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Fresh study out of Finland:

A close call in user experience test between Nokia Lumia and Apple iPhone 4S

Tests show that the iPhone 4S provided by Apple is experienced in a more positive light by users, compared to Nokia's Window-powered Lumia 800. The Lumia is, however, not far behind.

These findings are reported in a new comparative study in User Experience, carried out by MediaCity Finland. A (Finnish-language) review of the study appears in the magazine "Talouselämä" 5/12, which is published on the 2nd of February.

The test persons were asked to perform seven similar tasks with both phones. In three of tasks the 4S got the highest positive experience, in two tasks the Lumia provided a better experience and in two tasks the phones were perceived to offer a similar experience.

All in all, the final impression of the iPhone 4S was slightly better than the impression of the Nokia Lumia. Seven test persons stated that they would prefer the iPhone whereas three preferred the Nokia.

The study featured in-depth research into the experiences of ten test persons in relation to the two phones. The researchers used comparing opposing word pairs as well as the measuring of physiological reactions. The reactions of the brain were recorded with the help of an EEG-helmet and the eye movements tracked by an eye-tracking camera. None of the users had previously used an iPhone or a Windows-phone. The arguments supporting the iPhone are mainly that it looks better and is easier to use. The arguments for the Nokia Lumia are that it seems more interesting and a bit different.

The study is available at <http://www.mediacity.fi>

Questions about the results of the study and the design of the study can be addressed to test designer Joachim Högväg at MediaCity Finland, +358 50 591 5236, joachim.hogvag@abo.fi

Questions about MediaCity's research laboratory and test services can be addressed to Sebu Björklund, responsible for customer relations, at +358 50 406 0470 or sebu.bjorklund@abo.fi.

MediaCity Finland is a sovereign institution at the Åbo Akademi University in Vasa, Finland. MediaCity's main activities lie in the areas of research and development in digital media content. User Experience tests are an important part, as a large amount of MediaCity's revenue comes from customers in media, games industry, webb services etc.

MediaCity also performs other types of audience research, develops cross- and transmedia formats and offers production services for TV- and film production.