

# The User Adoption Lab: *Private Virtual Spaces, what drives the hype?*

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“By three methods we may learn wisdom: First by reflection



# Agenda

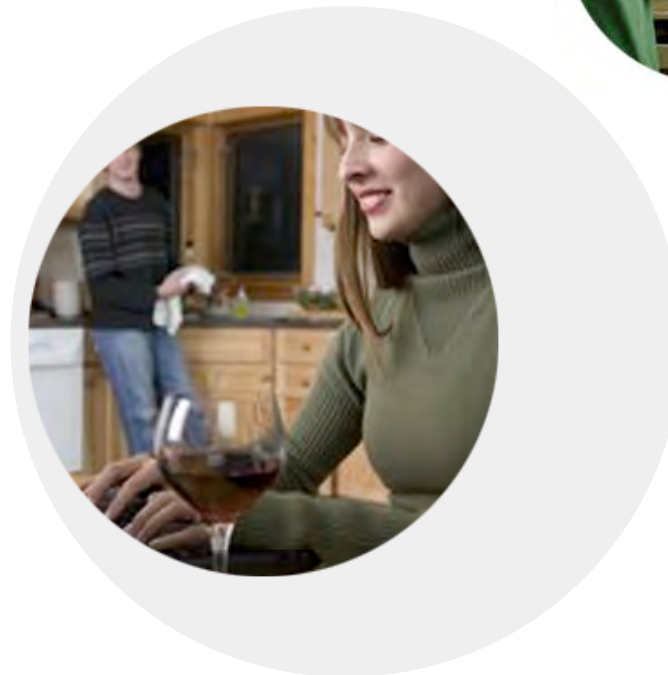
## The User Adoption Lab:

- Background and goals
- Main working tools
- Example of Lab outputs:  
*Virtual Private Spaces*
  - Who uses these sites?
  - How are they used daily?
  - Why are they used?
- Implications for Swisscom

# What we do in our User Adoption Lab?

## Technology usage in peoples daily life

- Ethnographic approach
- Longitudinal approach



# What is our Lab background?

- Located within Swisscom Innovations:
  - Central R&D unit for the whole Swisscom group
  - Originally technology driven
- Need to transform organisation to market driven unit
- Started 8 years ago with usability team

# What are the Lab objectives?

Understand mechanisms behind **user adoption process**:

- Identify trends and opportunities
- Feeding strategic planning
- Support new product development process

