wagglebee
search, share, enjoy!

Insights into Co-located Shared Mobile Search

Sofia Reis, FCT-UNL, se.reis@campus.fct.unl.pt, Karen Church, Telefónica Research, karen@tid.es
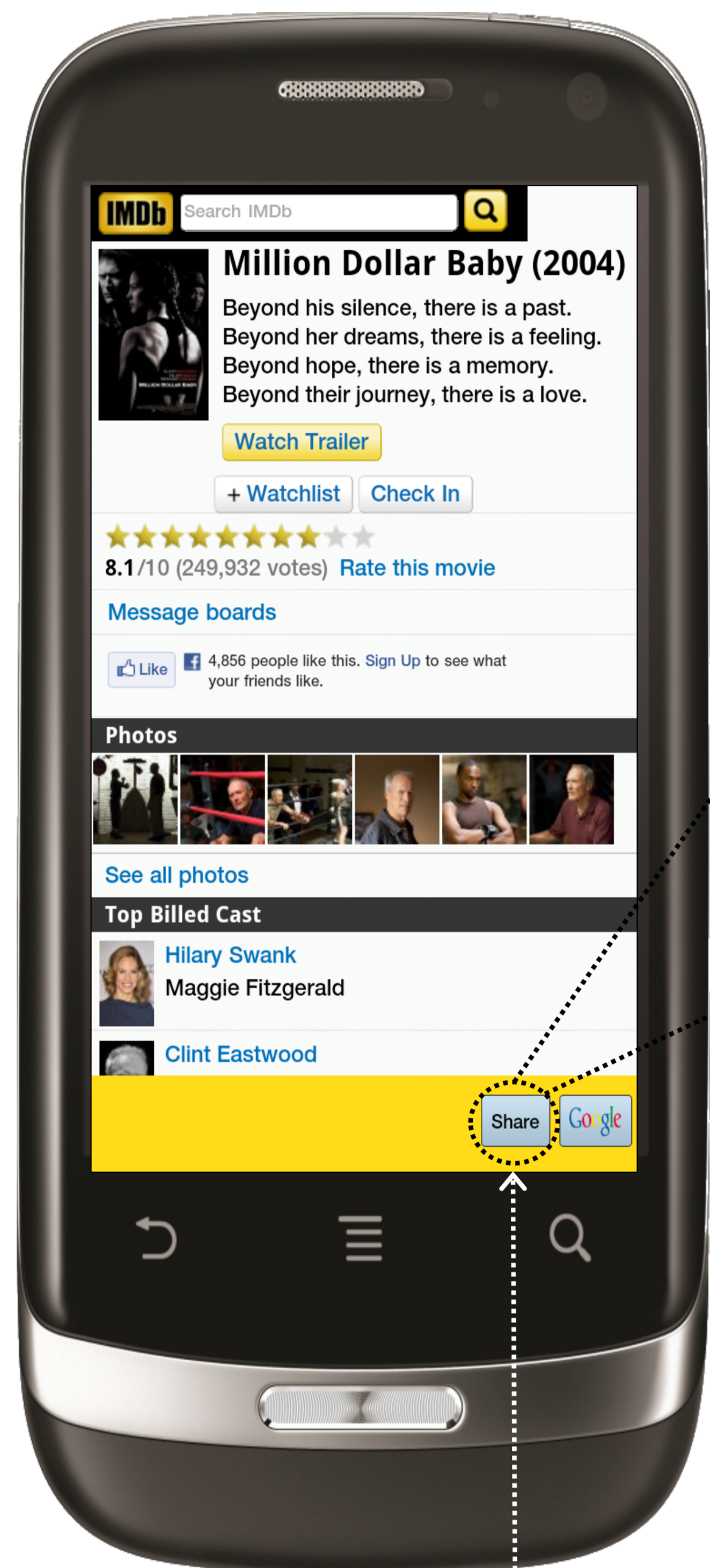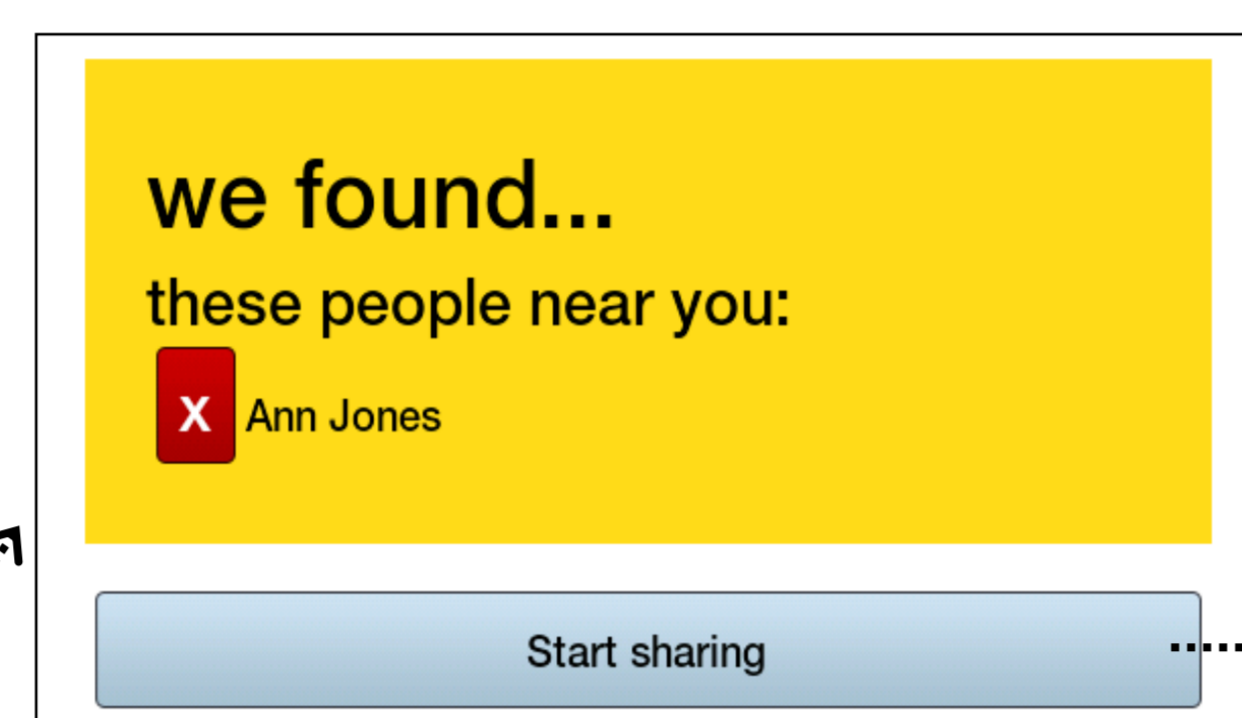
1. The WaggleBee Prototype

