The MotoTLR is a platform for personalization. During sixteen weeks of research, prototyping and testing, our team engaged students ages 18–25 to examine the role of mobile devices and media in their lives. Students are in an exciting and demanding position today: information-hungry, crunched for time, squeezing every second of productivity they can all while enjoying and expanding their social boundaries.

In an age where MySpace and Facebook, iPods and Treos, Wi-Fi and Bluetooth are not just mainstream, but academic and social lifelines, students are more tech savvy than ever before, more device-oriented than ever before and with all this, they are more ready than ever before to learn how to make technology work for them.

We envision the MotoTLR as much more than a software platform: it is a service, a sustainable community fostered by Motorola. The system builds around the lives of students, their social networking behaviors and their enthusiasm to share ideas with others, express themselves, challenge their skills and preconceptions, acquire new knowledge, and have a source of entertainment with the latest and greatest technologies.
With the MotoTLR’s flexible user interface, users personalize content and its delivery, creating and sharing new user interfaces, skins, applications and themes with other TLR users. In turn, Motorola fosters this relationship, benefiting from real-time research about the consumption habits and trends of its users, lending them agility in a fast-moving marketplace. In essence, Motorola will have their finger on the pulse of the next big trend and can develop for it.

With the advent of rich media devices and services (Nintendo Wii, Xbox LIVE, and onDemand mobile television), our team was charged with finding the future of mobile media and how Motorola could get into the game. How could multimedia and community fuse together? What are the lifestyle trends that are moving the market? What kind of sustainable business model will drive a successful concept?

We present the MotoTLR, a platform and community for personalization. It drives the media we know of now—information, news, entertainment, and communication—and plants the seed for the new media of the younger generation: a medium of ideas and expressions that revolve around our natural acts of personalization as we make technology work for, express and enrich our lives.

The MotoTLR Make It Yours
WHEN EXPORTING,
DELETE THIS PAGE
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Problem Statement

the world we were given
“As we move from a low bandwidth world to a truly pervasive broadband world, our experience with media will, once again, change dramatically. We know that mobile devices are getting smaller and more powerful; local, medium and cellular networks are faster and becoming more pervasive. The promise of ubiquitous high bandwidth connectivity in the United States has barely been tapped.”

“How will rich media, connectivity and high bandwidth enable new kinds of content to be produced, shared, and found by anyone anywhere? How will recommendation and reputations play in these new media networks?

Will these new opportunities affect privacy and ownership when remixing is the norm, or can these issues be managed in new ways?

Will there be a fundamental shift in the nature of what we traditionally call media to some richer, immersive and more interactive mobile form?

How will we find, browse, share and decide what is worth our time and money to consume given a plethora of choices?”

Professor Shelley Evenson
Studio II Syllabus
Exploratory Phase
learning what’s out there
During our first group meetings, we discussed our values and goals for the project. For some, focusing on emotion was important, while for others, focusing on technology was important. However, we all had social concerns about the role that technology plays in peoples’ lives.

We saw multimedia as inherent in electronic technology and focusing solely on that would make us miss what makes multimedia happen: People.

It is not technology that forms a community, it is humans. Since our charge was to fuse multimedia and community with a 5-year technology horizon, the question for us wasn’t, “What can we invent?” Rather, our question was, “What will humans create with the new technology?” This was closely followed by, “What will they want to do with the new technology?”

To fuse multimedia and community, we wanted to know how and why communities form. Alongside community, we were curious how a mobile device fosters identity, sense of self, and whether community was forming around it. Going further down the rabbit hole, we began wondering what “community” really is. We felt that the ties binding community together can be very loose and undefined, but the community is tangible nonetheless. Was there an implicit, abstract community that we could turn into an explicit, concrete community?

We had a lot of questions.

**Hunt Statement**

Research and explore how users age 18–25 foster community and sense of self through the use of mobile devices.
Territory Map
After setting out our hunt statement, our first heavy lifting was creating a territory map. In some ways, it’s an icebreaking activity between team members, but more importantly, creating the territory map gave us a frame of mind for tackling the problem.

