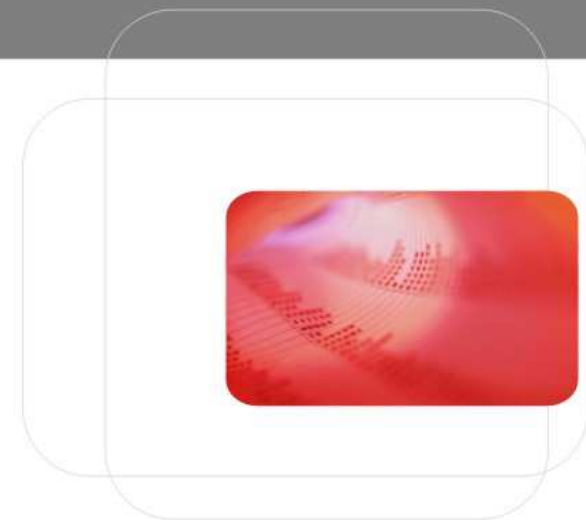


**VODAFONE GROUP  
\_RESEARCH AND DEVELOPMENT**



**A Timeless Way of  
Service Categorization**

Understand the Personality of  
Future Communication Services  
29 Mar 2006



# The Ultimate Challenge for the Future of Communication

Page 1

GROUP R&D

So, what shall we do, now  
that we can do everything?

Bruce Mau,  
Author of "S,M,L,XL"



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  - Activity Systems
- Typologies: Specify the 'Service Character'
- How to capture the Typology of a Service
- Wrap-Up



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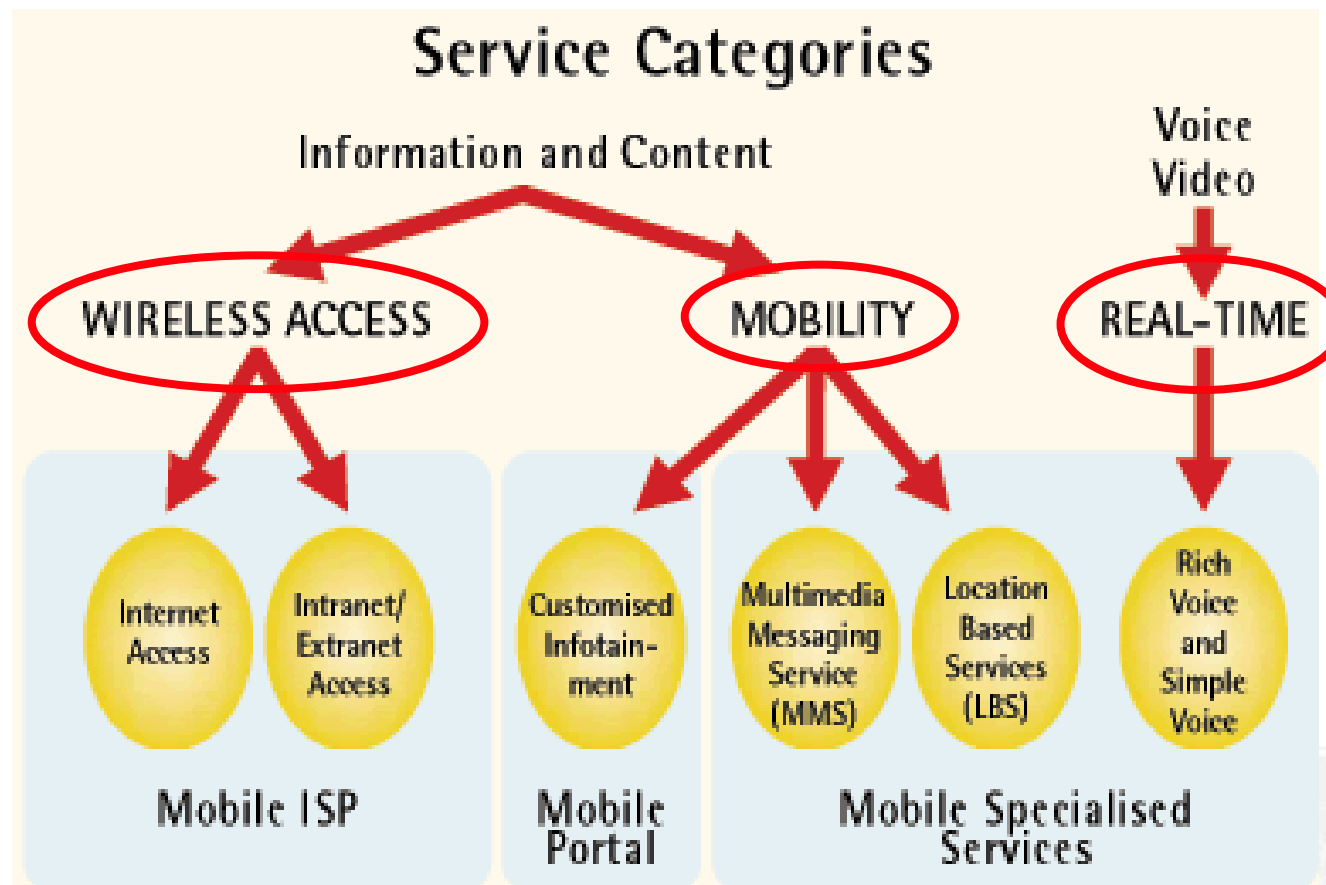
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# The Rise and Fall of the Hitherto Existing Services Categorization



