Introduction to Innovation, Design, & Analytics Supported Development of ICT Enabled Services Minitrack

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The purpose of the minitrack is to draw researchers’ attention to Innovation, Design, and Analytics Supported Development of ICT Enabled Services for Consumers and Enterprises. It provides a discussion forum for researchers interested in fostering a service-based approach to these areas as well as an opportunity to present and debate design and theory-based solutions to the problems facing industry in the field of ICT enabled services. In a broad sense, ICT enabled services can be defined as: “systems that enable value co-creation through the development and implementation of information and communication technology enabled processes that integrate system value propositions with customer value drivers.”

This emerging area of research raises interesting questions. E.g., traditional development approaches focus on improving the efficiency and effectiveness of organizational processes. The design of ICT enabled services may, however, require an emphasis on the socio-psychological aspects, such as the value-in-use and user/consumer experience. Thus the shift from consumer and enterprise users to co-creators of value, calls for a significant re-appraisal of our current design and development approaches.

We see that the shift of consumer and enterprise users from users to co-creators of value, calls for a significant re-appraisal of our current design and development approaches. In future, we are looking forward to develop the minitrack to cover topics such as:

• Analytics Supported Design and Development of ICT Enabled Services.
• Discovery, Fuzzy-Front End, and Innovation Processes for ICT Enabled Services.
• Hedonic ICT Enabled Services for Consumers and/or Enterprise Users
• ICT Enabled Analytics Services for Consumers and/or Enterprises
• Location Aware ICT Enabled Services for Consumers and Enterprise Users
• Social Networking for Consumers and/or Enterprise Users
• Socio-Psychological Aspects of ICT Enabled Services.
• Temporospatial relevance of ICT Enabled Services.
• Understanding Users in different Social and Cultural Contexts
• Service Ecosystems for Consumers and/or Enterprise Users
• Linking business models and service design

What’s notable is that ICT enabled services should not only be characterized as services that are purely digital. Moreover, we would also be interested to learn how more traditional services, which have a strong ICT element, link to the above topics, and whether new research avenues emerge from this area. Similarly, it would be intriguing to understand whether there are differences between digital and hybrid (i.e., a traditional service with a strong ICT service component) services. Finally, given the tremendous success of tablet computing in recent years, we are seeing ICT enabled services, such as digital editions of magazines and newspapers and IPTV, making a breakthrough with consumers. Similarly, new ICT enabled services that are targeting the tablet market solely or with a different service offering vs. the mobile app are emerging. This development together with the emerging Smart television devices creates more new research avenues to explore in the areas of innovation, design and analytics supported development of ICT enabled services.

We are lucky to have three interesting papers that allow us to start fulfilling this purpose in this first offering of the minitrack at HICSS. The first takes an unusual tack by examining real-world sources of dissatisfaction with services delivered using mobile devices. The second explores the link between co-creation and service business models. The final paper further develops this theme by examining the co-creation of value in IT-enabled services in a unique mobile application; GeoCaching.