

# SMART Internet Technology Cooperative Research Centre

## *An Internet for Transactions*

*A User Perspective to Inform Future Business Models*

Presented by

Professor Emeritus Reg Coutts

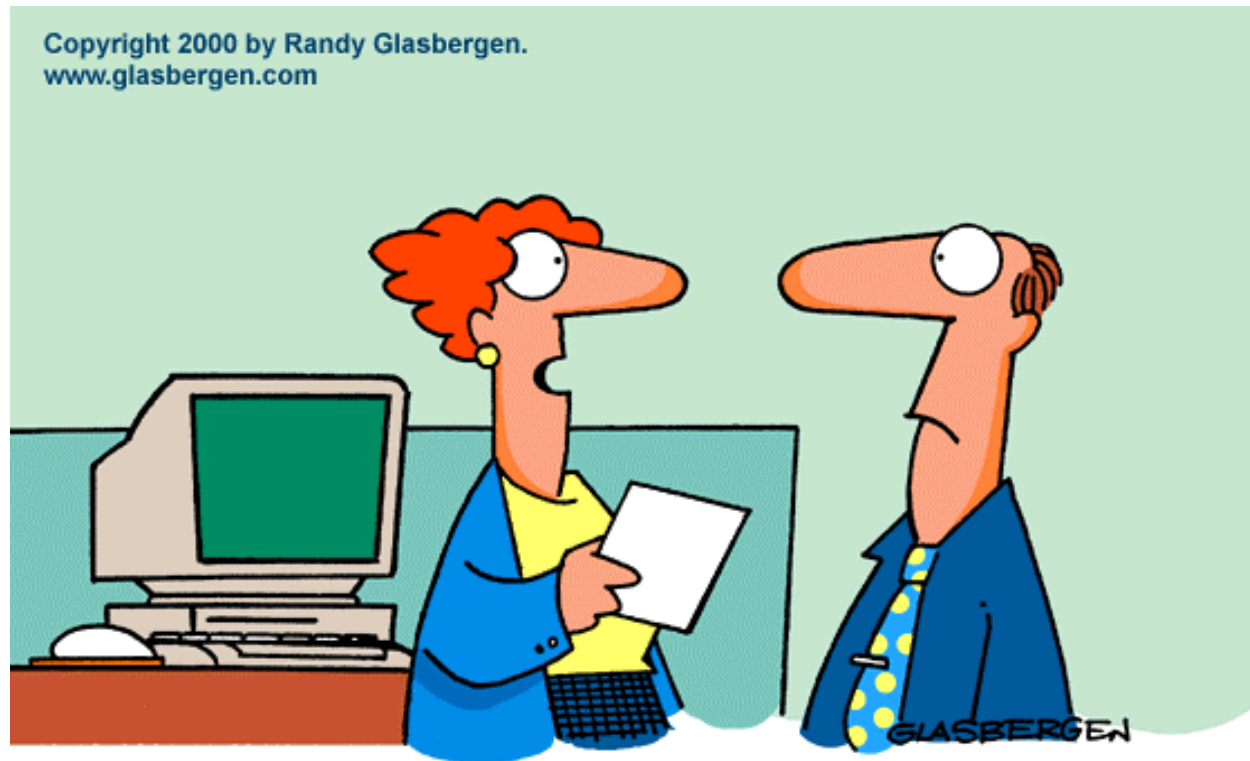
Managing Director, Coutts Communications

[reg.coutts@adelaide.edu.au](mailto:reg.coutts@adelaide.edu.au)

# Summary

- Introduction
- Research Context and Approach
- The Research Program
  - “Unlocking User Bottlenecks”
  - “Moving Users Up the Value Chain”
- Summary of Findings
- Implications for Future Business Models
  - “Re - conceptualise the net for transactions”
  - “m-commerce is NOT mobile e-commerce”
- Conclusions

# Context - “The Promise (Threat) of the Internet”



"OUR COMPETITION LAUNCHED THEIR WEB SITE, STOLE ALL OF OUR CUSTOMERS AND PUT US OUT OF BUSINESS WHILE YOU WERE IN THE JOHN."

