Ambient Personalisation

by Scott Parsons
positionrelative.com

This is me

Add content | In my page Search

New features | Settings | Sign Out

Tex's home y'all

tools | News (54) | such new feeds (34) | delicious | New Tab

(7) Boing Boing

- Hacked passport crashes readers
- Yet another Hollywood-created viral video site: MyDamnChannel
- Ashton Kutcher's doing some kinda ARG thing?
- Johnny Ryan's Nick Magazine gags
- Weather station mistaken for bomb
- Body of artist Jeremy Blake found
- Drunk Astronaut Hall of Fame: Tintin's Capt. Haddock did it first.

reddit: what's new online

- Experts Exchange should be removed from Google search results
- Choose Baghdad, Iraq as your city for Spicegirls to play in
- The Republican Plan to End Run the Electoral College and Take 20 Electoral Votes from California
- Home Depot Says No More Ads on Bill O'Reilly's Show
- The smarter you are, the less sex you get.
- Scissors Beat Paper [PIC]
- Where English Is Spoken Only For A Surcharge [Pic]

(7) TechCrunch

- Couch Swapping Comes To Facebook
- New Study: Top 50k blogs had $50 million in 2006 Revenue
- StyleMob: For Women Who Like Clothes
- A Missed Connection at TechCrunch 9
- FCC Fails To Mark Its Place In History
- IAC Up, Ask Down In Second Quarter
- Tangler's Embedded Discussions

(5) HotLinks - Level 1

- Machine Learning and Artificial Intelligence Video Lectures
- VideoLectures - exchange ideas & share knowledge
- GuitarLog - The Practice Tool For Guitarists
- Mark Steel: Why does Saudi Arabia need military aid?
- vidbjodur.is
- Google Analytics in data blackout since Saturday
- The girl in the tunnel

Bookmarks : nonGeek

My tags

default AJAX GTD extension humour newToy nonGeek readLater webDev writing

- 10 great post ideas
- baen subs
- bibelkalender
- daily show torrents
- defectiveyeti
- fluffy the vampire slayer
- looklater
- tiger videos

Twitter / textests

What are you doing? Characters available:140

Update

pureandapplied Wondering if years of Visio abuse have affected my BRAIN POWERS 2 days ago

mslissa bugger. forgot to pay rent for two months 5 days ago

textests Woot! I am packing up my desk and getting ready to make like a tree! 9 days ago

pureandapplied stella found an online kids game called 'clubby the seal'. clubby hunts eskimos. 23 days ago

mslissa with all this wurst and kuchen I´ll be rolling off the plane 25 days ago

next

(7) digg

- Odour in your Home? Here is the Solution - USB Oi Burner
- iTunes Sales Top 3 Billion Songs
- GParted-LiveCD needs YOUR help!
- Your favorite 'wacky tobacky' joint hits your lungs like 5 cigarettes
- King tells viewers he doesn't quite buy Cheney's story on faulty memory
- Getting Busted for Pot Can Cost Your Right to Vote
- Soldiers Must Pay For Damaged Equipment???

(7) Mashable!

- Find a Place to Crash with CouchSwap's Facebook App
- Taptap Social Contest Site Optimized for iPhone
- ePerks Launches Business-focused Consumer Site
- PayScale Gets $10.3M in Series C Round of Funding
- TalkBean Launches Language Tutor Site without a Community
- Xcellery Excel Collaboration Tool For Sale on eBay
- Illegal Music Downloading at an All Time High

(7) Ajaxian

- Keybindings in Web Browsers
- Timeplot: Canvas-based Specialized Charting Tool
- @tomic XML-RPC JavaScript Client
- XRAY: Peer into your web pages
- iPhone Arkanoid
- Joe Hewitt presentation on iUI (Video)
- jMaki Actions: Communicating between toolkits

Photos de tex au contacts

Gmail : Inbox for scottbp@gmail.com (7)

