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VTT Information Technology

Thesis for the degree of Doctor of Technology
to be presented with due permission for the public examination
and criticism in Tietotalo Building, Auditorium TB104
at Tampere University of Technology,
on the 22nd of June 2005 at 12 o´clock noon

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ISBN 951–38–6640–8 (soft back ed.)
ISSN 1235–0621 (soft back ed.)

ISBN 951–38–6641–6 (URL: http://www.vtt fi/inf/pdf/)
ISSN 1455–0849 (URL: http://www.vtt fi/inf/pdf/)

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JULKAISIJA – UTGIVARE – PUBLISHER

VTT, Vuorimiehentie 5, PL 2000, 02044 VTT
puh. vaihde 020 722 111, faksi 020 722 4374

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Cover Juha Kolari

Technical editing Leena Ukskoski

Valopaino Oy, Helsinki 2005

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Kaasinen, Eija. User acceptance of mobile services – value, ease of use, trust and ease of adoption
Espoo 2005. VTT Publications 566. 151 p. + app. 64 p.

Keywords mobile services, user acceptance, Technology Acceptance Model, human-centred design, mobile Internet, location-based services, value, ease of use, usability, trust, ease of adoption

Abstract

This dissertation studies user acceptance of mobile services based on a series of case studies of mobile Internet and location-aware information services targeted at consumers and accessed mainly by mobile phones. The studies were carried out in connection with technology research projects, where the objectives were to develop technical infrastructures, to pilot the technology in demonstrator services, and to collect user feedback in field studies to assist in focusing future commercial deployment of the technology. A Technology Acceptance Model for Mobile Services is proposed on the basis of the results of the case studies. According to the model, user acceptance is built on three factors: perceived value of the service, perceived ease of use, and trust. A fourth user acceptance factor: perceived ease of adoption is required to get the users from intention-to-use to actual usage. Based on the Technology Acceptance Model for Mobile Services, design implications for each user acceptance factor are proposed.

Instead of implementing collections of useful features, the design of mobile services should be focused on key values provided to the user. The value of mobile services can be built on utility, communication or fun. Successful service content is comprehensive, topical and familiar, and it includes personal and user-generated content. The users appreciate seamless service entities rather than separate services. Ease of use requires a clear overview of the service entity, fluent navigation on a small display, and smooth user interaction with the service. The users should get personally and situationally relevant services and information without needing to expend effort on personalisation. The services should be designed to be adaptive to the wide variety of devices and networks. As the services increasingly support individual users in their daily tasks and the services are increasingly dealing with personal data, user trust in the services is becoming more and more important. The user should be able to assess whether (s)he can rely on the service in the intended contexts of use. The user needs to feel and really be in control, and the privacy of the user must be protected.

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