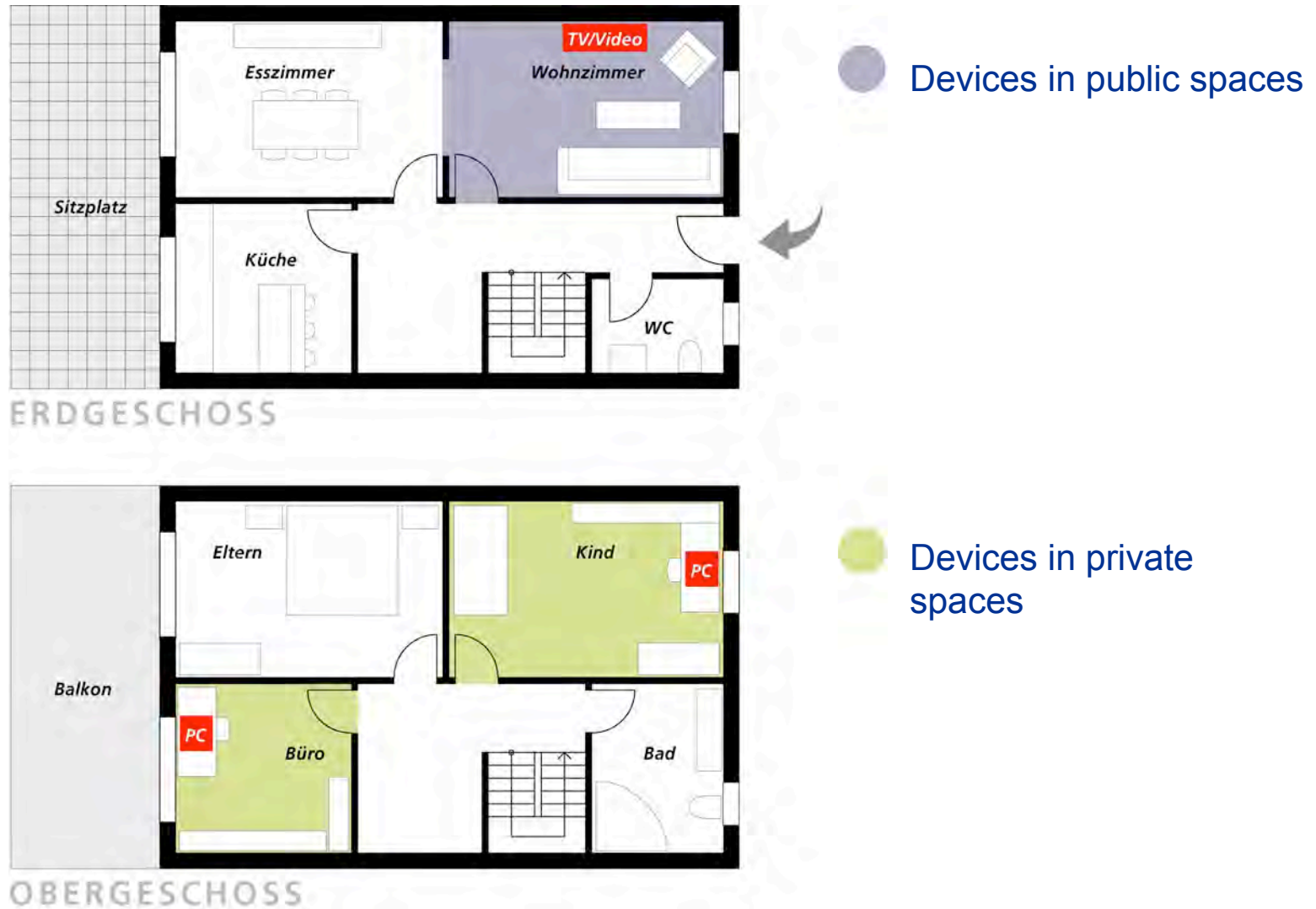
# What are our main tools?

