adesso business. people. technology.

iOS Praktikum TU München

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Facts & Figures

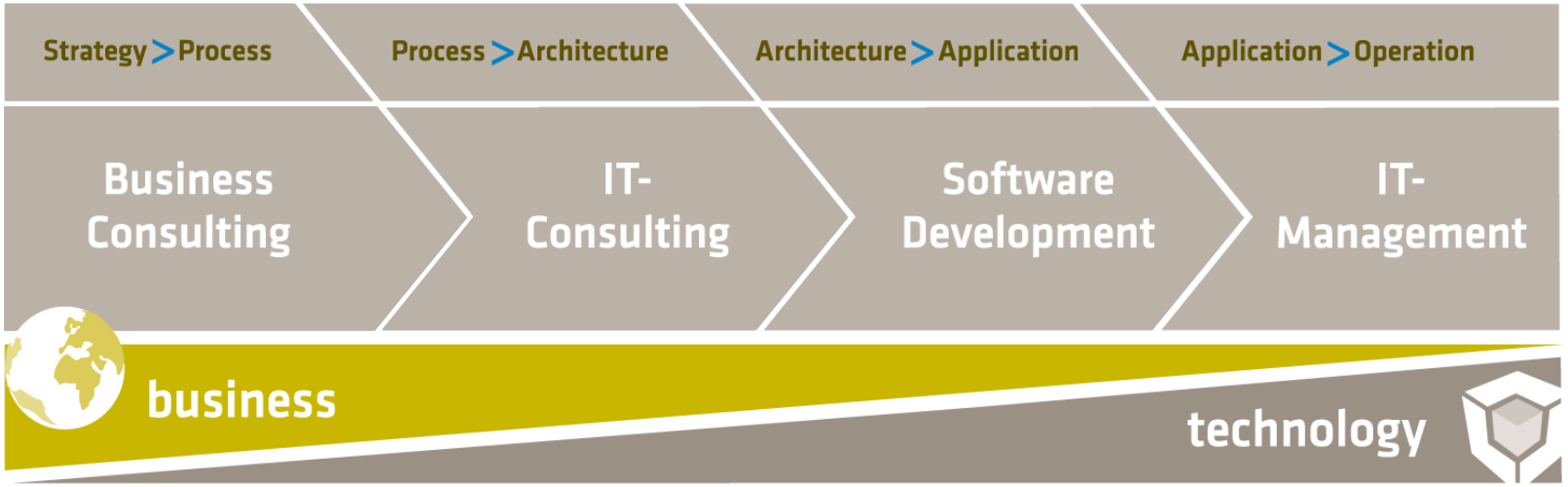
Employees

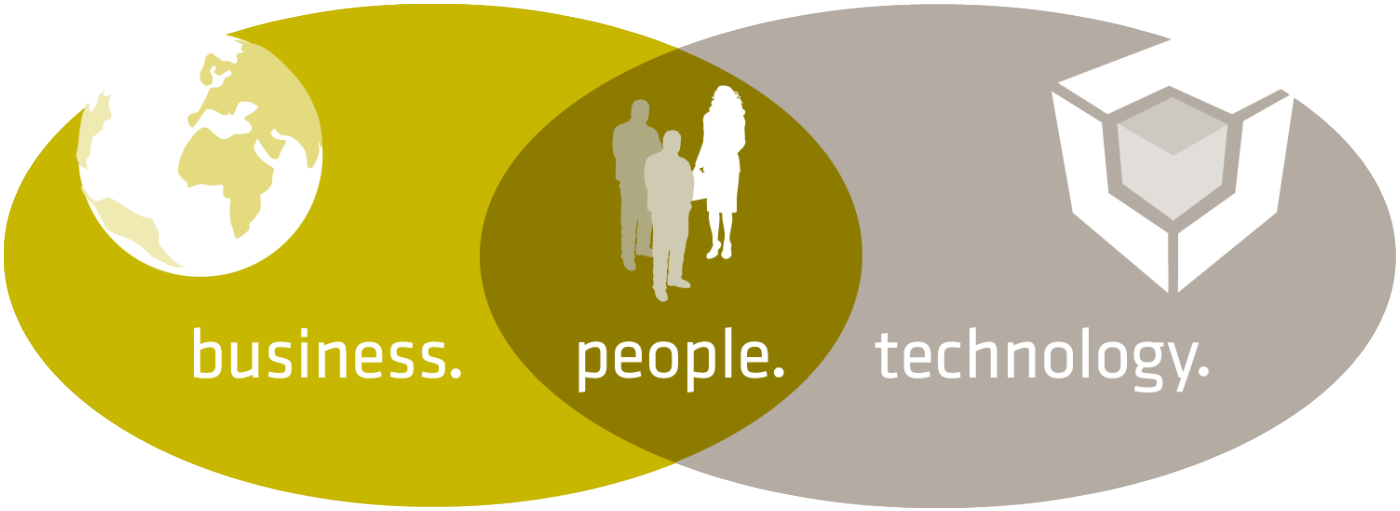
- > 1,500 in adesso Group

Sales revenues

- Expected : 192 – 198 million €

Business Model





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Barmenia Versicherungen
DEVK VERSICHERUNGEN
SIGNAL IDUNA Versicherungen und Finanzen
hannover re®
SwissLife Select
COMMERZBANK
