

Using Mobile as an Instrument to Trigger, Enable and Reinforce Behaviors

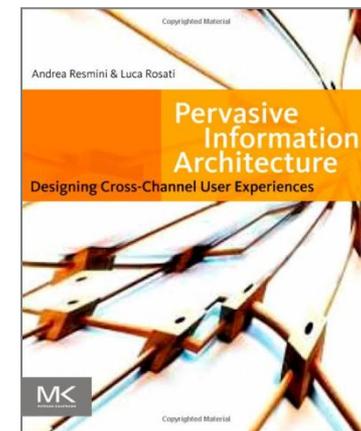
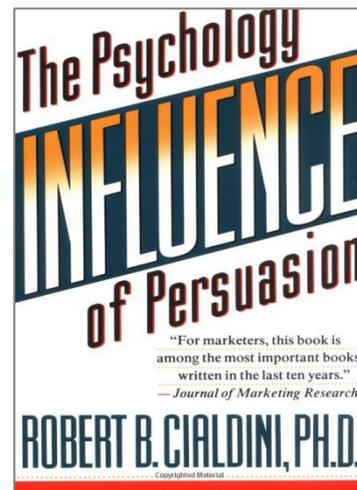
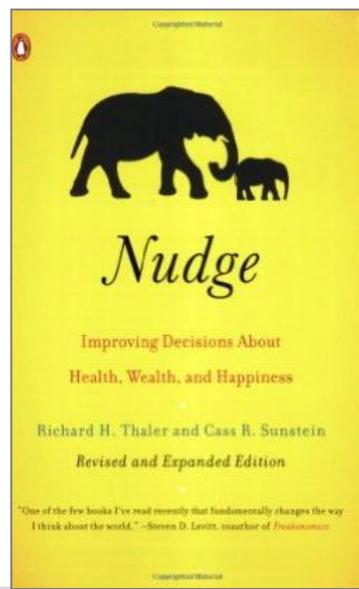
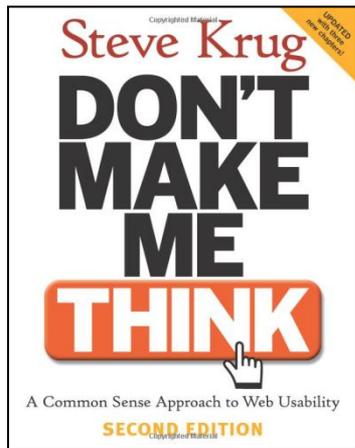
