PREDICTING AND INFLUENCING TECHNOLOGY ACCEPTANCE

When it comes to planning, developing or designing technologies, products, or services, acceptance of future customers and users is critical. The ultimate goal is a unique and special customer and user experience, which leads to a purchase, adoption, and continued use of these new technologies, products, and services.

Technology acceptance is too important to be left to chance. The scientific community offers over 30 years of in-depth research, methods and tools to analyze and to increase the acceptance of new or existing technologies.
So-called Technology Acceptance Models specify factors that are relevant for almost all technologies, such as perceived usefulness and perceived ease of use (usability), as well as factors that are dependent on the respective technology, such as coolness or empowerment. Furthermore, these models allow a prediction of the future actual use of a technology with an accuracy of up to 70%!

We support product, technology and service development cycles by applying technology acceptance models and conducting empirical studies to guide planning, design, and implementation processes.

HOW DOES IT WORK?

- On the basis of generic existing technology acceptance models, we jointly define which factors (e.g. emotions, flow, user experience, efficiency, productivity) are important in the technology development process.
- We setup a tailored technology acceptance model for the respective technology under development.
- We conduct an empirical online study with 500 participants,

- which are representative for the end-users of the planned technology. These participants are recruited via a dedicated consumer/user research panel.

- The best part: The technology does not have to “exist” at this point. Concepts, scenarios, workflows or mock-ups are sufficient.

- We analyze and interpret the results: we identify which factors influence future acceptance and how a change in the design of technology (or change of specific features) can have a positive influence on these factors. We give an overall estimation of the likelihood of future acceptance and conclude with design possibilities.

OUR EXPERTS

- Andreas Sackl: Modelling and predicting technology acceptance

- Manfred Tscheligi: Designing for unique and positive user experience and accepted technologies

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