

Ambient Personalisation & Rich Internet Mechanisms

(or how we learnt to love the cookie)

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So, what's going on?

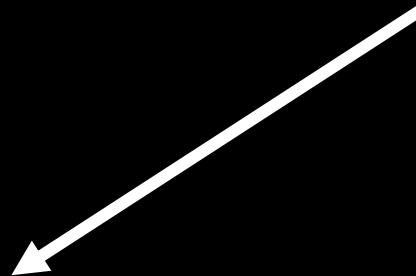
WHAT is Ambient Personsalisation



WHY would you want to do it



HOW do you do it



What → Why → How

WHAT

What do we mean by Ambient?

“The surrounding environment coming into contact with the system or component in question. “

Another definition....

1. **ass groove:** A depression in the cushion of a couch or chair formed by many hours of sitting. First known usage by Homer Simpson.

“Don't sit in my ass groove! You'll mess it up. “



What → Why → How

What do we mean by Personalisation?

“To adapt something to the needs of an individual “



What → Why → How

Think of a car

it's not just pimping it up....

It's making it comfortable

Environment

Entertainment



Steering wheel

Seat

What → Why → How

It's direct manipulation

no intermediate step

What → Why → How

It's easy

set & forget

Not Groundhog Day



shouldn't sites have a memory too?

Ambient Personalisation:

- Site works without personalisation
- Low barrier to use
- Direct Manipulation
- Footprint
- Invisible
- Effective