Affinity Diagram
The first of many affinity diagrams during the semester, we set out to uncover the motives behind human activity by asking ourselves, “What do you do on any given day?” After taking 10 minutes to write down as many activities as we could think of, we placed them on the whiteboard and grouped them by activity type.

Next, we questioned the motivating forces behind our activities. For example, we all have to pay bills, but we found that to be an activity that is extrinsically motivated. However, you may have to pay your electricity bill so you can continue writing your blog, an intrinsically motivated activity. Or you may want to download the season finale of Lost, so an unpaid electricity bill may threaten your ability to enjoy your favorite show. So, a simple act like paying your bills suddenly contains an intricate and complex set of motivating factors.

In short, we may each have a unique mix of motivating factors for any given activity, but our general motivations are universal.

Perspective
We distilled users’ motivation down to five basic needs, any combination of which motivates action. Humans then take an action, which happens in concert with content. Action + content is facilitated by technology, occurring within a context of use. All of this takes place within an environment at large.

We saw community forming around content and humans being part of different communities, pollinating each with their own unique personality.
**Competitive Analysis**

We scoped out the competition to see what mobile devices and service plans were being offered. Within this, we wanted to know what mobile devices were popular, what features they had, and what services were being used.

We learned that texting and calls were very popular and that most people in our target market were on family plans because, quite simply, they’re starving students.

We also found that users don’t first buy a mobile device and then purchase a service plan. Instead, users first get a service plan and take whatever free or inexpensive mobile device that comes with it. In exchange for supplying the user with a free mobile device, the service provider locks in users to long-term contracts with inflexible service plans. Because of the price, very few users take advantage of mobile Internet.

What struck us was how little contact mobile device manufacturers have with their user. This left the manufacturer in the precarious position of having to rely solely on the service provider to sell their mobile device.

**Findings**

- Service providers offer inflexible service plans.
- Mobile device companies have very little contact with their user

**Implications**

Preliminarily, we wanted to find a way to give the user some choice so they weren’t so locked in to a mobile device or service for two years.

**Inspiration**

We left with a pile of brochures on mobile devices and calling plans. This served as a reality check and inspiration against existing technologies and services.
Web Eavesdropping
We used the Internet as a major source of information, giving us a beat on design, technology, and business trends. Some of the more common language included talk about Web 2.0 and personalization.

Given our 5-year horizon for technology, we thought about how our end-product might fit into this landscape of creating for users who were tired of one-size-fits-all experiences.

As well, using the web allowed us to see global technology trends that are not yet available in the United States. Because some other countries enjoy ubiquitous broadband, “Video Snacking”, “Information Snacking”, and using the mobile device as a media center are much more prevalent.

Observation
A more informal research method, everywhere we went, we observed how young people interact with their mobile device. What struck us was how integrated the mobile device is in people’s lives. They treat the mobile device as if it’s another person in the room. Their device would be out on the table or counter and when it rang or somebody texted, they would pick it up and continue with their other conversations or homework seamlessly.

With such lifestyle integration, everyone’s mobile device is unique to their personality, their identity. People had personalized the mobile device in a way that reflects who they are, whether they did this consciously or unconsciously.

Findings
The mobile phone has become a seamless part of people’s lives, whether for work or play.

Nearly everyone had either different mobile devices, cases, wallpaper, elaborate keychains, or stickers on their mobile device.

Our observations pointed us in a personalization direction.

We wanted to help users integrate their mobile devices more closely with their identity.
Interviews | Touchstone Tours

In our first face-to-face research, we entered into research participants’ personal space to take stock of their devices and talk to them about how they use technology. Some of the interviews took place in their homes, while others were interviews to find out what technological devices they carried around with them. Most importantly, we wanted to know why they owned certain devices, why they carried some with them while leaving others at home, and how these devices help or hinder their lives.

In preparation, we wrote questions as a guide for interviews, but the formal interviews quickly turned into casual conversations.

In all, we interviewed 14 people ages 19–24. We had a good mix of mainstream users and more advanced users, including a quantum computer engineer and a DJ who taught himself how to make chip-level modifications to his Treo 650.