CREDIT SUISSE
Deutsche Bank
LBBW
BITMARCK®
DAK Unternehmen Leben
gematik
PKV Verband der privaten Krankenversicherung e.V.
DESTATIS Statistisches Bundesamt
Bundeswehr
schufa
LOTTO® Hamburg
WESTLOTTO
SWISSLOS
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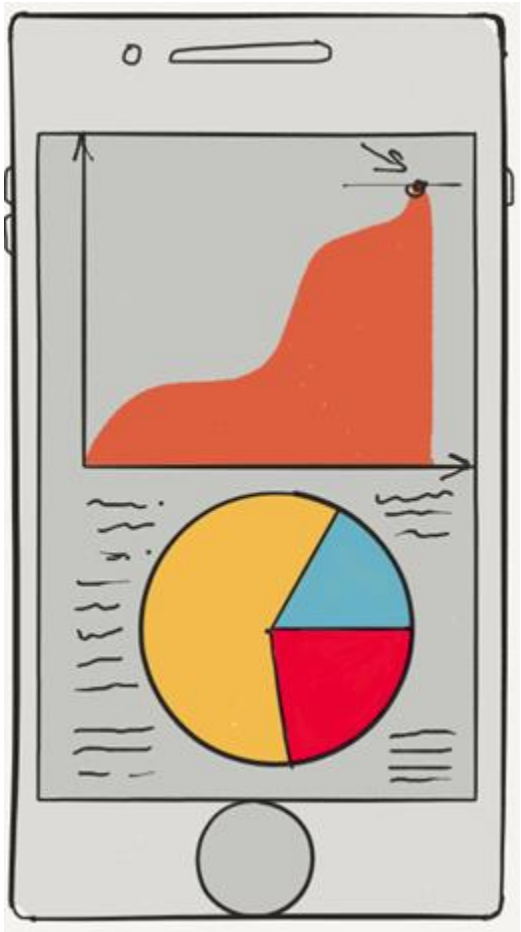
Motivation – in|forming

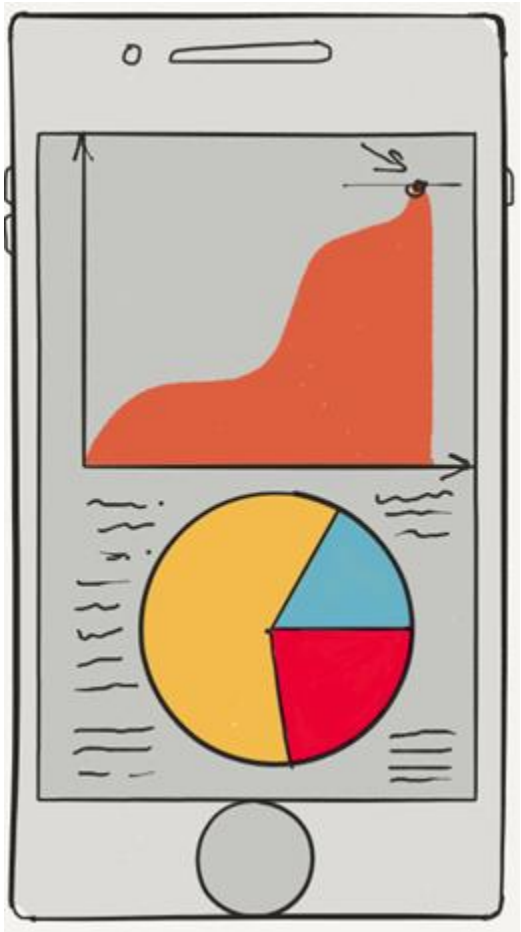
- Motivation:
  - ‚What does your mobile know'?
  - Mobile phone collects a lot of personal information
    →Supplying information to the user