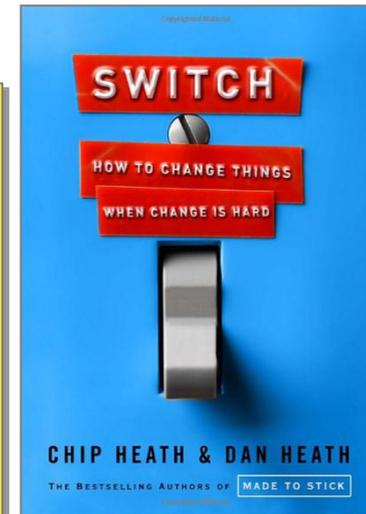
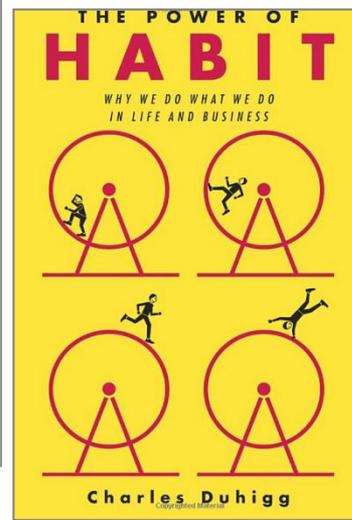
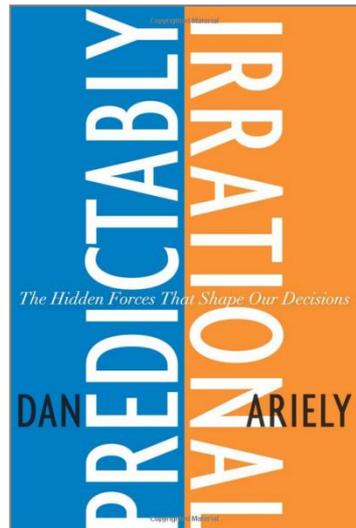
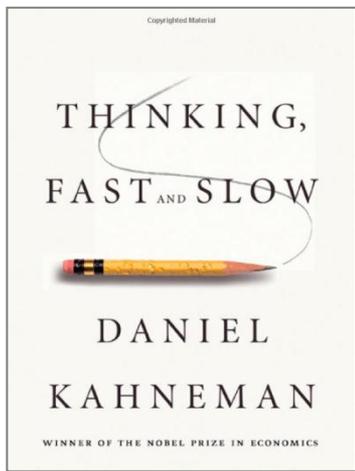
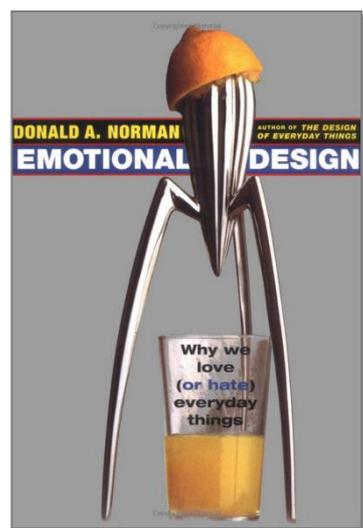
- Overview of Research for Wireless Innovation Council

