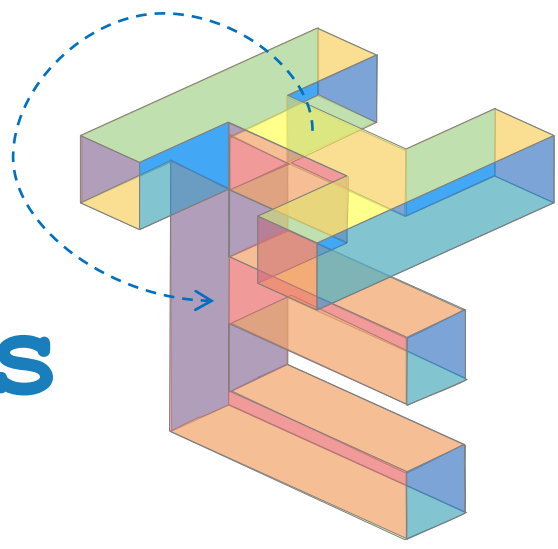


Quality of Experience

as a
business
driver



Kalevi Kilkki
14.5.2013



Concepts

Quality of Experience: the degree of delight or annoyance of the users of a service

Self: a conscious unity with the capability for feelings, narratives, and humanity

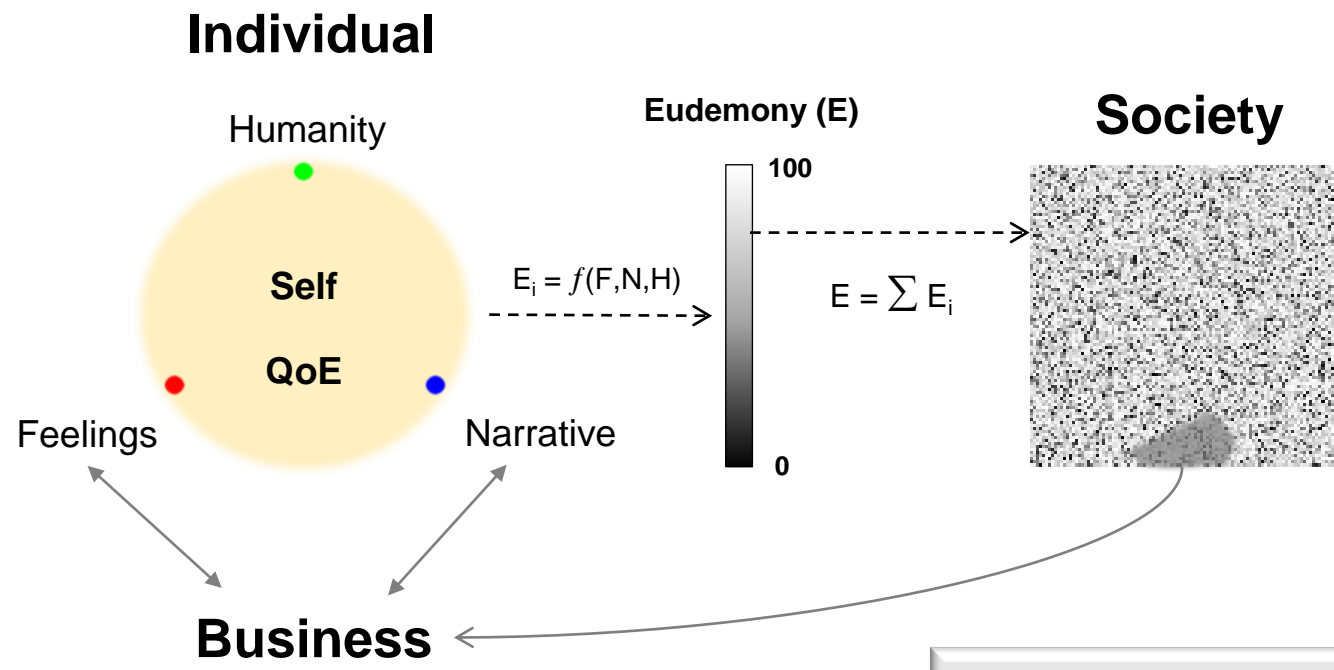
Business: the activity of providing goods and services involving financial, commercial, and industrial aspects

Eudemony: a measure of the more preferred state of affairs on a scale from 0 to 100

Society: a group of people who share a common culture and feel themselves to constitute a unified and distinct entity

Society promotes business due to the assumed positive net effect on well-being or “total eudemony”

QoE as a source for business



Product may try to appeal to

- Feelings: by giving immediate pleasure
- Narrative: by boosting self-esteem (particularly compared to others)

But, successful business can be bad for the society
⇒
Regulation (tobacco, alcohol, etc.)

