Personalization and value creation

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Table of Contents

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1. From segmentation to personalization

Segmentation helps refine the picture from a mass of data to meaningful subgroups of data points.

Why not go down to extreme segmentation: segments the size of an individual?

- Major websites do it (Amazon, Yahoo!, Netflix, etc.)
- Ads providers do it (Facebook)
- News feed do it (Prismatic, Pulse)

Advantages: pinpoint accuracy and relevance Inconvenient: operational complexity

Figure 1. How is an Amazon page (old version!) personalized

2. Beyond behavior: tracking individual bodies

[pub?w=1444&h=915] | https://docs.google.com/drawings/d/e/2PACX-

1vRYaz45EZcZ_qqodnQvJ0Mfn-0LLx-42d5hj0wledNfPmU1by3B9vIZVE4ctMpiIVsS-

jDoR_SlaFHf/pub?w=1444&h=915

Figure 2. The relation between connected objects and personalization

A list of bodily aspects being measured with examples:

Table 1. Location

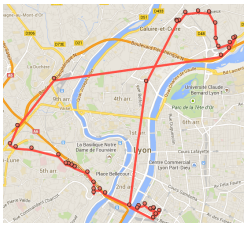
Bodily Measurement	Device	Company	Product	Picture
Location	Mobile phone	Samsung, Apple, etc.	Phone	

Table 2. Movement

Bodily Measurement	Device	Company	Product	Picture
Movement	Wrist band	Nike	Fuelband	

Table 3. Gestures

Bodily Measurement	Device	Company	Product	Picture
Gestures	Arm band	Thalmic Labs	Myo	

Table 4. Weight, heart rate

Bodily Measurement	Device	Company	Product	Picture
Weight, heart rate	Body scale	Nokia	Smart Body Analyzer	

Table 5. Sleep

Bodily Measurement	Device	Company	Product	Picture
Sleep	Undermat	Nokia	Aura	

Table 6. Fingerprint

Bodily Measurement	Device	Company	Product	Picture
Fingerprint	Mobile Phone	Apple	iPhone 5	

Table 7. Facial recognition

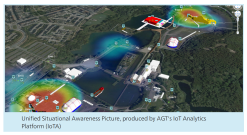
Bodily Measurement	Device	Company	Product	Picture
Facial recognition	Mobile Phone	Apple	iPhone 8	

Table 8. Emotions

Bodily Measurement	Device	Company	Product	Picture
Emotions	Camera	SightCorp	CrowdSight SDK	

▶ https://www.youtube.com/watch?v=7V8jrdH5tAQ *(YouTube video)*

Table 9. Behavior in public places

Bodily Measurement	Device	Company	Product	Picture
Behavior in public areas	Multiple devices	AGT International	Mega Events Management Solution	
Pedestrian traffic	Cameras	Placemeter	Placemeter	

A description of how AGT monitors large audiences in public events (click on the pic for the full document):