- Diaries
- Technology maps
- Timelines and schedules

# Diaries

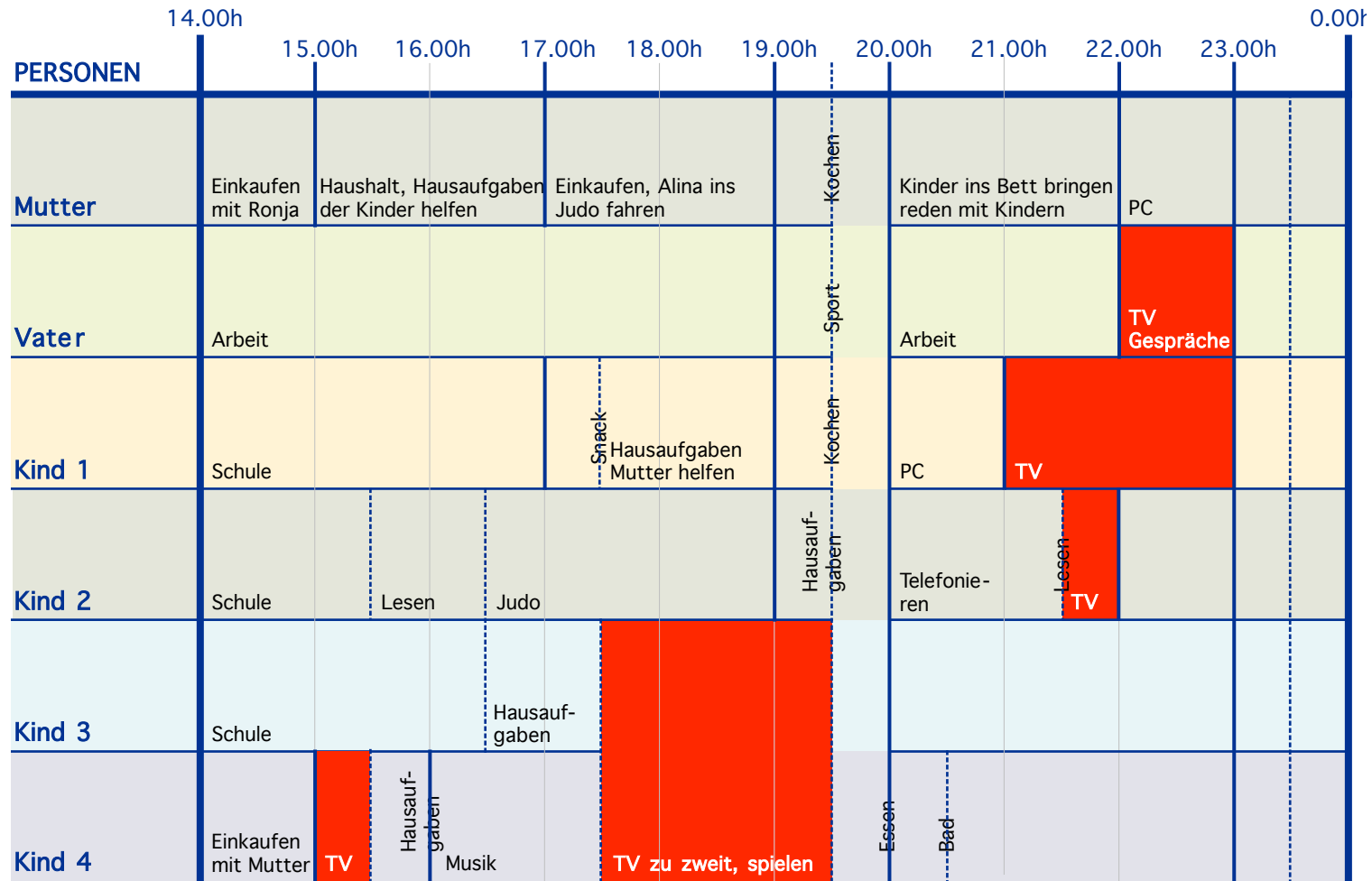
Tag	Kommunikations- typ	Aktiv / Passiv	Interaktions- partner	Kommunikationsinhalt	Ort	Zeit
	SMS	A	Didi	nach Privater	Büro Cham	14.25
	Tel	P	Werner Neuling	Abklärung Auto-Vers.	Landen Zug	15.16
	Tel	A	Fabian	Abklärung wo er ist	Auto	15.41
	Tel	A	Didi	Zum Kater einzel oder	Auto	16.13
	Tel	P	Reto	Alles bereit für Lieferung	Büro Dietwil	17.09
	Tel	P	Wanni Mettler	Kommst du nach Grossmücke	Privat Dietwil	17.57

# Technology maps





# Timelines and schedules




# User Adoption Lab - Output example: *Private Virtual Spaces, what drives the hype?*





# Example of Virtual Private Space

my.PartyGuide.ch/User507
PartyGuide.ch

Username:	User507 <span style="color: red;">♂</span>
Geburtsdatum / Alter:	29.10.1988 (17)
Ort:	Nowhere (BE)
Letzter Login:	Ist gerade online!
Registriert seit:	10.03.2005 20:26:00
Musik Styles:	Drum n Bass, Breakbeat, HipHop / Rap, Jazz, Acid Jazz, Alternative, Indie, Soul, World Funk
Liebings Club:	bierhübeli, gaschessu, shishabar, gutgelaunt, nordsüd, leichtsinn
Liebings Event:	konzert, homeparties
Liebings DJ:	asian dub foundation, blumentopf, coldplay, david holmes, embee, franz ferdinand, gorillaz, hardkandy, interpol, jazzkantine, keziah jones, looptroop, muse, norah jones, oasis, pharoahe monch, quantic, rjd2...etc
Motto / Spruch	The art of being happy lies in the power of extracting happiness from common things.



 Alle Fotos  
 Alle myPics

myFriends von
PartyGuide.ch

[Foto-Übersicht anzeigen](#)  
 ↳ Wo sind meine myFriends heute? ↳ Wo sind meine myFriends morgen?  
 ↳ Wo gehen meine myFriends in Zukunft hin?

