Institute of Information Management

ICT&S Center
Advanced Studies and Research in Information
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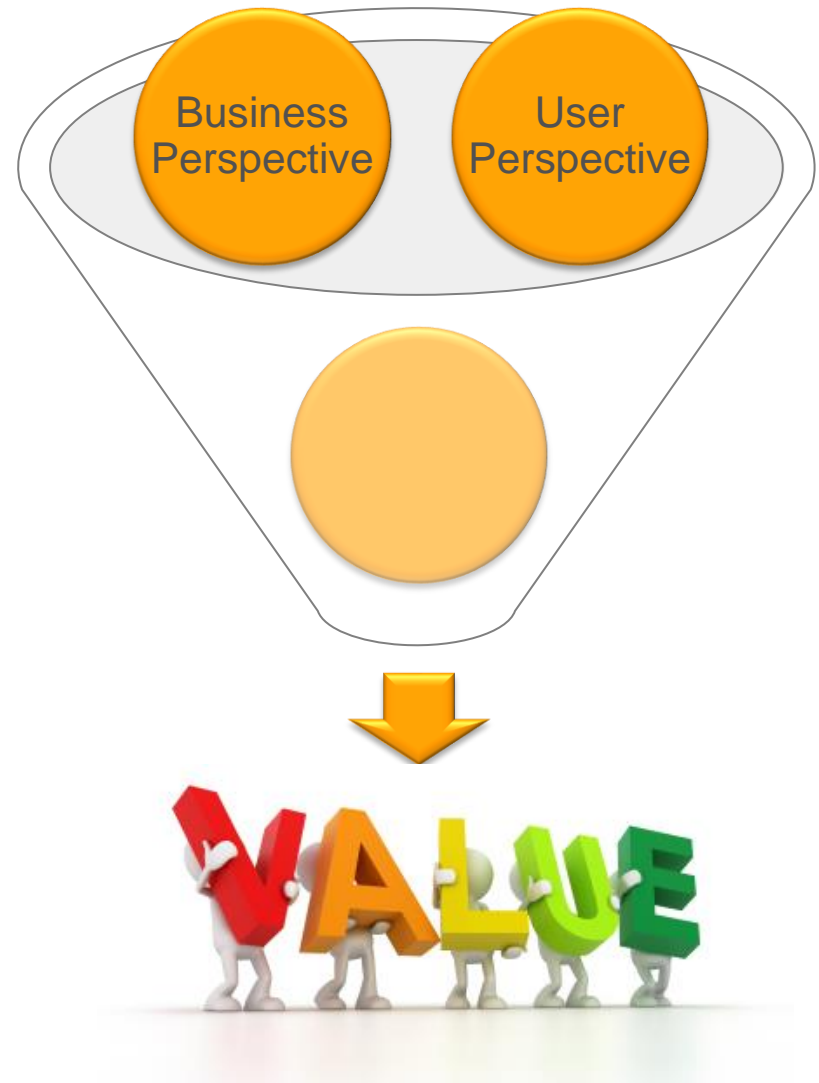# Value Proposition meets Values in Action (ViA)

Christiane Moser and Manfred Tscheligi
ICT&S Center, University of Salzburg

Manuel Eisele and Philipp Osl
Institute of Information Management, University of St. Gallen

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Motivation

- AAL projects aim to provide valuable system to users.

- Combine business and user perspective.

WHAT ARE VALUES?

Values …

- are "*desirable transsituational goals, varying in importance, that serve as guiding principles in the life of a person or other social entity*" [Schwartz 1994, p.21]

- define what a user considers important in life [Friedman et al. 2008]

- are centered in people and refer to the properties or features of the desired objects (e.g., technologies) [Fuchsberger et al. 2012]

⇨ Users seek to achieve their values and the object needs to deliver them ([Cockton 2009] or [Shillito and De Marle 1992])

