



 center for usability research & engineering

FP7-ICT-2011-7 INFO DAY

OBJECTIVE 1.3

Brussels, 8 October 2010



European Commission
Information Society and Media



<Rationale>

- Towards an end-user centric Internet of connected objects
- HCI (human computer interaction) research & engineering
- HCI has to ensure user-centric development of the Internet of connected objects to make it accepted and successful by end-users (avoid the errors from past; from technology-centric to end-user centric development)



<Objectives and scope>

- **Main objectives**
 - Human centric design
(inc. user experience, trust & privacy)
 - End-user inclusion
(participatory design)
 - Optimisation of person/object Internet-based human-machine communication
- **End-User Research**



<Expected impact>

- High end-user acceptance
- New ways of object-mediated human-human interactions
- Possibility to pursue users to behave healthy, "green", ... (captology*)

**Persuasive Technology: Using Computers to Change What We Think and Do (B.J. Fogg)*



<Requests/Contact details>

- Partners
 - Industrial partners
 - Technical research partners
- HCI Research & Engineering

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