Motivation: mobile search is often a social act conducted in the presence of others. Sharing social mobile experiences at present is hard as existing search engines are designed for solitary use.
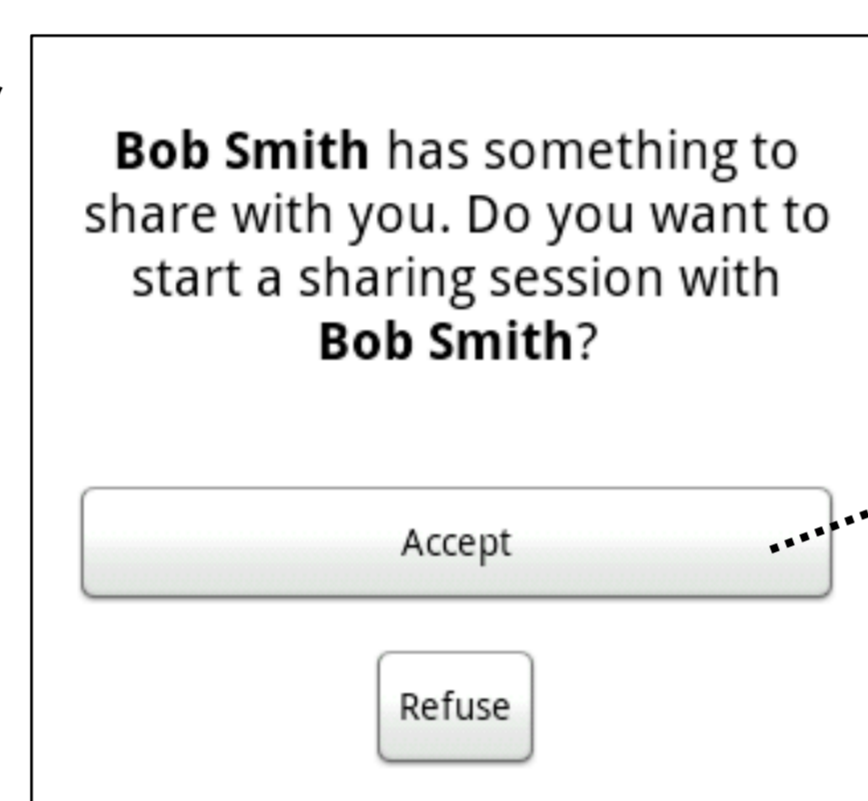
Solution: proof-of-concept Android prototype that facilitates easy sharing of Web content among co-located social groups.
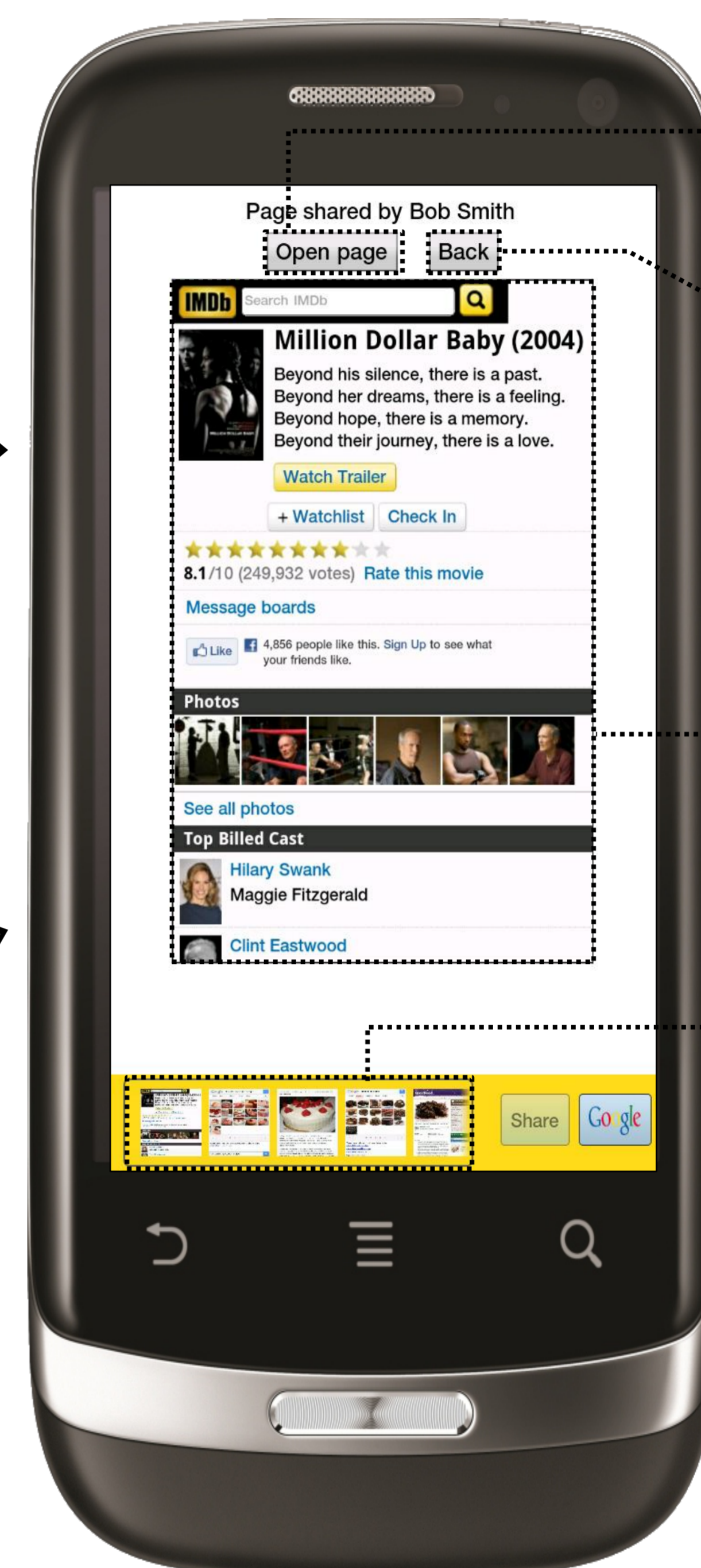
Session initiator starts a session by pressing the share button