It’s common for those users on the forward edge of technology use to be an inspiration for designers seeking mainstream innovation. This was true for us as well, where advanced users served as a guiding light during our ideation phase. We found personalization wasn’t happening just on the “outer” layer of shells, cases, and stickers, it was also happening on the “middle” and “inner” level with UI, software, and hardware modifications the manufacturer never intended.

The forward edge users had a richer technology experience because their mobile devices served their needs better. For such folks, identity and expression wasn’t coming solely from changing their case color or wallpaper, it was coming from “hard fun”, an enjoyment of learning and skilling to meet their needs.

Findings

Money, Time, Community, and Personalized Needs

Texting cost is prohibitive
Many played mobile games, but only two females played games on their mobile device
Busy lives—scheduling is important
Money concerns, looked for one-time costs as much as possible
Each was part of at least one online community
None video snacked, but nearly all had a mobile music device
Many took pictures on their mobile device, but only when there was no other camera around
Most create and share content
Style, functionality, and technological ability helped express identity
All personalize their device in some way and many would personalize more if the technology allowed it and was easy to do
Journals
To get an inside glimpse of our target user’s everyday activities, we recruited 6 people from our interviews to participate in a 5-day journal exercise. The journal exercise would help us identify opportunity points where there are gaps or redundancies in technology.

Sample Questions
• Tell us something you were curious about today and how did you learn more about it?
• Something you’re amazed by today or made you smile. Why?
• Did you personalize or modify anything today?
• Have you previously modified this item?
• If so, how often? Why?
• What is one thing you did today that sets you apart from other people?
• What forms of media did you use or access today? Why?
• How did technology make you unhappy today?

The journals allowed us a unique look into people’s lives and once again, the theme of identity and personalization was happening on a regular basis on multiple levels.

Findings
People’s lives centered around their devices and technology
People identified themselves with their device
A lot of negative emotions were attached to use of the device
Devices were modified at various levels to suit individual needs
Great deal of importance is placed on online communication
A lot of relationship maintenance happens through online communities.
Survey
We conducted an online survey that gathered responses from 48 college students. From this, we get a large data set, both quantitative and qualitative, in a short period of time. Specifically, we wanted to know what kind of devices people owned, stories of cell mobile device usage (both good and bad), their fears and hopes regarding technology, and what frustrates them about their cell mobile device companies and why.

Findings
All had phones and nearly all had laptops.
75% had mp3 players.
96% used voicemail, 81% used text
Facebook and MySpace were used by nearly everyone
The majority of media comes from legal sources, while 1/3 was illegal
None mentioned video as a dream feature
Most positive technology stories were when they needed help
Some positive technology stories had to do with good news being shared quickly
People fear technology makes us lazy and harm us
And people don’t like the lack of phone choices and plans
There are too many charges and fees.
The contracts are stifling

Results Summary
Filter Results
To analyze a subset of your data, you can create one or more filters.

Share Results
Your results can be shared with others, without giving access to your account.

1. A little about you

1. What’s your age?

<table>
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<td>0%</td>
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</tbody>
</table>

Total Respondents: 48

2. Are you a student and do you have a cell phone?

Yes, I’m a student in junior high or high school & have a cell phone
Yes, I’m a student in college or post-graduate & have a cell phone
Yes, I’m a student, but I don’t have a phone

Yes, I’m a student in junior high or high school & have a cell phone
Yes, I’m a student in college or post-graduate & have a cell phone
Yes, I’m a student, but I don’t have a phone

Total Respondents: 48
Generative Phase

encouraging user participation
Goals
In generative research, we examined the mechanics and conceptions of personalization, encouraging our target users to generate ideas, thoughts, and concerns about their digital lives. Specifically, we wanted to uncover conceptual ideas, implicit needs, explicit behaviors, and the interactions + relationships around personalization. We used affinity groups to elicit overarching questions.

Conceptual Ideas
How do users define personalization?

Implicit Needs
What are a user’s motives behind personalization?

Explicit Behaviors
How are users personalizing now?
How would they like their current technology situation to change?
What would they like to stay the same?