Alice	[Löschen]	
amanda_	[Löschen]	
barbie_	[Löschen]	
bur	[Löschen]	
burtor	[Löschen]	
chirs	[Löschen]	
chrig	[Löschen]	
Claw	[Löschen]	
cro_	[Löschen]	
cär	[Löschen]	
dastBone	[Löschen]	
dragon	[Löschen]	
fatf	[Löschen]	
fortun	[Löschen]	
Froeschli_	[Löschen]	
jiber (Online)	[Löschen]	
kdctri	[Löschen]	
King_	[Löschen]	
lady (Online)	[Löschen]	
LAYDE	[Löschen]	

# Project Background & Goals

## Background

- Big success in Switzerland of sites like PartyGuide and Tilllate
- Emergence of more general personal websites like MSN Spaces and MySpace

## Project goal

- Better understand what is really happening on these sites
- Evaluate impact of the emergence of this new communication channels on existing communication channels

# Approach: in-context interviews



- **Methods:** partly structured interviews and observations at people's homes
- **Length:** 2 hours
- **Participants (recruitment prerequisites):**
  - 20 Virtual Private Space regular users (at least twice a week): Partyguide, Tilllate, Myspace, MSN Spaces
  - Between 15 and 35 years
  - With a PC and broadband internet access at home
  - Using regularly mobile and fix telephony, SMS, E-Mail, IM (at least half of them)



## •Who are the users of Private Virtual Sites?

- How are these sites used?
- What drives their usage?

# General user profile

## Virtual Private Spaces users have particular profiles:

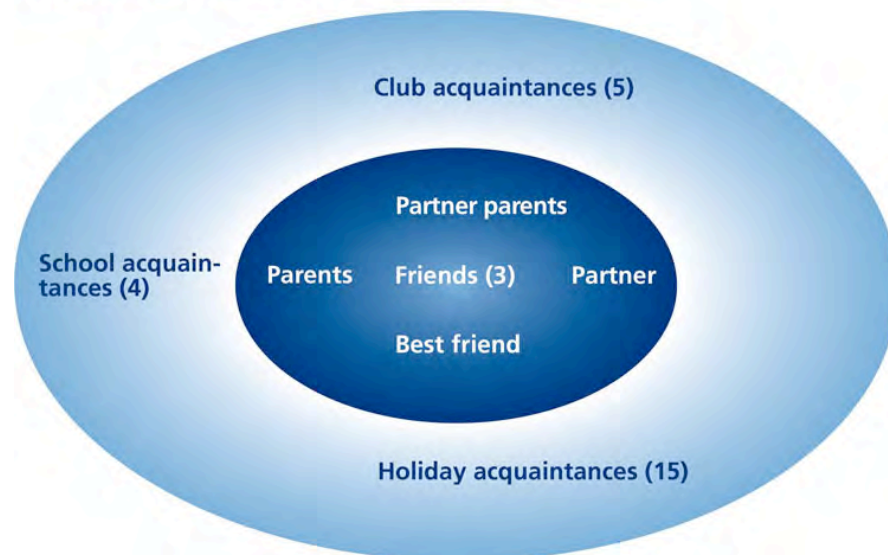
- Sociable: communication is almost their hobby
- Very digital: huge usage of PC and IM but few TV
- Flexible lifestyles: have time to go out or to spend on the PC

# Their social maps

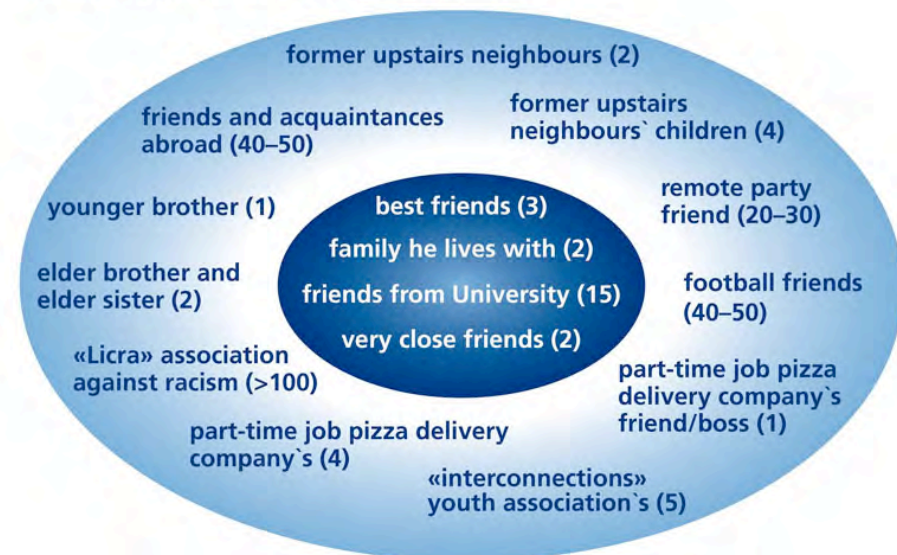
They have much wider social networks to maintain:

