

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

amazon Chris's Amazon.com Today's Deals Gift Cards Help

Shop by Department Search All Go

Unlimited Instant Videos
MP3s & Cloud Player
Amazon Cloud Drive
Kindle
Apps for Android
Digital Games & Software
Audible Audiobooks
Books
Movies, Music & Games
Electronics & Computers
Home, Garden & Tools
Grocery, Health & Beauty
Toys, Kids & Baby
Clothing, Shoes & Jewelry
Sports & Outdoors
Automotive & Industrial
Full Store Directory

Free One-Day Shipping
Hello, Chris Your Account Cart Wish List

They know my name!

The perfect gift
From \$69 Shop now
Kindle Fire, from \$159 Shop now

Just for me...

They keep the cart active across sessions. Do this!

Business in Person JEWELRY STORE
Glittering Gifts
Shining ideas for Valentine's Day. Shop Valentine's Day Gifts Shop All Jewelry

New For You

The Amazon Analytics Bible: How To...
Tom Conson-Knowles
Kindle Edition
★★★★★ (17)
\$2.99
Why recommended?

SEO 2013 & Beyond : Search engine...
Andrew Williams Ph.D., Dr. Andy Williams
Kindle Edition
★★★★★ (57)
\$3.99
Why recommended?

Enemy of Mine: A Pike Logan Thriller
Brad Taylor
Kindle Edition
★★★★★ (36)
\$12.99
Why recommended?

Facebook Demystified - The 10...
Don Wilson
Kindle Edition
★★★★★ (48)
\$4.99
Why recommended?

How to Write Great Blog Posts That...
Steve Scott
Kindle Edition
★★★★★ (23)
\$0.99
Why recommended?

Black Eagle Force: Blood Ivory
Buck Bierske, Ken Farmer, Doran Ingham
Kindle Edition
★★★★★ (1)
\$3.99
Why recommended?

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

Customers who viewed this also viewed

Garmin Forerunner 305 GPS Receiver
★★★★★ (2,385)
\$329.99

Garmin Forerunner 410 GPS-Enabled...
★★★★★ (361)
\$209.95

Garmin Forerunner 310XT Waterproof...
★★★★★ (194)
\$250.49

Garmin Forerunner 10 GPS Watch
★★★★★ (150)
\$129.99

Garmin Forerunner 110 GPS-Enabled...
★★★★★ (473)
\$189.99

Garmin Forerunner 405 Wireless...
★★★★★ (540)
\$175.00

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

View or edit your browsing history

Inspired by Your Wish List
You wished for Customers who viewed this also viewed

The Checklist Manifesto: How to...
Atul Gawande
Paperback
★★★★★ (312)
\$10.20

Unaccountable: What Hospitals Won't...
Marilyn Makary MD
Hardcover
★★★★★ (93)
\$15.28

Better: A Surgeon's Notes on Performance
Atul Gawande, John Bedford Lloyd
Audio CD
★★★★★ (153)
\$11.98

Complications: A Surgeon's Notes on...
Atul Gawande, William David Griffith
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★★★★★ (238)
\$7.98

Safe & Sound in the Hospital...
Karen Curless
Spiral bound
★★★★★ (17)

The Skeptic's Dictionary: A...
Robert Todd Carroll
Paperback
★★★★★ (48)
\$11.89

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15 Marketing Trends in 2013 And How...
Rohit Bhargava
Kindle Edition

THE HUNCHBACK OF NOTRE DAME
Victor Hugo, Thomas LeClerc
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Kindle Edition

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James Clavell
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Tom Conson-Knowles
Kindle Edition

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- 1,787 days in the top 100
PlayStation 3 DualShock 3 Wireless Controller (Black)
PlayStation 3
\$64.99 \$45.42
- 288 days in the top 100
Call of Duty: Black Ops II
PlayStation 3
\$69.99 \$54.11
- 74 days in the top 100
No No Kuni: Wrath of the White Witch
PlayStation 3
\$69.99 \$59.96
- 241 days in the top 100
Resident Evil 6
PlayStation 3
\$79.99 \$19.99
- 134 days in the top 100
PlayStation Plus 12 month Subscription (Download)
PlayStation 3
\$49.99

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Cell Phones & Accessories : Unlocked Phones
Updated hourly

1. Samsung I9190 Galaxy S II Mini Unlocked Android Smartphone...
Samsung
\$599.99 \$335.00
2. Samsung Galaxy S II Mini I9190 8GB Unlocked GSM Phone with...
\$338.95
3. BlackBerry 9650 Bold Unlocked GSM Smartphone with 3 MP...
BlackBerry RM
\$249.99 \$148.95
4. Samsung Galaxy S II GT-I9300 Factory Unlocked Phone...
Samsung
\$699.99 \$564.95

