

# Personalization and value creation

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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

**They know my name!**

From \$69 [Shop now](#)

**Kindle Fire, from \$159** [Shop now](#)

**They keep the cart active across sessions. Do this!**

**Just for me...**

**Glittering Gifts**

Business In Plain English JEWELRY STORE

Shining ideas for Valentine's Day. [Shop Valentine's Day Gifts](#) [Shop All Jewelry](#)

**New For You**

**I looked at a heart rate monitor watch last week. Looks like they haven't forgotten.**

**more items to Consider**

**They even let me know that they're always watching.**

**Free One-Day Shipping** [Shop now](#)

**Hello, Chris Your Account** [Cart](#) [Wish List](#)

**Valentine's Day Gifts** [Shop now](#)

**Streaming videos now included with amazon Prime**

**Gold Box Deal of the Day**

**Protect Your iPhone 5 for Less**

**Best Sellers**

**Video Games : PlayStation 3**

**Customers who viewed this also viewed**

**Inspired by Your Wish List**

**Recommendations for You in Kindle Store**

This figure shows a screenshot of an old version of the Amazon website. At the top, there's a navigation bar with links for 'Amazon Prime', 'Chris's Amazon.com', 'Today's Deals', 'Gift Cards', and 'Help'. A green circle highlights the 'Amazon' logo. Another green arrow points from the top right towards the top center. On the left sidebar, there's a 'Shop by Department' menu with categories like 'Unlimited Instant Videos', 'MP3s & Cloud Player', 'Amazon Cloud Drive', 'Kindle', 'Books', 'Movies, Music & Games', 'Electronics & Computers', and 'Full Store Directory'. A green arrow points from the bottom left towards this sidebar. In the main content area, there are several promotional banners: one for the Kindle Fire, one for Valentine's Day Gifts, one for streaming videos with Prime, and one for a Gold Box Deal of the Day (\$1.99 Harlequin Romances on Kindle). Below these are sections for 'New For You' (books like 'The Amazon Analytics Bible', 'SEO 2013 & Beyond', 'Brad Taylor: Enemy of Mine', 'Facebook Demystified', 'How to Write Great Blog Posts', and 'Blood Ivory'), 'more items to Consider' (Garmin Forerunner watches), and 'Inspired by Your Wish List' (books like 'The Checklist Manifesto', 'Unaccountable', 'Better', 'Complications', 'Safe & Sound', 'The Skeptic's Dictionary', and 'Resident Evil'). A large green arrow points from the bottom left towards the 'Inspired by Your Wish List' section. At the bottom, there's a 'Recommendations for You in Kindle Store' section with book covers for '15 Marketing Trends in 2013', 'The Hunchback of Notre Dame', '10 "Street-Smart" Secrets of an Entrepreneur', 'Mrs. Fry's Diary', 'King Rail', and '57 Hot Business Marketing Strategies'. The overall layout is cluttered with many promotional elements and personalized suggestions.

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

## 2. Beyond behavior: tracking individual bodies

- Internet of Things
  - Quantified Self
  - Wearable tech
  - Smart cities
  - State surveillance ?
- More sensors, more data  
created by or connected to individuals

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, etc.	Apple, 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):

image::agt-2.png[AGT services for crowd management][align="center", title="source: [https://www.agtinternational.com/wp-content/uploads/2014/10/AGT\\_AAG\\_MegaEvent-02Oct2014-2.pdf](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 3. Nicholas Felton

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

These reports synthesize his bodily data and social life, which he measures *constantly* during the year. This practice (pushed to the extreme in this case) belongs to the [quantified self](#) movement.

► <https://vimeo.com/145332585> (Vimeo video)

## b. Not just Feltron

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

"]

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 of health services](#).

## 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: <https://www.clementlevallois.net>

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