Interactions + Relationships
How much do users want to share personalization methods, ideas, and concepts?
When users share personalization methods, ideas, and concepts, how are they doing it?
Findings

How do users define personalization?
Personalization allows users to express themselves, increase productivity, and easily manage personally-relevant content. Visual change also provides relief and relaxation to users working with their devices over long periods of time.

How are users personalizing now?
All users were performing simple modifications like personalizing wallpaper and ringtones. Most users were personalizing web pages like Google Home Pages with checkbox-like selections while more complex personalization requiring knowledge of code was not uncommon. Further, deeper personalization like hacking and modifying requires a high skill-level and many users are doing this to play or access content (sometimes against the original manufacturer’s will).

How are users sharing personalization ideas now?
Users share ideas casually and coincidentally, but also purposefully. Many user-performed hacks are shared through YouTube, blogs, and forums. Personalization ideas (i.e. desktop themes) are shared in physical interaction by roommates and friends. Achievement and ownership fueled users’ need to share ideas.

Online Survey
We used surveymonkey.com to find out how people define personalization and what they would personalize on their phone. From the survey, we gathered interested participants for future research.

Device and Feature Matrix
Using an online 2x2 matrix, participants placed devices and phone features on an axis of ‘like–dislike’ and ‘practical–impractical’. This served as a discussion point to learn people’s thoughts, motives, and behavior behind their devices and their usage.

Show and Tell
Participants presented a personalized artifact of their choosing so we could uncover the physical features, motives, and idiosyncrasies of personalization.

Now and Future Collage
Using a catalog of shapes, colors and images, participants expressed their current relationship with devices and how they liked those relationships to change. Users projected their attitudes about their digital life and revealed how it intersected with their life goals, desires, beliefs, and circumstances.
Summary

Through personalization, the user expresses identity, increases productivity and benefits from a sense of achievement and control. The user then shares their process and knowledge because they feel a sense of pride and responsibility as the disseminator of new knowledge. And because users have positive feelings associated with personalization, the device is seen as more responsive to the user’s needs, goals and abilities, thus acquiring value and forging a bond with the user.

Design Implications

• Create a dedicated user community for knowledge and application sharing
• Allow personalization for both “look and feel” and productivity
• Afford hardware modularity on the inner, middle, and outer levels
• Use simple mechanisms for personalization and at more complex levels, allow the community to help
• Foster person-to-person connections and provide opportunities for Motorola to host physical gatherings

How Personalization Works

This model demonstrates the relationship between personalized devices and the richer, relevant content this behavior affords. It stresses the importance of a dedicated knowledge base for users to share ideas and knowledge.

User Skilling

Users often know how to personalize up to a point and then their expertise no longer helps them. Finding information about how to personalize more effectively is time-consuming, hard to find, and can be risky. Easing this transition from becoming a novice to an expert would enable users to personalize their devices more easily and effectively.
Presentation and Feedback

Motorola encouraged us to focus on the mainstream audience and to stay away from hardware modularity due to supply-chain issues. They also challenged us on where multimedia fits in and to explain how the process of personalization happens.
Evaluative Phase

feedback and iterations
Concept Refinement

With the feedback from Motorola to focus on mainstream users, we focused our concept on the middle level of personalization, the level where users can create applications, download UIs and skins, and learn from each other. Keeping it at this level allowed us to focus on the core service the TLR offers.

We built the TLR platform around four user capabilities:

- Acquire | Knowledge, Applications, UIs
- Create | Applications
- Modify | Applications, UIs, Widgets, Skins
- Share | Knowledge, Applications, UIs

We then tested these ideas with users through wireframes, storyboards and paper prototypes illustrating each capability.

Feedback

Users liked the web OS and the drag-and-drop functionality. However, they were concerned with the security of applications being downloaded from the public, especially in terms of viruses and badly written code.

Other findings included privacy concerns, and a memory cache for previous set-ups. All in all, users liked our idea and were mostly concerned with basic functionality.

Key Refinement

There were some concerns that an open system would cause many administrative headaches for Motorola. To control for support and administrative headaches and still maintain platform flexibility, we conceived of the TLR as a web operating system (OS).