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

2. Beyond behavior: tracking individual bodies

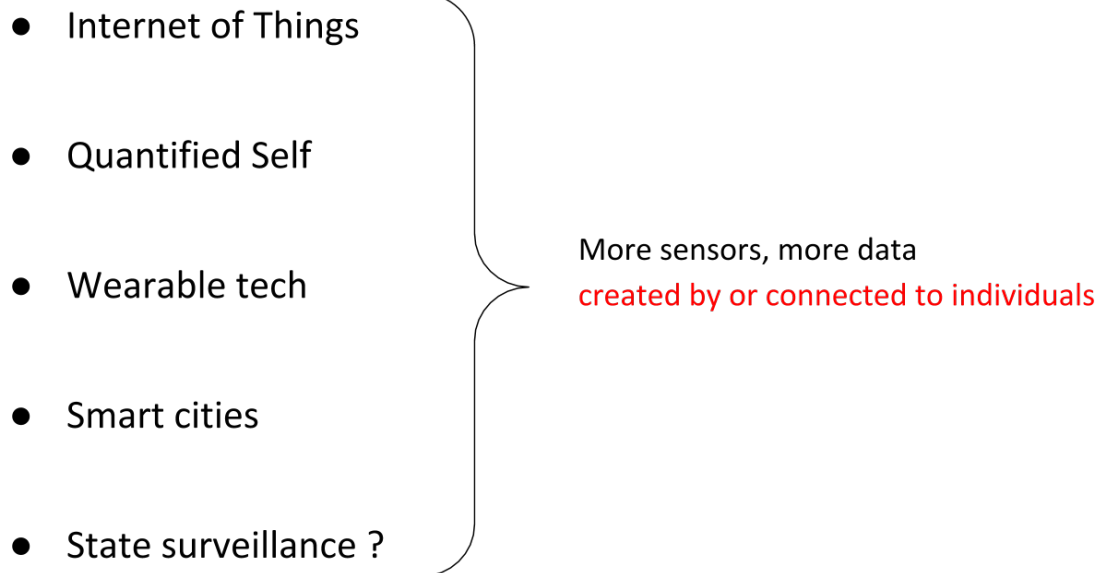


Figure 2. The relation between connected objects and personalization

A list of bodily aspects being measured with examples:

Table 1. Location

Bodily Measurement	Device	Company	Product	Location
--------------------	--------	---------	---------	----------

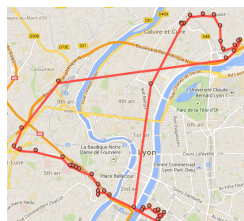


Table 2. Movement

Bodily Measurement	Device	Company	Product	Movement
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Table 3. Gestures

Bodily Measurement	Device	Company	Product	Gestures
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Table 4. Weight, heart rate

Bodily Measurement	Device	Company	Product	Weight, heart rate
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Table 5. Sleep

Bodily Measurement	Device	Company	Product	Sleep
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Table 6. Fingerprint

Bodily Measurement	Device	Company	Product	Fingerprint
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Table 7. Facial recognition

Bodily Measurement	Device	Company	Product	Facial recognition
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Table 8. Emotions

Bodily Measurement	Device	Company	Product	Emotions
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Table 9. Behavior in public places

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



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

How it works

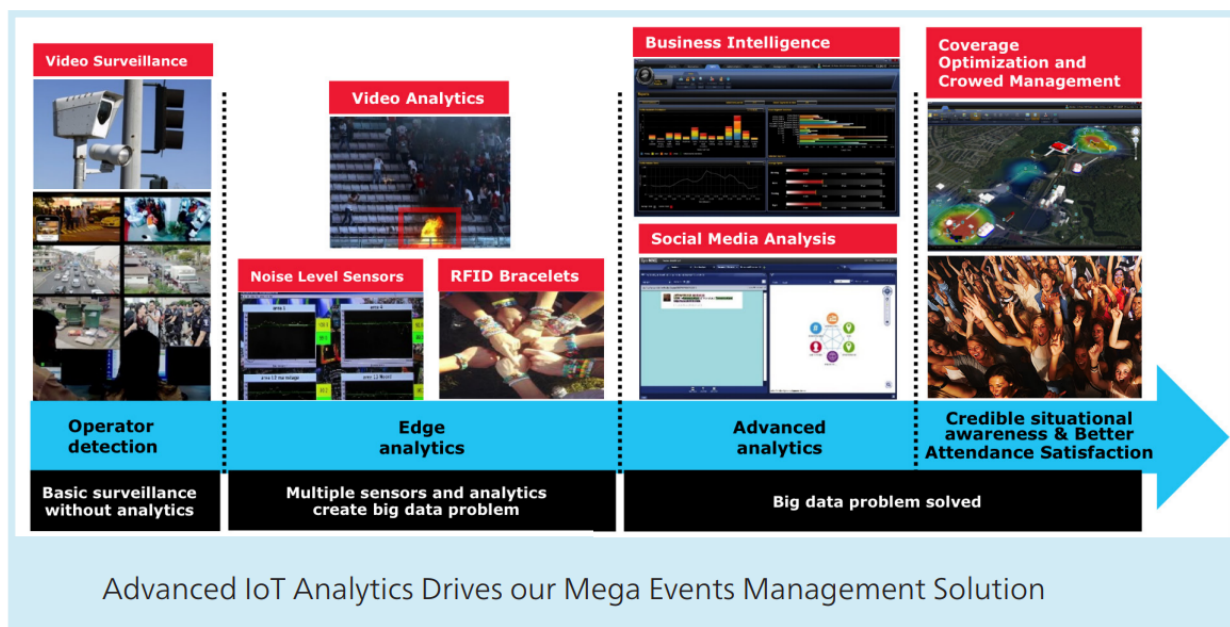


Figure 3. source: https://www.agtinternational.com/wp-content/uploads/2014/10/AGT_AAG_MegaEvent-02Oct2014-2.pdf

Video showing how Placemeter monitors pedestrian traffic:

<https://img.youtube.com/vi/rpjjHoJixYA/maxresdefault.jpg>

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.

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.



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:



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://img.youtube.com/vi/vApoQPISmvs/maxresdefault.jpg>

([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](#).



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