

# **End User Needs in Communications and Networking**

**Deanna Wilkes-Gibbs, Chair**

**CCNC 2005**

**Technology Applications Panel**

**11:00-12:30, Tuesday 4 January 2005**

*“Ease of use”*

*“Seamless interoperation”*

*“User-centered”*

**Familiar Phrases?**

Yet, who would be confident  
in explaining what each of  
these phrases actually  
means?

- Hands?

Even professionals (usability, HCI, design...) sometimes disagree.

- But for our purposes, imagine a world in which:
  - **Not only can you buy something knowing that it will (eventually?) work as expected (hoped?), but that it will work and NOT make you feel totally incompetent in the process!**
  - **It will not only work, but will not cause unanticipated problems with anything already working!**
- And, what's more:
  - ***You LOVE it! You will tell all your friends about it. 6 months later, you will have the same opinion!***

# Where do we stand?

- What are we doing right toward providing for such a world?
- What are the key challenges and opportunities that lie before us in satisfying the consumer vision for what a connected home should be?
- What are the most serious near-term issues with consumer communications and networking today?
- What are the longer-range issues likely to be faced as we move toward convergence, and how are they being addressed?

## Today's Format

Each panelist has been invited to represent a perspective on the end-user challenges facing consumer communications and networking. They will each give a 15-20 minute presentation followed by a few questions (if time), then the panel will move into an interactive session driven by audience questions.

## Our Roles:

**Deanna Wilkes-Gibbs** (Panasonic Technologies):

Moderator

**Doug Zuckerman** (Doug Zuckerman Associates):

An End User

**Tony Barra** (Internet Home Alliance):

Problems and solutions from a variety of business perspectives

**Trevor Kaufman** (Schematic):

Issues and solutions at the level of the interface

## **The Challenge Presented to the Panel**

- From the perspective of the average consumer, what are we currently doing right?
- What are we not doing right? (or, what should we do better?)
- Is there a significant gap?
  - If so, how big?
  - Does it really matter?
  - What should be done about it?

## **The Challenge Presented to the Audience**

What do you think consumers are happiest with as far as communications and networking technologies available to them? **(What are YOU happiest with?)**

What do you think consumers are dissatisfied with in communications and networking technologies available to them? **(What bothers YOU?)**

How do you view the balance between consumer-driven development and technology-driven development in the communications and networking arenas?



## Doug Zuckerman

Doug, representing the end-user, recently had the interesting experience of building a networked home. However, Doug is perhaps even better known as a **long-time contributor to the operations, management, and engineering of emerging networks and services** through his distinguished career at Bell Labs, AT&T Labs, and Telcordia Technologies. He's also the VP of Membership Services for IEEE ComSoc.

## Tony Barra

Tony is **Chief Strategy Officer of the Internet Home Alliance**, where he is responsible for developing connected home business models and value chain analyses. The IHA was founded in 2000 as a cross-industry consortium devoted to advancing the home technology market. Tony himself has an illustrious history as strategy leader in a number of companies dealing with consumer products, energy, financial services, and real estate.

## Trevor Kaufman

Trevor is **founder and CEO of Schematic**, a company that designs and develops interface and technology solutions in response to its clients' operations and communications challenges. Schematic has won a number of awards for its work on the web, television, and other interactive platforms, and Trevor himself has been recognized by Newsweek magazine as one of its "Net 50: The Fifty People Who Matter Most on the Internet."

Panelist Presentations

Discussion Period

Revisiting the Challenge

Presented to the Audience