- Naming:
  - **Information:** app will collect information
  - **Forming:** collected data will be formed and interpreted
  - **Informing:** app will inform the user what information was won

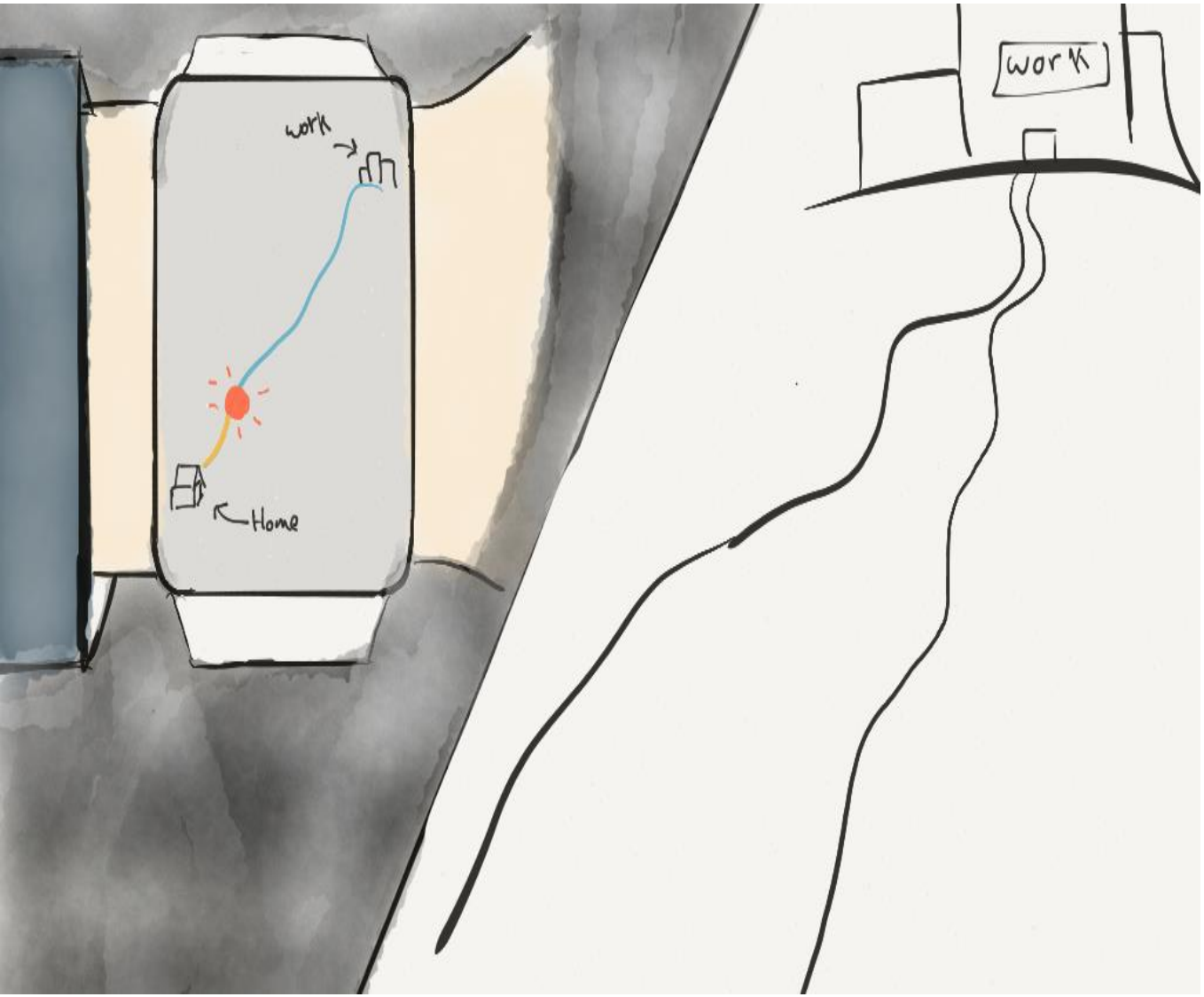


Scenarios – in|forming

- Sources of information:
  - GPS-coordinates
  - Address book
  - Photos
  - Internet
- Scenarios:
  - Detecting most important places
  - Analyzing personal behavior
  - Analyzing photos
  - Analyzing address book
- Team might create additional creative ideas during the project



