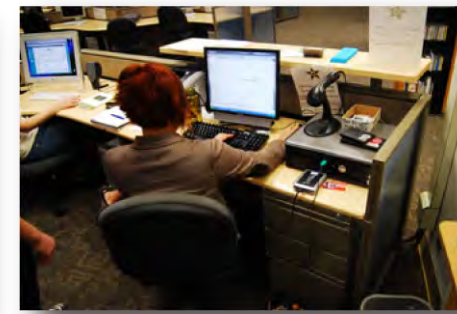# Design research - Generation Y Mobile Ecosystem

This five week study focused on "getting to know" Generation Y (Millennials) living around a college campus, and identifying what their aspirations are for their mobile lifestyles.

The project kicked off with a Skype meeting between our graduate student team and two members of Microsoft's research team in Seattle.
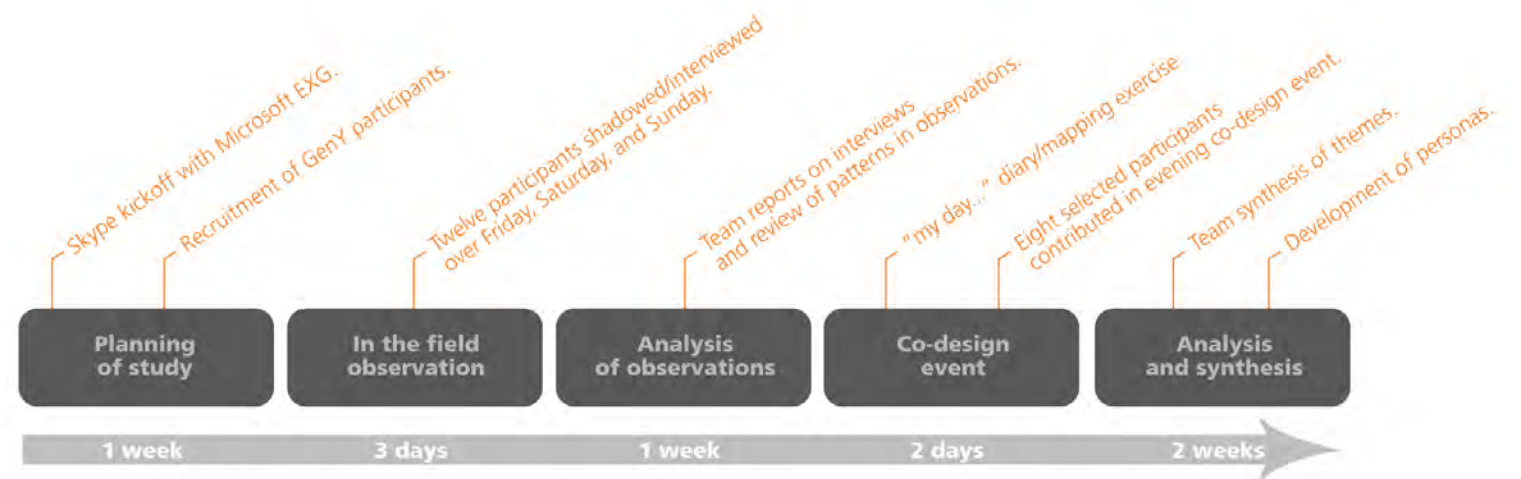
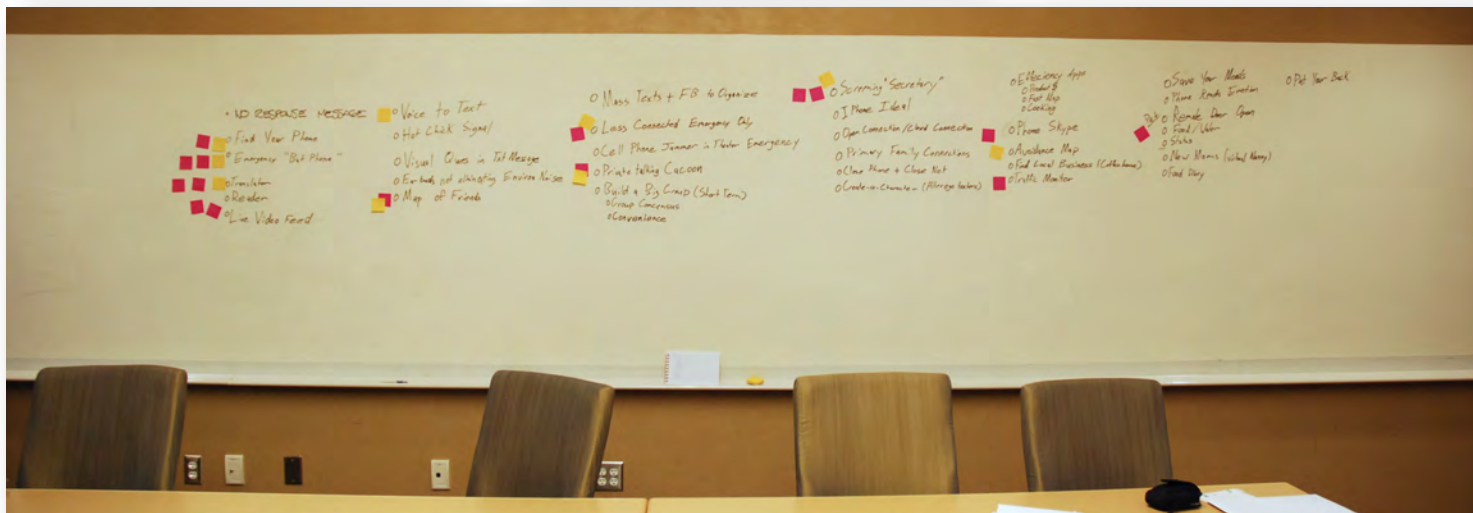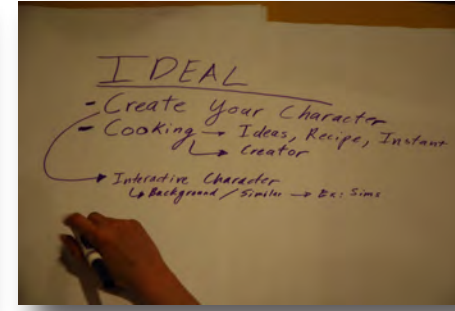It was decided that the students would split into teams of two and shadow twelve volunteer participants.