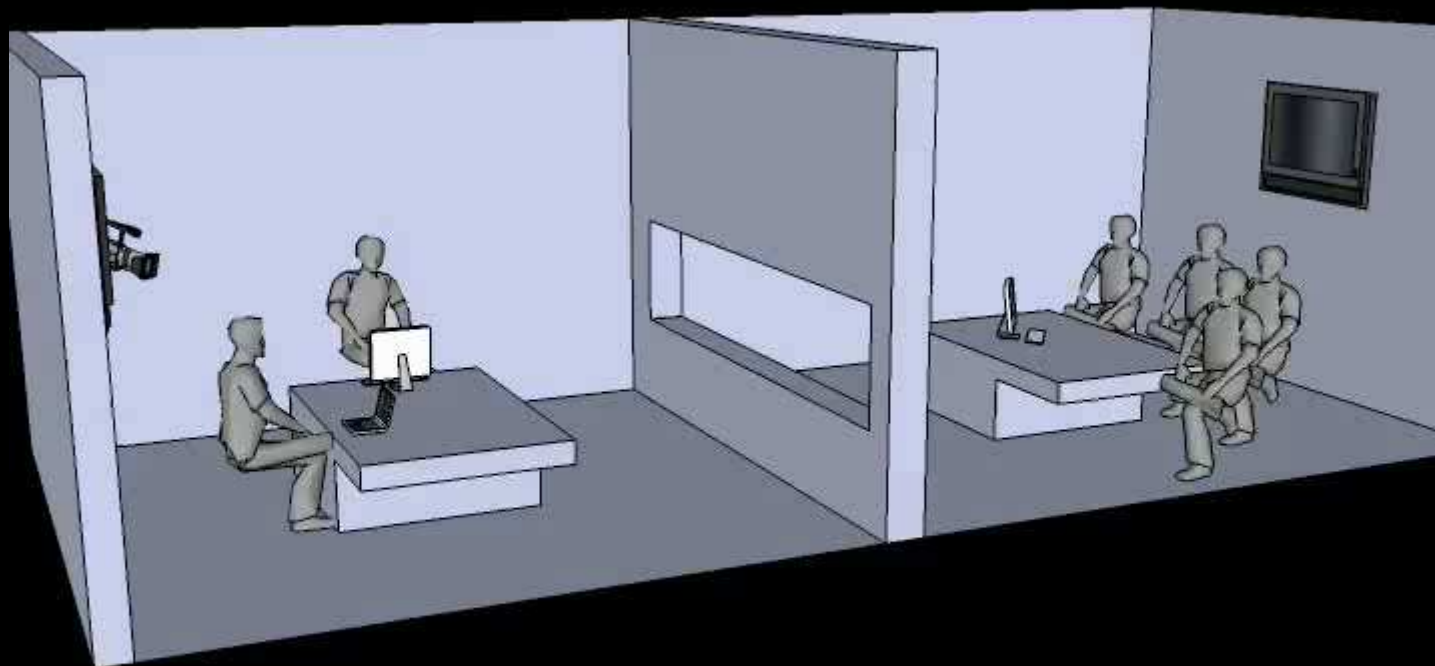
WHY

We talked to users



What → Why → How

In our lab



Thanks to Martin Jopson: <http://flickr.com/photos/level/2697777350/>

A personalised web..

“I only want to see the things I’m interested in “



What → Why → How

A personalised web

“I want it to be mine by just using it”



What → Why → How

Some experiences

of personalisation....