we found...
these people near you:
X Ann Jones
Start sharing

Session initiator approves or rejects users who accepted to be part of the session

Bob Smith has something to share with you. Do you want to start a sharing session with **Bob Smith**?
Accept
Refuse

Co-located users receive a request to join the session

Page shared by Bob Smith
Open page | Back

All users who joined the session can share pages

Open the shared page

Go back to the previous page

Screenshot of the shared page

Thumbnails of the shared pages

2. Live Field Study

Goal: (1) to investigate if this application enhances social mobile search experiences, (2) to assess benefits and limits of our approach.

19-42 age range
30 average age
6 groups
13
4
17 participants
Spain & UK living in
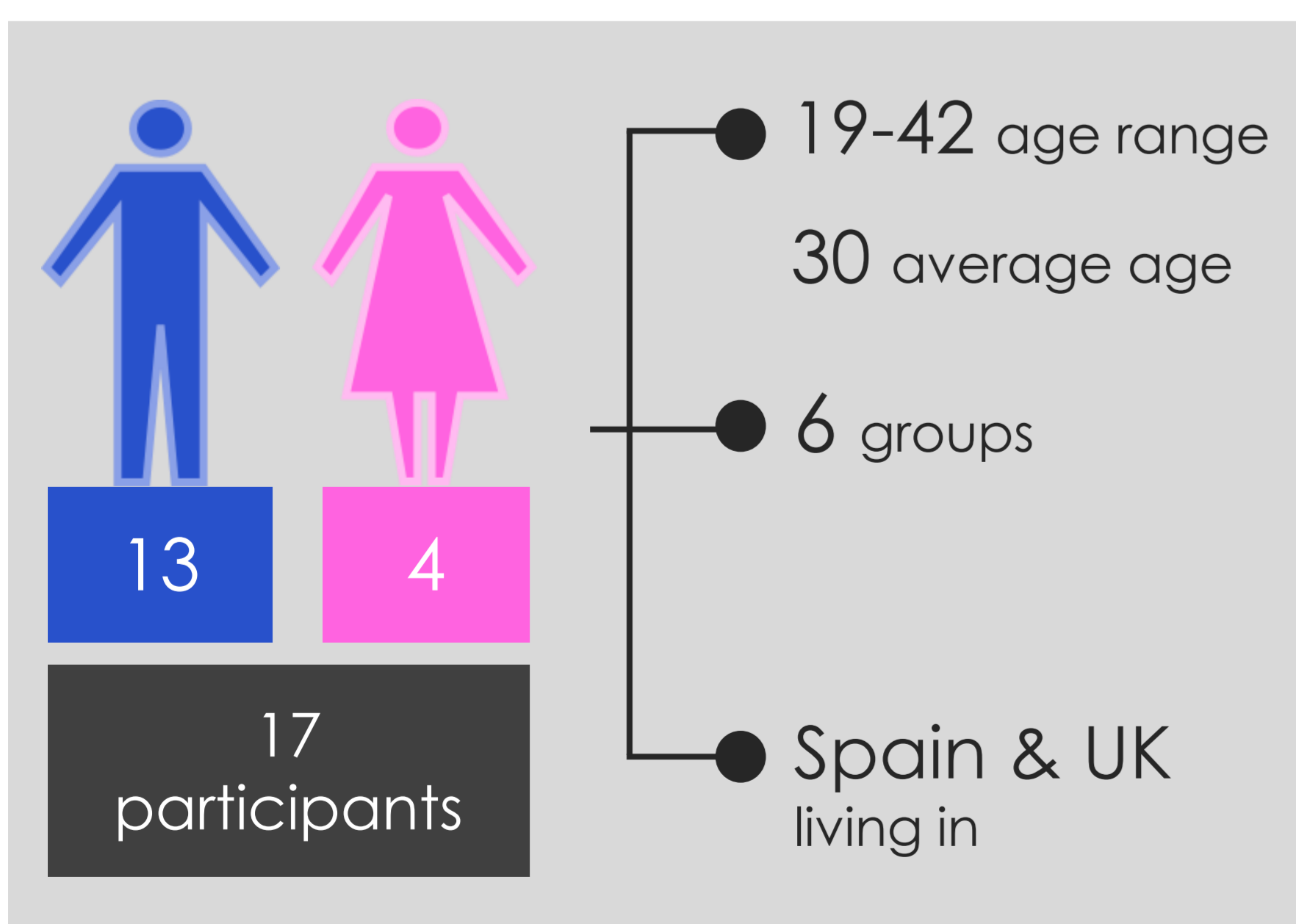
2-week field study: pre & post survey, usage on users own mobile phone for 2-weeks, semi-structured interviews to assess subjective insights

3. Results & Design Implications

85 queries: Mostly informational in nature, driven by trivia related needs and motivated by curiosity

165 shared pages: Mostly photos and images

Positive reactions from users: fun, interesting, useful, enhanced sharing and added to conversations

Negative reactions from users: slow, unintuitive, reliability, physical location limit

Implications for Design
- Think Beyond Physical Location
- Support Inclusiveness
- Support Privacy
- Support Dynamic Group Creation
- Support Denial