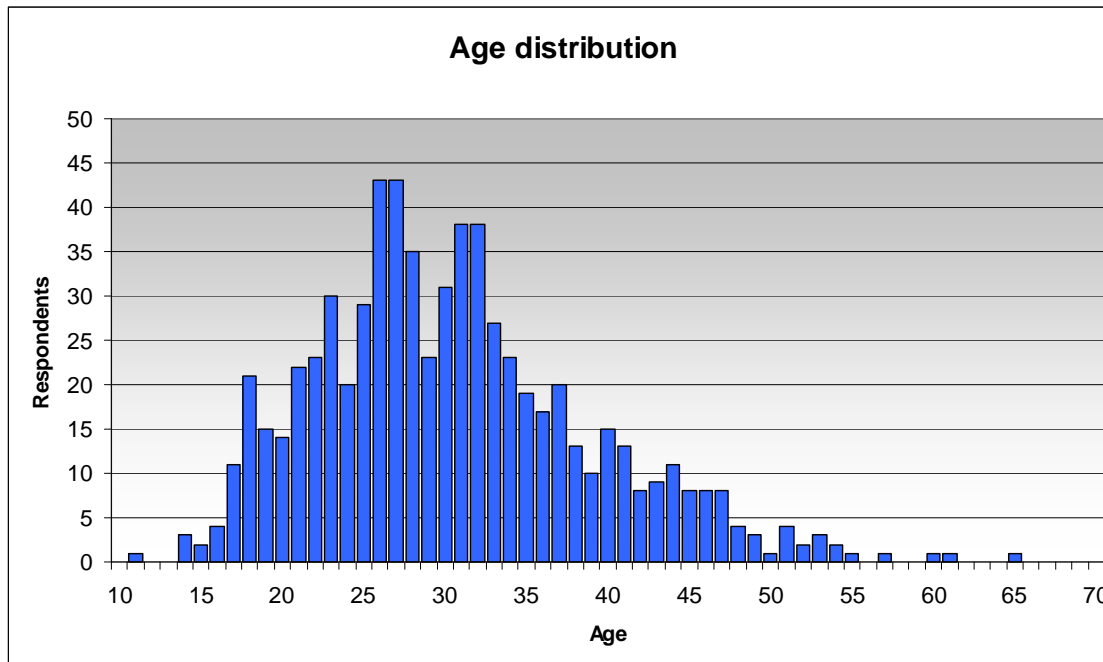
Motivation – public feedback

- Enabling discussion by far the most important
- Social reasons unexpectedly high
- Other: Feedback has value for other users as well



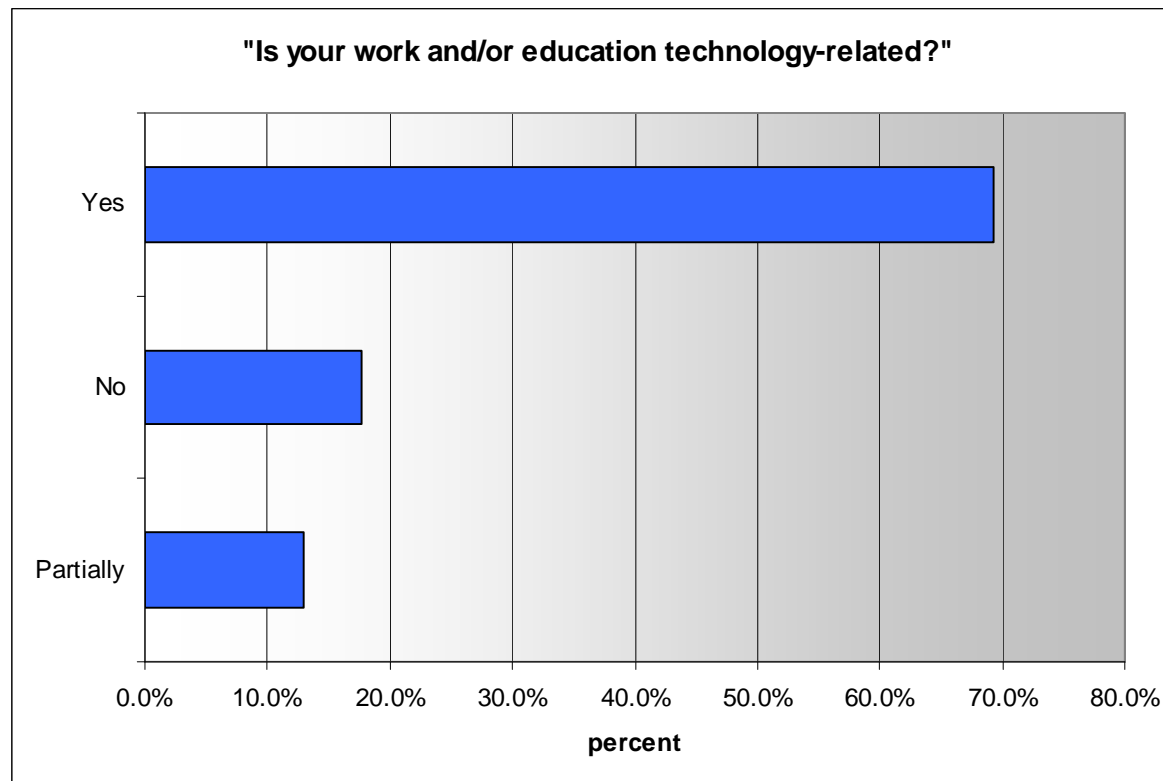
Community composition – age and gender distribution

