



Deployment of interventions

A game on stakeholder expectations

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Expectations

- › Some interventions involve many stakeholders
- › Stakeholders have expectations towards other stakeholders
- › What are your expectations towards other stakeholders?

- Cooperate
- Facilitate
- Not obstruct
- ...

- Technical
- Legal
- Financial
- ...





Distraction warning



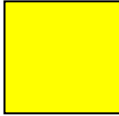





- › Distracted or drowsy driver is warned by in-car system.
- › Policy makers can promote system by various incentives, or mandate.
- › Insurance companies can e.g. provide incentives.

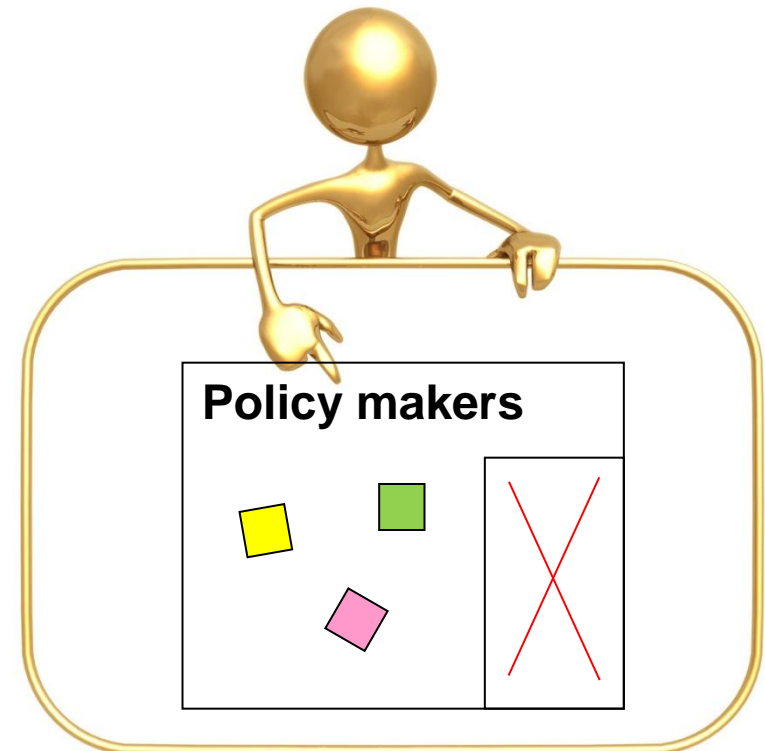


- › What do consumers want?
- › What can car makers and telematics industry do?



Stakeholders – Distraction Warning

- › Car makers 
- › Telematics industry 
- › Policy makers 
- › Insurance companies 
- › Users 
- › Research providers 



What are your expectations towards other stakeholders?



Workload manager

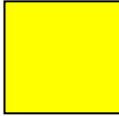
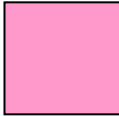




- › Tasks of driver are prioritized by in-car system.
- › Driving and secondary tasks.
- › Originating from car or other equipment like phone, navigation system, ...

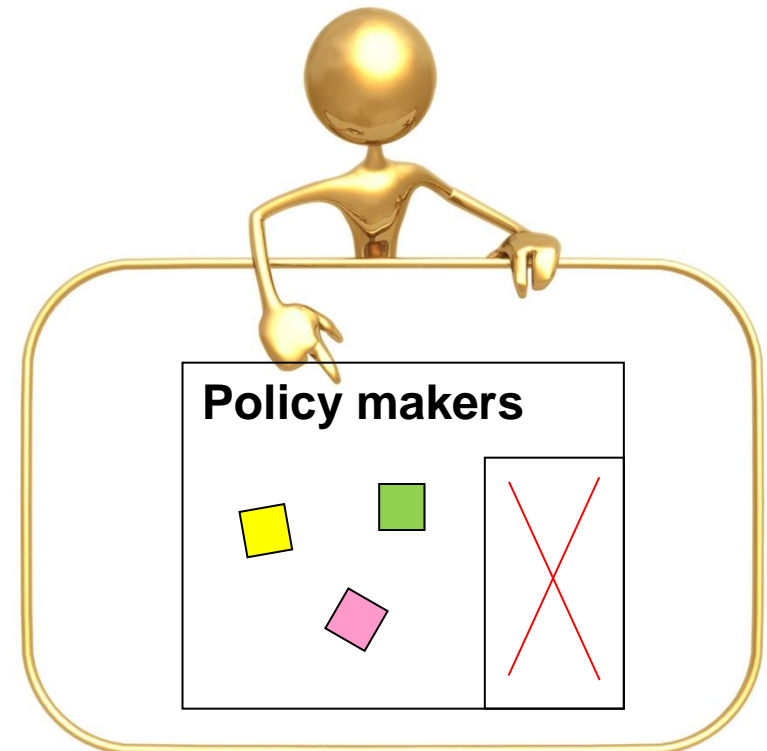


- › Prioritization based on urgency, relevance, quality, user preference, ...



Stakeholders – Workload manager

- › Car makers 
- › Telematics industry 
- › Policy makers 
- › Telecom providers 
- › Users 
- › Research providers 



What are your expectations towards other stakeholders?



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Let's go!



Dealing with expectations

- › Each stakeholder has a collection of expectations from the other stakeholders
- › What is expected from you?
- › What can you do with these expectations?
- › Are they
 - › Challenging?
 - › Interesting?
 - › Surprising?
 - › Important?
 - › Quick win?
 - › Easy to meet?
 - › Difficult to meet?





Dealing with expectations

- › Select the expectations that you find most interesting to discuss.
- › Move them to the selection box
- › Why did you select these?
- › What is your opinion on these expectations?
- › ~ 10 minutes
- › Present this to the other groups
- › In 2 minutes
- › Choose a presenter!