What → Why → How

What I'm sold



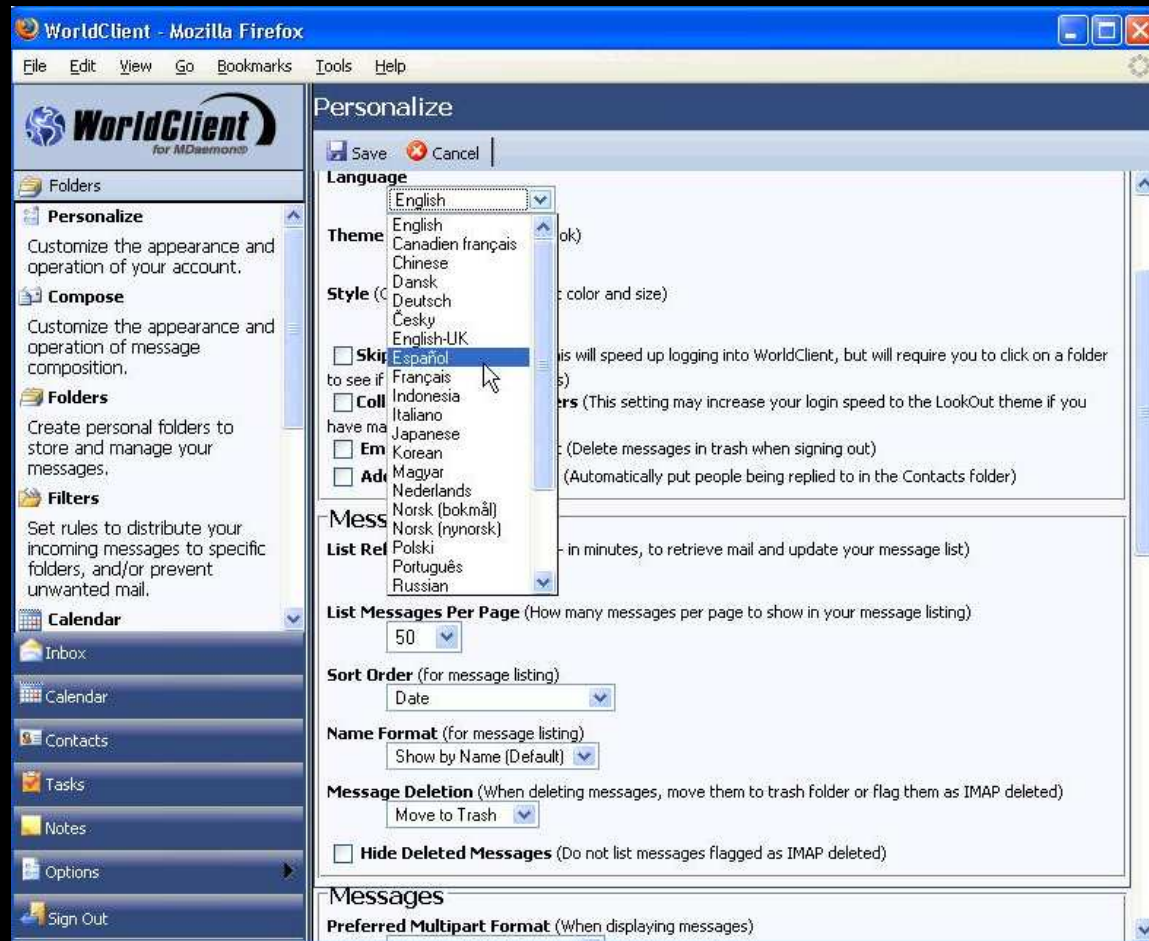
What → Why → How

What I get



What → Why → How

Upfront setup



What → Why → How

We asked users

“wouldn’t do it, had a bad experience in the past....”

“can’t be bothered, too time consuming...”

“I expect it will be difficult...”

