

JOIKUSPOT USER SURVEY 2010 RESULTS AND IMPLICATIONS

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JoikuSpot User Survey 2010 was conducted amongst JoikuSpot Users during Q3 2010 via online web survey, and this document summarizes the key findings and implications.

Altogether nearly 3000 JoikuSpot users responded to the survey, majority of which were JoikuSpot Premium Edition users. Majority of responses were from EMEA market area, but all the continents were present to provide accurate geographical analysis of results. All Nokia phone models were well present, but more than 95% of responses came from male users. There were no major deviations between different types of handsets, with a difference that newer phone models had a tendency to get better satisfaction and performance scores.

JoikuSpot user satisfaction was in very high level, even higher when compared with 2009 user survey results. 75% of users gave a score of 8 or higher in the scale of 1-10, and the average for JoikuSpot Premium S60 topped 8.5. Female users' average satisfaction to JoikuSpot S60 topped 9 and highest overall satisfaction scores were received from Mexico, India, South America and Russia.

The survey results indicate that 66% of users have used the free Light Edition before upgrading to commercial Premium Edition. Upgrading was considered to be easy by 92% of the users using www.joikushop.com web AppStore. Majority of users discovered JoikuSpot via friend recommendation or a web blog or article linking to JoikuSpot Store.

Majority claimed that the prime reason for upgrading to JoikuSpot Premium was a good experience with JoikuSpot Light product and a need for full feature set, especially connection security and complete protocol implementation.

74% of users said they use JoikuSpot Wi-Fi tethering at least monthly, 38% weekly, and 20% daily.

The most tethered device is still laptop, but iPad tethering was on heavy increase. 20% of respondents already had an iPad. More than 20% said they connect more than one device to tethered internet during their JoikuSpot session. Average amount of data consumed per JoikuSpot internet session is more than 22Mb. 33% said that they have upgraded to flat rate data plan with highest possible speed with their 3G operator after having starting to regularly use JoikuSpot for internet. Surprisingly high population (69%) had already highest possible speed in their data plans and 89% said they had flat rate subscription. In only 29% of cases the data bill was paid by the user's company.

50% of users claim they have gained monetary savings by using JoikuSpot, and 70% said they had become more productive because of JoikuSpot. 86% said JoikuSpot works well, and 83% had recommended the solution to their friends. 82% said JoikuSpot is better than an USB modem, and 82% said JoikuSpot is better than MiFi. One of the biggest reasons for using JoikuSpot was to get rid of MiFi, USB dongle, cables and Bluetooth. Many had dual SIM or second phone, and they considered JoikuSpot adding sizeable value for second SIM/second phone use.

More than 90% said JoikuSpot is a very important solution in a Nokia phone, and 86% said it helps Nokia compete in a smartphone platform race against iPhone, RIM and Android. 94% would like to see JoikuSpot embedded in a Nokia phone. Many commented that they have chosen Nokia over iPhone because of JoikuSpot availability in an unlocked ecosystem and platform.

84% liked the Joiku brand (deriving from ancient Lappish saga), and "access to internet when I need" was the biggest benefit JoikuSpot brings to users. Connecting multiple devices and gadgets like iPad was of considerable value as well as getting rid of MiFis and alike.

Women saw differently the core values in JoikuSpot. Whereas men had much more preference on things like sharing the connection outside with multiple users, coolness factor in the phone, and connecting gadgets like iPods and iPads, the women population in general didn't see much value in such. For women, the key benefits were ease of use, and simplicity to get to internet when and where needed using simple

technologies like Wi-Fi. Women didn't see iPad's value such high, nor the coolness aspects of having advanced technologies in their phones. Women liked the fact that they had a backup internet in their pocket when e.g. hotel Wi-Fi is not available or the home ADSL is down. Men liked these aspects as well, but priority of benefit rankings were almost opposite between men and women. Also, women more seldom than men discovered JoikuSpot online, but rather had someone install the product for them on their device.

Per user survey feedback, the most wanted enhancements in JoikuSpot solution related to the free naming of the Wi-Fi HotSpot in Premium edition, battery life algorithms, ease of client use, ease of download and purchase, broader platform support and increased connection security (WPA).

This information is very useful to Joikusoft, and Joikusoft already took action on these very items. As a result:

- **WiFi HotSpot naming** is now freed in Premium Editions from 3.1 Edition onwards.
- **Broader Platform support.** 3.1 Edition (both Premium and Light) is now available for Symbian^3 as well (such as Nokia N8, C7, E7, C6-01). Going forward Meego will be supported. This already covers nearly 40% of the smartphone population globally in terms of JoikuSpot compatibility.
- **Battery life:** This is a tricky one. Joikusoft continues to optimize the algorithms, and has already done quite thorough optimization in the client software during three years of R & D on the substance matter. The fact that JoikuSpot solution needs 3G and Wi-Fi drivers in native device OS in order to run impacts directly battery life, and the consumption rate depends heavily on device model, type of use and quality of network signal.
- **Security:** Another tricky one in short term roadmap. WPA requires infrastructure mode in device OS. All Symbian^3, S60, Maemo and Meego don't have it in the platform OS. Therefore Joikusoft cannot deploy WPA into JoikuSpot (yet) and must stick with WEP security in JoikuSpot Premium. However, when the platform OS brings the infrastructure mode, Joikusoft shall add WPA to JoikuSpot Premium.
- **Ease of use:** UI simplicity is in the core of JoikuSpot architecture design. UI simplification is a big part of the new 3.1 release and Maemo/Meego releases.
- **Ease of purchase and download:** Mobile download was much requested so Joikusoft added that right away. Mobile purchase site for JoikuSpot Premium was opened at www.joikushop.com/mobile and mobile download site for JoikuSpot Light at www.joikuspot.com/light. The nice thing in mobile download is that the product downloads and installs directly on the phone and the user does not need PC file transfer or manually to uninstall previous versions. The file download is made in a way that it replaces previous versions on the phone automatically, and installation starts automatically after the download. User can do all this with a mobile phone by simply using mobile phone browser. Payment processes in both mobile and online purchases are made secure with PayPal.

More information of the JoikuSpot user preferences is available from the author. Joikusoft also has additional data on usage per statistics collection from every single JoikuSpot internet session. The statistics can be split by phone models, countries, and networks. JoikuSpot user base tops 1 million users. Every day more than 1 million megabytes of mobile broadband is consumed via JoikuSpot tethering globally.