# Internet for Transactions

- Previous research
  - mainly US focused and transactions are market (context) specific
  - Narrow focus (eg buying goods)
- Need for more “fundamental understanding” to explore “trust” as predictor of consumer behaviour
  - Anthropology
- Industry Crash
  - Supply side push

# Context - “WAP and The Mobile Internet”

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**"E-mail, voice mail, web pages, stock quotes,  
news, banking...that's a lot of responsibility  
for such a little guy!"**

# Research Approach & Program

- “Unlocking User Bottlenecks”
  - Focus groups to understand aspects of *user trust*
  - Interviews with Service Providers (as Experts)
  - Focus groups with mobile users with technology demonstration
- “Moving Users Up the Value Chain”
  - National telephone survey to dimension trust
    - Based on focus group findings on trust (above)
  - Focus groups with segmented mobile users with technology demonstration
    - Gender, age and socio-economic status (+ disability)

# Broad Findings

- “Unlocking User Bottlenecks”
  - Perceived trust a major inhibitor
    - the internet seen as a **new** *channel* (elements identified)
  - Service providers view : don’t underestimate user ‘savvy’
  - Mobile : seen as an extension of self
    - mobile internet an additional **different** *channel*
- “Moving Users Up the Value Chain”
  - Low level of trust of the net by internet users for transactions
    - Security, confidentiality, privacy MAJOR barriers (*perceptual!*)
  - Broader potential market appeal of the mobile internet
    - Across all demographic groups
    - Can be understood as *technology consumption* through
      - Adoption, Adaption and Transformation

# The Major Bottleneck to Transactions

Improvement suggested N= 1574	%
Increased security/confidentiality/privacy	41
Faster online responses	6
Quicker delivery of goods	3
Wider options of payment/alternatives to credit card payments	3
Better navigation arrangements	2
Better design of sites	2
Better description/more information about goods	2
More user-friendly/easier to understand	2
Wider range of goods	1
More personal contact	1
Confirmation of orders/receipt numbers	1
Customer service/help desk availability	1
Lower prices	1
Reimbursement/ compensation if problems	1
Information on suppliers	1
Easier ordering instructions	1
Less downtime of sites	1
Governing body needed to oversee sites	1
Don't know/Not est.	23

*Sitting down to the computer, Lee, was somewhat worried about the World Wide Web but what was much more troubling was “Where in the world was the World Wide Spider?”*

# Allowing the User to Speak

QuickTime™ and a YUV420 codec decompressor are needed to see this picture.

# Implications for Business Models

- Need to re-conceptualise an internet based service product for transactions to look like a *direct dedicated service connection* where:
  - The Internet is “hidden from view”
  - It emulates the telephone which has “greater trust”
  - An alternative terminal to the PC would be an advantage!
- A mobile internet has some of these qualities
- Value proposition for a mobile internet based service *very* different to the fixed internet
  - Value around context and convenience
  - User interface more restricted
  - Cost of supply VERY different

# A Case Example

- Product requirement
  - A chat board for elderly people at night : “Night Natter™”
- Design informed by User Research
  - NOT a PC based service as viewed as “too complicated” and they “might make a mistake”
  - NOT a mobile service as “too expensive”
  - They all use the telephone
- Idea for service design
  - Disguised mobile (different case with 3 buttons and display) for alert messaging and display
  - Use the fixed telephone to chat!