Total unread: 7

Google Alerts - Google Alert - user experience

Jason Fried - Launches: New Backpack and 37signals Open Bar

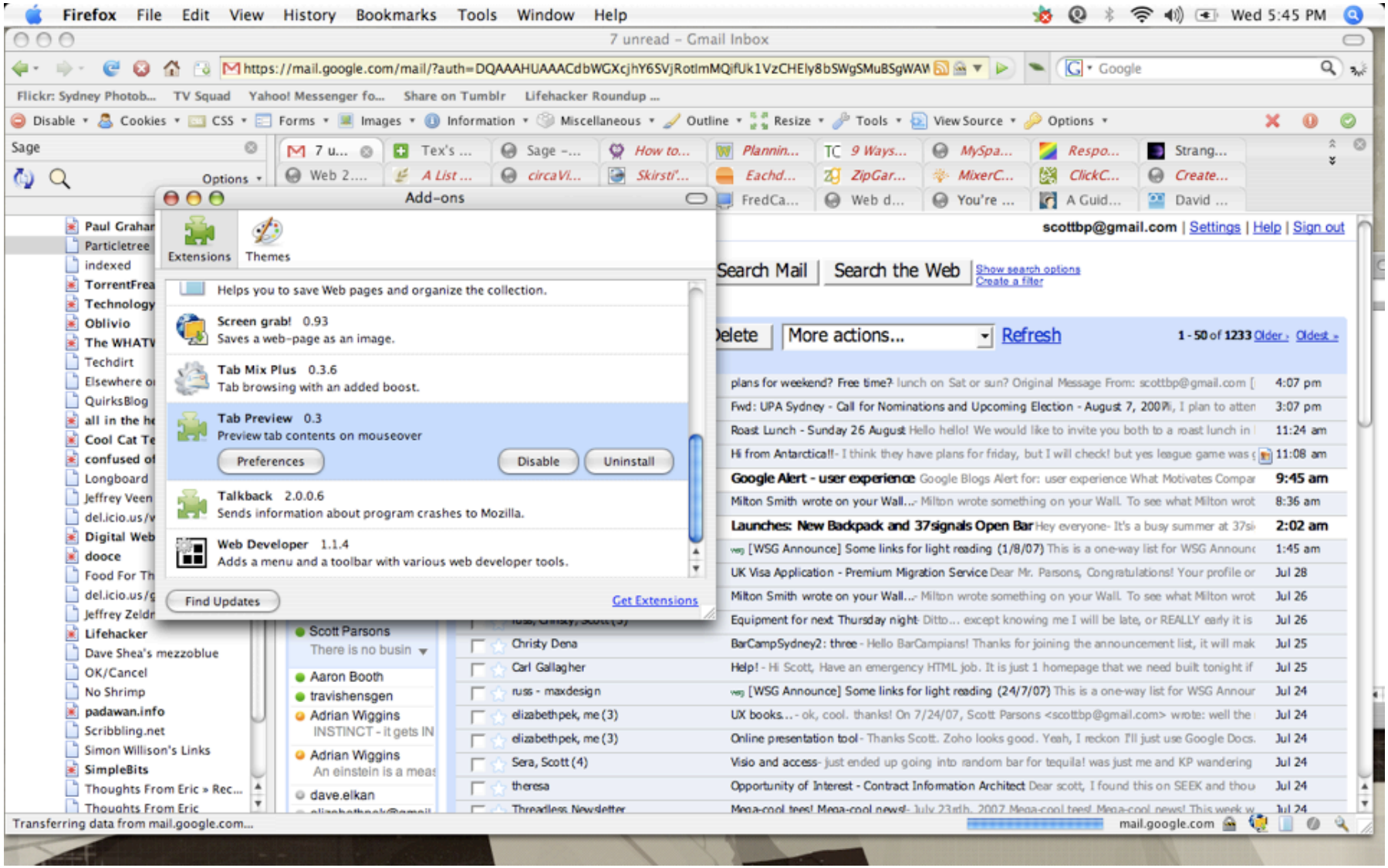
Scott Parsons - FW: Hi Scott

Scott Parsons - FW: IA documentation

Richard Dixon - Fwd: Jamie Oliver's Cookbook

(7) Engadget

- Beijing turns to Nissan for citywide navigation system
- Perspiring man electrocuted by his PC
- DirecTV TiVo owners to get update in early '08
- Tascam intros bass / vocal DAP trainers
- Apple iPhone update 1.0.1 released!
- Nintendo of America's George Harrison to retire
- Apple gathering press for Mac event next week