Detecting most important places



Detecting important places:

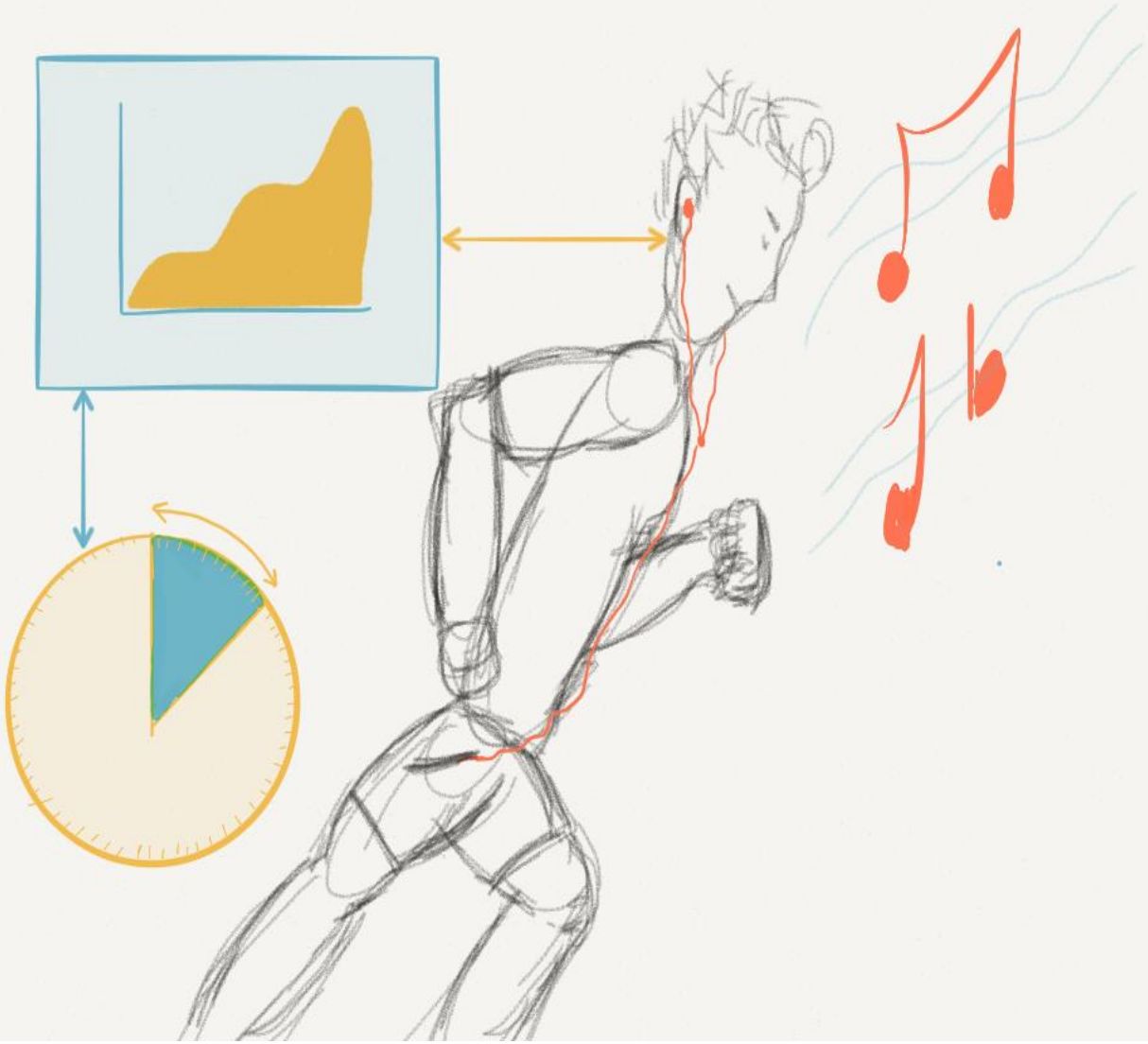
- User lives in a big city
- Works 15 km away and uses public transportation

