

Maaß & Hecht

Today, the Internet provides numerous services that were offered by humans before. In interaction with software „working customers“ consume those services while producing them at the same time. E-services like e-banking, e-shopping or e-government demand a lot more from users than the equivalent traditional service situation: increased attention, special skills and competences, material resources. A careful design of self-service technology is essential, but so far little research has been done to understand the self-service situation from the prosumers' perspective. How is it possible to support them in enhancing their competences? How can the necessary knowledge be transferred?

In our talk we explore different dimensions that have to be taken into account when designing Internet-based services for the working customer. We argue for the use of participatory techniques in the phase of requirements elicitation and we advocate interdisciplinary cooperation in this field of research.