Increasing Values of Location-based Apps for End Users

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Barriers of Adoption

- Localization technology
- Devices and platforms
- User privacy and security
Two Projects

- Wireless Networks Monitoring
- Mobile Social Networks

WiFi Monitoring
Opportunistic RF Localization for Next Generation Wireless Devices
June 16-17, 2008
Worcester Polytechnic Institute
Worcester, MA, USA

Dartmouth testbed
CPHS approval
External auditing
College approval
Building approval
Automated Diagnostics

- Help desk challenges
- Connectivity problems
- Performance/quality issues
- Instrument nearby sniffer to capture

Mobile Social Networks
Mobile Applications

- Find
- Business
- Events
- People (friends)
- Share
- Location
- Encounters
- What are you doing?
Deeper Context

- Beyond location
- Feelings, moods
- Love, like, hate, dislike + sth.
- Need, want, desire

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Summary

Perceived values

Privacy concerns

- GPS navigation
- E911
- Easy Pass
- RFID Checkout
- Network diagnosis
- Mobile socialnet
- Location-based Ads

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Considerations

• What are user perceived values?
• Explicitly engaged
• Implicitly inferred
• Who knows the location?
  • User devices
  • Service providers

http://www.cs.uml.edu/~glchen/