Intervention as a Service

- » People do not only maximize immediate gain
(Pleasure + Utility)
other factors are involved

What happens when a person decides to give a coin
to a beggar

⇒ H ⇒ N ⇒ F ⇒ coin

or to a gifted street musician

⇒ F ⇒ (N ⇒ H ⇒ F) ⇒ coin

or to someone who tells a nice story

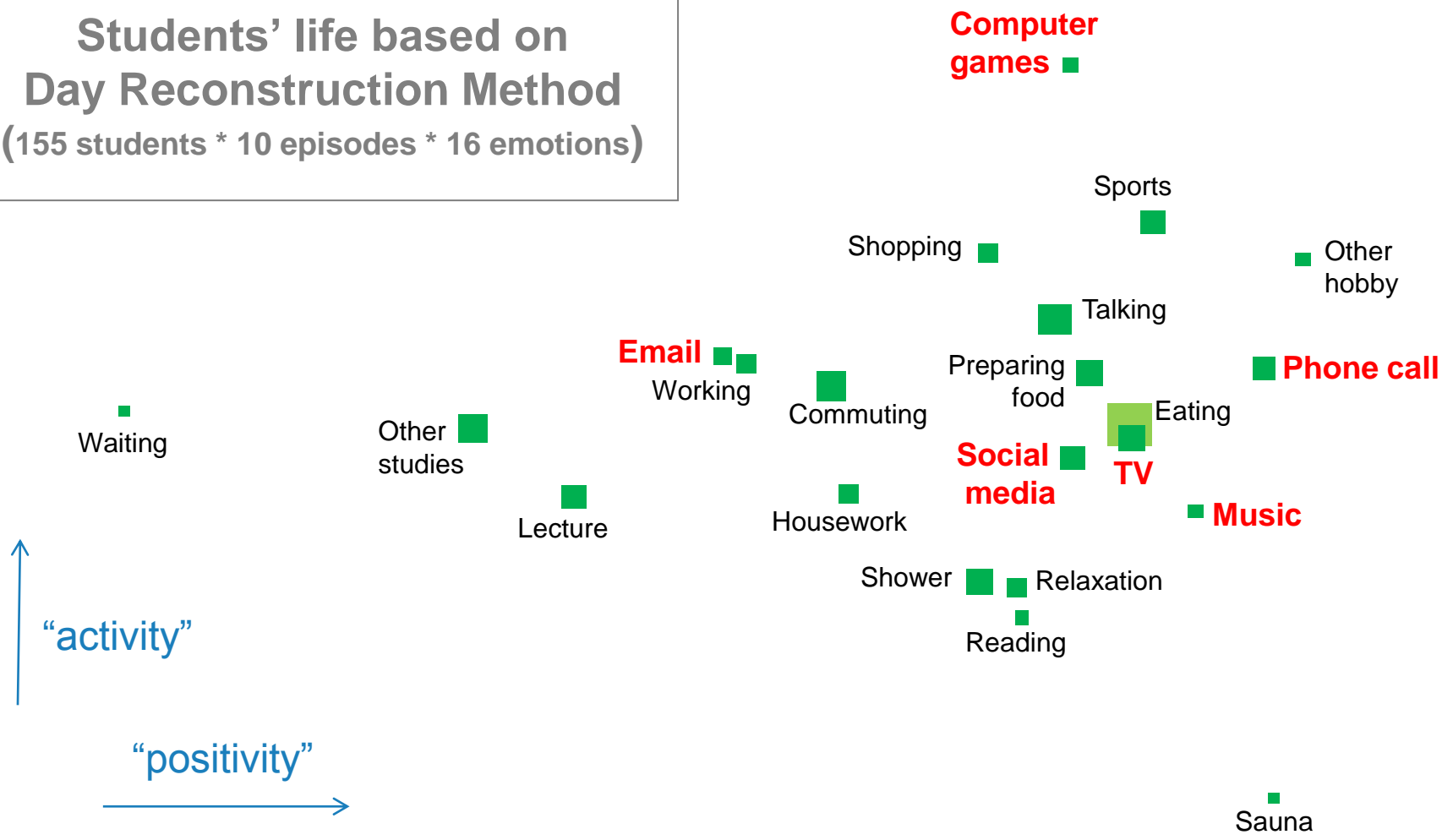
⇒ N ⇒ (H ⇒) F ⇒ coin

H: Humanity
F: Feelings
N: Narrative

Without any feelings or
emotions only automated
actions occur

Feelings & Episodes

Students' life based on
Day Reconstruction Method
(155 students * 10 episodes * 16 emotions)



Experience and Business



Portugal – Germany, 8.6.2012
Funchal, Madeira (Portugal)
Free event (both local and tourists ~ 1500)
Moment: Portugal almost made a goal

Where is the experience?

Did (video etc.) quality matter?

- not much

Where is the business?

- not really visible, fortunately!

(beer and snack were sold in one location)

Implications on QoE

- » Two aspects of Quality of Experience
 - Substance