What → Why → How

Yet they wanted it

Because

What → Why → How

A personalised web

news is personal

**ONE SIZE
DOESN'T
FIT ALL**

What → Why → How

news
world
entertainment
business
money
tech
travel
sport

What → Why → How



news

world

~~entertainment~~

business

money

tech

travel

sport

What → Why → How



news
world

entertainment

~~business~~

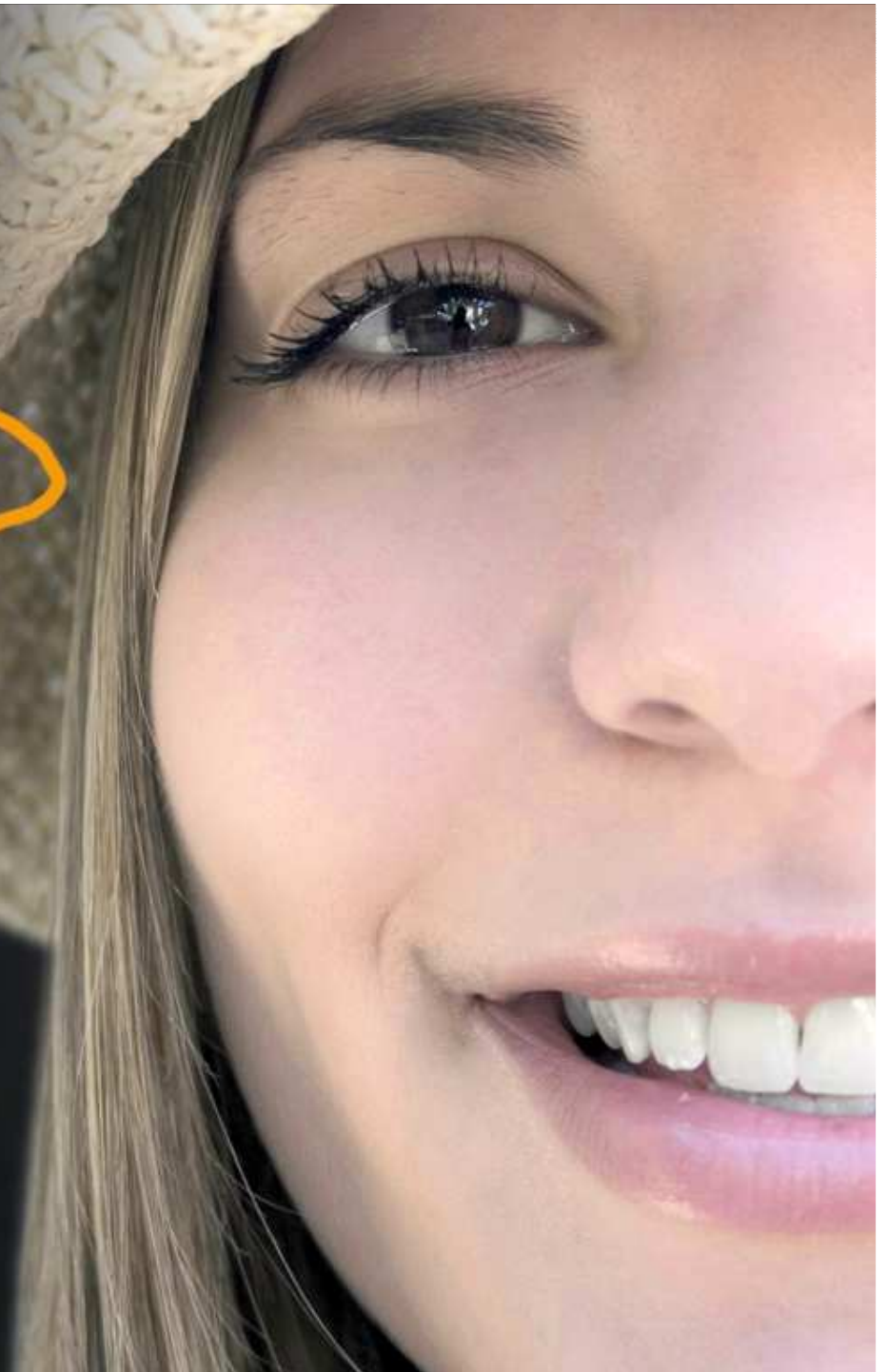
money

tech

travel

sport

What → Why → How



A personalised web

users want

**CHOICE
CONVENIENCE
CONTROL**

What → Why → How

A personalised web

news is local

IT'S THINGS THAT AFFECT ME

“What’s on in Brisbane this week?
things for the family, etc.”

“I’d like state level news or
even news for my suburb – weather, fuel prices.”

What → Why → How

Summary

- One size doesn't fit all
- Missing goal in computing is invisibility
- Form & function intertwined
- Ambient doesn't require upfront work – the user just uses the site
- Personalisation = good
- Setting up Personalisation = bad