Firefox File Edit View History Bookmarks Tools Window Help
Wed 5:45 PM
7 unread - Gmail Inbox
Add-ons
Extensions
Themes
Helps you to save Web pages and organize the collection.
Screen grab! 0.93
Saves a web-page as an image.
Tab Mix Plus 0.3.6
Tab browsing with an added boost.
Tab Preview 0.3
Preview tab contents on mouseover
Preferences
Disable
Uninstall
Talkback 2.0.0.6
Sends information about program crashes to Mozilla.
Web Developer 1.1.4
Adds a menu and a toolbar with various web developer tools.
Find Updates
Get Extensions
scottbp@gmail.com | Settings | Help | Sign out
Search Mail
Search the Web
Show search options
Create a filter
More actions...
Refresh
1 - 50 of 1233 Older › Oldest »
Transferring data from mail.google.com...
mail.google.com

I personalise

But

AU.MySpace.com | Help | SignOut

International

MySpace | People | Web | Music | Blogs | Video | Events | Groups ▶

Search

powered by Google

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Hello, tex!

View My:
Profile | Pics | Videos | Blog
Comments | Friends | Groups

Edit Profile
Account Settings
Upload / Change Photos
Add/Change Videos
Manage Calendar
Manage Blog
Manage Address Book

1 Aug 2007

Your Network:
194,389,508

Profile Views:
0

Last Login:
1/08/2007

Show My:
Ranking Score
Favourites
Invite History
Classified Posts
Bulletin Posts

Help

Pick your MySpace Name/URL!
Click Here

▲ advertisement

Status and Mood

tex is in your extended network. Update.

Cool New People

Jayde

James (AKA doodle)

Featured Profile

Bourne in Trailer Park

writewith.

about • faq • feedback • blog

New Doc » or create from file:

Browse... Create

(choose any text, doc, rtf, odt, or html file)

Search Hi, textests

(home, people, preferences, logout)

Home

Filter by tag:

Search:

Search

Name	Owner/Participants	Your upcoming tasks	Last update
tex tests this		Write (due 2 months ago)	2 months ago

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Sometimes I don't

Sometimes

I can’t be bothered

This is what people say

“Too hard”

“I already have everything I need”

“I simply can’t be bothered”

But

“Everybody lies”

house, MD

“Everybody lies”

house, MD

If
personalisation
is

getting

What

you

want

You just have to get people to want something.

(1)

The idea of Ambient personalisation is

That the user gets personalisation, just by using the site

That the user gets personalisation, just **by using the site**

Define

Ambient: of the surrounding area or environment

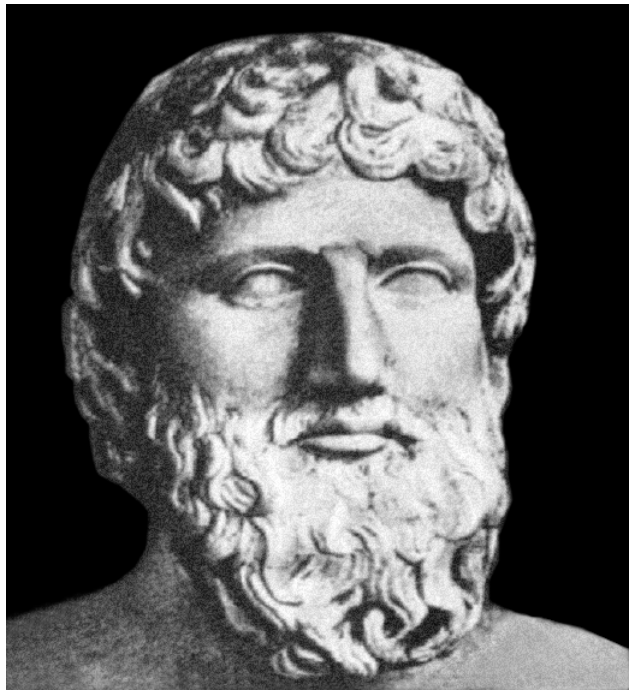
Personalise:
make personal or
more personal

right...

