

The Informed Traveller

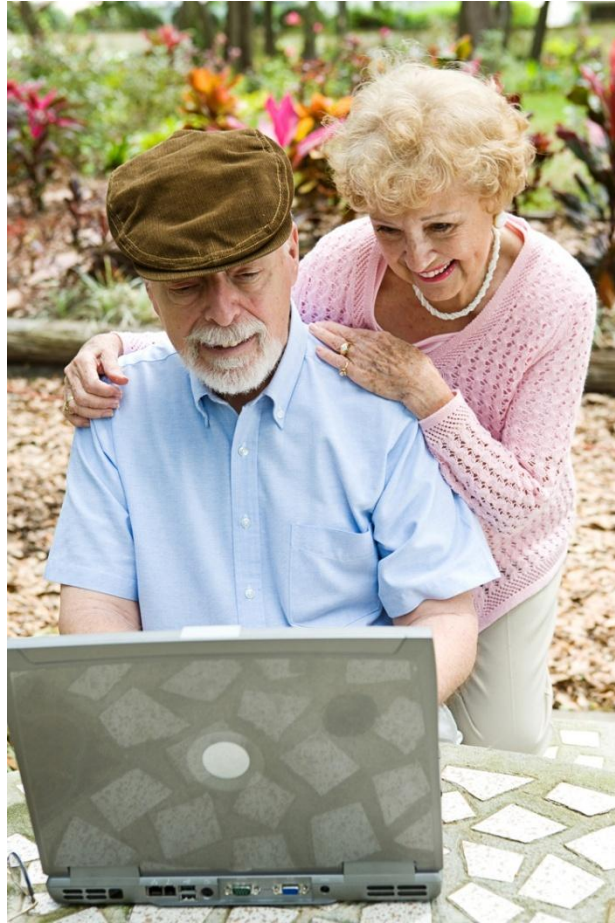
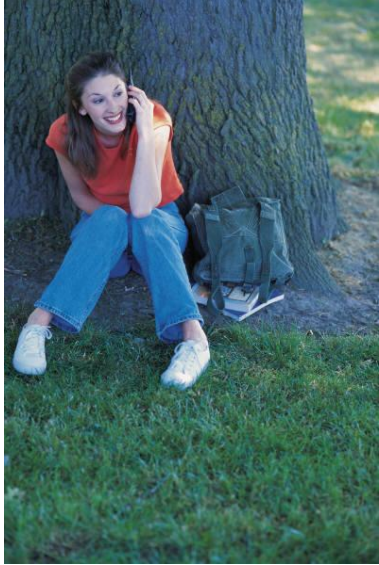
Rob Bamforth,
Principal Analyst, Quocirca Ltd

