

Mobile Service Delivery

Scenario: Tourism

Description

Susan has just arrived in Rio de Janeiro and is ready to make a Tour.

- She knows nothing about the city...what can she do?
- The mobile has the solution:



○ Parameters:

- > **Time:** The phone show in real time, possible services that may be interesting for the user (a reservation in a restaurant because it's lunch hour).
- > **User preferences:** sports, favorite food...
- > **Location:** with **GPS & Google Maps**, the mobile knows our position and it show us the nearest services and how to get there.
- > **Weather:** with an **Android Weather Widget**, the mobile terminal guide us to a outdoors tourist area, or indoors if there is a risk of precipitation.

Example

- ◎ Current conditions:
 - > **Time:** 11:00 a.m
 - > **User preferences:** Surf, Italian food...
 - > **Location:** Francisco Sa, Copacabana
 - > **Weather:** Sunny day

◎ Recommendations:

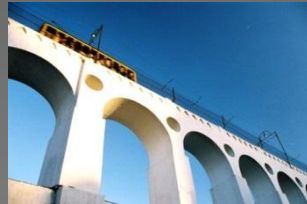
> Outdoor Tour:

- **Historical tour:** The mobile has identified this service as very relevant.
- **Sugar Loaf:** It is in a near location.

> Surf: Sea conditions for playing her favorite sport. Copacabana beach is close and it's a sunny morning.

> Reserve a table:

- Italian Restaurant: Susana loves Italian food and the mobile present it as a first option.
- Typical Restaurant



◉ Selected action:

Susan wants to book a table in a Brazilian restaurant and the mobile shows the three typical food restaurants in the area:

- > **Reserve a table: O Porcão**
- > **Reserve a table: Nova Capela**
- > **Reserve a table: Espirito Santo**

◉ Susana reserves a table in O Porcão.

◉ Once in the restaurant, Susana can access to the information of weekly menus, chef's recommendations, products in a list of her preferences and also she could place an order.

ONTOLOGICAL MODEL

- The phone has information of the user preferences, time, weather and the user's situation and all this information will be used: to determine what is relevant information, to identify user goals and recommend actions to be performed by the user.