- Average communicator: 5 (core network), 15 (weak ties)
- Virtual Space user: 15 (core network), 75 (weak ties)

Average communicator 25, F, accountant



Virtual Space user 24, M, Law Student





# Their timelines

## They have much longer PC sessions

- Average communicator: regular but short PC sessions
- Virtual Space user: daily long PC sessions

**Virtual Private Space user: 29, M, Car dealer, Tilllate**

7:15	8:15 – 12:00	12:00 – 13:00	13:00 – 18:00	18:00 – 20:00	20:00 – 23:00	23:30
Getting up	Work	Lunch	Work	Bicycle or Gym, dinner	Sometimes going out with friends, PC, Tilllate, Sessions	Sleep

**Average communicator: 31, M, Independent** Source: longitudinal user research INO

7:00	8:00	12:00	14:00	18:00	19:00	20:00	22:00
Getting up Eat	Work	Eat Restau- rant	Work	Shower PC: Email, TV		Bar opening Apero	Eat

# ICT usage in general

## They are very digital:

- Huge PC usage, mainly to communicate (Instant Messaging)
- Digital pictures, a normality
- Music, a normality

## PC cannibalizes TV:

- TV, low usage

# Lifestyle – hobbies

## Communicative with flexible lifestyles:

- Extravert, enjoyed talking and communicating, needed and enjoyed being part of a group/network of people
- In a particular life phase with quite a lot of flexibility from a job, family point of view

- Who are the users of Private Virtual Sites ?

*Communicative with wide networks; digital; with quite flexible lifestyles*

- How are these sites used?

- What drives their usage?

# A typical session

- They come back home and **switch on the PC**
- **MSN messengers** starts automatically
- They start their **own site**:
  - They look first **what is new** and **who** contacted them:
    1. Who visited their site
    2. Messages
    3. Votings (karma...)
    4. Pictures search
- They switch to **MSN** to chat with their usual MSN buddies

# How often – how long?

7:00	8:15	12:00	13:15	16:00	16:30	19:00	23:00
Gets up, turns on her computer and checks her <b>Email and MSN</b> while having breakfast	Unifersity lectures (checks her <b>Email</b> during breaks)	Lunch break at the University	University lectures (checks her <b>Email</b> during breaks)	Comes homes and goes on her computer ( <b>MSN and Tilllate</b> )	Has a drink with some close friends/ shopping/strolling in town or swimming	She often has dinner at a friend's or her brother's place	PC session ( <b>MSN and Tilllate</b> ) and watches some TV

F, 25, University student (Social Sciences), Tilllate

## Sessions are addictive:

- Used every day even several times per day!
- Users get caught up in the game as they feel that they have to answer fast

# What is used and how? *Party pictures*



## Explicit function:

- Gather party souvenirs
- Enable people to trace you back

## Implicit function:

- No effort to create content
- Trace back and start communicating with people met at a party
- Paparazzi effect: people feel like « super stars »