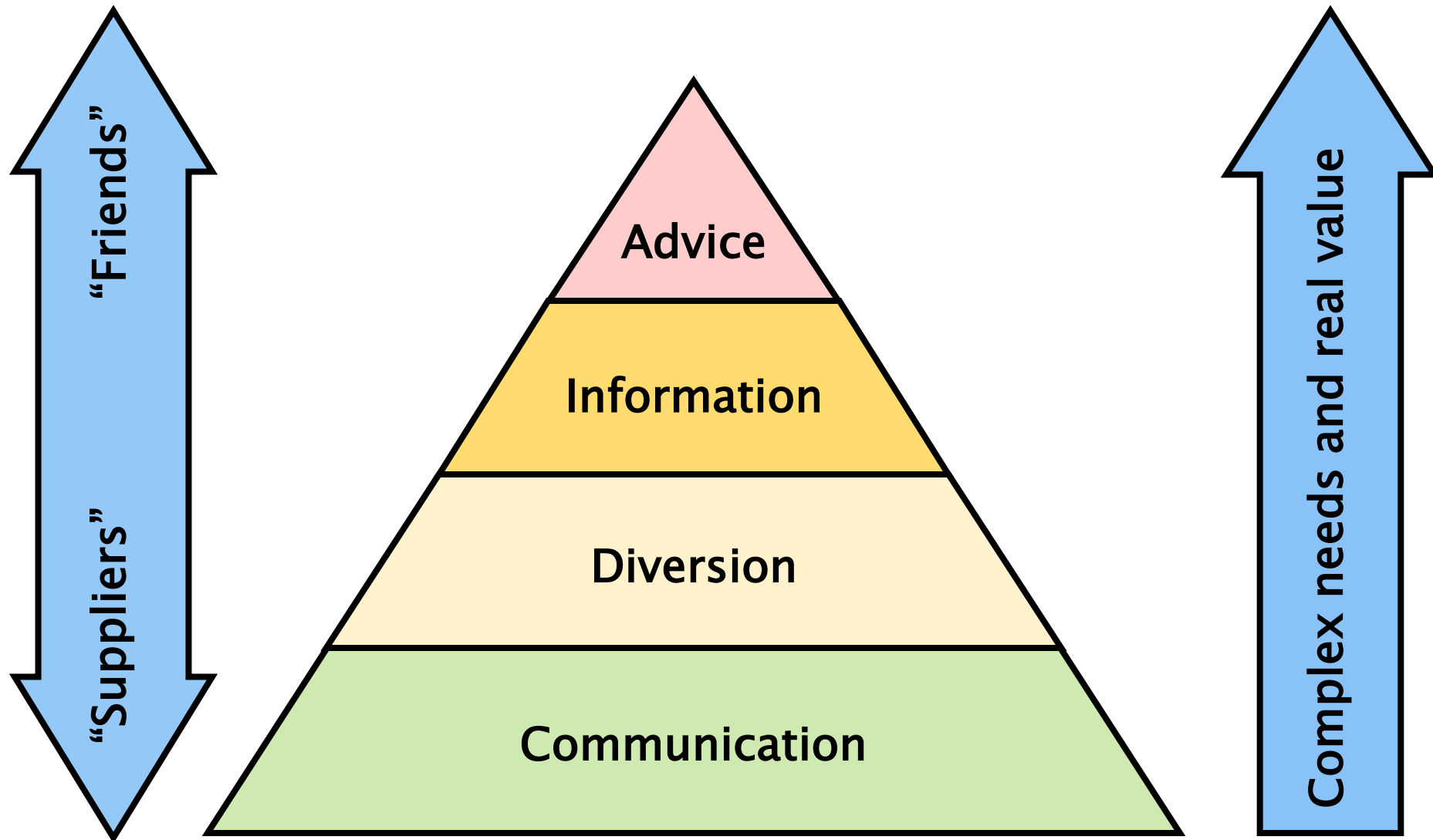
July 9th 2009

- A 'typical' traveller
- What information?
- Hierarchy of needs
- Portable awareness
- Connectivity



“Road warrior” or “uber-geek”?





- **Planning**
- **Interrupting**
- **Supporting**
- **Forecasting**





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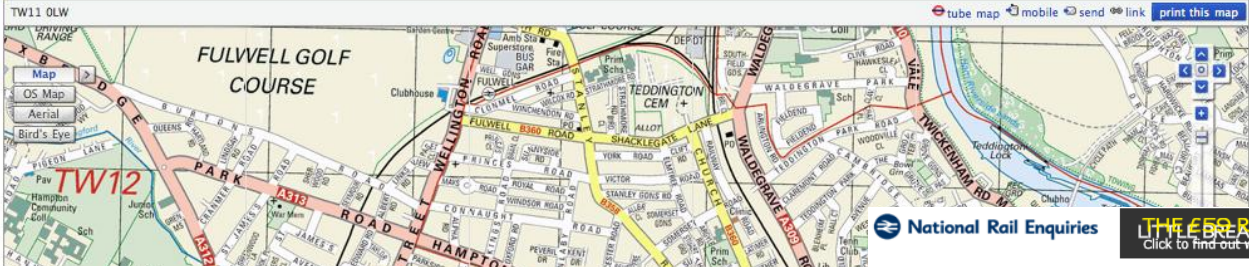
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11/1 Southeastern "Preview" High Speed Services on Tuesday 30 June and Wednesday 1 July 2009

SEARCH enhanced by Google

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JOURNEY PLANNER

From: Via: To:

