



Copenhagen
Business School
HANDELSHØJSKOLEN

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**i2010 INNOVATION AND INVESTMENT IN RESEARCH
- growth and employment**





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An IT application: Orissa Government site INDIA www.aamagaon.com (Oriya language interface)

This is an E-government application : Rural planner



It is an image based interface and is designed for users in an India village



E-government application : Rural planner

The interface is activated by drawing the cursor over the images and by clicking

In this case a click on the tree and the user will see:

- a group of people
- nurse
- red arrow
- menu bar
- text ORIYA/ENGLISH





E-government application : Rural planner

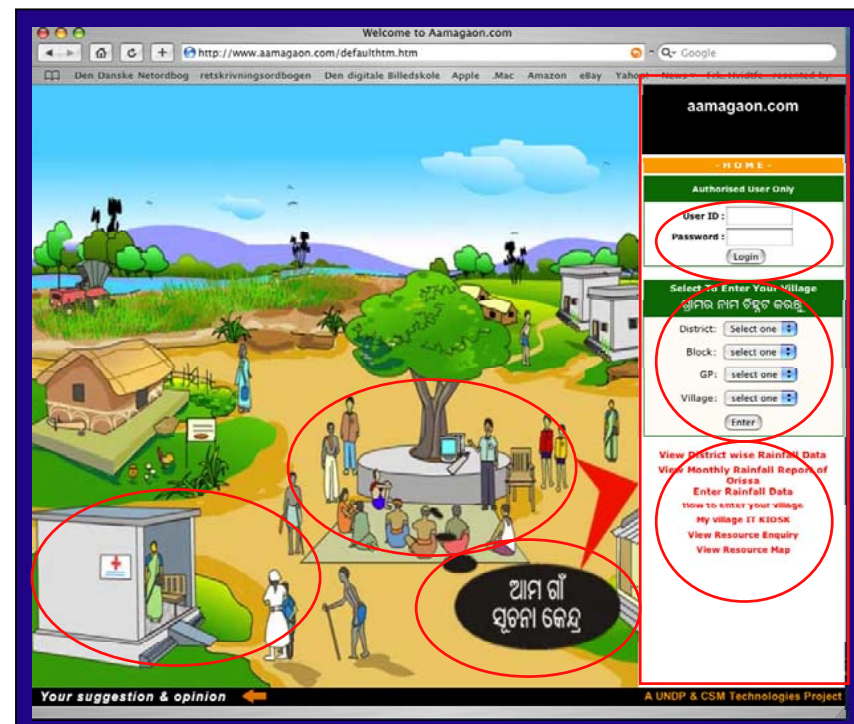
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THE USER IS REQUIRED TO

- key user ID
- password
- entry: district, block etc
- period for rainfall





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THE USER IS REQUIRED TO

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BUT WHAT HAPPENS IF THE USER IS:

- technical illiterate?
- functional illiterate?





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E-government application with an e-democracy aim Rural planner

**DID THE DEVELOPERS KNOW THEIR
USERS AT ALL ?**



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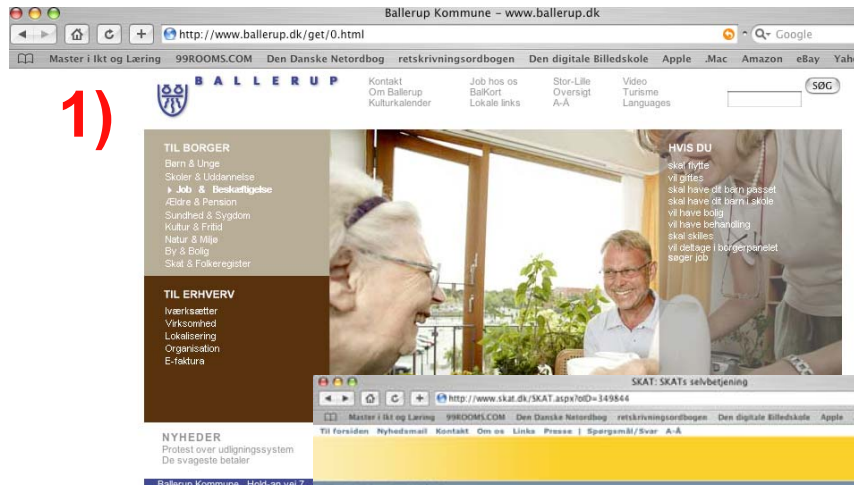
INNOVATION AND INVESTMENT IN RESEARCH

