

e2001: eBusiness and eWork

Interactive and real-time help-desk system in electronic shop environment

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Letter of Content

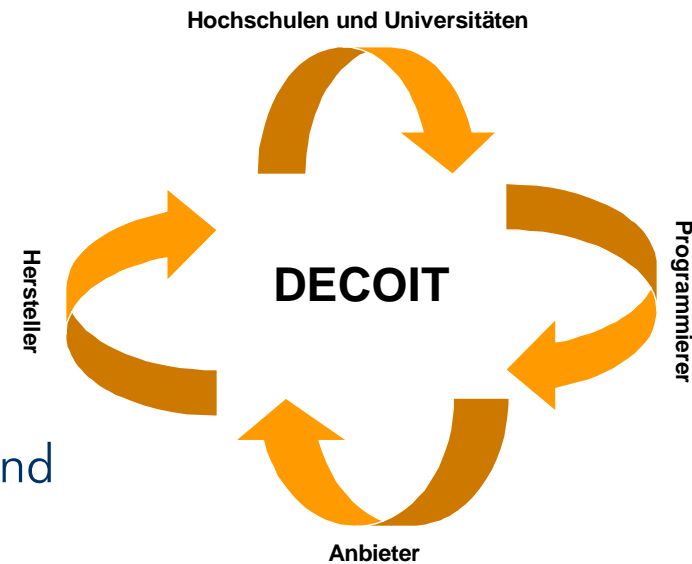


- ◆ Portfolio of DECOIT
- ◆ Short introduction of the project INTELLECT
- ◆ Open issues
- ◆ Solutions
- ◆ Conclusion

Portfolio of DECOIT



- ◆ Consultancy (vendor independent)
 - ◆ Network Concept
 - ◆ Security Concept
 - ◆ Security Check
 - ◆ Strategy Concept
 - ◆ Software Concept
- ◆ Quality Management
- ◆ Vendor and product tests
- ◆ National and international research and development projects
- ◆ Training (technologies and services)
- ◆ Web projects (design and programming)
- ◆ Marketing (Co-operation with publishing houses)
- ◆ Project management





Intelligent Online Configuration of Products by Customers of Electronic Shop Systems



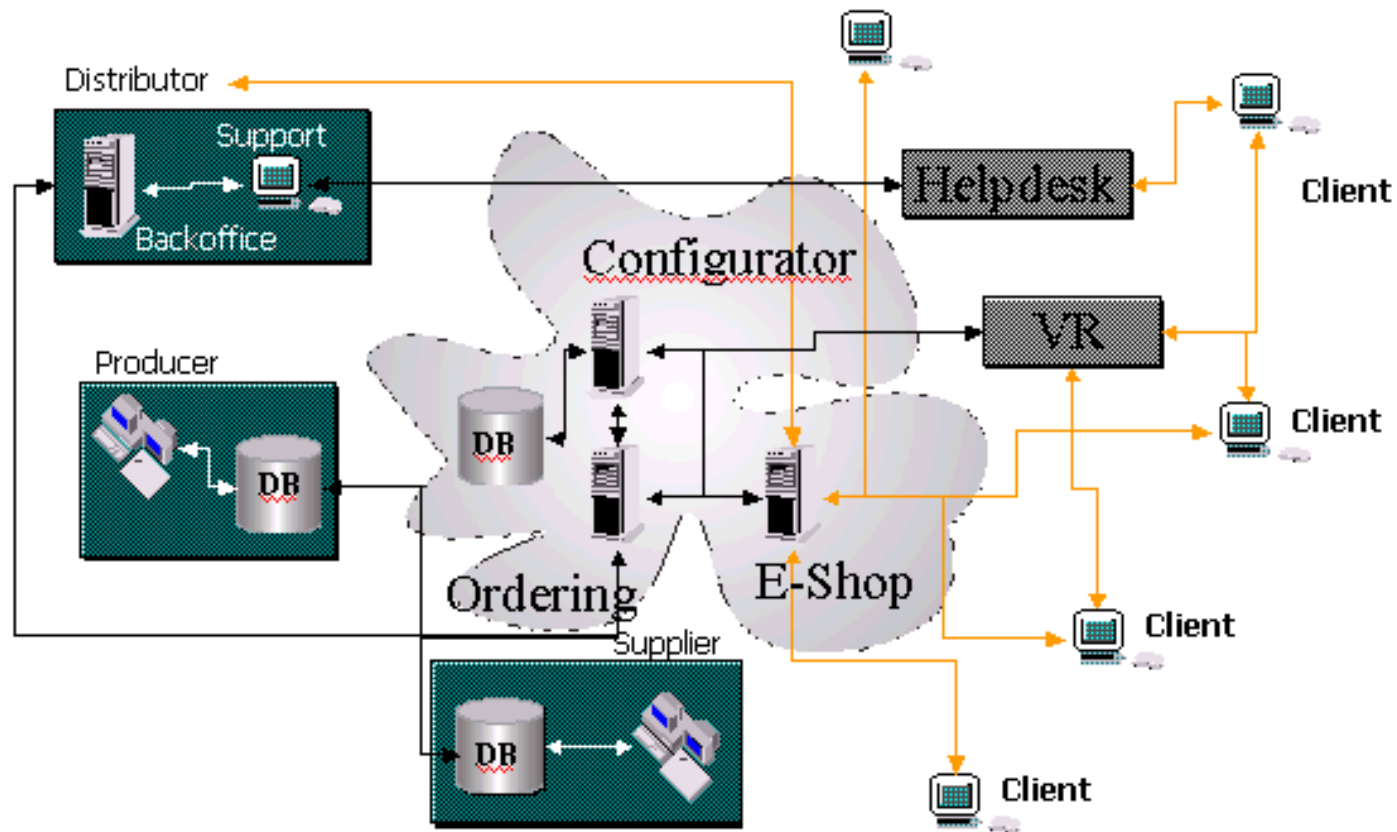
<http://www.ist-intellect.com>

Original idea



- ◆ An eShop solution, with
 - User-friendliness
 - Realistic product presentation
 - Individual design possibilities for the end-user
 - Intelligent support for the end-user during the design of its new products
 - Feeling for the end-user, as if the end-user buy a product in a real traditional shop
 - Implementation of the eShop system without media breaks

