

FIA session 3.4 room 7 User in Control

Rapporteurs/Organisers: Andrea de Polo (Alinari 24 ORE spa), Nick Papanikolaou (HP Labs)

Session summary

Part 1: Presentations

The first talk of the session, by Andrea de Polo, discussed cloud storage by example, citing several established cloud services including Apple iCloud, CloudMe, Adobe Carousel. The speakers presented some of the key features and benefits of these offerings while also mentioning security and privacy issues that impede wider take-up of these services. The second presentation, by Gianluca Ripa, emphasised the difficulty of adapting online service offerings to the threats that exist and particularly the different actors that emerge dynamically as services are created and used. Examples of services mentioned and associated events included EXPO 2015 and INDENICA. Ripa emphasised the need to develop goal-based requirements modelling techniques in order to cope with users' needs. Sofia Rute spoke about user-centric wireless loop services (ULOOP), and how user-centric networks are changing the way internet access is provided and costed/charged in the real world. She discussed trust issues in ULOOP and presented an architecture that would help cope with these. Edel Jennings outlined some of the User Centred Design (UCD) approaches for user research and evaluation in the SOCIETIES FP7 project. SOCIETIES envisages the integration of pervasive and social networking computing technologies will offer users' novel opportunities to discover, connect and organise, people, communities, things, and resources across digital and real world contexts. The wisdom of the crowd, social sharing, social gamification, technology mediated social participation, and social influences are observed as important concepts in emergent social networks and ubiquitous computing. Finally Amardeo Sarma discussed identity management solutions and how they could be made more user-friendly and effective; he spoke about a hierarchical trust model and the possibility of developing better ID management systems in the future.

Part 2: Q&A Session and Panel Discussion

During the Q&A session (second part of the event), it came out that emerged clearly 2 main outcomes from the presentations:

1. How user utilize the technology-and Cloud- (including user behavior and user access and privileges)?
2. What can be done to address usability concern that end users might have?

During the panel discussion we covered a series of situations that users can expect or be interested in, such as: events, online storage and personal content archiving, presentation of memories, social science prospective

- The first question that was addressed was: how do you feel trade-off between usability and security? The answers from the audience ranged from: if too simple or too hard to be implemented. Also different level of usability and more specification for user settings and information about consumer privacy and personal data protection. Different level of trust for different usages/services/purposes should be available to the end user. Generally speaking the audience agreed that it is important to think and provide a more extensive and long term user support and provide more options/personalized settings during end user experience. A major dilemma was regarding the user experience and if user had to be indeed more educated before/during his online experience?
- The second question was: why Apple is so unique? The answers ranged from the top notch and unique design of Apple, which cares so much about every single detail, from packaging to the final product, but also because the usability prospective an user experience with Apple products is considered truly unique. Also Apple is a vendor that is capable to turn products into status symbol and award winning objects.

The Q&A ended with a general consensus where iCloud and personalized access can work especially when trust and user privacy are guarantee. Trust is the key of this technical cycle.