

# PERCEPTIONS OF IOT AND POSSIBILITIES FOR ENGAGING 'USERS'

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# Study aims

- Complementary qualitative data
- Inform design of IoT-based monitoring
- Anticipate human interface issues



# Why is this kind of study important?

- Social acceptance of IoT
- Consumer anxiety about how data is used and shared
- Reactions - Glasgow Uni



# What is necessary for...

- Acceptance
- Trust
- Awareness
- 'Successful' projects, equal benefit



# Three areas of questioning

- General awareness and concerns
- Experience of issues with the building
- Data collection and use



# Obstacles

- Unknowns – communication gaps
- Fear / worry
- Personal privacy and data privacy
- Physical intrusiveness
- Open-ended data collection
- Opt-in
- Security

Key issue: Management culture – what decisions are being made by whom with what data, and how will they affect me?

**\*\*Reassurance\*\***

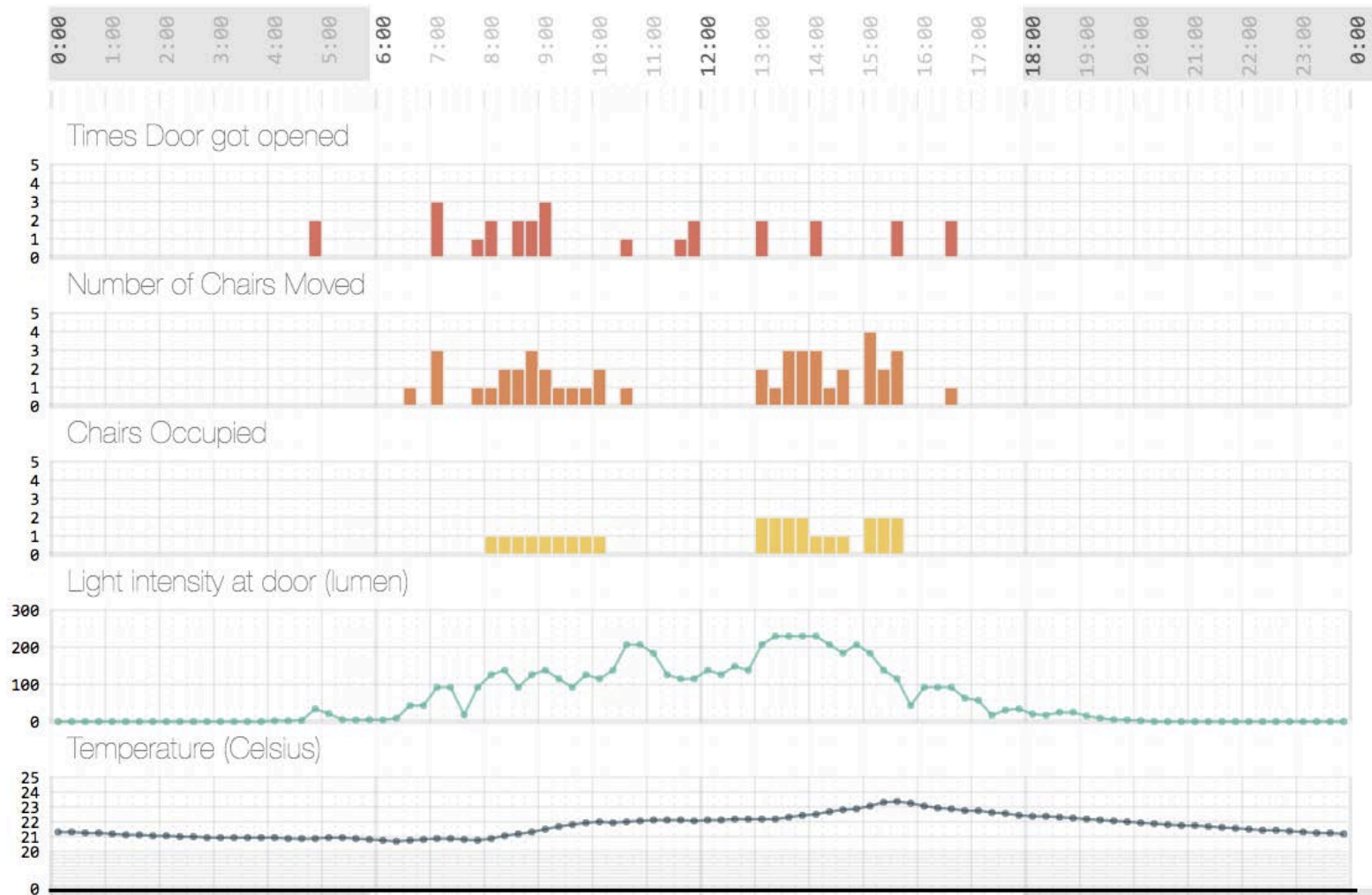


# Opportunities

- Transparency – making data easily understandable and accessible
- Communication – new stories
- Improve awareness e.g. of building use
- Engage building users
- New sources of creativity and ideas
- Improve user experience and facility management



# Data visualisation





# Can visualisation support transparency and participation?

- What people 'see' – cleaners, Skype calls, 'empty' rooms in morning and evening
- What people want to see – if meetings start late, if people book rooms and don't use them, if temp correlated to aspect of room
- What people ask – why is only one chair occupied, how does outside temp / light affect room temp / light, why is there door movement at odd times of day
- Reassurance about what data is being collected
- Identifying gaps – e.g. AV equipment

