

## Semantic Web as enabling technology for m-commerce personalisation: Scenarios

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## Agenda

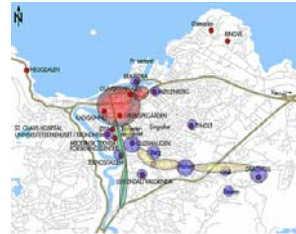
- The MOSES project
- Wireless Trondheim
- Scenarios
- Profiles
- Conclusions and future work

## The MOSES project

- Model Driven Service Development for the Semantic Web
- 2004-2008, one PhD student, one researcher
- Project leader: professor John Krogstie
- Industrial partners (finance, telecom, oil and gas)
- Personalised profiles and context-aware services to introduce added value to mobile applications

## Wireless Trondheim

- First phase of the development



## Scenarios

- Two weeks of Jason's life with Wireless Trondheim as a starting point
- Background: single, 35 years old, no children, wealthy
- Main attributes: experienced with computers and Internet, impulsive, loves techno-gadgetry

## Monday: Out shopping – special offer

- Registered at a shopping centre (location)
- Special offer notification
- Simplified purchase process

## Friday: Shopping follow-up

- Follow-up notification about matching accessories
- Makes a reservation, so that he can try it out later on

## Next week: Project meeting lunch

- 5 persons in the team
- Near-by restaurant reservation to be made according to collaborative community, preferences, previous experience
- Chooses one from a list, and makes a reservation
- Simplified payment

## Tuesday: Jason is very interested in football

- Subscribes services from a RBK service provider
- Profile editing possible
- Information access
- Special offer tickets
- Simplified purchase process and pickup of tickets

## Friday: Birthday reminder

- Preferences, history
- Profile exchange
- Special personalised offers
- Composition of several services to accomplish goal

## Personal profile

- Three layered profile combined with surrounding context

|                      |   |
|----------------------|---|
| Temporal interests   | 1 |
|                      | 2 |
| Stable interests     |   |
| Personal information |   |

- Investigate and demonstrate the utility of the Semantic Web approach using ontologies as a viable approach to support the personalisation services

## Conclusions and future work

- Wireless Trondheim will enable a development and evaluation platform for personalised services
- Personalisation will bring customers and service providers closer together
- Try using Semantic Web technology to increase users' abilities to easily express what information and services they need



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