→ App recognizes home and office

→ Assume home / office from time of day

→ Additional check of addresses against known business entries

Analyzing personal behavior



Analyzing personal behavior:

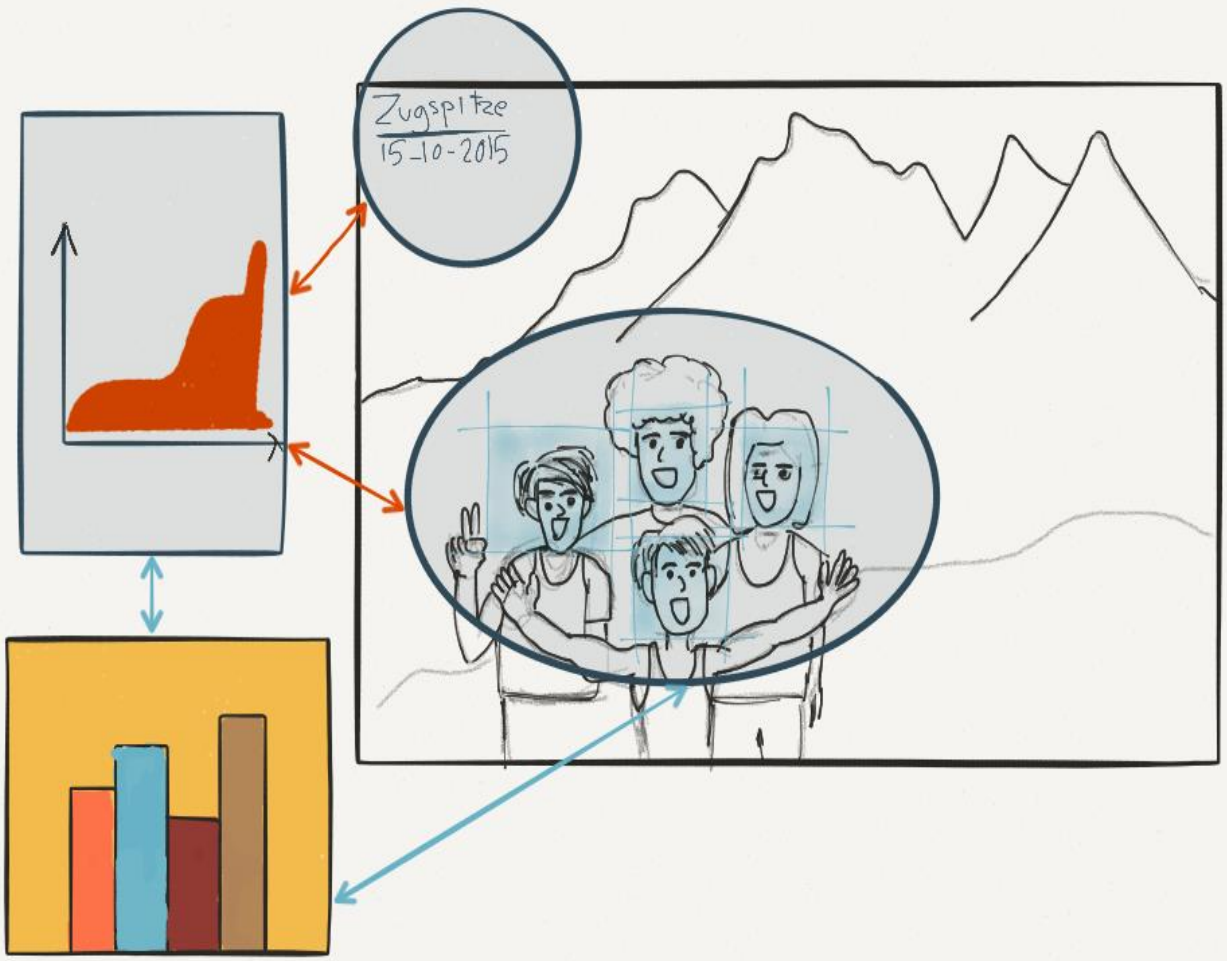
- User goes 3 times a week to the gym
- 5 km away and usage of bike