*Analysis of the future mobile market by The UMTS Forum considers six principal 3G service categories*

Source: UMTS Forum, <http://www.ums-forum.org>

These categories fail to address the need to understand services

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## Limit Service Descriptions to Their Very Essentials

### 1. No biased interfaces

- \_ keyboard/mouse, voice, gestures, touch display, ...

### 2. No limiting form factors

- \_ mobile phone, notebook, desktop, PDA, smart phone, wearable

### 3. No usage constraints, i.e.

- \_ Unlimited power supply
- \_ Bandwidth abundance
- \_ Workflow convenience: no/short login, no hardware break-down, full-fledged transparent security, ...

### 4. No prejudice about network connection (fixed vs. wireless)

### 5. No billing or charging (exception: it's the basic service idea)

Eliminate 'mental constraints' to unveil *generic* service idea

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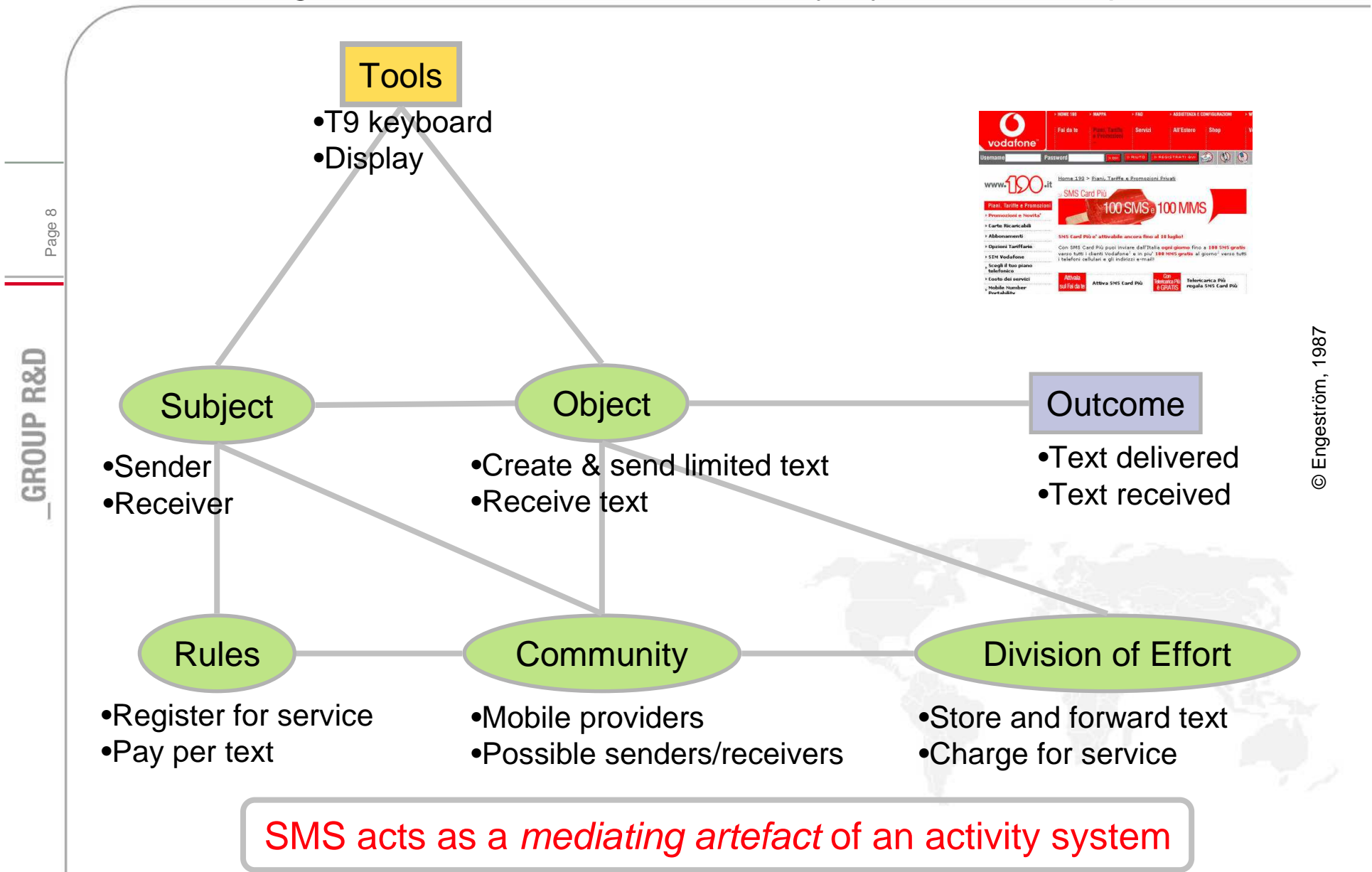