Outward Journey Today's date | Tomorrow's date Date: 30 June Time: 07:45

Return Journey (optional) Same Day | Next Day Date: 09:45

Departing Arriving

First train of the

Only show direct trains

Include overtaken trains in journey results

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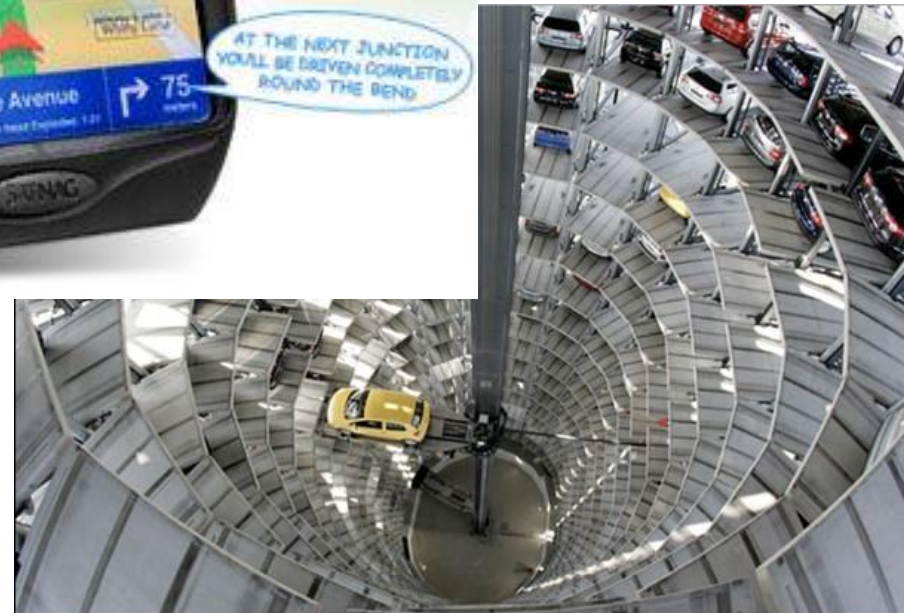
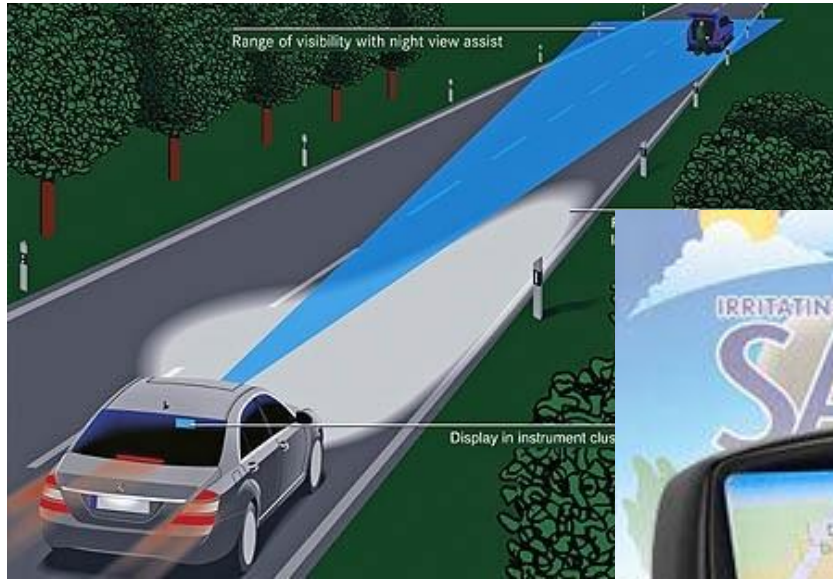
Go clubbing in Rotterdam.

Interest rates are falling

- **Technology choices – devices/networks**
 - **Handheld vs In-situ**
 - **All-in-one vs Specialised**
 - **Automated systems vs Assisted human**
 - **Application, widget or webpage**
- **Information – what and when**



Traveller or passenger?



