



Join the debate and become a member company... ...because the mobile user experience matters

The Wireless Informatics Forum (WIF) is a free collaborative resource dedicated to building wider mobile industry appreciation of user experience optimization techniques and strategies. It is our vision that the forum becomes the industry's number one resource for user experience intelligence and best practice. The forum is open and accessible to anyone working within the mobile telecommunications industry and relies on the participation of members to share knowledge, discuss ideas, create content and drive the debate.

A new success driver for the mobile industry

We've only seen the tip of the iceberg in the mobile market. New ideas, new services and new revenue opportunities are emerging every week. If you like innovation, this is the place to be. But with these opportunities come new challenges. Added complexity across mobile technologies coupled with a rise in market competition makes managing the user experience an increasingly complex and potentially costly business.

Wireless Informatics is a new success driver for the mobile industry, combining support practices and mobile device

management technologies to deliver improved user experiences and ARPU with reduced support costs as a natural by-product. Wireless Informatics is the understanding that the right information, applied at the right time and in the right way can make all the difference in overcoming these challenges, helping you to meet end user expectations for service and quality first time, every time.

It's an ability to learn from key points of end-user satisfaction and dissatisfaction and apply that knowledge across the mobile the value chain to either build on known success strategies or to

mitigate future ongoing support and usability issues. The Wireless Informatics Forum (WIF) has been created to promote user experience optimization strategies, including Wireless Informatics methodologies, and to provide a forum for the collection, validation and dissemination of industry best practice and knowledge.

WIF

Wireless Informatics Forum is the industry's first collaborative resource for industry professionals who share a mutual interest in user experience best practice and Wireless informatics.

www.wirelessinformaticsforum.org

User Experience Charter

The Wireless Informatics Forum believes that the following User Experience Charter will help to shape the mobile community and align it behind user experience optimization and best practice.

1) Traditional support environments must be open and transparent to the rest of the organization. The cross-sharing of knowledge and understanding of support interactions will provide an important means of mitigating future issues while enhancing the user experience.

2) The mobile data experience is continually let-down by the inherent complexity that proliferates the mobile industry. Go-to-market strategies for new products and services must include more comprehensive market education, training and support packages for the end-user.

3) The way in which mobile end-users source devices, share and consume content and connect to services is changing. The industry must adopt best practices to accommodate this new behavior and deliver a consistent user experience no matter what the origin of product or service.

4) End-user support is not an opex drain and final frontier in the end-user relationship. Support environments must be recognized as fertile grounds for changing user behavior and driving more profitable usage patterns.

5) A chasm exists between the wants and needs of the mobile operator, the device manufacturer and the service provider. This is damaging to the user experience and must be closed to deliver compelling mobile data services to the mass market.

We are here to drive debate and best practice across the mobile value chain, offering the chance for organisations at opposite ends of the ecosystem to share ideas and experience.

There is no cost to access WIF or any of its tools and services, including:

- Knowledge bank for research (white papers, data, stats)
- Outbound communication and issues-led PR to promote User Experience Optimization (UEO)
- News repository (published UEO news)
- Blog
- Dedicated industry magazine
- Live online discussion boards
- Media & analyst commentary / driving the UEO debate
- Industry networking events
- Published reports issued to industry / registered users

The success of WIF is dependent on key 'members'. These members help to deliver content into the WIF community, through participation on the discussion boards, content for the knowledge bank and promotion of the WIF brand.

There is no cost to become a 'member' and in return WIF offers a number of benefits:

- Free advertising in WIF magazine*
- Guest blog spots
- Posting of press releases**
- Access to discussion boards and knowledge bank
- Listing on member directory
- Branding: Your logo will feature on the homepage

* *Dependant on available space*

** *On approval of site editor*

It is our vision that the forum becomes the industry's number one resource for user experience intelligence and best practice. It is administered by WDSGlobal and as a valued Member Company we would like to invite your participation. There are no membership fees or costs involved, simply your time and your commitment to user experience optimization.

We anticipate enormous interest, not just from industry peers, but media and analysts researching the value of the user experience. Your involvement will ensure value mindshare around this key industry topic.

Join the debate

To learn more about listing your company as a WIF Member and joining the user experience debate, please email tim.deluca.smith@wdsglobal.com

www.wirelessinformaticsforum.org