GROUP R&D

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# Describing a Service in Context of Activity Systems: Example SMS



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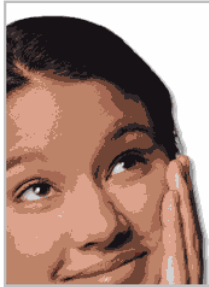


# Service Typology: The 'Soft Side' of a Communication Service

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GROUP R&D

Aliza



- age 33
- Blue-grey eyes
- Physics PhD
- Financial broker

- is a proactive person
- gets impatient sometimes
- interested in people and activities



person's typology

SMS



- allows transfer of text
- limited to 160 characters
- costs 19 €C

- helps to keep in touch
- could be impersonalized
- can be context-rich or just a sign-of-life



service's typology

Think of service soft facts as details of a dating profile

# Content

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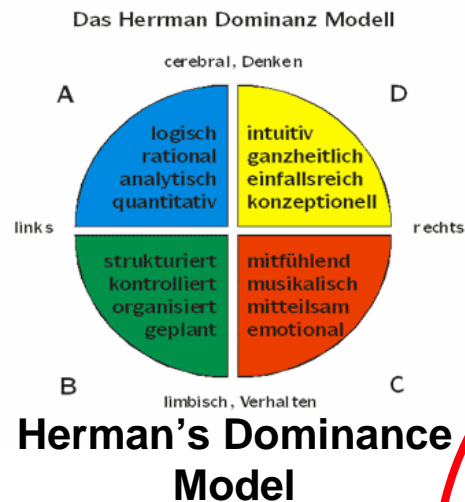
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# Measuring a Service's Typology: Lessons from Human Psychology

