

Title	ICT活用型ダイエットサービスにおける、価値共創に関する研究
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Research on Service Co-creation of Diet Support Service Using ICT

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Measuring personal health-related data such as weight, steps and intake or consumed calories seems to be a critical key for making healthy behavioral changes both in individual and society while number of overweight and obese people increases. Although actions required for behavioral changes have not been welcomed by people as uncertainties of health impact and hardness of execution, how to provoke and sustain these behavioral changes has been a research theme for a long time.

On the other hand weight scale, pedometer, and other health gadgets, nowadays some of these are provided as free web applications, I assumed those are commoditized. Using ICT to transform these commodities into Diet Support Product Service System (DSPSS) may have much more potential to support healthy behavioral changes than without ICT type. Under an Umbrella concept of connected health, many countries, business entities and organizations including Japan have been implementing initiatives of preventive health using DSPSS and a like almost a decade. Feedback systems are very important part in these connected health services, though researches in this area including perspective of service co-creation are rarely found. In this paper, I assume that DSPSS is in infant stage of its life cycle, so they only have lead user. Under this condition, I put two research questions from user perspective. (1) Does DSPSS provide good feedback systems that are attractive for lead users? (2) Among lead users, how do they make interactions through DSPSS or not? To examine these questions, I collect 8 DSPSS users' data extracted from their diaries to analyze both by a natural language analyzer "KH Coder" and a qualitative analysis through simple text data reading. I picked them by three different DSPSS types, 2 from body/weight scale type, 3 from pedometer type, and 2 from mobile phone application. 233 days text data are processed by software and a researcher. Through these processes I found that lead users' interest to DSPSS is very weak and their perception of feedback system is also a faint, and it might lead to a scarce user network interaction. In conclusion, DSPSS must be redesigned to unleash its potential of co-creation mechanism.