RP3015

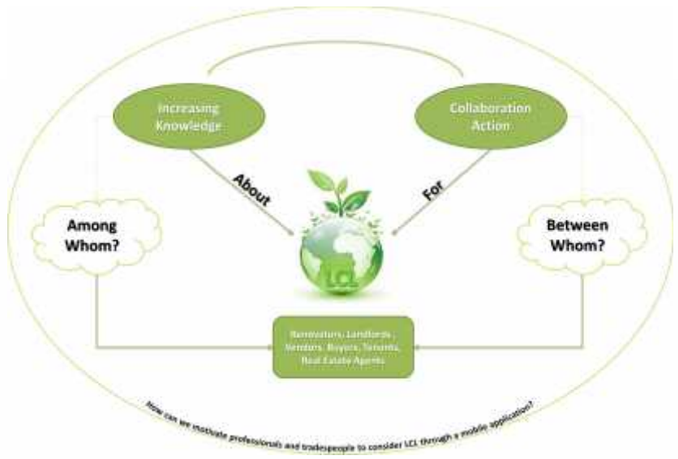
USER SEGMENTATION IN DESIGNING MOBILE LEARNING APPLICATIONS FOR BUILT ENVIRONMENT PROFESSIONALS AND REAL ESTATE AGENCIES

Problem Statement

To mitigate environmental damage caused by the continued population growth, the Australian federal government has considered different plans for increasing public awareness by funding the Low Carbon Precincts program. It is clear that built environment professionals and real estate agencies have a great influence and importance in increasing public and industry awareness about low carbon and driving a new market in existing and new homes with sustainability and carbon reduction opportunities. In this process, highly experienced and skilled built environment professionals and real estate agencies may not promote low carbon or sustainable building options to clients unless they have knowledge.

For this purpose the project aims to identify the opportunities to engage built environment professionals and real estate agencies in using a mobile learning application for low carbon living.

The research question in this study is: ***"How can segmenting and prioritizing users better inform what built environment professionals and real estate agencies need in designing a mobile learning application? "***



Methodology

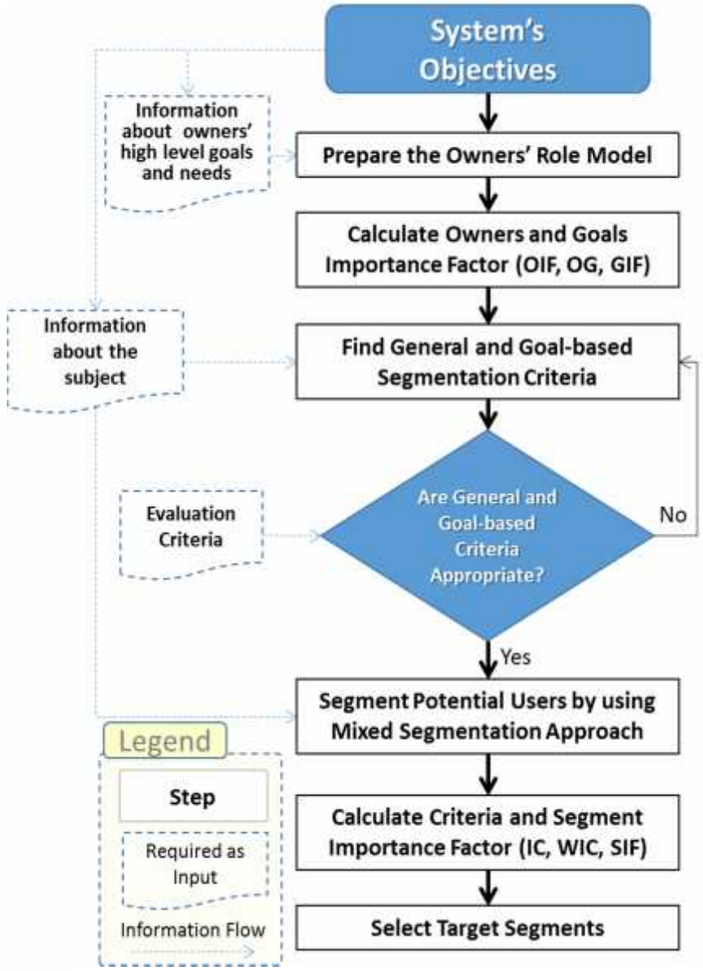


Figure 1: The schematic view of the proposed methodology

Case Study

LJ Hooker Corporate designed a series of measures (17 Things™) as an appraisal checklist for agents to look for when they appraise houses. To facilitate this process and diffuse 17 Things™ and Liveability Features™, developing a mobile application was planned. The diversity and variety of potential users of this application led to the necessity of segmentation.

We used our novel approach to analyse and segment potential and target users to design an appraisal app. Analysis of results indicate that the proposed method is a suitable approach for finding potential and target users and user segmentation gives system designers a better insight for requirements elicitation and system development.

The proposed method in this study has also been used in other two case studies and results have been accepted to present at upcoming 23rd Asia-Pacific Software Engineering Conference.

Contact

Name: Mohammadhossein Sherkat

Organisation: University of Melbourne

E: msherkat@student.unimelb.edu.au