March 26, 2012

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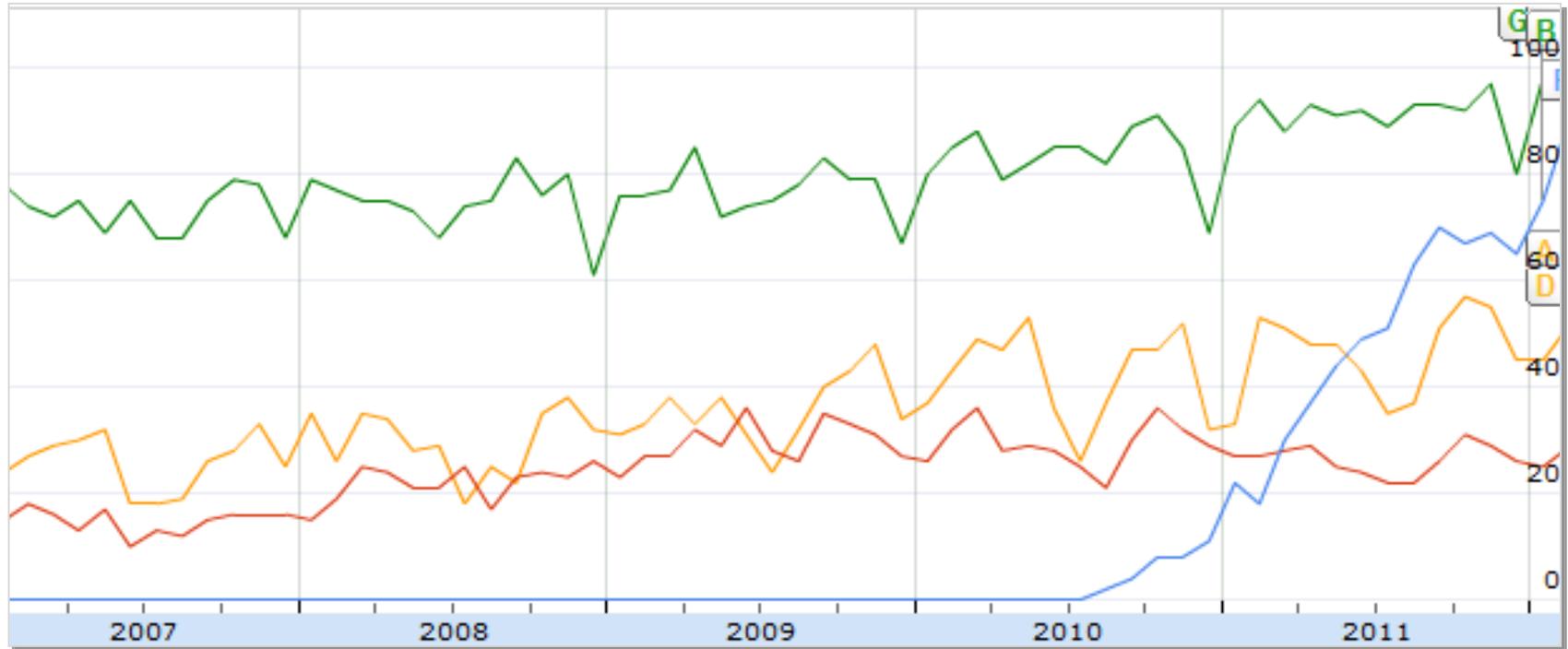