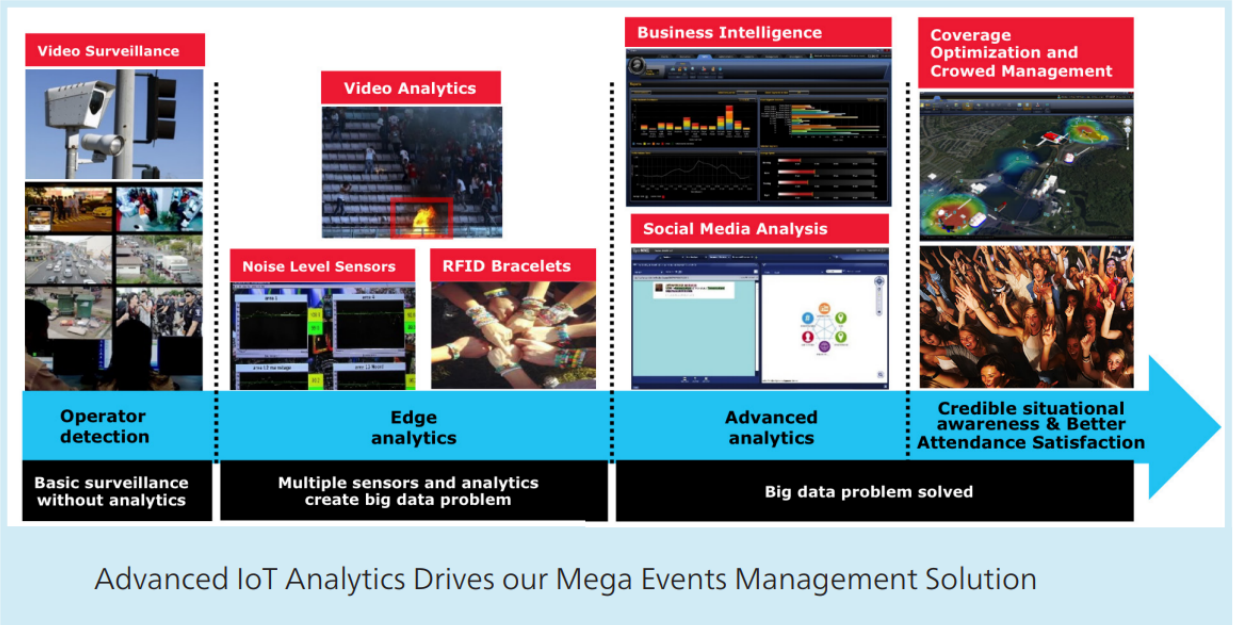


Figure 3. source: https://www.agtinternational.com/wp-content/uploads/2014/10/AGT_AAG_MegaEvent-02Oct2014-2.pdf

Video showing how Placemeter monitors pedestrian traffic:

▶ https://www.youtube.com/watch?v=rpjJHoJixYA *(YouTube video)*

3. The case of Nicholas Felton: constant data monitoring

a. The Feltron reports

Figure 4. Nicholas Felton

Nicholas Felton is a designer and data artist who produced printed annual reports from 2005 to 2014.

Reports on what?

Reports on his bodily data and social life, which he measures *constantly*

▶ https://vimeo.com/145332585 *(Vimeo video)*

b. Not just Feltron

Insurance companies are interested in boosting individual health, using connected objects as monitoring devices

<img src="C:/Users/levallois/Google Drive/open/mk99/docs/src/main/asciidoc/images/autodesk.jpg" format="jpg" alt="[autodesk" tmp="false">]

Companies are looking to provide a 360 degree solution to health and well being through constant monitoring:

▶ https://www.youtube.com/watch?v=E9jq6XpZjGo *(YouTube video)*

Monitoring on health is also a B2B market to achieve "corporate welfare". See Nokia's brochure on the topic.

4. Issues, limits

These technologies open a vast number of issues: from data privacy to the redefinition of well-being, and the grey boundary between monitoring and surveillance.

A full session of this series is devoted to discussing these issues.

For the moment, let us just repeat cautionary remarks already mentioned in a different session:

a. "personalization" has been blamed for reinforcing "bubbles" or "tribes" views of the world (paying version of the paper, free version here).

Content personalization is also blamed for favoring political polarization via an "echo chamber effect": social media tend to show me content I already agree with (paying version of the paper here, free version here).

b. Personalizing the customer relationship, even when effective, is not inherently a good thing.

It has been shown that the Coca-Cola #ShareaCoke campaign is effective at making more children choose a soda with a label to their name, over a healthy drink (paying version of the study here, free version not available).

c. Does personalization always need technology?

Companies rated with the customer service do personalization differently: with humans.

See how Zappos offers a great service to their customers:

▶ https://www.youtube.com/watch?v=vApoQPISmvs *(YouTube video)*

(another impactful version here)

or see (in French) how Trainline makes its customers happy.

The end

Find references for this lesson, and other lessons, here.

This course is made by Clement Levallois.

Discover my other courses in data / tech for business: http://www.clementlevallois.net

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index