# What is used and how?

## *Karma/Voting*



### Explicit function:

- Feed-back system about the profile
- Get free entry in clubs

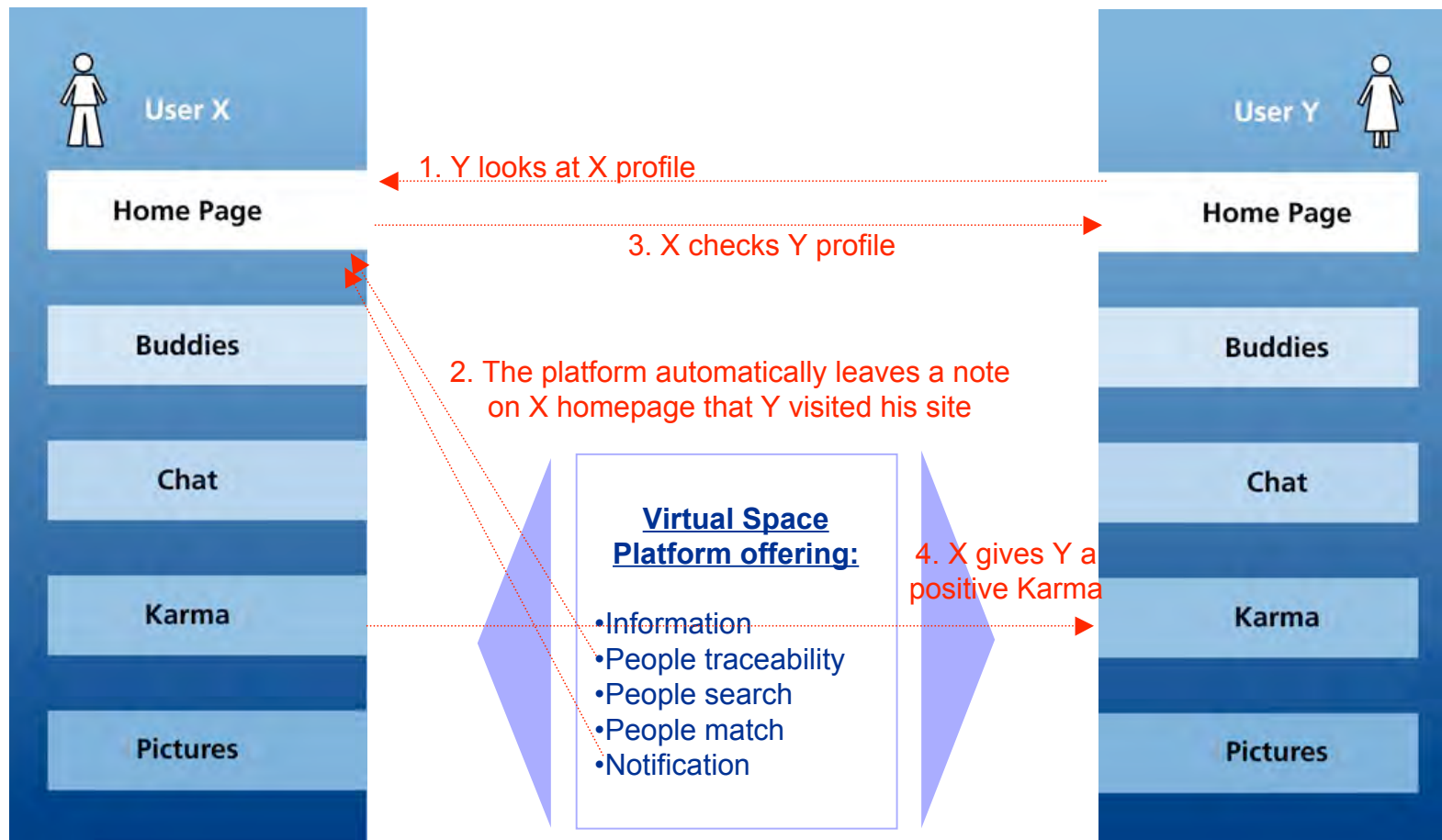
### Implicit function:

- Ego boosting, identity building function
- Encounter new people
- Show them a sign of interest in a discrete and non engaging way



# Core functions overview

A lot of mechanisms to trigger further communication



- Who are the users of Private Virtual Sites?

*Communicative with wide networks; digital; with quite flexible lifestyles*

- How are these sites used?

*Addictive sessions triggering further communication  
on more traditional communication channels*

- What drives their usage?

# Key strengths

## Extremely powerful and efficient communication tools:

- One potentially reaches a **huge number of people**
- With very **small efforts** (in terms of time, emotional effort)
- One can communicate **fun** and **rich** content

- Who are the users of Private Virtual Sites?

*Communicative with wide networks; digital; with quite flexible lifestyles*

- How are these sites used?

*Addictive sessions triggering further communication  
on more traditional communication channels*

- What drives their usage?

*Extremely efficient way to network*

# To conclude: our impact

## Our study:

- **Provided inputs for *product design and strategy*:**
  - Opportunities potential
  - Segments to tackle
  - Functionalities to offer
- **Led to development of *one new service***