But what does that mean?

Increasing the utility of a site by reacting to how the users use the site

Human behavior flows from three main sources: desire, emotion, and knowledge.



Plato

Desire lines

Three choices

Block the path

Let people just use the desire lines

Pave the new paths

ok

So you can't just pave the whole world

(2)

A case study

Jan wants
organic peas

jan goes to the supermarket site

Where are the peas?

Is there an organic section?

A fresh vegetable section?

A pea section?

Probably not a pea section?

Redgrape
199
Mango
27

Easy Ambient Personalisation

People who bought this also bought

Last time you shopped for

Hard Ambient Personalisation

Tailoring the homepage

Last time you bought organic food so...

This time show organic food upfront

Remembering the user's preferences

Saving last times shopping list

Offering recipes and additional items

Developer's Nightmare Ambient Personalisation

Change structure of site and hierarchy of information

Dependent upon user choices

Adapt site to allow user's paths to become smooth

The taxonomy has to expand

In the past, everything had its one place--the physical world demanded it.

but now everything has its places: multiple categories, multiple shelves.

Simply put, everything is suddenly miscellaneous.

David Weinberger

(3)

Beyond the case study

Intelligent search

Search that watches your search behaviour

And filters

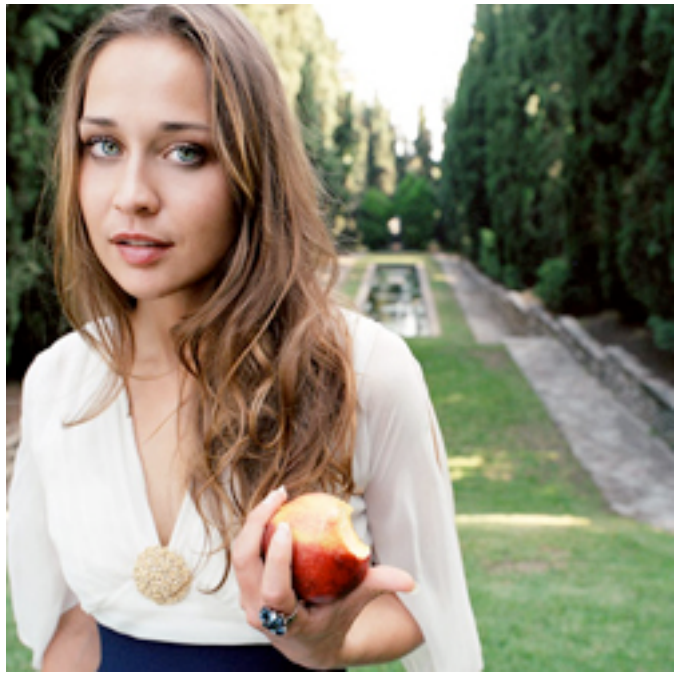
If you always search for computer terms

And you search
for apple

You get

Apple Mac

Not



Fiona Apple

Email filtering agents

Not spam filters

But behaviour filters

Doug from work

Keeps sending email jokes

Bad jokes

And the occassional work email

How about a filter that learns which ones you want to read?

（４）

Issues

Privacy

You don’t wanna
freak people out

Or break laws

Physical world limitations

People still expect physically limited hierarchy

They map their understanding

of the
electronic world

To the physical world

When you are not yourself

When I buy a hello kitty purse

For my niece

I’m not being myself

(5)

One of the keys to usability

Is understanding users

How much better if we designed our systems

To understand users

Questions?