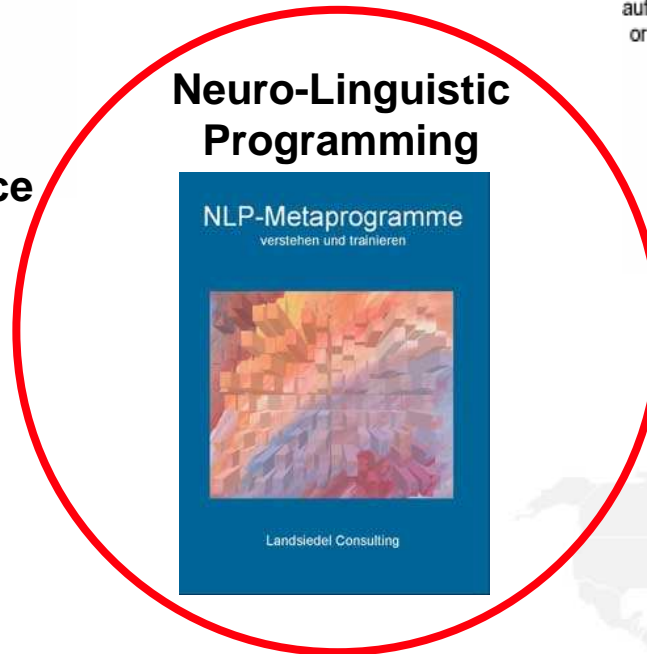
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ISTJ	ISFJ	INFJ	INTJ
ISTP	ISFP	INFP	INTP
ESTP	ESFP	ENFP	ENTP
ESTJ	ESFJ	ENFJ	ENTJ

Myers-Briggs



Insight Discovery

Major step: Transfer psychological theory to service engineering

# Describing a Service in terms of Neuro-Linguistic Programming

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GROUP R&D

## — Copying strategies

- Reactive or proactive?
- Procedures or options?
- Details or big picture?

## — Reference systems

- Self or others?
- Differences or sameness?
- Separated or congruent?

## — Topics addressed

- People?
- Locations?
- Activities?
- Knowledge?
- Things?

## — Timeline focus

- Past?
- Present?
- Future?

4 relevant categories can describe a service's 'soft side'

## How to Measure a Service's Typology?

### — Technical approach (= operational, rational)

1. Explore the 'inner' service structure: menus, dialogue and representational structure, content format and meaning, workflow (expected, real!), ...
2. Match analysis with NLP categories

### — Assessment approach (= gut feeling, perception)

1. Identify a suitable instrument to measure people's assessment of a service (questionnaire, graphical, ...)
2. Collect assessment data
3. Calculate average
4. Match calculation with NLP categories

Both approaches show benefits and disadvantages

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- **Wrap-Up**





## Wrap Up

1. Communication services possess an inner 'character'
  - \_ beyond technical parameters or business facts
  - \_ with an individual 'fingerprint' beyond functional specifications
2. We can describe this character
  - \_ by utilizing psychological tools and models (NLP)
  - \_ in terms of sociology and philosophy to understand human behaviour (Activity Theory)
3. Relevant approaches to measuring a service typology are
  - \_ indirect conclusion: reasoning from architecture and handling
  - \_ subconscious: assessment, individual perception, 'gut feeling'

These Typologies represent a different picture of communication services



## **Stefan Holtel**

Service Creation Mastermind

Vodafone Group R&D .DE

Chiemgaustr. 116

81549 Munich

Germany

+49 89 95410 516

+49 89 95410 111

[stefan.holtel@vodafone.com](mailto:stefan.holtel@vodafone.com)

[www.vodafone-rnd.com](http://www.vodafone-rnd.com)