



Strategy Analytics: Garmin nüvifone G60 Difficult to Navigate

Sensitive Touchscreen and Lack of Customization Disappoint Users

Boston, MA - November 23, 2009 – During a recent user evaluation of the Garmin nüvifone G60, the nüvifone failed to deliver a personalized experience because one cannot customize its home screen. The recent Strategy Analytics Automotive Consumer Insights benchmark report, “Navigation Device User Evaluation: Garmin nüvifone G60,” evaluates the user experience of navigation, messaging, web browsing, and other core features.

In addition, users found it difficult to scroll on the homepage using the touchscreen, as it would often open a function instead. In portrait mode, the virtual keyboard was too small and could only be presented in ABC layout. Some participants had difficulty locating address entry for navigation, although all participants were satisfied with POI search and voice calling.

“Consumers want to be able to customize their devices by downloading applications, or at least having the ability to change backgrounds and rearrange menus on their home screen,” commented Chris Schreiner, Senior Analyst at Strategy Analytics. “However, the Garmin nüvifone does not offer this capability.”

Kevin Nolan, Vice President of the Strategy Analytics User Experience Practice, added, “If Garmin is to succeed in the mobile device arena, they must improve their user experience and differentiate themselves from Android’s free full-service navigation.”

About Strategy Analytics

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