



Do you trust your customers?

User-centered & evolutionary development of mobile information systems

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Challenges in development and implementation of mobile,
multi-channel and ubiquitous information systems



Developing successful Mobile Information Systems

- Is the **user's acceptance** of mobile information systems satisfying?
- Which role do the **users** play for the development?
- How can the **complexity of development** be efficiently handled?





User's Acceptance

- Is the **user's acceptance** satisfying?
 - The end-user's acceptance is a very **important influencing factor** of the design of mobile applications (Amberg et al. 2004, this conference)
 - Which **factors determine** the end-user's Acceptance and it's success?
 - How can the user's acceptance be **measured**?
 - How can the knowledge about the user's acceptance be integrated in the **development process**?





User-centered Development

- Which role do the **users** play for the development?
- Using situations can **simplify and enhance** the mobile Application
- Is the consideration of the **applications' context** a benefit?
- What is a **mobile situation**?
- How can mobile application be **cooperatively developed**?





Software Evolution

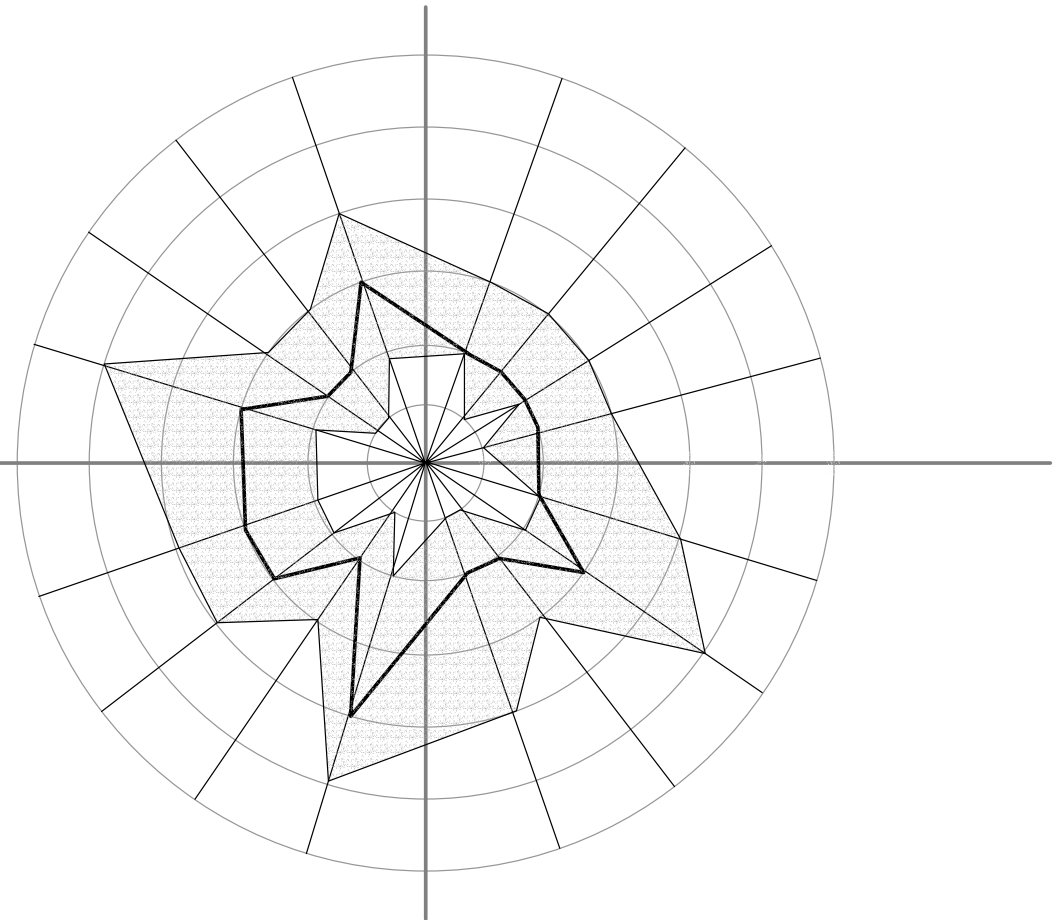
- How can the **complexity** be efficiently handled?
 - The **end-users decide** if an application is successful or not
 - Can **user-centered development** enhance mobile applications?
 - How can (potential) end-user's **be integrated in the development** process?
 - Is it possible to **enhance** mobile applications **evolutionary**?





