

ΣΕΜΙΝΑΡΙΟ ΤΜΗΜΑΤΟΣ

ΟΜΙΛΗΤΗΣ:



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ΗΜΕΡΟΜΗΝΙΑ:

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ΩΡΑ:

12:00

ΑΙΘΟΥΣΑ:

Αίθουσα Σεμιναρίων (ισόγειο I11)
Κτήριο Τμήματος Μηχανικών Η/Υ & Πληροφορικής

Θέμα

**« *Business Forecasting in the pocket: Human-centred
design of mobile applications to improve
collaboration* »**

Περίληψη

It is clear that we are moving towards an interconnected world populated by a plethora of devices - from smart thermostats, smart watches and smart glasses, smart phones, tablets, laptops, desktops and smart TVs. Mobile devices open up new opportunities for communication and collaboration on business forecasts. Not less because mobile applications are naturally social, being used in meetings, at user sites, and other places within an organization. In this presentation, we shed light on the untapped mobile forecasting (m-forecasting) experience to simplifying product information flow and more timely adaptations to new information, especially since forecasts are strongly tied to local context knowledge. Their potential uses include exception-list reporting, tracking and sharing of events and promotions, new-product launches, and the pushing of content without effort on the recipient's part. Furthermore, we suggest human-centred approaches for the design of future m-forecasting applications focusing on timely adaptations to new information and forecasting task workflow.

Short bio:

Dr Stavros Asimakopoulos is Research Scientist in Human-Computer Interaction at the Department of Communication and Media Studies of the University of Athens, Greece. Formerly a Director of user experience (UX) at Experience Dynamics–USA, he has over 10 years experience in user research, UX design and strategy. Stavros is an active member of the British Human-Computer Interaction group, regularly presents at the International Symposium on Forecasting and is an honorary member of the prestigious Lancaster Centre for Forecasting group.