Values in AAL Projects

- Business Perspective - Value Proposition
- User Perspective - Values in Action (ViA)
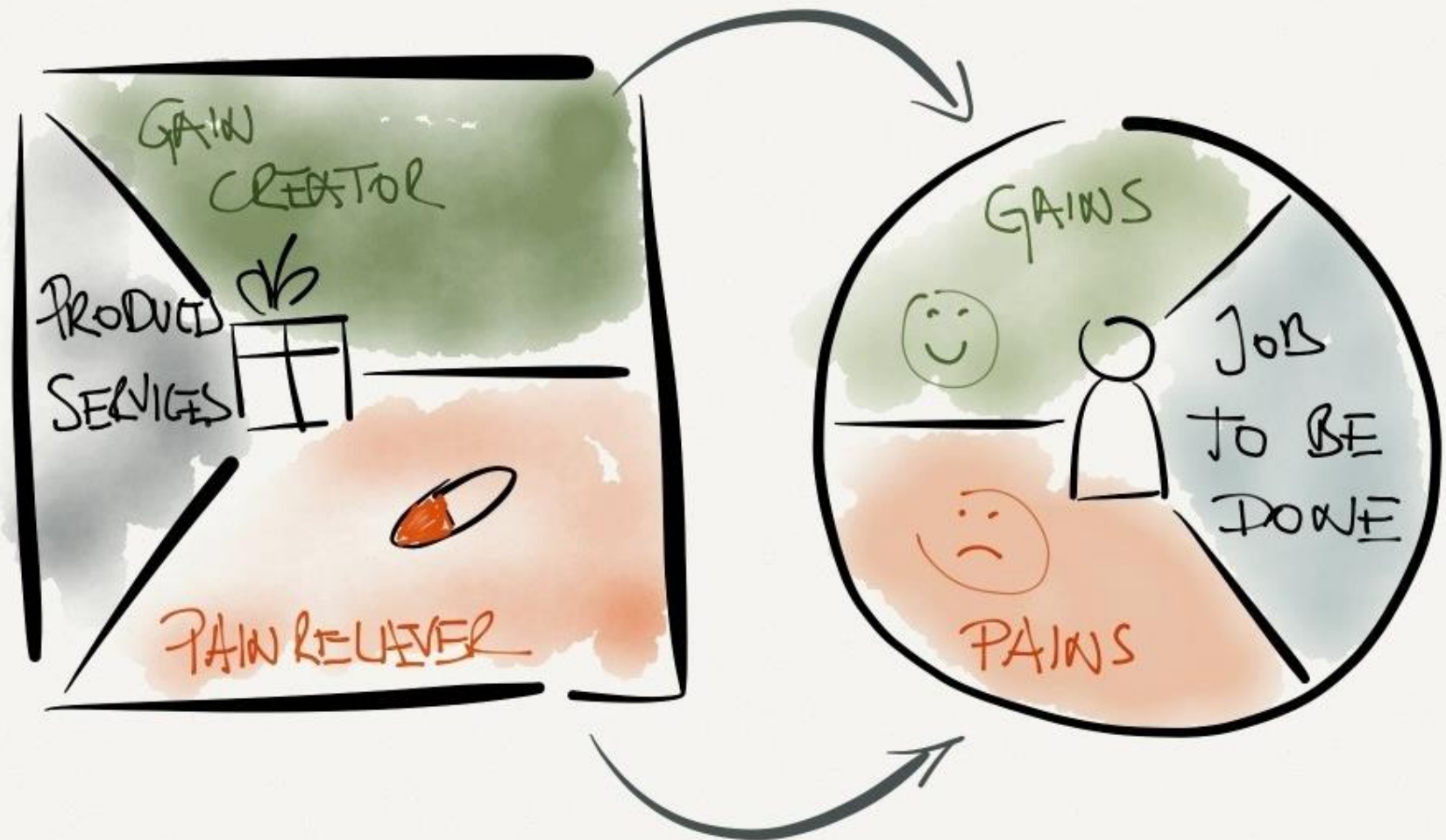
VALUE PROPOSITION

Value Proposition

- A clear value proposition becomes a key cornerstone in the business strategy: "*Strategy requires a clear articulation of targeted customer segments and the value proposition required to please them*" [Kaplan and Norton 2004, p.10]

- Questions to be answered:

  1) For which market is the value proposition being created?

  2) What does the market value most? Which customer problems do we help to solve? Which customer needs do we satisfy?

  3) What bundles of products and services do we offer to each customer segment in order to create the promised value?

  4) What alternative options does the market have to our offering? Is our offering's value to the customer superior to these alternatives?

  5) Are the targeted customer segments willing to pay for the value we create? What is the price a customer is expected to pay?