What → Why → How

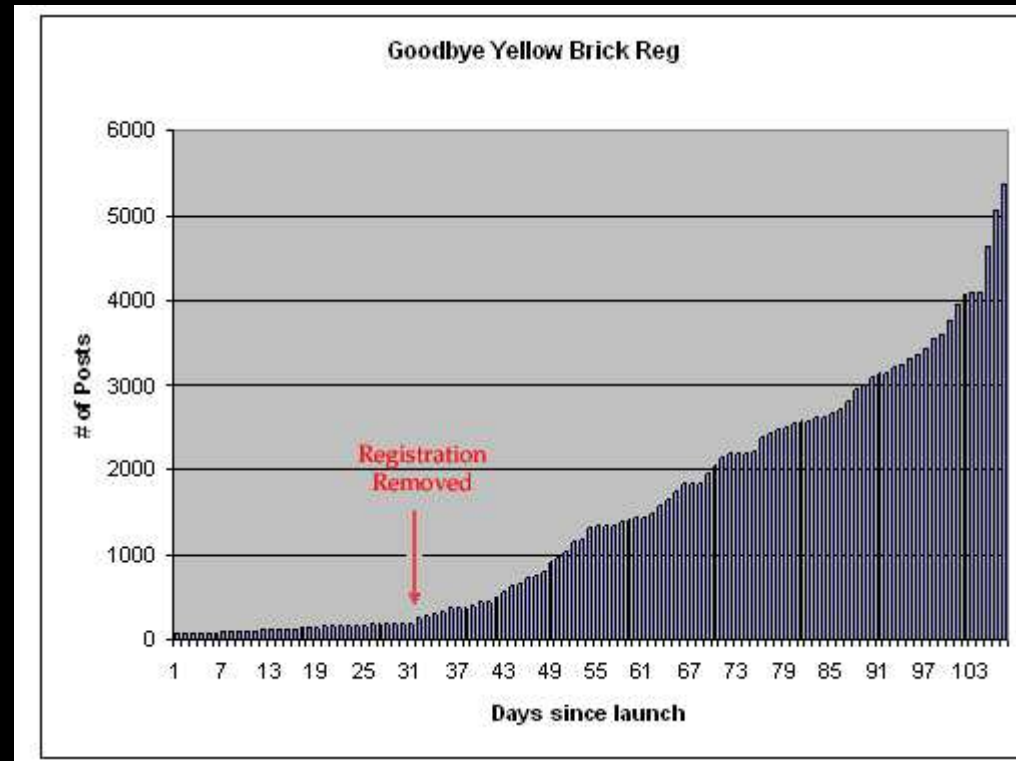
HOW

Works without personalisation



What → Why → How

Effects of removing registration/login



<http://blog.topix.com/archives/000106.html>

What → Why → How

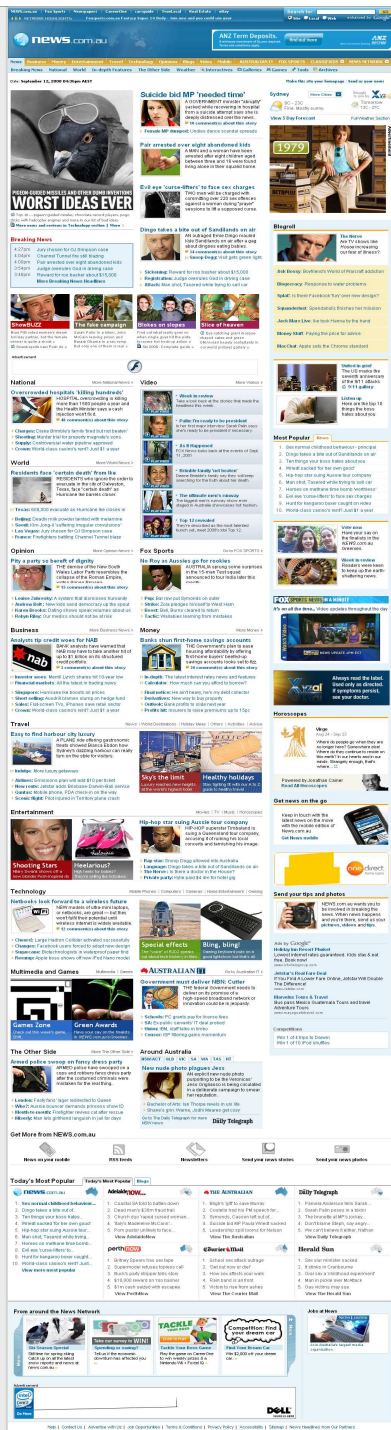
Works without login



Uses cookies to store state

What → Why → How

news.com.au



Rich Mechanisms

Visual News



Time

Editorial

Visual

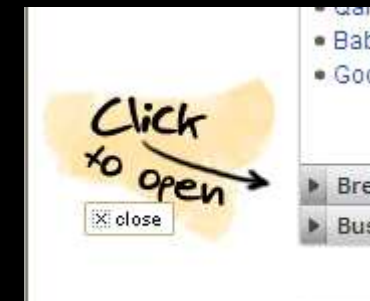
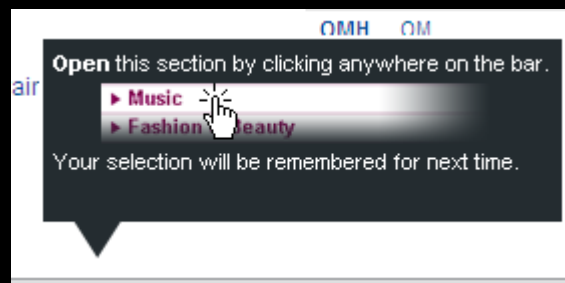
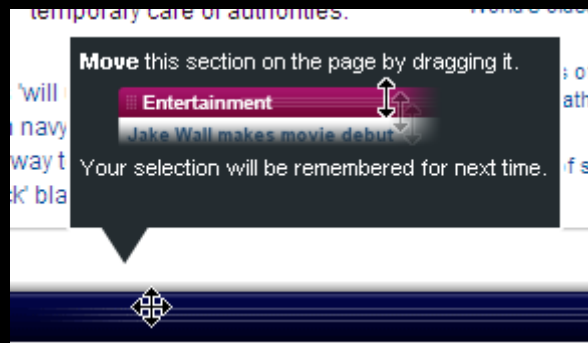
User