So What's all the Hype about?



Companies Trying to Understand, Shape Behaviors

Volume of Google Searches – 2007 – 2011



Gamification



Behavioral Economics



Neuromarketing



User Experience



Especially Customer Behaviors

Illustrative List of Customer Behaviors†

Like Review Rate Taste Refer Open Call Test Click
Maintain Buy Retweet Opt-In Stop Search Persist Tweet
Upgrade Complain Start View Respond Play Switch
Register Recommend Visit Finance Share Comment
Shop Subscribe Conserve Inquire Comply Sample Complete
Download Return Mention Permit Listen Vote Charge
Purchase Renew Use Read Trial Order Install
Follow Meet Pay

†Source: Dr. Phil Hendrix, immr

Smartphones becoming Dominant

Smartphones Surpass Feature Phones as the Top Acquired Device Type

Source: comScore MobiLens

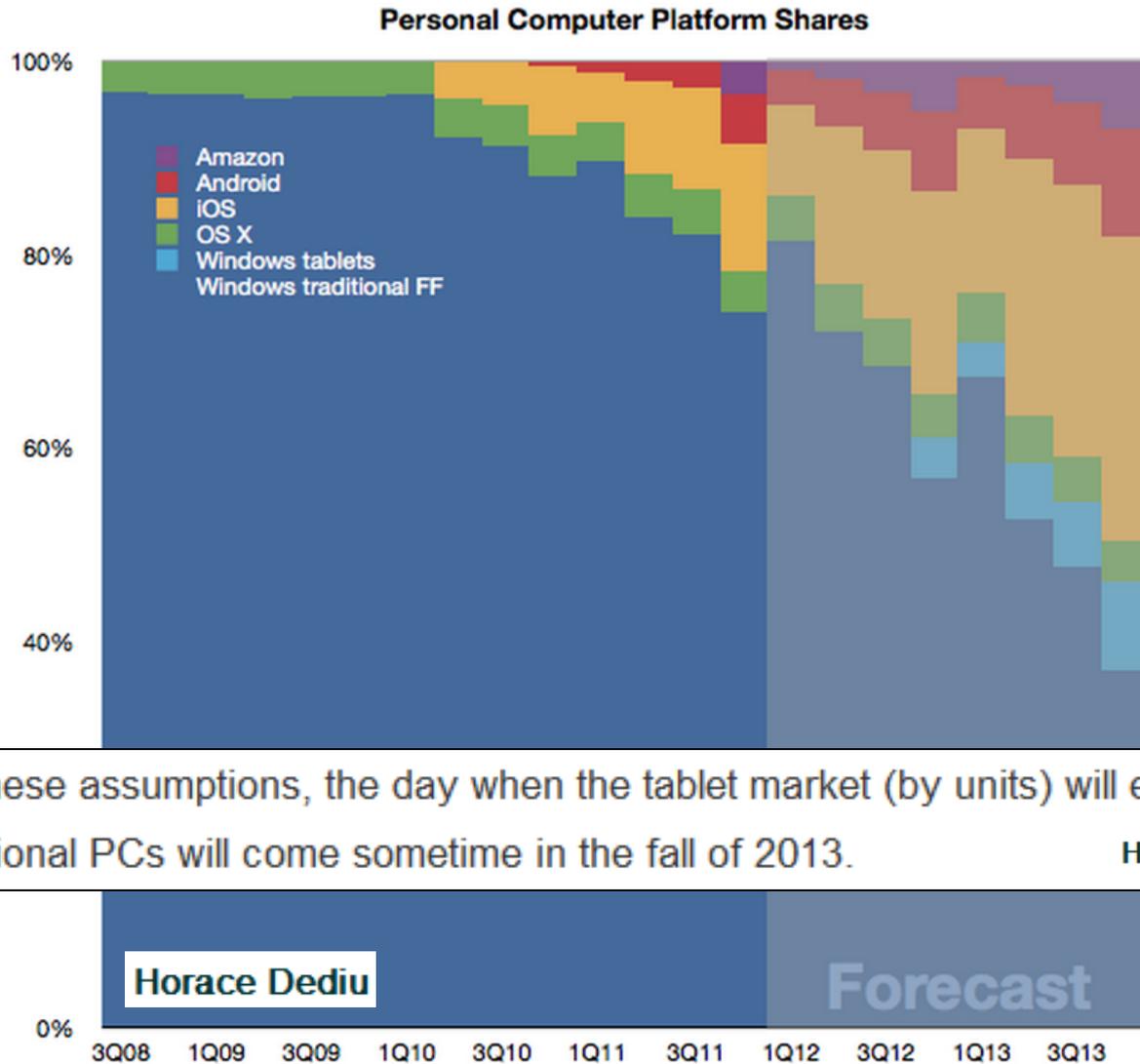


Nearly half of American adults are smartphone owners