  6) What evidence is there to substantiate the value proposition?

  [Barnes et al. 2009], [Osterwalder and Pigneur 2010], [Rackham and Vincenti 1999]

VALUE IN ACTION (ViA)

Values in Action (ViA)

- ViA consists of 6 values
  - **Functional** value (i.e., the perceived utility for achieving a specific task or a practical goal)
  - **Social** value (i.e., the symbolic importance of the technology for conveying social image)
  - **Emotional** value (i.e., the potential of the technology to arouse emotions, which are believed to accompany the use)
  - **Epistemic** value (i.e., experiencing new technologies)
  - **Conditional** value (i.e., technologies being tied to a specific context)
  - **Interpersonal** value (i.e., the experiences while an interaction between humans via a technology, but not for the purpose of self-presentation)

Requirements Analysis
⇨ Assign usability, user experience and acceptance factors to values

Concept
⇨ Ideation around the values and factors

Design & Implementation
⇨ Value- and user-centered design
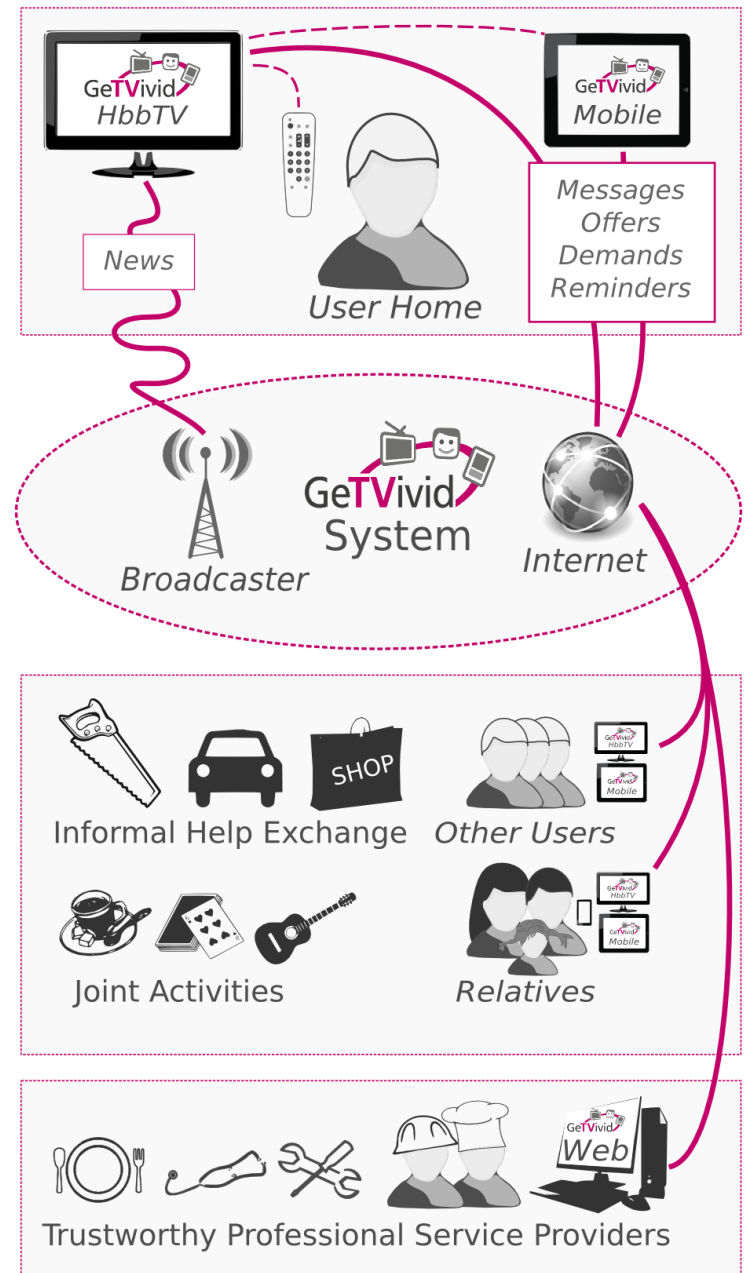
Evaluation
⇨ Assess values and factors

AAL PROJECT

Come and see our demo!