 - What is being told or presented during a phone call or movie
 - Quality of realization
 - Perceived quality of voice or video
- » Narrative services: Substance matters
 - **Do not interrupt a narration!**
- » Pleasure services: Technical quality matters
 - (Still) willingness to pay for higher quality (video, games)
- » Humane services
 - **Trust** is everything (Red Cross, UNICEF)

Applications

	Pleasure	Narrative	Humanity	
Phone call	+	+	+	
Email	-	+		
Social media	+	+	?	
TV	+	+	-(?)	
Music	+	+	+	
Games	+	+	-	

Social media apps (Facebook type)

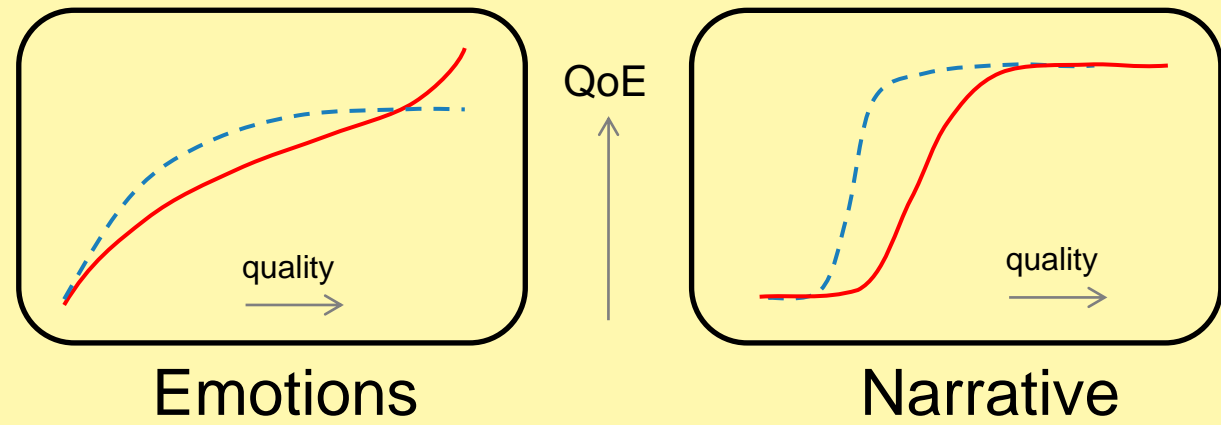
A?

- » What kind of extensions are feasible?
 - Phone: **No**, advertisements unfeasible
 - Email: **Risky**, because of negative nuances
 - TV: **Closest**, some type of integration **will happen**
 - Games: **Yes, but** only when engagement is low
 - Music: **Problematic**, only if music can be shared freely

Conclusion

- Effect of technical Quality on QoE

Experience is created or is not created by the service



And, let's not forget humanity 