The participants were shadowed between locations during four to six hours of a "normal day." Then, they were interviewed, and their bags and pockets inventoried.

Copious notes and pictures were taken of their daily interactions, with special attention paid to how they used mobile devices.

After the shadowing was completed, the entire team met to review the information gathered in a download session. A "macro-view" was created by posting all of the pictures taken around the room.

Our team looked for patterns common among all of the participants.

Skype kickoff with Microsoft EXG.

Recruitment of GenY participants.

Twelve participants shadowed/interviewed over Friday, Saturday, and Sunday.

Team reports on interviews, and review of patterns in observations.

"my day..." diary/mapping exercise

Eight selected participants contributed in evening co-design event.

Team synthesis of themes.

Development of personas.

Planning of study	In the field observation	Analysis of observations	Co-design event	Analysis and synthesis
1 week	3 days	1 week	2 days	2 weeks

Before the codesign event, a diary and mapping exercise was given to participants to prime discussions at the event.

The codesign workshop began by splitting participants and research team members into groups of four.
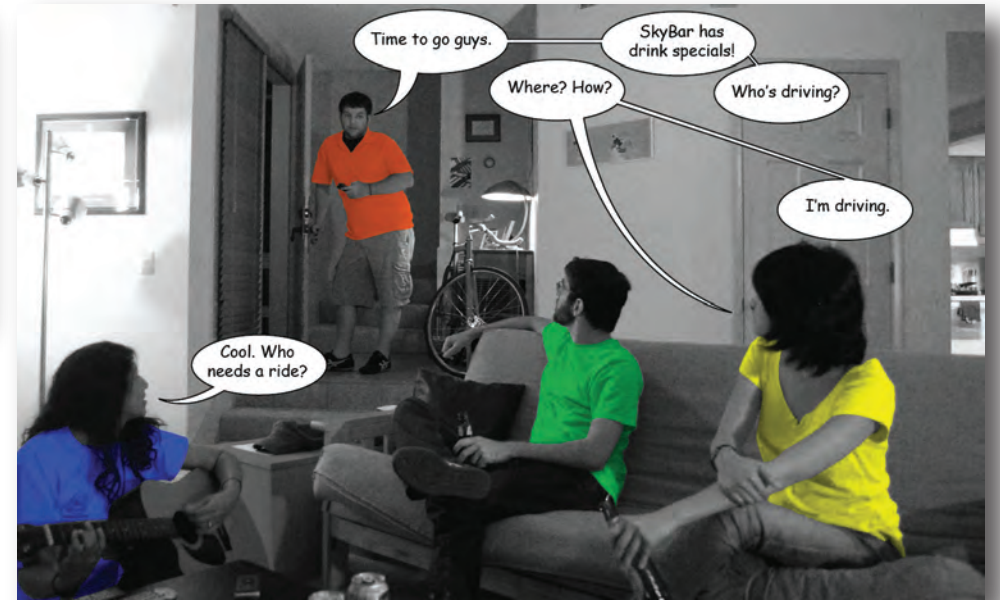
Discussions began with a review of the mapping diaries, and went on to probe their transitions and interactions with mobile devices.

The team then met to synthesize information from observations and the codesign event into usable themes for the final presentation to Microsoft.

The discussion then shifted to the creation of the ideal mobile experience.

The groups then consolidated into one room to discuss the ideal mobile ecosystem. Participants' suggestions were posted on the wall, and the most common themes were bulleted on the whiteboard.

Design research - Generation Y Mobile Ecosystem

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It was decided to use personas to represent the different traits identified through interviews and observations. Story boards were used to illustrate how the personas use their mobile ecosystem to interact with one another.

The team then presented ideas to develop features and systems within a person's mobile ecosystem that better enables them to manage connections to information and others in order to create more meaningful destinations.