Value Proposition meets ViA

Value	The GeTVivid platform should address …	Implications for GeTVivid's Value Proposition	MH	Diff
Func-tional Value	• Ease of use (i.e., the extent to which an older adult believes that using the platform would be free of physical and mental effort – addresses the barrier of not using too complex platforms) • Perceived usefulness (i.e., the extent to which an older adult believes that using the platform would support her/him with activities of daily living – addresses the need for an added value for activities of daily living) • Perceived safety (i.e., describes the older adults' perception of the level of danger when interacting with the platform – addresses the need for accurate information and fraud prevention) Additional factors are efficiency, flexibility, accessibility or learnability.	Combine the best from two worlds: TV as a well-known and familiar device + second screen tablet as an easy-to-use input device		x
		Automatically maintain user groups, e.g., all users living in a certain area, and make them available to users to improve ease of use		x
		Comprehensive portfolio of services, both professional and informal services, to enhance usefulness by supporting a broad range of activities of daily living		x
		Ensure data security (e.g., HTTPS)	x	
		Let the users determine which information is visible for other users in their profile	x	
		Focus on efficient processes to coordinate appointments, i.e., create added value compared to the phone (24x7, asynchrony, etc.)		x
		…		

Value Proposition meets ViA

Value	The GeTVivid platform should address …	Implications for GeTVivid's Value Proposition	MH	Diff
Social value	• Social image (i.e., the extent to which older adults perceive that the use of the platform will enhance her/his status, convey autonomy or empowerment – addresses the need for longer, autonomous living) Additional factor is subjective norm	Lower barrier to "take" by also being able to "give"	x	
		Avoid stigmatization by not showing information about platform usage (in particular ordering services) if not explicitly confirmed by the user	x	
		…		
Inter-per-sonal Value	• Reciprocity (i.e., the extent of reciprocal communication and support between older adults – addresses the need for give and take relationships)	Prominently show needs of users who have supported one user to her/him in order to stimulate a reciprocal "giving back"		x
	• Social connectedness (i.e., the experience of belongingness and relatedness with other older adults – addresses the need to avoid loneliness) Additional factors are interpersonal familiarity or social capital	Suggest users to each other based on similar interests etc.	x	x
		Possibility to post offers/demands and respond to offer/demands from others on the platform, but actual support is enacted in the real world	x	
		…		

Value Proposition meets ViA

Value	The GeTVivid platform should address …	Implications for GeTVivid's Value Proposition	MH	Diff
Emo-tional Value	• Trust (i.e., trust in system is the extent to which an older adult is satisfied with how the platform will behave and trust in users is the extent to which an older adult is confident in, and willing to act on the basis of, the words, actions, and decisions of another – addresses the need for trustworthiness) Additional factors are (dis)satisfaction, engagement. pleasure/fun/ enjoyment, subjective well-being or quality of life	Enable users to get in contact prior to, or independent of, exchanging help in order to get to know each other and build up trust		x
		Enable user feedback or reviews for (professional) services used	x	
		Provide a professional community manager to grant access and to help and mediate in case of problems and conflicts		x
Episte-mic Value	• Curiosity (i.e., older adults interest in the platform and is initiated by novelty, complexity, or ambiguity – addresses the fear that other older adults might not be interested) Additional factor is attitude towards technology	Use Gamification, i.e., have playful tutorials to explore the GeTVivid platform	x	x
Condi-tional Value	• User characteristics (e.g., motives, competence, impairments, social roles, or daily routines of older adults) • Usage context (e.g., geographical distance between older adults)	Provide functionality to limit the scope of a user's activities to a certain geographical area (e.g., only show services of people living within 2 km; make my informal offers only visible to people living within 2 km)		x

Conclusion

- ViA directed our attention in the solution definition process to characteristics that are really important to the users.

- ViA supported the identification of gains and pains for the customer segment.

- ViA informed our initial value proposition.

⇨ ViA supports the development of AAL systems with an added value for users and informs the business perspective.

Questions

Contact

HCI & Usability Unit

ICT&S Center, University of Salzburg

Sigmund-Haffner-Gasse 18

5020 Salzburg

Austria

Dipl.-Ing. Christiane Moser

christiane.moser@sbg.ac.at

GeTVivid
Let's do things together

Come and see our booth!