

# Mobile Prosumer



## The idea of the Mobile Prosumer

**Provide relevant product information to the consumer on his mobile phone. The Mobile Prosumer aggregates content from various online sources for display on a mobile phone, using Near Field Communication (NFC) to facilitate interaction between product and consumer.**

### A typical usage scenario for the Mobile Prosumer

Imagine: You are in a large electronic store on a Saturday with a lot of other people about to buy a new TV flatscreen for your home cinema. You have already checked some websites at work, where different products are compared, but there are some fancy new models you cannot remember from your web search and an older model you were not sure about, but which is now lowered in price. You definitely want to buy one that exact day.

What would you do?

- Wait to ask the stressed shopping assistant who wants to sell the most expensive product anyway?
- Or call your tech-savvy friend George to help you?

With the Mobile Prosumer you can simply fetch your mobile phone, scan the code from the product you are interested in and get all the relevant information delivered to your mobile phone display within seconds.

### Our approach

- Research in real life scenarios by experiments and action research methodology
- Near Field Communication (NFC)
- Service oriented architecture (SOA)

The mobile Prosumer is a case study and prototype currently developed in Berlin, Germany. The prosumer prototype is to be tested in a RFID enabled part of the Kaufhof store in Aachen, Germany in 2007, in cooperation with Nokia and Philips. We seek more discussion about the actual setup, functionality and content sources and mainly the acceptance of such solutions with consumers in consumer scenarios. As NFC might be the break-through achievement of learned interaction with mobile devices and the advancements of wireless near field standards, consumer solutions become possible.

## Setup

Currently we are developing a vertical prototype for use with Nokia 3220i phones (See Figure 1). We are also evaluating various content sources: product comparisons and product tests from commercial sites (like test.de), user generated product descriptions, ratings and usage experiences. Possible new functions such as personal content selection, collaborative filters, “add product to shopping cart and send home” need to be discussed.

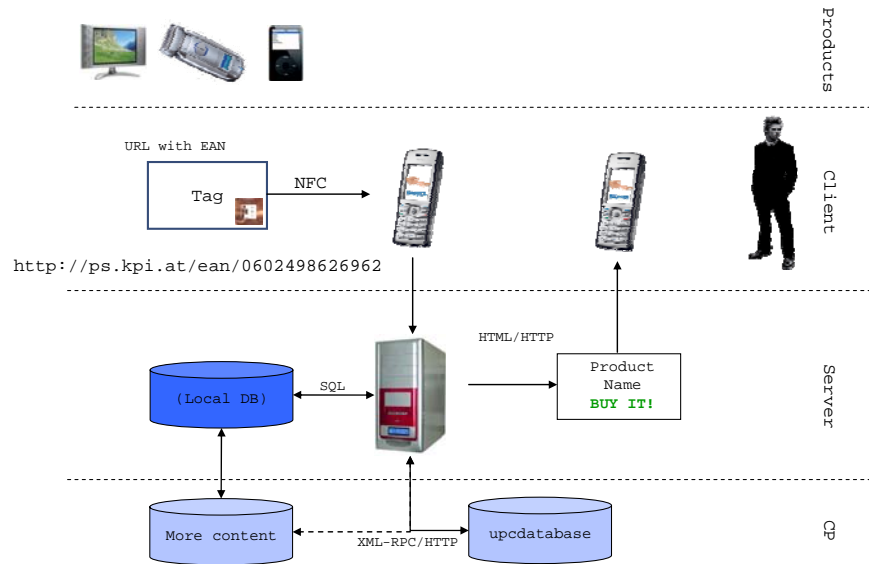


Fig. 1: Mobile prosumer vertical prototype setup

## User benefits

The Mobile Prosumer helps consumers to get relevant product information at the Point of Sale. It is currently a service accessible from any mobile phone via a standard WAP/Webbrowser. At the moment we are using NFC enabled phones for scanning RFID to compare with sales assistants approach and EAN barcode recognition with mobile phone cameras. The Mobile Prosumer furthermore aims to aggregate free and paid content from various content sources. At the moment we are still looking for reliable and high quality content partners. Additionally, we are thinking about creating an infrastructure for free independent collaborative content, such as “wikipedia for products”. In a next step user management and community filters can be added to personalize content aggregation to increase acceptance.



## Contribution to workshop / Open questions

We would like to present the idea and the setup at the workshop. Open questions are: What kind of ecosystem is needed to show the advantages of the application to a broad audience? Which content is relevant for consumers? Which content is suitable for retailers? Is touching allowed in retail scenarios? Is technology irrelevant in shops? What would be a suitable interface design? How to implement the one-click-strategy? Will item-level tagging possibly generate the key ecosystem for NFC? What could be the use case beyond retail setups? We would be glad to discuss these issues with the audience at the workshop.

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