



Location Aware Visually
Enhanced Ubiquitous Services

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Requirements and Analysis

Presenter:

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Project Partners

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INTRACOM S.A. (Telecom Industry, Greece)
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Road Editions S.A. (Content Provider Maps&Tourist, Greece)
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OgilvyInteractive S.A. (Marketing, Advertisement, Greece)
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Université Catholique de Louvain (Multimedia, Belgium)
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Motorola Limited (Vendor, United Kingdom)
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Oy Arbonaut Limited (LBS Plattform, Finland)
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Fraunhofer Institute for Computer Graphics (Multimedia, Germany)
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Vodafone-Panafon S.A. (Mobile Operator, Greece)

Project Objectives

- › To provide personalized location- and orientation aware multimedia information
- › To investigate new modes of interaction utilizing next generation smart mobile terminals
- › To promote LBS by developing a new paradigm for commercial and cultural information provision

Technical innovations

- › Provision of **ubiquitous services through wearable mobile terminals** with multimedia capabilities (e.g. MPEG-4 Streaming).
- › Development of a solution for the creation and delivery of **enhanced multimedia content** to mobile terminals
- › Integration of **GPS, digital compass** and **GPRS/UMTS** sensors with mobile terminals for the **location and orientation tracking** of the users and the development of the corresponding SW.
- › **Spatial multimedia GIS**
- › Filtering component that will **anonymously personalize the content** prior to its transmission.

User Requirements

) **User requirements engineering**

- Identify/classify stakeholders/users/actors in the field
- Collect/analyse/organise LoVEUS actors' requirements

) **Approach**

- Online Questionnaires (325 responses)
- Telephone Interviews with Vodafone Greece's premium customers (60 telephone interviews)

) **Difficulties encountered**

- Profile of users filling out the Online Questionnaire is mainly "technology adopters"
- High percentage of rejection concerning the telephone Interviews with Vodafone Greece's premium customers

Results

) Quantitative and qualitative

- ◆ General profile
- ◆ Tourist profile
- ◆ Attitude respecting the three Application Scenarios
- ◆ Functional/Non functional requirements
- ◆ Use cases
- ◆ Look/Feel, Maintainability, Usability, Performance
- ◆ Operational, Security, Legal
- ◆ Portability, Interoperability, Negative requirement

Target group profile

Future LoVEUS customer base

- Technology adopters
- Roamers (being abroad)
- Know before, plan the visit
- Favored places: Old towns
- Small number of visits

25% rather negative, 50% rather positive

