

How do We Make Location a Desirable User Experience?

Technology Group Session

4th November 2009

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It's not about the technology



End users do not care about the enabling location technology ...

they are only interested in whether the technology can deliver the location data as required by the application ...

and if we don't understand the value of that data and how that drives performance requirements then we can be misguided in how we see the technology opportunity

It's not about the technology



And do location technology companies over-play *specmanship*?

each competing to claim the highest accuracy, the fastest update rates, the highest availability, etc.

knowing that often such performance claims are both hard to substantiate and hard to disprove

leading to customers and end-users being either totally confused, or at worst, misguided in their technology choices

So while we focus on developing ever more clever and sophisticated solutions do we lose sight of the real end user requirements?

It's about the application

Precision – *what does the application really need?*

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Update Rate – *how often do we really need location data updates*

- What does real-time really mean for the intended application?

Availability – *can we afford to have restricted access to location data?*

- Resilience to interference; limited time of day availability; etc.

Interoperability – *must it interoperate with other systems?*

- e.g. Integration with communications or despatch systems

Capital Cost - *what up-front cost can the business model sustain?*

- *Equipment costs; installation costs; licences*

Recurring Cost – *what service cost can the business model sustain?*

- Monthly subscription; cost per location; etc.

Other – *other technical or commercial constraints*

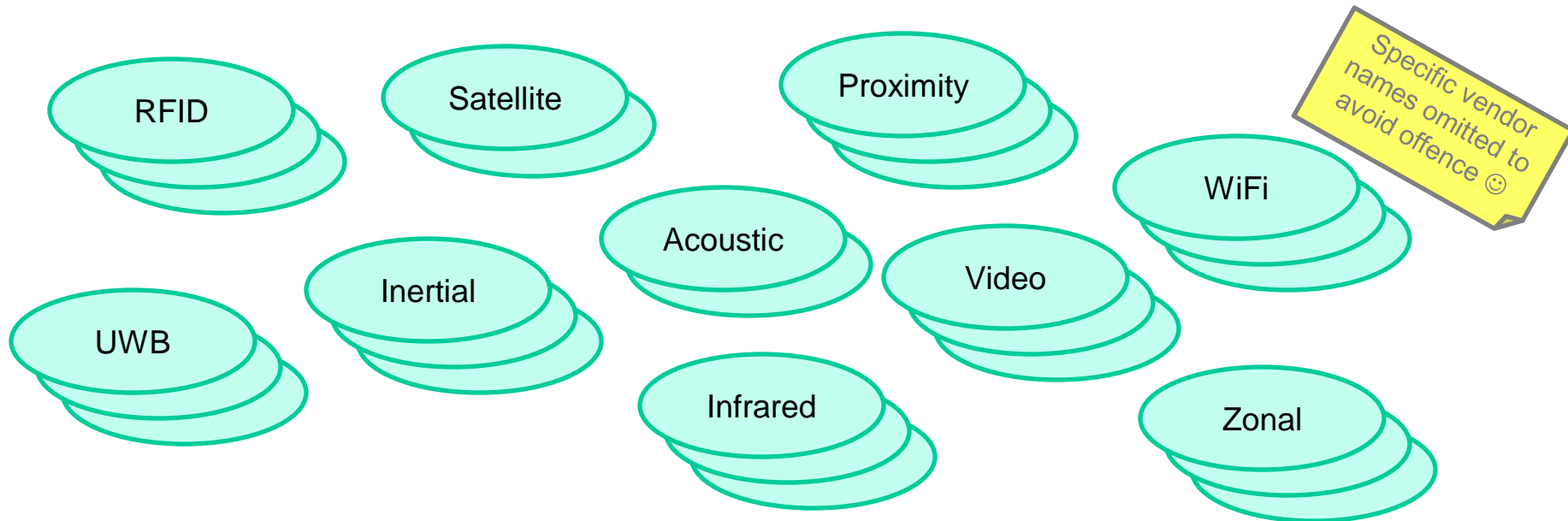
- Size; weight; power budget; IP position; second sourcing; etc.

Too many technology solutions



Do we have too many location/positioning technologies?

too many technologies searching for viable commercial applications



and are we always striving for perfection when *good enough* can often deliver the required value?

No one size fits all

Do we overlook the opportunity for fusion of complementary technologies?

often a single technology solution falls short in one or more respect (regardless of the claims of the vendor)

how might complementary technologies be combined to deliver the optimum overall system performance?

Should we be more honest about the deficiencies of any single technology and be more open to combinatorial solutions?

*what's needed is not a new technology, but a new **solution***

The future for technology companies



Winning *solutions* will be those that bring together technologies that are

adequate, robust, complementary, appropriate, low risk

Individual location technologies will become commoditised

especially if they are fit for purpose and gain widespread adoption

Location technology companies must seek alternative models for value creation

so while you develop your compelling technology, think about the total solution and how to develop and exploit the broader service proposition