Mar 1, 2012

by Aaron Smith

More Tablets sold than PCs by end of next year



Overview and Research Objectives

Mobile Instruments

+

Behavior Change Strategies



To Affect Behavior



Devices



Apps



Internet



Cloud

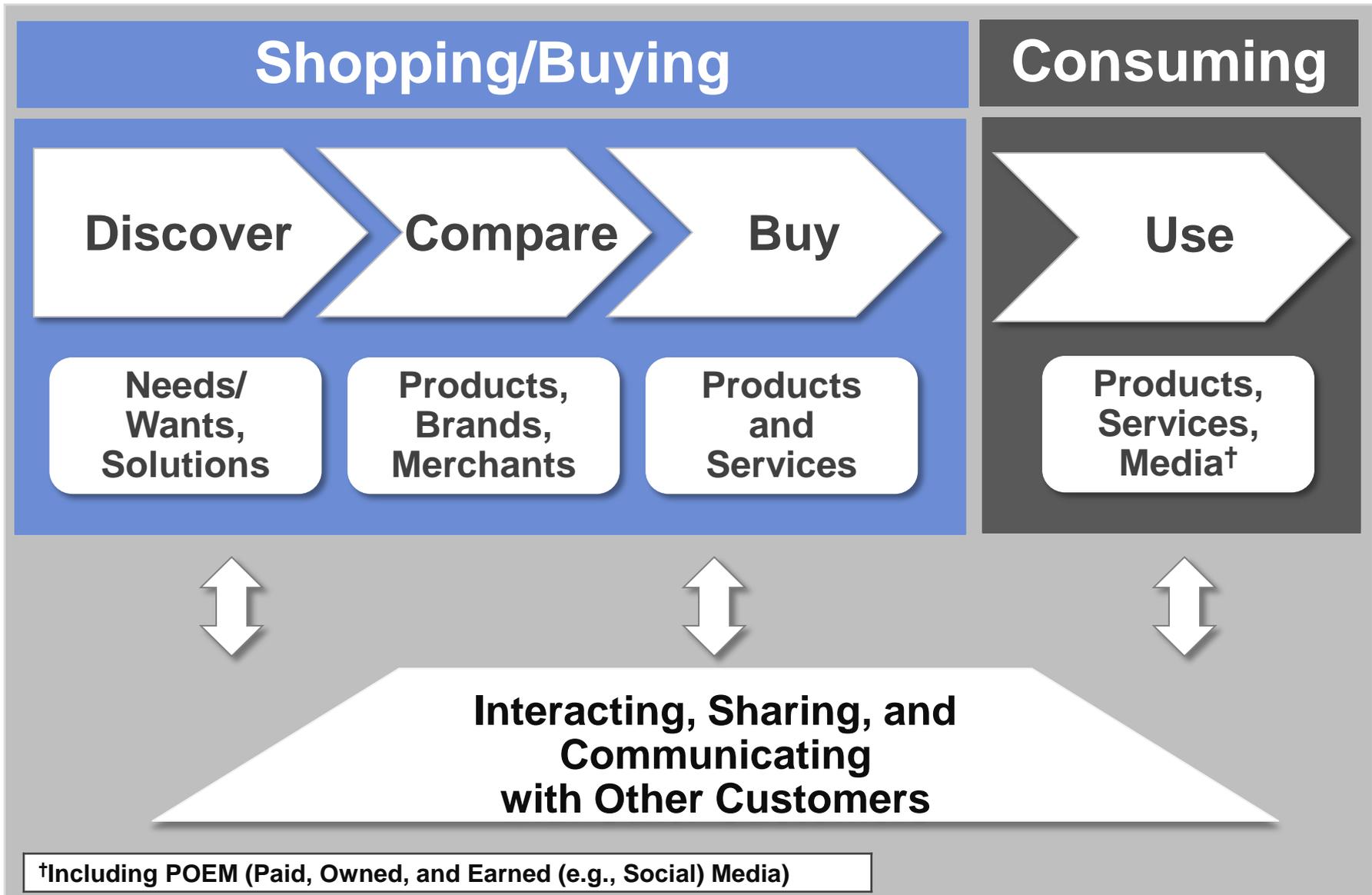


Mobile Capabilities

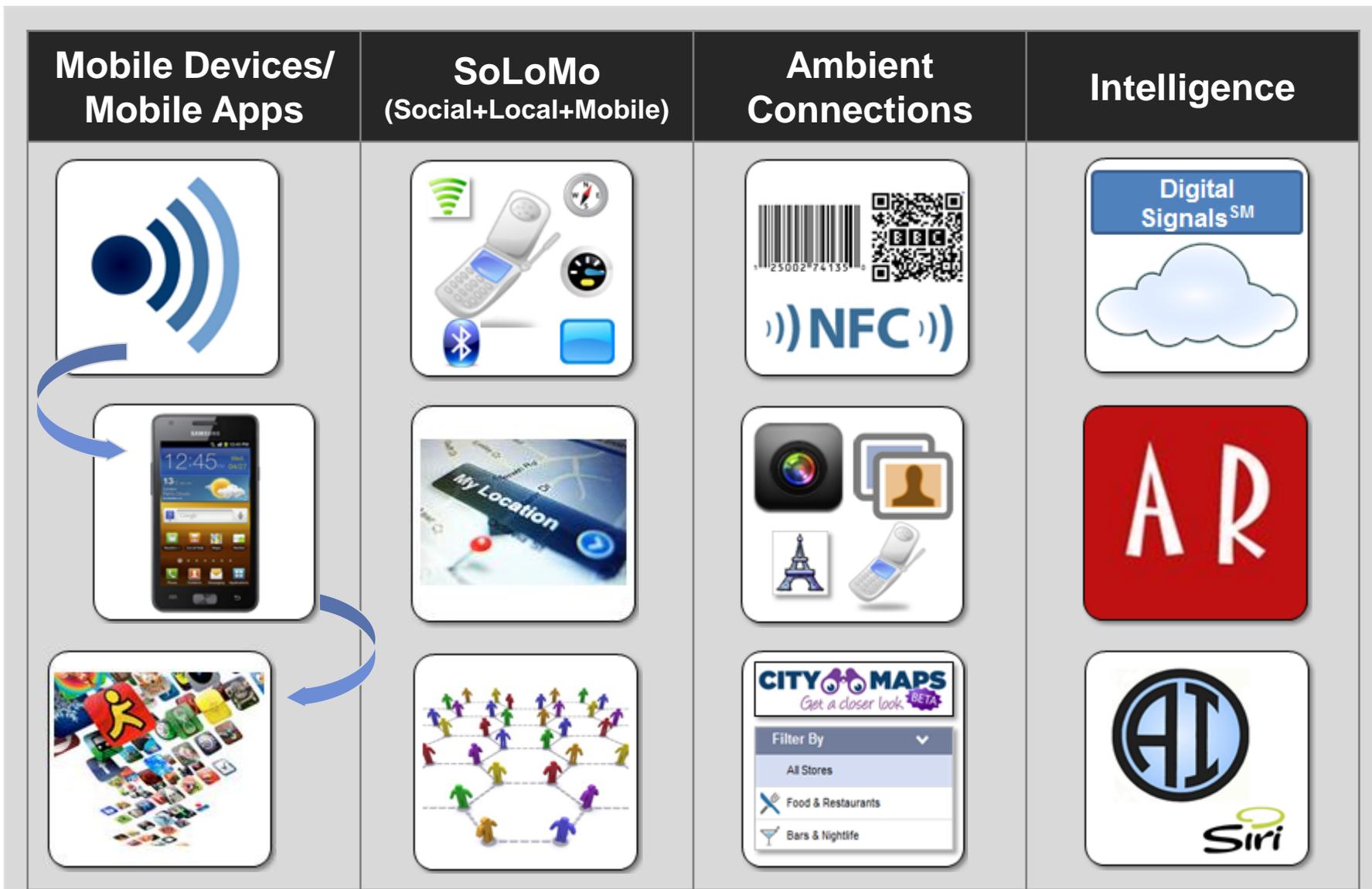
- **Gamification**
- **Behavioral Economics**
- **Persuasive Technologies**
- **Choice Architecture**
- **Neuromarketing**