A web OS maintains the integrity of a flexible platform while allowing Motorola the control they needed if bad or malicious code was introduced into the system. This also limits the potential damage an unskilled TLR user might accidentally unleash.
Building the Concept
service, scenarios, and videos
Concept Overview

The MotoTLR platform allows users to acquire, modify, create, and share applications and knowledge for their mobile device. To make changes to the TLR, users access a dedicated Motorola website that houses their profile, user forums, friends' profiles, and applications. Applications are created not only by users, but also by third-party developers, including traditional media sources like NBC, The New York Times, and EMI.

In their profile, users are able to drag and drop features right into their UI, where what a user sees on their profile's TLR interface panel is exactly what appears on the TLR handheld device. The TLR is run by a Web OS, which allows the user to access their profile anywhere there is a web connection, including on the TLR. The profile is modifiable as well, with modules that move around and have different color schemes.

The TLR community is formed around friends' profiles and forums where ideas, applications, and knowledge is shared, and all of this is free to use.

The TLR also has an open API platform, allowing users to modify and create their own UIs, skins, and other applications.

For more advanced users, a developer package is available for greater access to the TLR OS.

TLR Principles

No user can charge for any of their TLR creations or knowledge

Users will never be charged to access or use the TLR Web OS

Content you access with your TLR may not be free
Motorola acts as the site host of the TLR. Motorola, however, is not a media provider; the site only keeps the TLR user’s profile, friend list, community forums, and applications. In other words, the TLR does not pull content through the Motorola website; the service provider supplies the TLR bandwidth to the Internet.

With a Web OS, Motorola is providing a place for the TLR to access his profile and thus, his UI anytime he has a web connection. The UI that is on the user web profile screen is the exact same as what’s on the TLR.

Third-party developers and content providers also develop for the TLR. The TLR website has dedicated ad space for Through licensing fees and click-through fees.

Hosting the website benefits Motorola because they get direct access to what consumer trends and create a tighter relationship with their users. With this tight relationship, Motorola is able to read and respond to their user’s needs and also place targeted ads on the site.

Service Provider
The service provider supplies all the bandwidth for the multimedia. The TLR accesses multimedia from 3rd Party content providers. The service provider is privy to all the marketing information, which they share with Motorola.
Description of TLR Web OS/Apps

The TLR service is built on Web OS technology and an open API platform. These essential technological aspects allow users to have easy access to their profile from anywhere they have an Internet connection. As well, the open API platform gives users the chance to create applications for their TLR that Motorola may not have included on the phone. The Web OS plays a vital role because it allows Motorola to see what users are doing with their TLR and use that information to stay on top of trends.

Hardware

All TLRs come with:

- Touchscreen
- Side scroll-wheel
- Two cameras: Video chat, pictures
- Camera button
- Multi-function Motorola button for context-available functions
- Wireless Internet
- Bluetooth
### Advantages to Users

All of the TLR’s features add up to an enhanced user experience. Users get greater, more streamlined content access, greater device flexibility and functionality that allows users to express themselves, gain social visibility, and do all this in a free, open community.

Not only can the user find support for his or her own creations from the TLR community, they can find ready-made applications from professional sources.

### TLR Subscription Tiers

**Free**
- At the free level, any user may acquire, create, share, or modify anything they want.

**Enhanced**
- The Enhanced level costs $25 a year for an ad-free profile, beta testing, and special discounts.

**Advanced**
- The Advanced level costs $99 a year and in addition to all the features the Free and Advanced enjoy, Advanced users get a developer toolkit to the Web OS, Motorola support, and technical documentation.

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<td>Motorola support</td>
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Persona 1: Kami
21 year old college student
Novice user
Only uses TLR for Calls, Games, and Texts

“I love it because it’s really easy to change. I mainly use it to call and text, but me and my friends all really like to play games. And when we find a new game, we just put it in our profile and then you can just drag and drop it right in to your TLR and it’s just really easy.”

