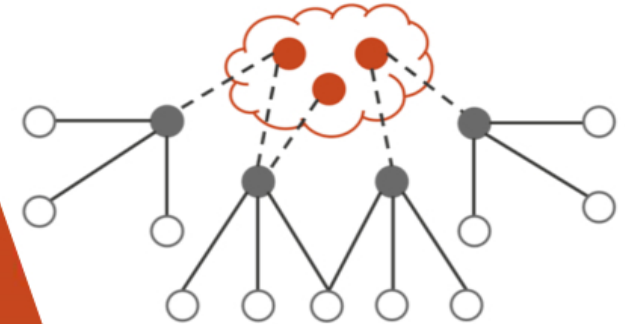




Hochschule für Medien
Kommunikation und Wirtschaft
University of Applied Sciences

H M K W

Research Topic: Interaction and Business Model Design Patterns to Foster Adoption of Innovation



Celtic-Plus Proposers' and Networking Day, 25.06.2014

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I have the keys to your house.

I am sleeping in your bed.

I'm rating your risotto.

I AM EATING YOUR FOOD.

WIRED Magazine 5/2014: "From Airbnb to Lyft, the sharing economy is rewiring the way we interact with each other."

TRUST ME



I am watching your dog.

I'm using your belt sander.

I am driving your car.

I know where you live.



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Research Interest: Adoption of Innovation.

- We explore interaction and business model **design patterns fostering adoption of innovation.**
- We evaluate the psychological insights and evidence behind these patterns.



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Research Interest: Adoption of Innovation.

- **Innovation** requires **changing activities** of customers and business actors.
- Business and interaction designers try to stimulate these changes, usually based on empirically weak assumptions.
 - **Which** design strategies and patterns do they apply?
 - **What** is the empirical evidence for the effectiveness of these patterns?
 - **How** may they be improved to facilitate desired actions?



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Research Interest: Application Fields.

- **Sustainability / Green Gamification:** How to apply game mechanics and feedback to promote sustainable lifestyles?
- **Driving:** How to improve safety by monitoring driver behavior, providing feedback and leveraging incidental learning?
- **Sharing economy:** How to enhance trust-worthiness (e.g. through identity management, ratings and analytics such as trust score)?
- **Healthy living / quantified self:** How to optimize health or productivity through quantification, feedback and sharing?



Thank you for your attention!

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University of applied sciences for media, communication, and management (HMKW)

- HMKW is a privately owned, state-approved university of applied sciences with branches in Berlin and Cologne, Germany.
- Undergraduate and (from 2014) master programs are dedicated to Media- und Business Psychology, Journalism and Corporate Communication, Graphic Design and Visual Communication , Media- and Eventmanagement.
- Interdisciplinary research at HMKW focuses on **user experience** and **medialisation of society**.