- ✓ **Prospects**
- ✓ **Customers**
- ✓ **Employees**

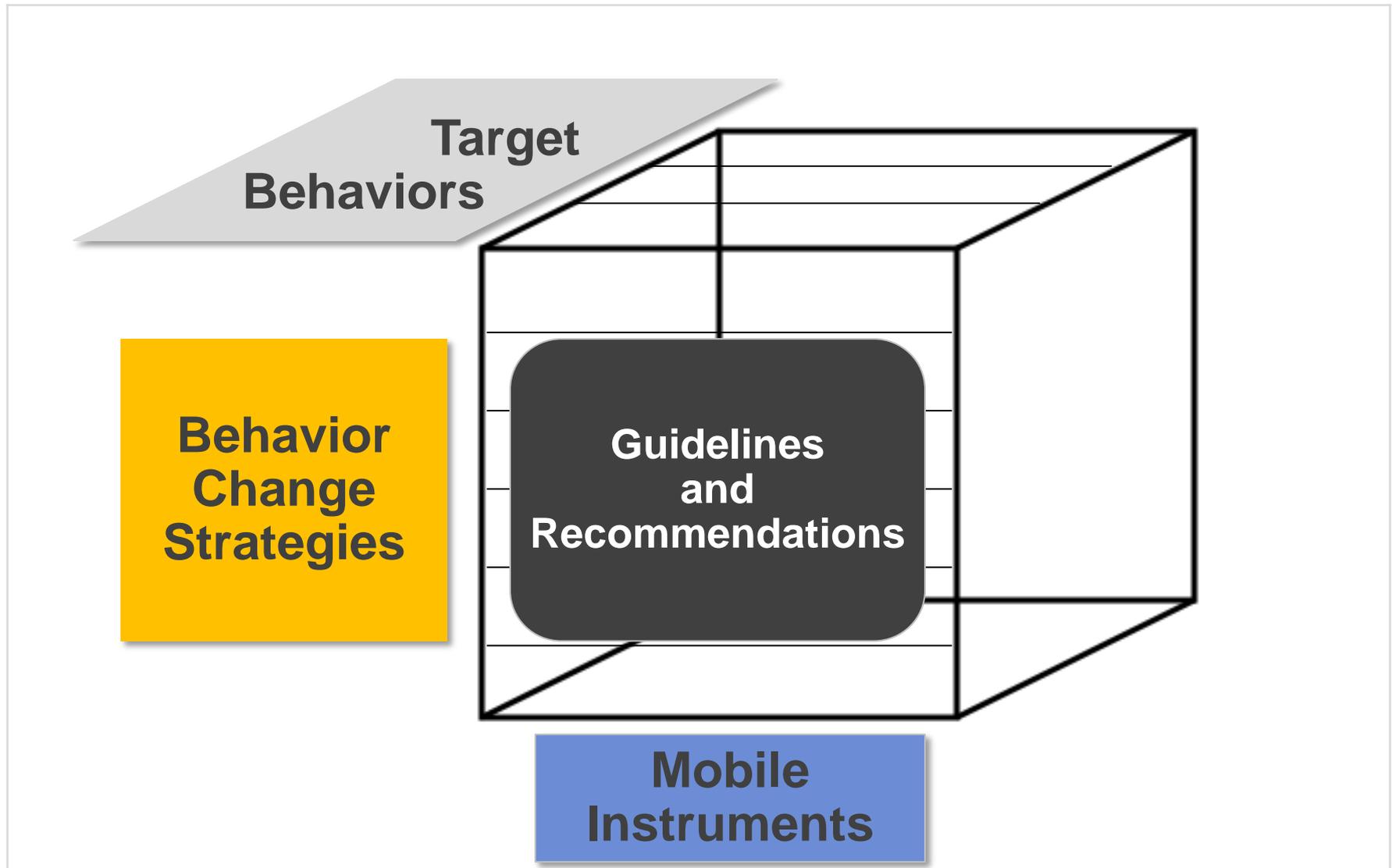
Another View of Customers' Behaviors



Mobile Capabilities Relevant to Behavior Change – Examples



Strategies Come Together across Three Dimensions



Deliverables and Benefits for WIC Members

<h2>① Behavior Change Concepts, Tools</h2>	<h2>② Relevant Mobile Instruments</h2>	
<ul style="list-style-type: none"> ▪ Summary of key Behavior Change theories and concepts ▪ Links to key resources <ul style="list-style-type: none"> - Sources, conferences - Biography (articles, books) - Links to experts and blogs - Tools, solutions and providers 	<h3>Mobile Capabilities Influencing Behavior</h3>	
	<ul style="list-style-type: none"> ▪ Devices 	<ul style="list-style-type: none"> ▪ Sensors
	<ul style="list-style-type: none"> ▪ Context aware 	<ul style="list-style-type: none"> ▪ Artificial Intelligence
<h2>③ Case Examples</h2>		<h2>④ Recommendations, Guidelines</h2>
<p>Case studies:</p> <ul style="list-style-type: none"> • Target audience • Behavioral objective • Behavioral strategies employed • Mobile capabilities leveraged • Results achieved • Lessons learned 		<ul style="list-style-type: none"> ❖ Which behaviors can mobile instruments most affect? ❖ What are the most effective Behavior Change strategies? ❖ What is the “readiness” of selected mobile capabilities (e.g., AI, AR, etc.)? ❖ How can organizations build mobile behavior change capabilities?

