



20th Human Factors in Telecommunication Symposium

http://www.hft.org/HFT06/HFT_06_programme.htm

and

<http://www.tceurope.org/colloquium/aboutthecolloquium.htm>

6th European Colloquium for User-friendly Product Information:

Workshop #1 (ETSI STF285):

“Enabling and Improving the Use of Mobile e-Services: User Education and Setup Procedure Guidelines for Mobile Terminals and e-Services”

When: Monday, 20th March 2006, 09.30-16.15 (registration will start at 08.30)

Where: ETSI Headquarters, Sophia Antipolis, France
See: http://www.etsi.org/about_etsi/map/home.htm

Registration: <http://webapp.etsi.org/MeetingCalendar/MeetingDetails.asp?mid=25754>

Call for participation

We invite you to contribute to and influence the directions and content of ETSI's development work in this area!

As the number of seats is limited, please register (free of any charge), before the 17th of March, at the above link!

Workshop Goal and Issues

This workshop is organised by the EC/EFTA co-funded ETSI Specialist Task Force STF285, see <http://portal.etsi.org/stfs/hf/STF285.asp> for further details. In order to come well prepared, the workshop participants are encouraged to download the most recent versions of the draft ETSI Guides, available on March 10.

STF285's work is being undertaken as part of the European Commission's goal to eliminate barriers to the access of services in the European Union.

The present workshop will address ongoing standardization issues for user education and setup procedures, enabling and improving the setup and use of mobile e-services.

Information and communication technologies (ICT) play a key role in the everyday life of many people. As mobile terminals and e-services tend to become evermore complex and feature rich, user education such as user guides are becoming increasingly important. Most users of mobile communication solutions experience serious difficulties trying to access data services or to configure and set up their devices, services and applications appropriately. At the same time, manufacturers try to reduce the costs associated with user education. The lack of good user education can lead to high call centre operation costs and also to low uptake of features and services.

Future architectures assume that users will select service providers independently of the access mechanism, roam between delivery networks, based upon their subscription profiles and define their service needs with regard to the quality, security, privacy and cost of the service. We believe this goal is nearly impossible to achieve, if the generic user knowledge level is not increased and the complexity of set-up procedures not reduced.

Users who cannot understand and learn how to efficiently use their devices, services and integrated or additionally offered applications will be perpetually excluded from the e-Society. A new facet of a possible "digital divide" becomes visible, namely the one that is related to the comprehension of how to use new devices and services. This latter aspect of the "digital divide" has direct economic and societal consequences as the uptake of mobile services will only be at a successful level if the new devices and services can actually be accessed, set up and used by the European citizens.

ETSI and TCeurope will bring together the main stakeholders to collect input and feedback and to discuss these issues from the common, generic standardization perspective. The final result, the two ETSI Guides will not only motivate manufacturers to provide good user instructions, but also give guidance on how user guides are developed using different media for user groups with different requirements.

The Workshop will commence with the provision of an overview of the work of STF285. This will be followed by parallel sessions- one for the User education and one for the Setup procedures. The participants will be able to select the workshop track closest to their interest and competence area. The ETSI Guides under development will be presented in detail and issues of importance and common interest will be addressed and discussed. We will end with a summary of conclusions and ETSI STF285's operational timetable.

About ETSI and TCeurope

The European Telecommunications Standards Institute (ETSI), <http://www.etsi.org>, is an independent, non-profit organization, whose mission is to produce telecommunications standards for today and for the future. Based in Sophia-Antipolis in the south of France, ETSI unites 688 members from 55 countries, and brings together manufacturers, network operators and service providers, administrations, research bodies and users - providing a forum in which all key players can contribute.

TCeurope is the European umbrella organization of national societies of Technical Communicators, representing currently over 7000 members in 9 countries. The aim of TCeurope is to improve quality of technical documentation in Europe.

