

User Interactions for Breakthrough Services

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and

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User Interactions

new modes of user interaction
with mobile devices
and service environments
to enable new genres of services
on the mobile Internet

Mobile VCE:

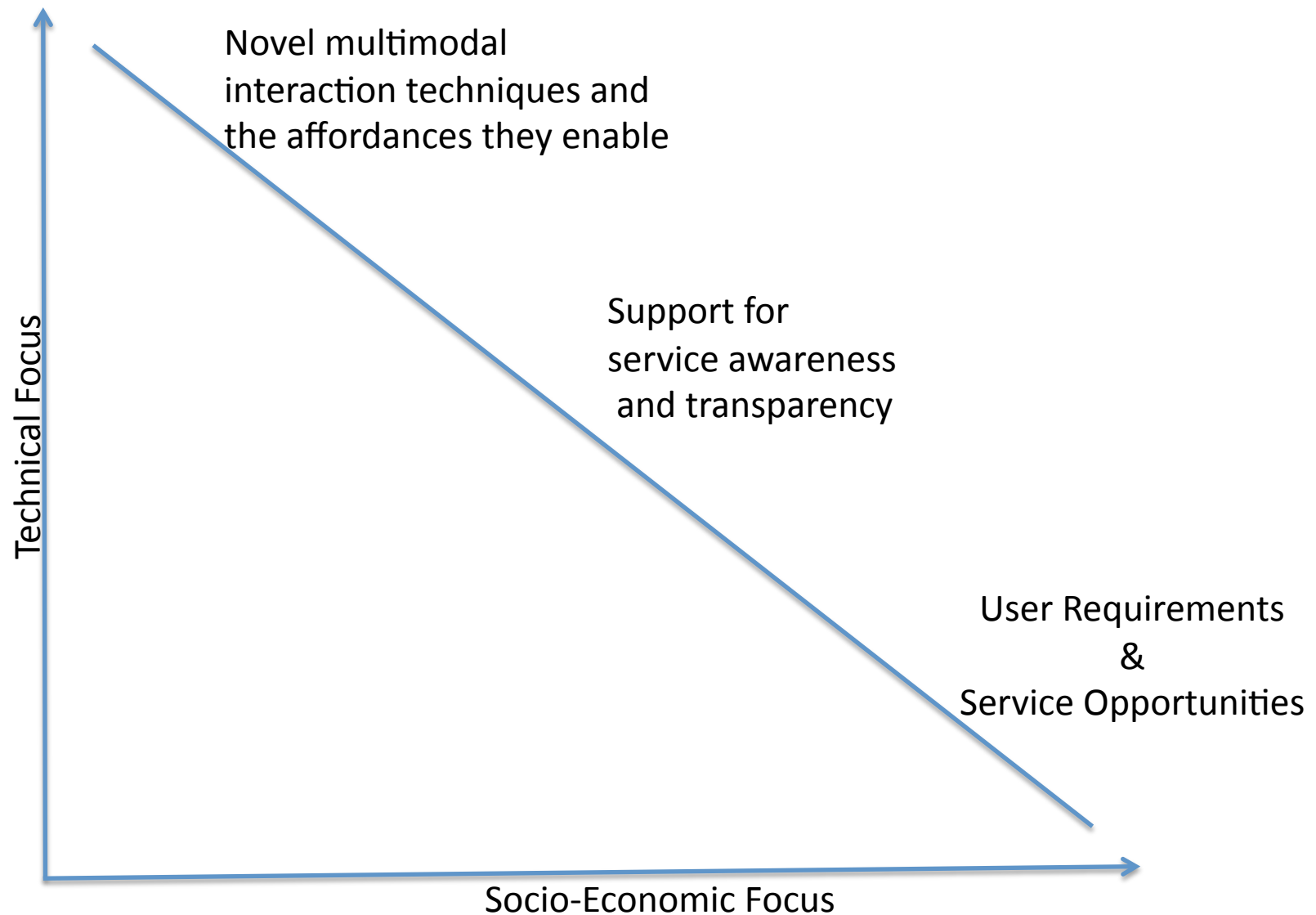
- Consortium of companies (Samsung, Thalys, Orange, Vodafone, BBC, Turner Corp. etc)
- 3 HCI Groups from Bath, Bristol, Glasgow and 1 IS Group, the LSE

Timescales:

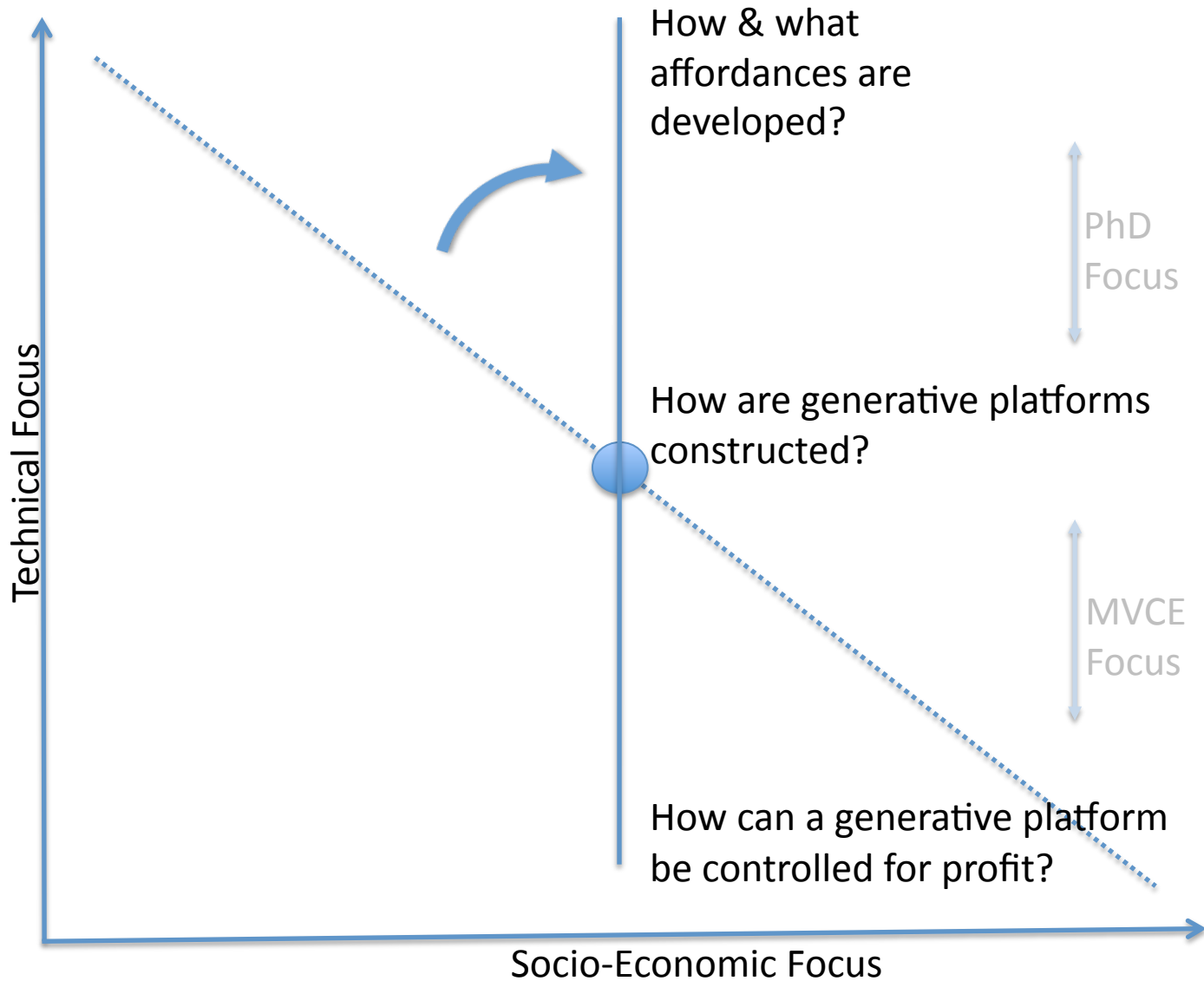
3 Year Project

~2020 target for commercialisation of ideas

Mobile VCE Work Packages



LSE Research Challenges



Outline Theoretical Approach

- Controlling for profit whilst maximising innovative capacity
- Parallels with the approach of cyberlaw scholars: Lessig (2001), Benkler (2006), Zittrain (2009)
- Key focus the augmented mobile internet as a potentially generative system (Zittrain 2009)

Outline Theoretical Approach

Characteristics of a Generative System

(Zittrain 2009):

- Leverage
- Adaptability
- Sense of mastery
- Accessibility
- Transferability