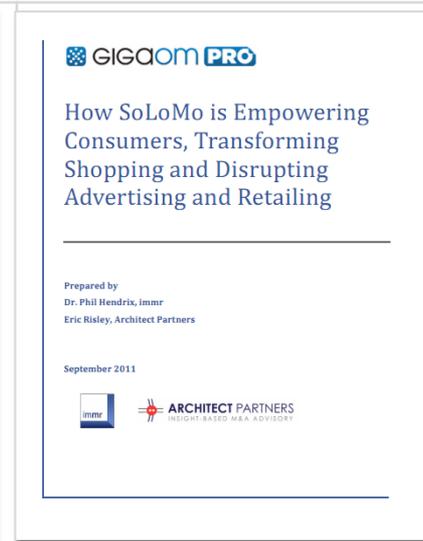
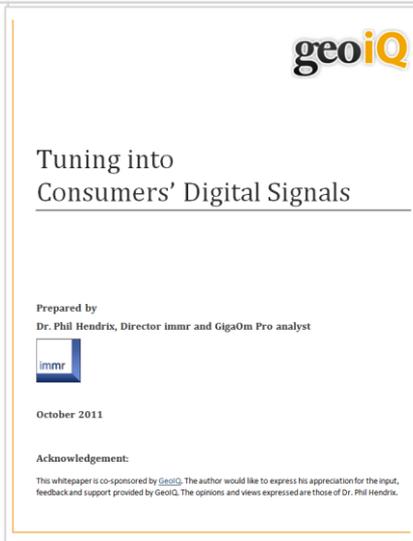
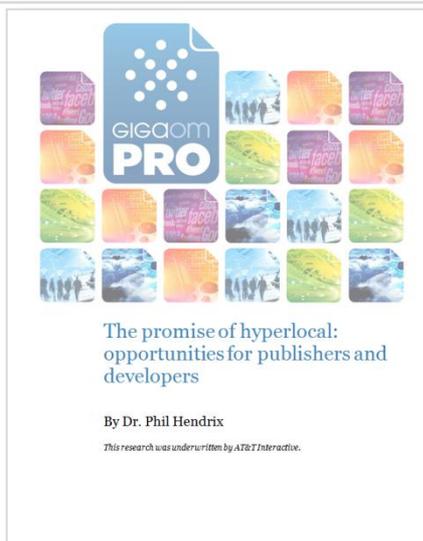
WIC Member Participation

Participation	Lead	Advisers	Other Members
<ul style="list-style-type: none"> Identify key behaviors your organization wishes to affect with mobile instruments 	✓	✓	✓
<ul style="list-style-type: none"> Provide input, feedback on Behavior Change strategies, frameworks 	✓	✓	
<ul style="list-style-type: none"> Identify, facilitate access to case studies (own, other companies) 	✓	✓	✓
<ul style="list-style-type: none"> Preview, comment on draft(s) of report 	✓	✓	
<ul style="list-style-type: none"> Other involvement TBD 			

Related immr Research

Reports

(click on cover to download copy of report)



Recent/ Upcoming Conferences



Consumers' Digital Signals, GigaOm
[Structure:Data Conference](#), NYC, March 21-22



[Social Mobile Payments](#), Orlando, April 11-12



The Era of SoLoMo, [iMedia Agency Summit](#),
Colorado Springs, May 20-23



What's in your Wallet, [Social-LoCo](#), San Francisco,
June 18

