Contributions to a pervasive user profiling approach

António A. Nunes

Faculdade de Engenharia da Universidade do Porto (FEUP)
antonio.nunes@fe.up.pt

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Projects overview

Real-time collection of personal and environmental data for improving user experience in the public transport domain using mobile devices, focusing:

1. value co-creation through collaborative exchanges of information – *journata*
2. delivery of contextually relevant personalised services in smart environments – *cloud2bubble*
User profiling

Analysis of data that reveals user behaviour in relation to contextual variables (environment, interaction with others, …) and allows building of individual profiles

1. use travel profile to model temporary social networks – affinity as likeness of travel patterns
2. use affective responses to contextual settings to model quality of experience of a particular service
Journata

A mobile application for exchanging public transport information among travellers
...based on concept of user-centred temporary social networks

(affinity: combined measure of journey similarity and substitutability)
Cloud2Bubble

Framework materialised into Angry Commuters app for a trial with public transport users
Cloud2Bubble

Use of sensors from mobile device and personal data sent through feedback form to evaluate relationship between user mood and environmental context.

Journey sample, acceleration and sound levels

Travelling mood, based on Russell’s Circumplex
References