- Weather
- Breakdowns
- Queues
- 'Unexpected' incidents



- Temporally aware
- Spatially aware (location and dx/dt)
- Socially aware
- Behaviourally aware
- Accessibly aware

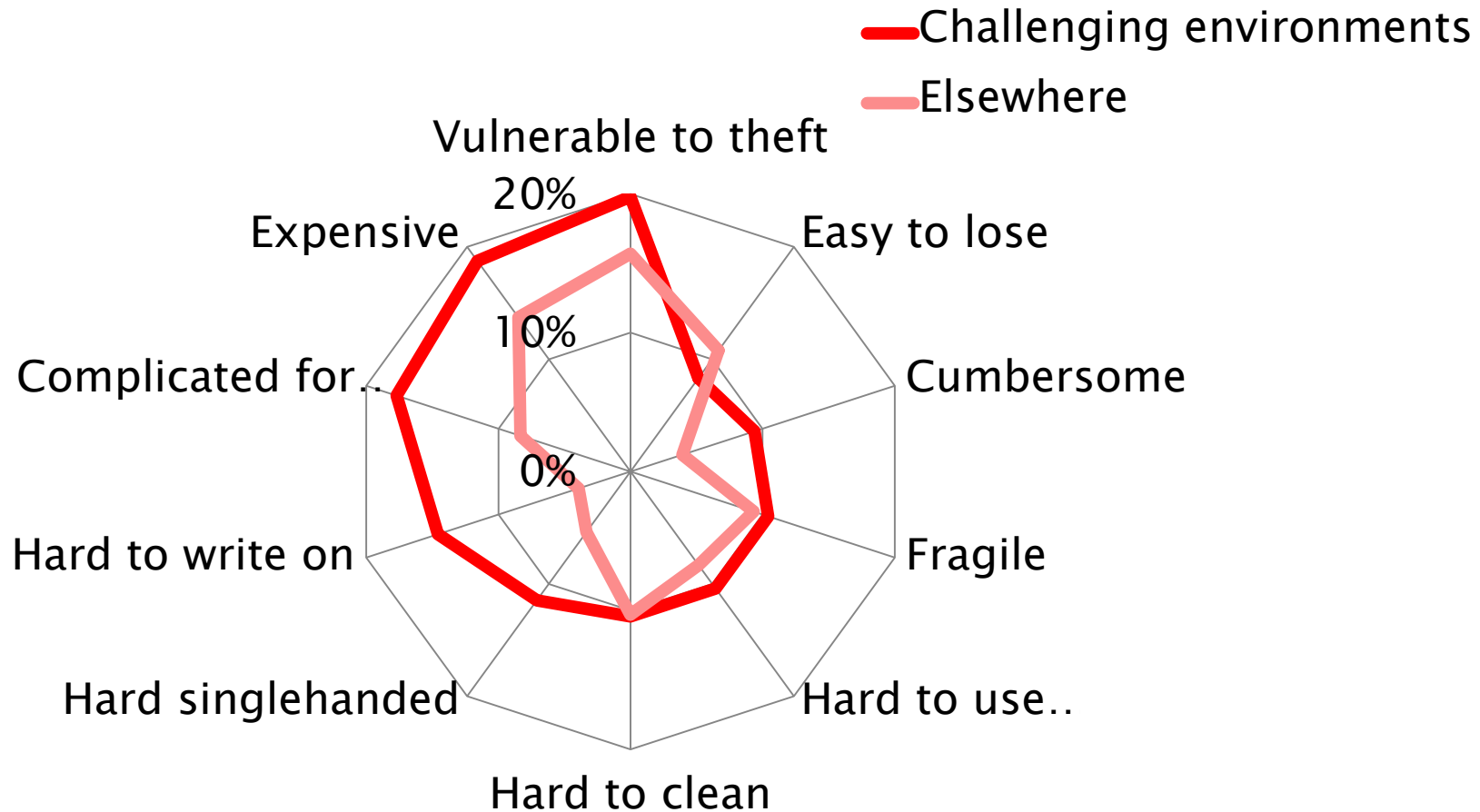


- Location (GPS)
- Movement (accelerometer)
- Proximity to things
- Proximity to others
- Bearing (compass)
- Route and travel





What problems affect the effective use of mobile devices?



