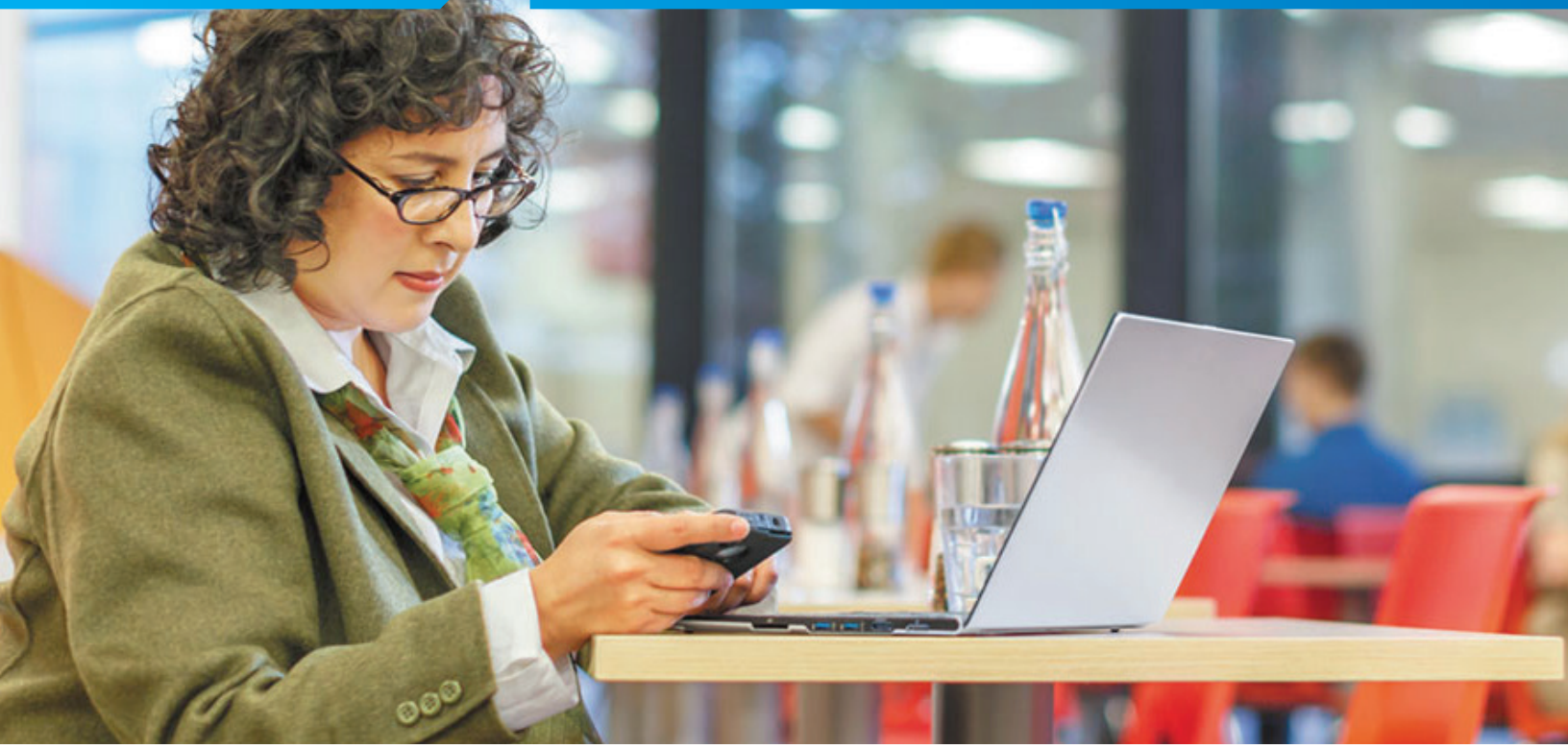
Intel IT Business Review



Intel® Dynamic UX: Personalization for the Enterprise

Computers are powerful. They are multi-faceted. And they have become indispensable.

But they can't learn to predict a users needs . Or can they!

Intel IT Labs is hoping to prove that this is indeed very possible. Through Intel® Dynamic User Experience (Intel® Dynamic UX) research, the group is working to make computers smarter and more predictive—enabling them to learn all about you, and personalize your every computing experience based on that knowledge.

The birth of modern computing featured rudimentary interfaces and rigid usage models. Users had to adapt to these interfaces, warts and all, because they were the only options in an embryonic industry.

Over time, the user experience has evolved. With more options and flexibility, users can now tailor their computing experiences - from desktop look and feel to favorite web pages and news feeds to preferred applications - albeit in a very deliberate and prescriptive manner.

According to Tina Hartmeier, Intel Dynamic UX Lead Researcher for Intel IT, we are nearing the next evolution of the user experience.

"Humans have historically adapted to computers, but we think there is an opportunity to reverse that trend. Personalization is the next big step in computing experiences," says Hartmeier.

"We think Intel Dynamic UX has an opportunity to reshape the computing experience, which not only benefits users, but also the IT teams and industries working to support them."

Tina Hartmeier
Intel Dynamic UX Lead Researcher Intel IT

Intel® Dynamic UX: Personalization for the Enterprise

"It enables applications to learn from your actions, present you with intelligent recommendations, and constantly adapt the computing experience based on new behaviors and information."

Intel® Dynamic UX goes well beyond your personal preferences and computing patterns. Computers must know where you are, when you are there, and what you typically like doing in that particular location and time frame. They must recognize what device you are using, the context of use, and the availability of other computing resources. Then they must combine and analyze these variables to predict your needs and desires, and deliver a dynamic, personalized experience.

Imagine you are leading an upcoming meeting. An Intel Dynamic UX application would recognize the event and your role, and proactively begin preparing you for the meeting. It would collect relevant data based on the agenda, past meetings, and who is attending. It could even schedule time on your calendar to review the collected information or work on the meeting presentation. It predicts your needs, and delivers upon them.

"Intel Dynamic UX not only understands behavior, but also recognizes relevant information and resources that are elsewhere," says Hartmeier. "This is broader than a search across a computing environment. It's much more intelligent, and it knows how to pull things together in helpful ways."

An Intel Dynamic UX application will initially learn by capturing your activity across your computing ecosystem, she explains, using algorithms to determine what is relevant and filter out the rest. It learns more as you make choices and respond to recommendations. And it's intelligent enough to know your past likes and dislikes, how you conduct particular types of work, where you typically search for content, and your patterns of behavior. In the future, these applications will have the ability to know exactly how and when to present you with information, resources, or recommended actions; and they may be different in the morning versus the afternoon. The experience is tailored in real time.

"If a computing platform understands me and helps me do what I want, exactly when I want to do it," says Hartmeier, "it becomes infinitely more useful and valuable. We think Intel Dynamic UX has an opportunity to reshape the computing experience, which not only benefits users, but also the IT teams and industries working to support them."

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