What → Why → How

Instructional Scaffolding

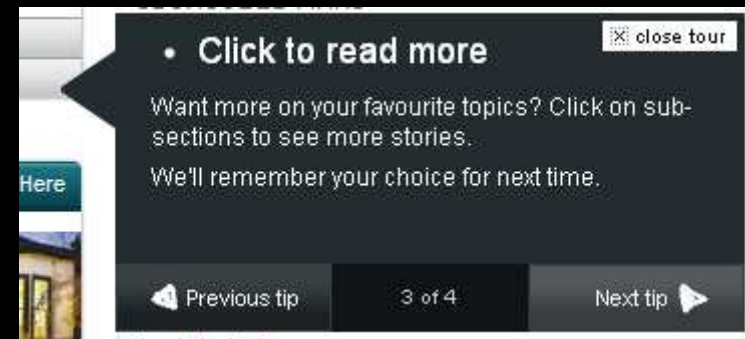
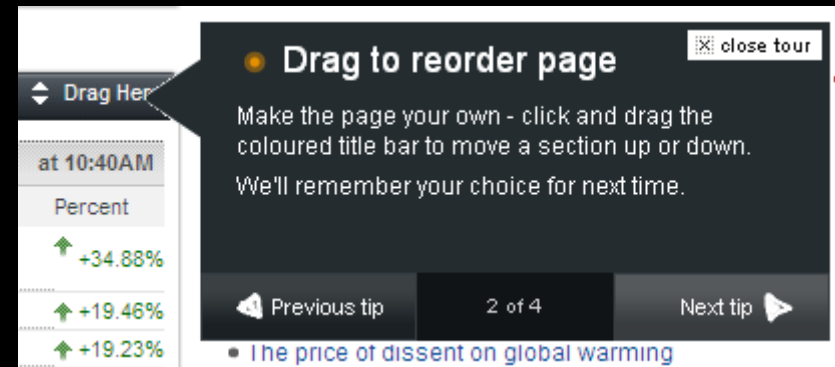
- Margin call outs attract attention
- Type/Shape designed to look less like an ad – more personal
- Degrades gracefully to nothing



What → Why → How

Tour

- Concept of real tour as a metaphor
- Maintain context allow people to play



What → Why → How

Drag'n'drop

Users create their own context

Business » Send to: [Top](#) | [Bottom](#)

ABC kids could play at the YMCA
THE YMCA has launched a bid to take over about 100 ABC Learning Centres, including 50 in Victoria.

- AWB in merger talks with ABB Grain
- Qantas chiefs payout under fire
- Babcock seeking \$100m lifeline
- Good times wane for BHP

ASX200 - Top Gainers & Losers at 10:40AM

Name	Price	Percent
BBI Babcock & Brown Infrastructure	0.058	↑ +34.88%
OMH OM	1.35	↑ +19.46%
FKP FKP Property Group	0.775	↑ +19.23%
TIM Timbercorp	0.195	↓ -11.37%
GMPPA Goodman Plus	46.5	↓ -5.11%
GTP Great Southern	0.215	↓ -4.45%

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'Tis season for credit
AROUND one in five Australians plans to put their entire festive season costs on credit, a new survey has revealed.

