

## Press Release



### **Wireless Informatics Forum launches to promote the importance of user experience optimization across the mobile community**

**26 July 2007:** Wireless Informatics Forum (WIF), a new resource for the mobile community, has been launched today to promote the importance of user experience optimisation in the development and delivery of mobile products and services. WIF, a non-profit organisation, is designed to act as a community resource for mobile operators, handset manufacturers, service providers and software vendors, helping them to share ideas and best practice.

The forum's website ([www.wirelessinformaticsforum.org](http://www.wirelessinformaticsforum.org)) is open to all visitors, allowing free access to discussion boards, industry news, data and research papers from forum members.

"Mobile technologies advance so quickly that end-users can get left behind, frequently abandoning new services because of perceived complexity or because of very real problems with functionality. Recently, the launch of mobile technologies such as the Apple iPhone have shifted mainstream thinking towards the true value of the user experience and its ability to drive service adoption or increase customer loyalty," explains Tim Deluca-Smith, Director of WIF and VP Marketing at WDSGlobal. "But what does user experience really mean? How do you measure it, improve it and protect it? How does the value of the user experience differ between countries and user demographics? These are all questions that the Wireless Informatics Forum has been designed to address.

"We are a truly community-driven resource. We are not about standards settings and we are not about industrial lobbying, we are about industry alignment behind what we believe to be a new success driver for the mobile market – Wireless Informatics and user experience optimisation," adds Deluca-Smith.

WIF is based on the concept of Wireless Informatics, the practice of sharing knowledge, best practices and experiences throughout an organisation's value chain to deliver the ultimate mobile user experience. It's about identifying key points of end-user dissatisfaction, understanding the root cause and applying a fix 'upstream' in order to mitigate recurrent issues and cost.

It's a practice that is becoming increasingly popular within mobile operators and manufactures looking to extract value from their customer care operations, better understand their users and apply that intelligence throughout their ecosystem – from development and product management through to retail and marketing.

WIF, launched by Wireless Informatics specialist WDSGlobal, actively encourages open industry participation at [www.wirelessinformaticsforum.org](http://www.wirelessinformaticsforum.org) and asks visitors to adopt the Five-Point Charter that it believes will help to realign the mobile community behind user experience optimisation and Wireless Informatics:

1). The mobile user experience is frequently compromised by technology complexity. Go-to-market strategies for new products and services must put the consumer first and include more comprehensive market education, training and support solutions, allowing end-users to access the services they need first time, every time and without disruption.

2). Problem prevention is the new problem management. A better understanding of the user experience, from retail environment audits through to post-sale customer care analysis, will help to mitigate continuing support issues and enhance the user experience

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 behaviour and deliver a consistent user experience no matter what the origin of product, service, or connection type.

4). Customer care and all related support services must not be viewed as an OPEX drain and final frontier in the end-user relationship. Instead such support environments must be recognized as fertile grounds for changing user behaviour, driving more profitable usage patterns and championing user experience optimization strategies across the organization.

5). A chasm is forming between the wants and needs of the mobile operator, the device manufacturer and the service / content provider. This misalignment is damaging to the user experience and must be closed in order to deliver compelling mobile data services that meet end users' expectations for service and quality.

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**About Wireless Informatics Forum**

The Wireless Informatics Forum (WIF) is a non-profit organization designed to promote the collection, validation and sharing of knowledge to collectively build a better understanding of user experience optimization and define industry best practice. It is our vision that the forum becomes the industry's number one resource for anyone with an interest in, or commitment to, the mobile user experience.

Wirelessinformaticsforum.org is a community website and we proactively encourage participation. We base our objectives around a [5 Point Industry Action Plan](#) and encourage all WIF users to consider these action points in their own industry activities. WIF is owned and managed by WDSGlobal ([www.wdsglobal.com](http://www.wdsglobal.com)).

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