SCIENCE*SPRING*DAY

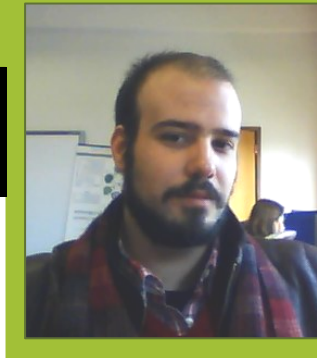**DEPARTAMENTO DE INFORMÁTICA**

Developing a Technological Bridge to the "Right Moment"

MultiModal Systems / Interactive Multimedia Group

CHi CENTER FOR INFORMATICS AND INFORMATION TECHNOLOGIES

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I'm currently a PhD student, advised by Professor Teresa Romão, interested in Persuasive Systems, Human-Computer Interaction, Mobile and Web Application Development.

Objectives

The field of **Persuasive Technology** aims to convey messages in **persuasive ways**, in order to influence the receiver's behaviours and beliefs.

A very interesting aspect of persuasion is **time**; indeed, research strongly suggests that the **moment** the messages are presented to the receiver is of **fundamental importance**, as it has the potential to **maximize or nullify the persuasive effects** of the communication.

The **objective of our research** is to propose a **novel framework** - a technological bridge, across multiple platforms, that will allow for the development of reliable, real-life event reactive software.

Methodology

Starting with a **literature review** on the state-of-the-art of **persuasive** and **event reactive systems**, the framework will be developed in parallel with the production of several end-user application prototypes - these will serve to **validate it** while **providing testing grounds** for other **opportune**, **HCI-related hypotheses**.

HCI Research & Framework Development

Prototype	Prototype	Prototype

Expected Results

We expect that, by using our proposed framework, persuasive system developers will be able to **focus their efforts more on overall system design** and **less on the development of event detection algorithms** or **dealing with platform-specific details and idiosyncrasies**.

Moreover, we also anticipate our research to yield **positive contributions to the field of HCI**, since we will be dealing with complex and still open challenges, like **the representation of time and space**, from both developer (framework) and end user (prototypes) perspectives.

Real life event

⬇

Framework

reaction

C#

etc