- Average: 30,4
- Age span: 14-65 years
- 96% male



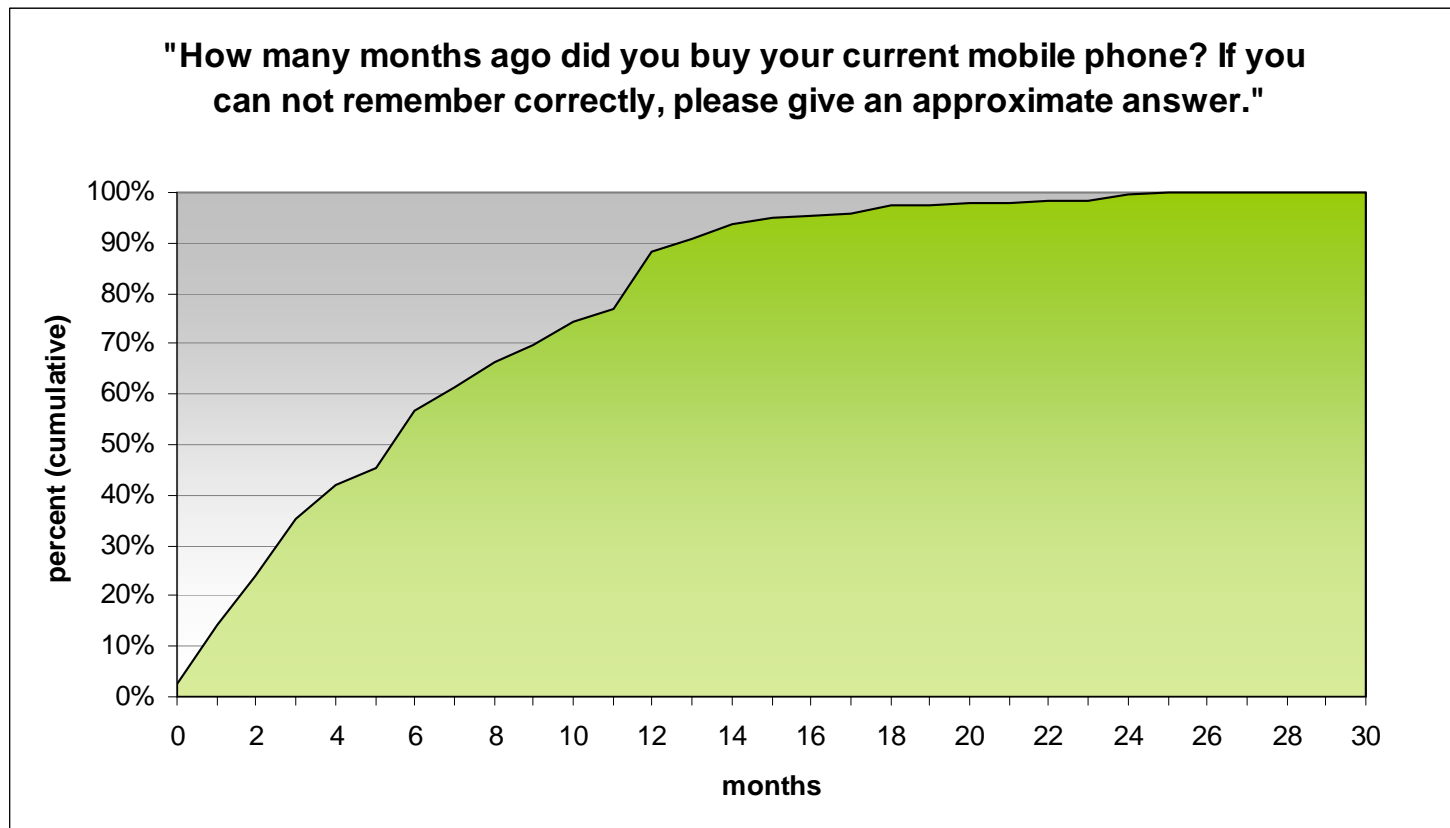
Commitment to product field – occupation and education