**ARE WE IN THE PROCES OF COMMITTING
SIMILAR MISTAKES IN EUROPE?**



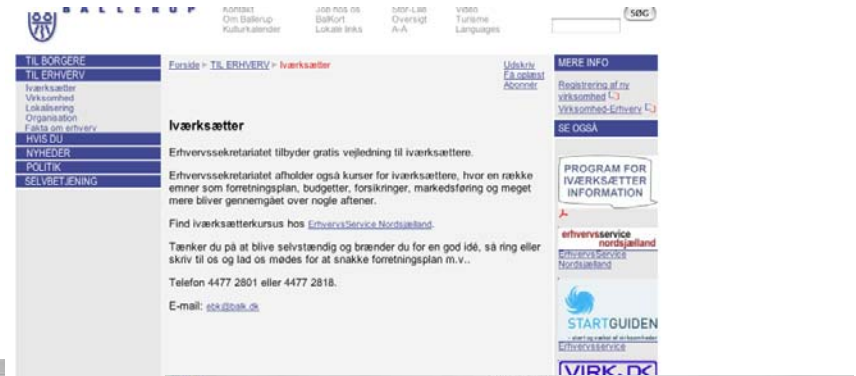
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an example: from a European country E-SERVICES IN DENMARK - a service?



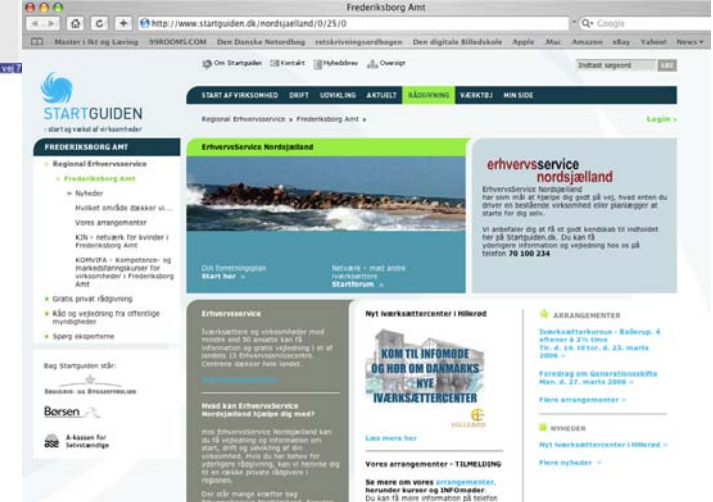
1)

3)



2)

4)



From friendly smiling citizens of different ages and gender to text, menus, links and other sites with other identities - and a coastline. The user was looking to know about tax rules and information on starting up a green grocer shop!



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i2010 Innovation and investment in research for growth and employment

Basis: Technical convergence of IT-Media-Net-Equipment

Task: Joint strategy for Information Society and Audio Visual Media

Vision: Rich Media content tailored to the individual citizen's wishes and demands



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Vision: Rich Media content tailored to the individual citizen's wishes and demands

- Where have we argued for the wishes and demands of the citizen?
- Where have we argued for the need to know about these wishes and demands?
- Where have we argued for the need for research and development of methods and techniques to uncover/elicit wishes and demands?
- Where have we argued for methods and techniques in design of applications which meet these wishes and demands?



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**HAVE WE FORMULATED AN EXPLICIT HUMANISTIC APPROACH WHICH
COMMIT I2010 TO THE EUROPEAN CITIZEN?**



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Approach: IT-strategic solutions

- *Strength:* nano-electronic-, embedded-, communication systems
- *Potential:* web services, cognitive systems
- *Bottlenecks:* integrated solutions, user friendliness, security

Problems: 1)uptake of IT in SME, 2)take up of inventions in innovative ways



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Problems: 1) uptake of IT in SME, 2) take up of inventions in innovative ways 3) user friendliness

• I2010 DOES NOT DISCUSS, DESCRIBE OR OUTLINE THE CITIZENS WISHES AND DEMANDS

• I2010 HAS NOT FORMULATED AN EXPLICIT HUMANISTIC APPROACH WHICH COMMIT I2010 TO THE EUROPEAN CITIZEN



INNOVATION - DISRUPTIVE CREATIVITY - GLOBALIZATION

I started out with **INDIA** because it forces us to reflect upon:

- diversity: (il)literacy, gender, cultural differences, immigrants in Europe
- out-sourcing and threats of job loss

i2010 really need:

INNOVATION AND DISRUPTIVE CREATIVITY in development of IT-for-all

How does innovation happen?

How may disruptive creativity be facilitated?

Do we have methods to enhance these processes?



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A EUROPEAN WAY? - through research to growth and employment

Innovation and creativity in design of IT applications? **Human Centered design of It:**

- builds on cross disciplinary design team challenging dialogue and critical reflection
- builds on profound insight into and understanding of human beings
- it is user oriented
- based on scientific methods and techniques





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i2010: DESIGN AND DEVELOPMENT OF IT-FOR-ALL is design

for: sme, government, organization, large enterprises, different cultures, user, clients, human beings, citizens

of: networks, hardware, software, media content, org-ware - all of it oriented towards use and the user

through: knowledge and understanding of the user, and the context in which the technology will be used



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A EUROPEAN WAY?

In this work we should remember that

EUROPE has a wealth of humanistic disciplines to draw on: philosophy, psychology, ethnography, literature, history, design,,

We should use this richness in innovation

THANK YOU