- Grants, rate cuts boost house sales
- Repo business booms as crisis bites
- Saving the world vs saving money
- Rich suburbs on mortgage stress list

Property »
Prices, sales fall as gloom continues

Investing »
Market decline worse than 1987 crash

Banking »
Rates tipped to fall to less than 3pc

Superannuation »
Super jargon confusing investors

More money »

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Use grip affordances to imply dragability

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FOX SPORTS Send to: [Top](#) | [Bottom](#)

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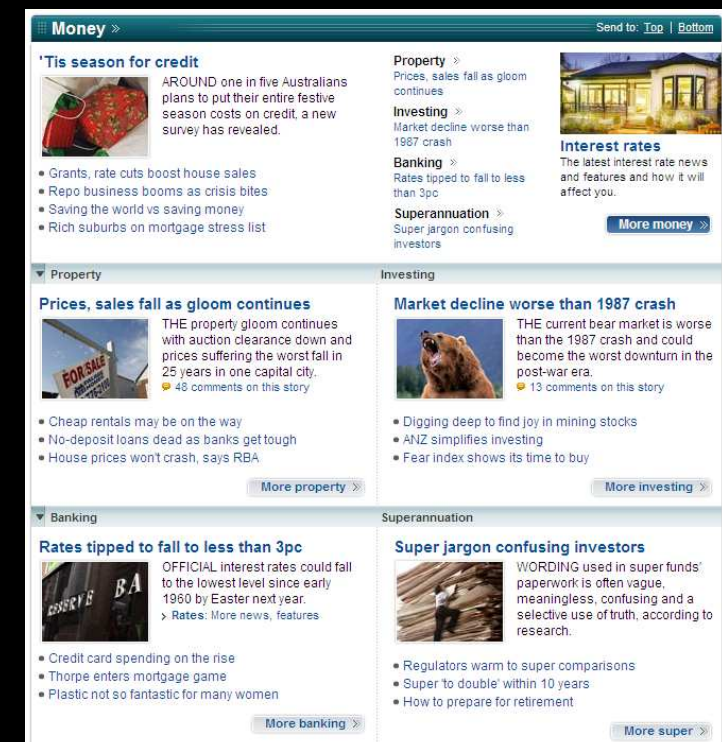
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What → Why → How

Accordions

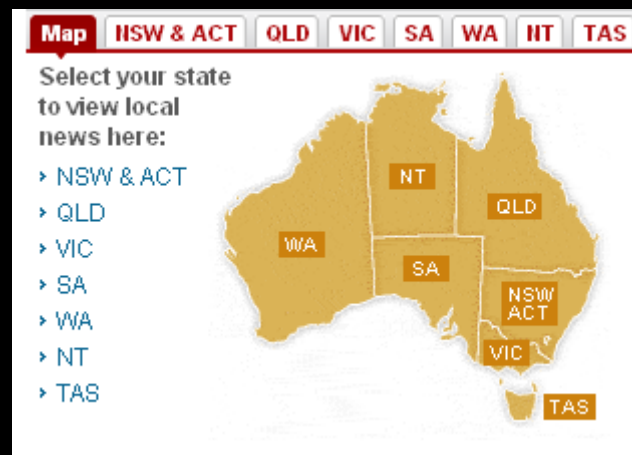
- Progressive disclosure
- Surreptitious discovery
- Breadth and depth
- Information scent
- Helps mental model of site
- Construct own IA's

What → Why → How



Local News

Map based UI



Reassurance of Persistence

Position saved



What → Why → How

What have we seen today

What



Why



How

Conclusion

- Explorable Interface somewhere between dictatorship and total freedom.
- Once setup, less browsing, scrolling, more immediate results
 - Allows hidden depth to be revealed (accordions)
 - Allows product to grow as users experience and knowledge grows (accordions)
 - More easily reflect users preferences and thought processes (set forget, footprint)
 - Augment user – do things humans are not good at (remembering information on the page, setting preferences – spatial awareness, short and long term memory)
 - Set and forget

Questions ?

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