Share the Fun
The TLR website fosters community and friendship, encouraging users to share their applications, content, and knowledge.
Scenario 1: Kami

Articulation of Screen Shots

Kami saw that her friend, Srividya, has marked Tetris as a good game to play. To add Tetris to her TLR, Kami mouses over to the “+” button below Srividya’s name, dragging-and-dropping the game right into her interface. As soon as she’s done, the “+” button goes away.

TLR Scenario Features

Drag-n-Drop
Games+Sharing
Acquiring from friends
Hinting of rating system
Explains some of site functionality
Persona 2: Adam
23 years old
Sports addict
Watches videos and highlights
Pays for premium content and services

"I like sports a lot, but I don’t like being caught going to ESPN or Yahoo! Sports—especially when I’m in class. So others can’t see what I’m looking at, I modified my TLR screen so I can get all my sports highlights right in my class skin. And the video highlights? They download automatically. So, when I’m done with class, they’re right there waiting for me.

Scenario 3

Change More Than Your Clothes
The TLR’s flexible platform allows user to change their skin for any occasion
Scenario 2: Adam

Articulation of Screen Shots
Adam goes to the Premium Services sidebar, sees an application for ESPN highlights and drags and drops it into his TLR. When he does this, he is prompted by the program asking him, “Would you like to your TLR skin to this application?” He clicks “Yes” and the video app fades out in the sidebar.

TLR Scenario Features
Assembling two skins with profile page
Skin changing on handheld
Video Snacking
Premium services from licensed content providers
Site Functionality
Persona 3: Sean

Expert user
Craigslist junkie
Makes and modifies his own applications

“I’m addicted to Craigslist and I’m always buying and selling things. Not having a car can be a problem, so I have to rely on the bus. With my TLR, though, I set up an application that automatically pulls up the bus route I have to take to get to the seller’s house based on their location. Besides that, it pulls up other information from the web automatically like pizza places and other restaurants along the way. Or it’ll show me pictures from Flickr accounts that people have posted from along the route. It’s really customizable and really easy, so I love it.”
Scenario 3: It’s Your World Wide Web

Articulation of Screen Shots
(Describe the steps taken by Sean)
(Show Phone/Site)

TLR Scenario Features
Makes a new application
Uses context-dependent pull-downs for enhanced functionality
Sets colors, type, images
Saves and new application shows up in application list
Persona 4: Mary
Intermediate User
Information Junkie
Visits 600 news sites daily through RSS feeds

“I love my TLR because it helps me stay on top of things. I’m an information junkie and I’m always looking for new stuff. Before I got my TLR, I used to spend hours on my laptop, just skimming through things, trying to find what was interesting. But now, I can do this on the bus or when I’m walking, or pretty much wherever. So when I do have time to read, I can just open up my laptop and there’s everything I marked. It’s great!”
Scenario 4: Get Your Fix

Articulation of Screen Shots
(Describe the steps taken by Mary)
(Show Phone/Site)

TLR Scenario Features
Visits popular news site
Installs RSS to news reader
Sifts through headlines
Saves, reads them on TLR, or laptop
Conclusion
The Tailors and the MotoTLR
The MotoTLR forges multimedia and community in an all-new way. It not only allows users to personalize their mobile device experience to deliver the content when they want and how they want, but the MotoTLR UIs, skins, widgets, and applications become tradeable commodities as well. For Motorola, they become beneficiaries of stunningly transparent market research from their users, forge new partnerships with content developers and traditional media sources, and also find a new balance of power with the service providers.

With the MotoTLR, everyone is a winner: The users who get the experience they deserve, the service providers who get unparalleled bandwidth movement, the traditional media outlets who get an opportunity to advertise and deliver direct content to users, and most of all Motorola, who gets free market research, increased revenue from content providers, and increased brand relationship with users.

The MotoTLR: Make it yours.
The Tailors

The people behind the MotoTLR platform come from a diverse range of educational and cultural backgrounds. We thoroughly enjoyed this opportunity to work with Motorola, research a community of users, and envision an exciting, viable solution. The Tailors are:

Jared Cole
Interaction Design

Joseph Iloreta
Interaction Design

Sunyoung Park
Interaction Design

Srividya Sriram
Interaction Design

Jeff Taucker
Communication Planning + Information Design
MOTO TLR platform for personalization