→ App recognizes the place is gym

→ Conjunction between the duration and the location

→ Analyzing the speed to find out that a bike was used

Analyze your photos / address book



Analyzing address book and photos:

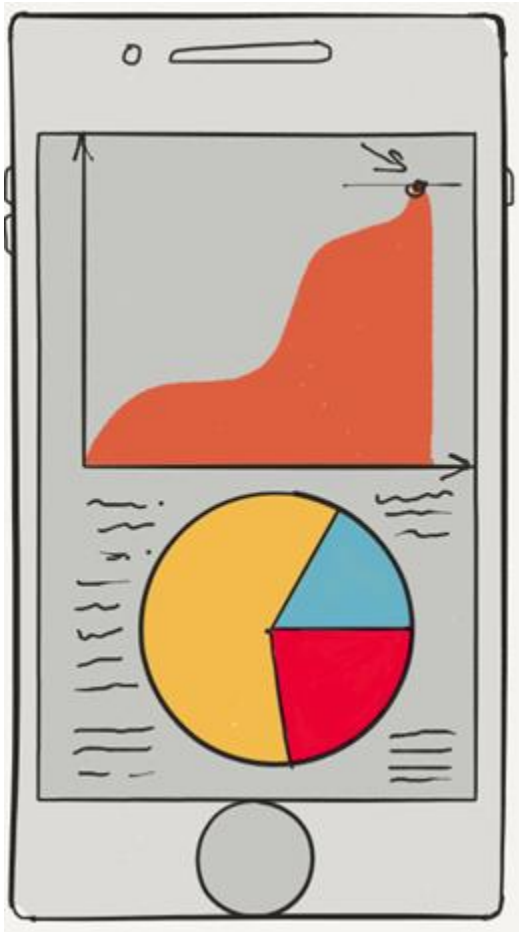
- User travels with friends and makes photos
- User has a well-maintained address book of friends and relatives worldwide

→ App extracts the time and location information from the pictures

→ Face detection with check against the contact list

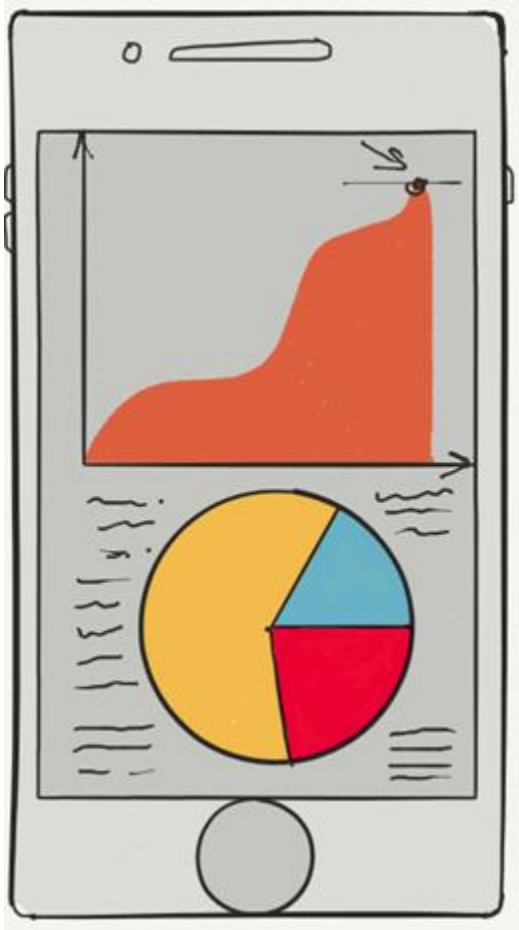
Functional requirements – in|forming

- App learns from recurring situations
- After learning period: app should be able to tell where the person lives and works
- Extract information from pictures with Geo-Coordinates → add this information to a personal movement profile
- Use information from all available sensors to gather additional information
- Provide the gathered information and the derived assumptions to the user



Nonfunctional requirements / User interface – in|forming

- User Interface:
  - > Collector: gathers information and should be more or less invisible to the user
  - > Reporting: Display of the information and intuitive digging into details
- Performance
- Data Integrity
- Backup functionality for the collected data and reports



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