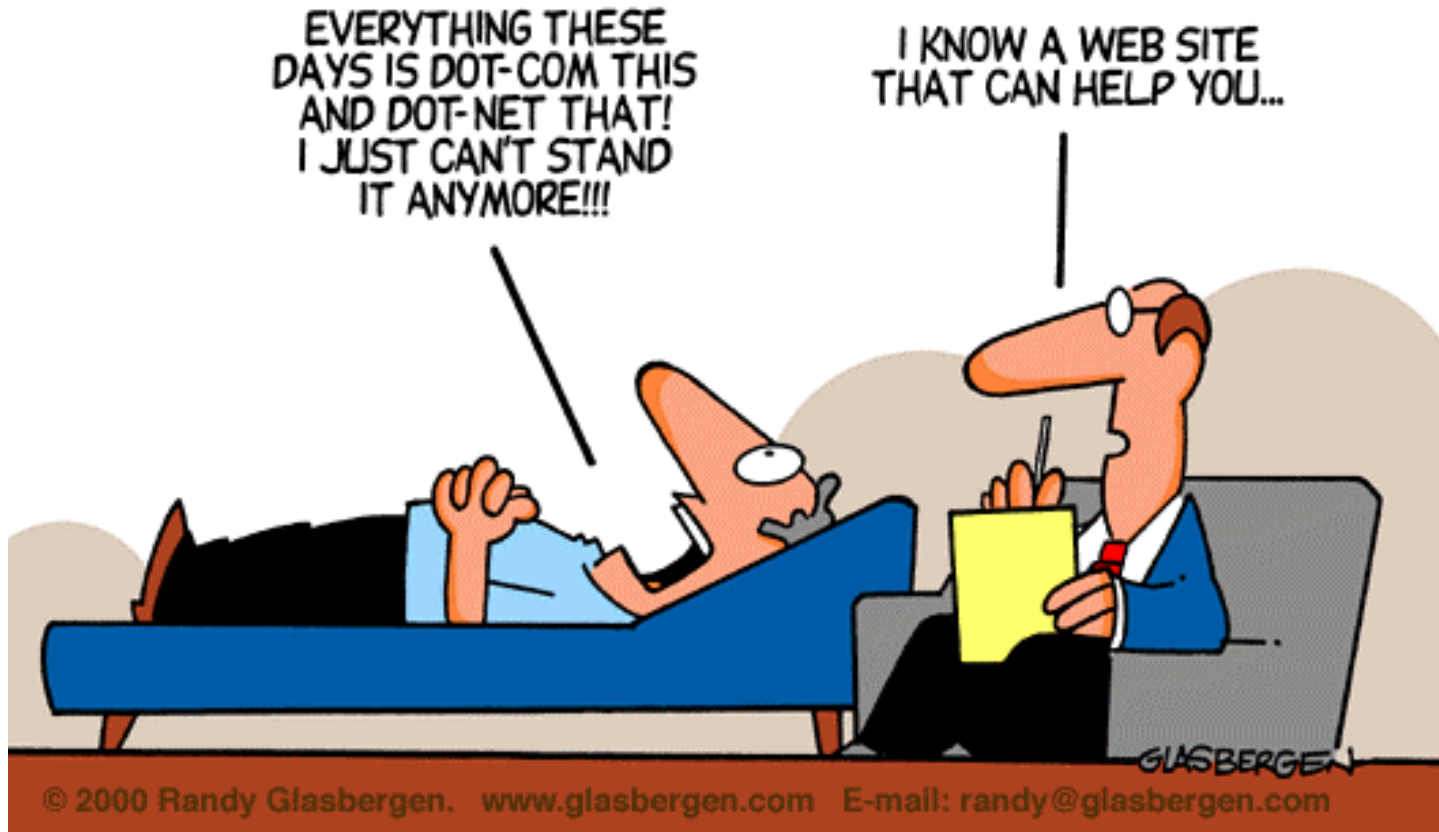
# Conclusions for New Internet Products and Services for Transactions?

- The internet is attractive to the industry and technologists
  - Many interconnected networks
  - Packets and network clouds

But these *same elements* produce anxiety and user mistrust and therefore needs to be “*hidden from view*”

- Evolution of mobile internet will be broad but based on the pattern of *technology consumption*
  - evolution of market segments based on context and convenience ( not socio-economic!)
- More user based research required (identifying complex human factors) in different markets important as cultural context is key

# Listen to the User!



# Not a Silly Thought!

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**“This one doesn’t do anything. It’s the perfect gadget for those times when all you need is a little peace and quiet.”**