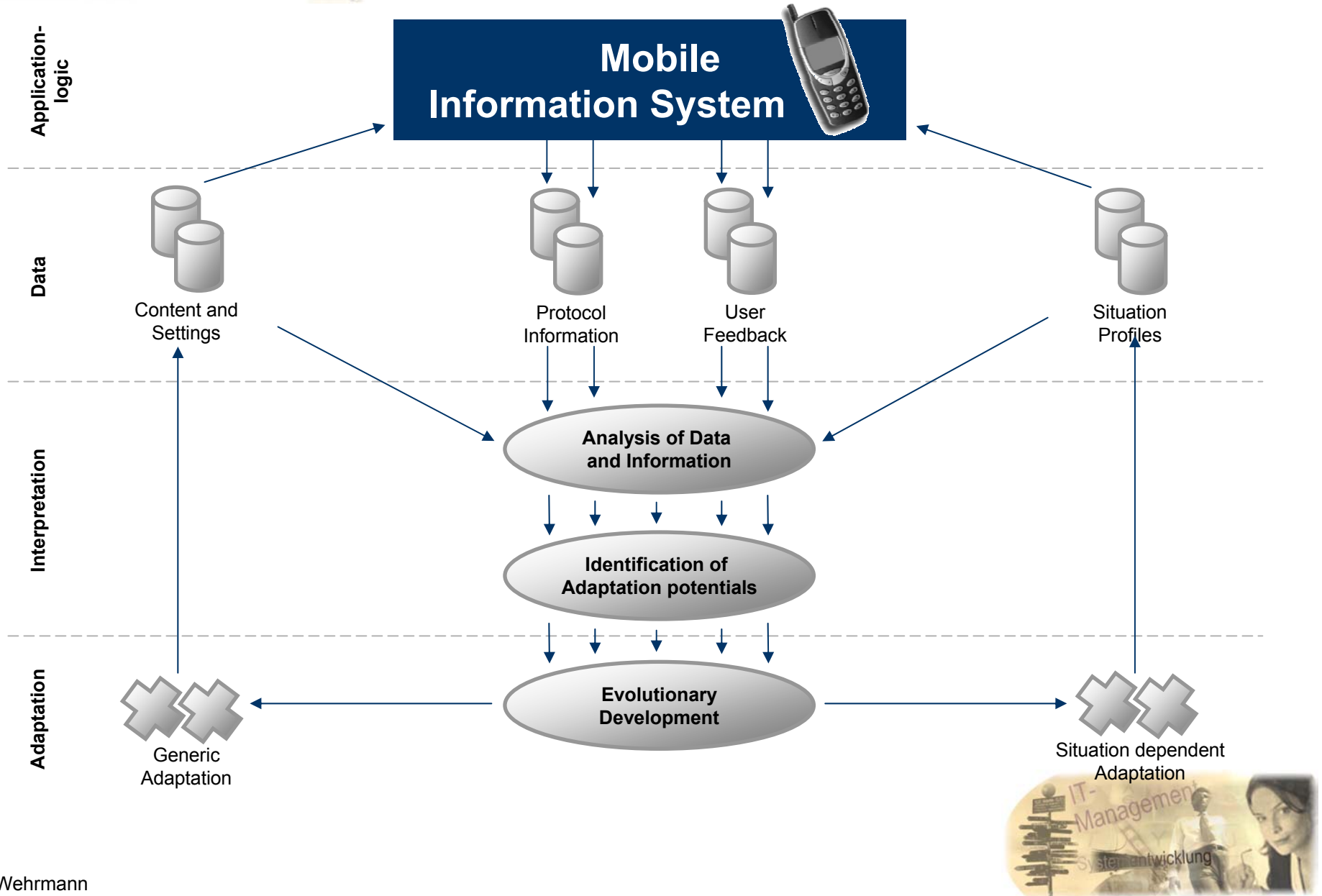
DART-Approach

- **Dynamic Acceptance Model for Reevaluating Technologies**
- Identifies a **balanced set** of influencing factors
- Provides a detailed **procedure model**
- DART is used in several **international projects**





Software Evolution

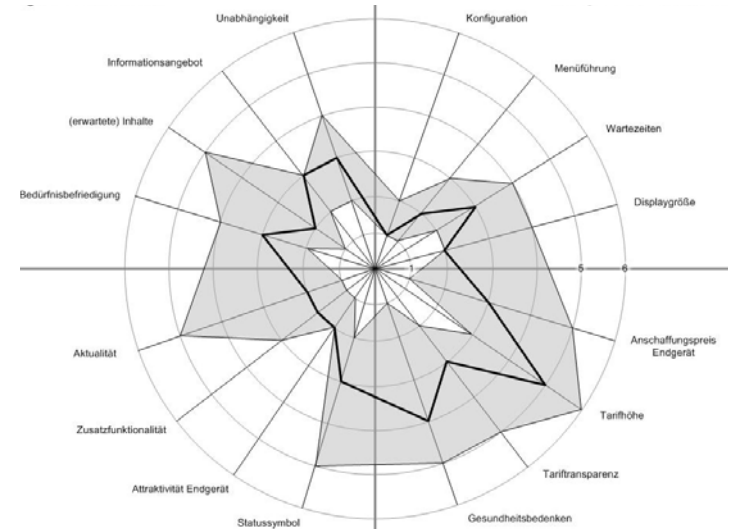




Example

- **HyNet MobilMedia (BMW)**
- **Early Stage** of Development
- **Iterative** proceeding
- Detailed knowledge about the **success factors** and **user's acceptance**
- **Target Group** finding

1st iteration



2nd iteration