- Almost 70% has technology related occupation or education
- Significant portion in software development



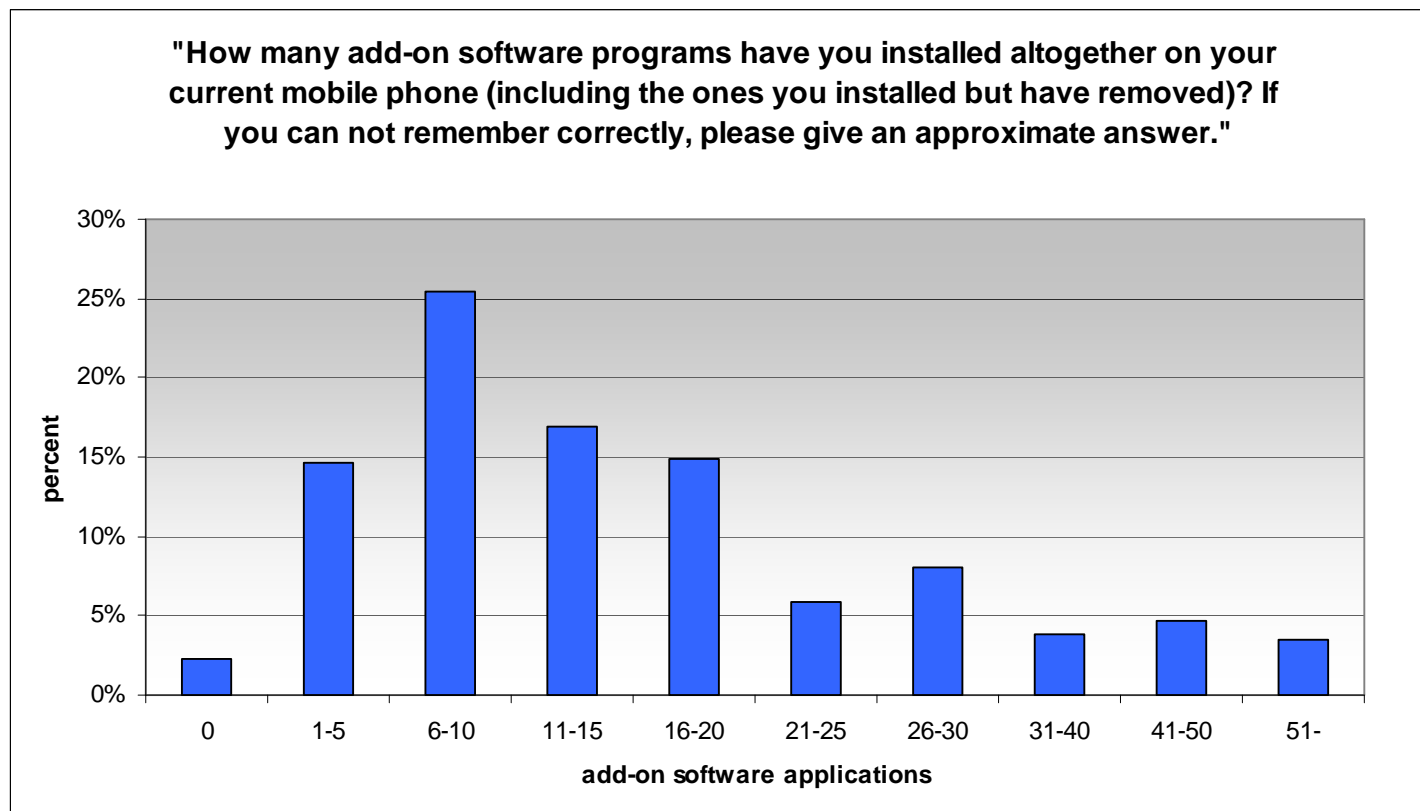
Commitment to product field – age of respondent's mobile device

- 55% had a device maximum of 6 months old
- 88% max 12 months old



Commitment to product field – all-time installed add-on software applications

- 58% had installed more than 10 add-on software applications
- 26% more than 20 application



Attitude towards product field

- Risk tolerant
- Demanding
- Problem solvers
- Willing to experiment
- Experts
- Not price-sensitive

