

Future Cellphones: Leveraging Building Blocks for Better Experiences

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Report Summary

The majority of phones entering the market over the next few years will provide very different user experiences from those available today. The accelerated adoption of open operating systems has created an innovative environment unique to this market. With compelling user interfaces creating competitive advantages, the market has now shifted its focus from individual features to integrating and improving on existing capabilities to provide the best experience.

This report identifies and quantifies users' interest in the features and capabilities of their current phones and in what they want in their next phone, while tracking the changes in these opinions over time. The report is In-Stat's fourth annual future phone study which surveys members of In-Stat's Technology Adoption Panel (TAP).

The report explores a number of areas:

- Current and future cellphone form factors and input preferences
- Users' interest in specific features and capabilities
- Emerging technologies that will enable new features and capabilities
- Market segments that are leading adoption of new features
- Vendors' progress on bringing new phones, features, and services to market

HIGHLIGHTS

- Video cameras make significant penetration with respondents—43.9% now have that feature compared to 17.1% in 2008.
- Interest in large screens and rugged devices is high.
- Demand for customizable user interfaces is growing.
- Results from four years of surveys highlight the trend of features migrating from “willing to pay for” to “minimum expectation” (as with speaker phones).
- Phones with integrated pico-projectors are beginning to enter the market and generate great interest, setting the stage for breakthroughs in the UI.
- Respondents show an interest in improvements on the less complex features like better audio, better connectivity, and simpler interface.
- According to respondents, digital cameras, GPS, and speaker phones were the top characteristics of the “Ideal Phone.”

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