“superfast mobile broadband”

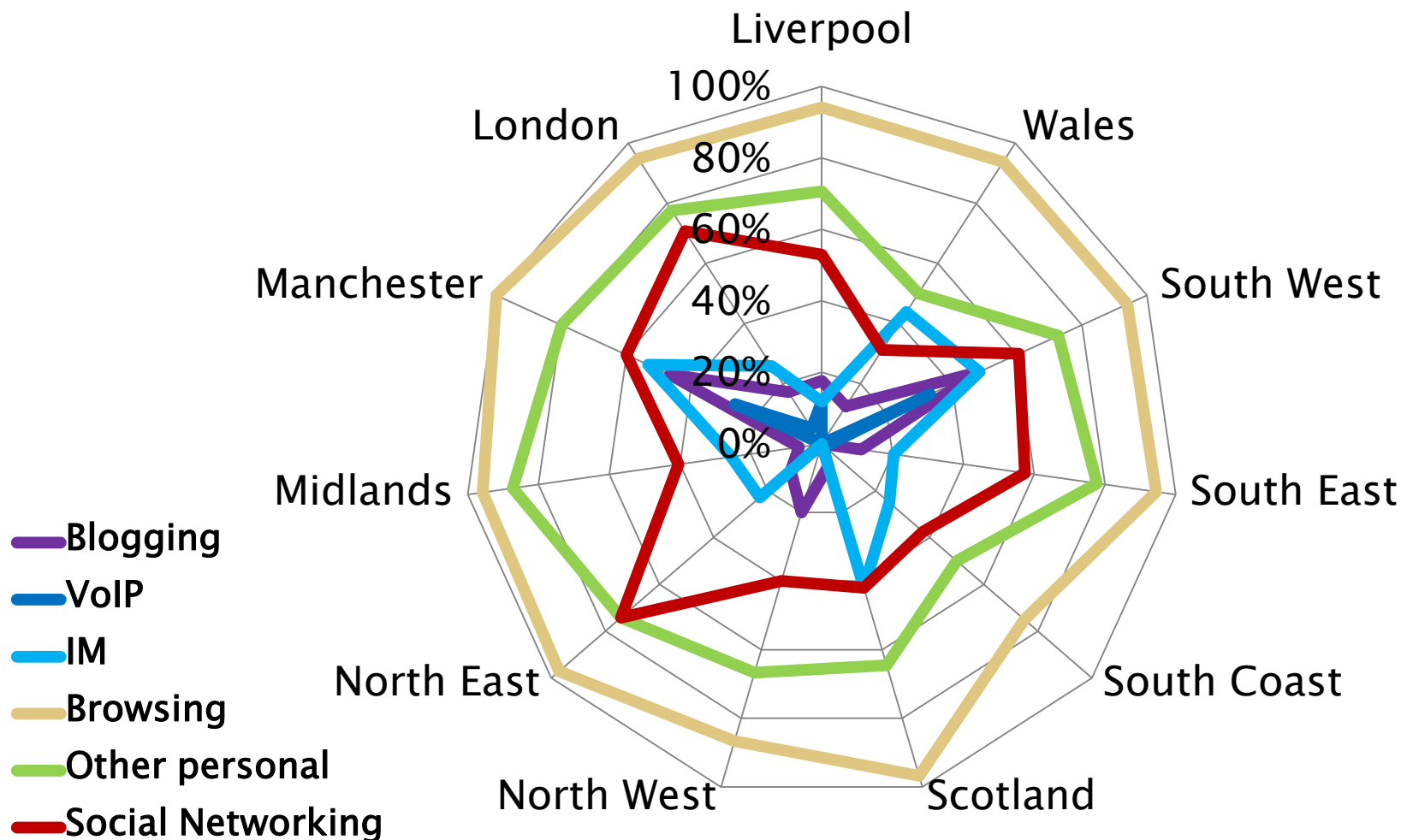
“Live online”

**“no need for a landline, wires, hotspots or
Wi-Fi hubs”**

“zip through emails”

**“watch YouTube howlers as you wait for the
bus”**

How much personal internet usage by employees while at work?



Source: Quocirca SMB internet research 2008

- Traveller or passenger?
- Assistance or intrusion?
- Formal supplier or social networks?
- Applications, widgets or web pages?
- Should information age give way to intelligence age

**Industrial revolution gave us the power to move,
Does the silicon one give us the power to not need to?**