The modules of INTELLECT



Open issues



- ◆ The Internet has no possibility to support real-time applications yet (audio and video support is bad and dependent of the time of day)
- ◆ The eShop systems require a high knowledge of the end-user regarding the offered products (e.g. computer systems)
- ◆ The handling of most the eShop systems are circumstantial (not user friendly) and includes slow performance
- ◆ The visualisation of the products has a low quality
- ◆ Less interaction possibilities

Help-desk: user assistance

- ◆ Frequently Asked Questions (FAQ) → not all questions are covered
- ◆ User help via E-mail → no real-time help, takes too long time for customers
- ◆ User help via telephone → extra costs for the customer, sometimes very expensive
- ◆ User help via chat → too slow, only for experienced people
- ◆ IP-telephony and VC → user friendly but needs bandwidth

IP-based communication

- ◆ Communication over IP using the third party tool NetMeeting:
 - Audio/Video: direct connection from the customer to the help-desk agent
 - Whiteboard: functionality mechanism for use as a discussion board
 - Chat: interactive discussion board for text communication which does not need audio/video
 - H.323 and T.120 support
- ◆ Bad quality of audio and video without quality-of-service

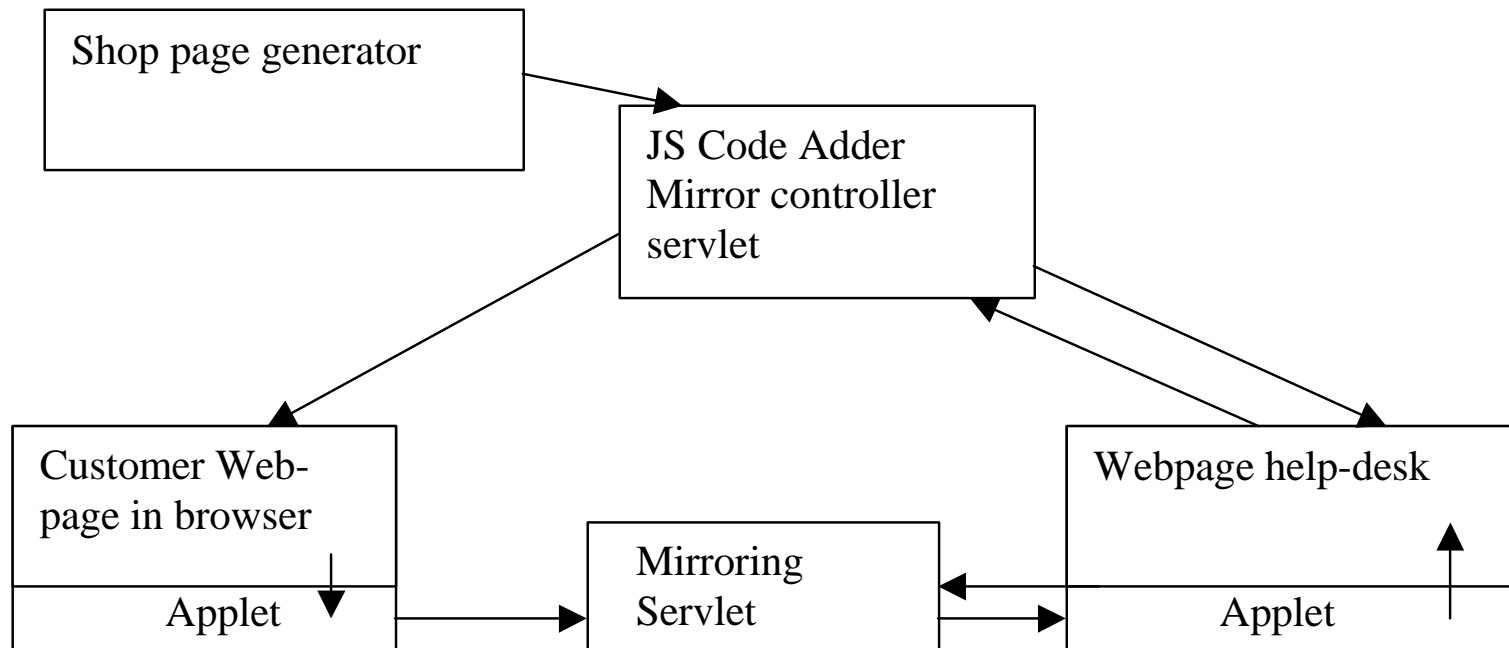
Mirroring and multimedia push

- ◆ Page mirroring: all actions that are done by the customer in the shop are also executed on a mirroring browser window of the help-desk agent
- ◆ The help-desk agent is able to recognise the problems of the customer
- ◆ This mirroring process can change directions, so that the help-desk agent can force the customer's browser window to execute all the actions the help-desk agent executes in his browser
- ◆ The help-desk is able to take over control, to show the customer how to perform the actions he liked to

Mirroring (1)

- ◆ Any new event (e.g. clicking on a link) is caught by special Event-Handlers written in JavaScript and is decoded
- ◆ These handlers parse the supplied information and activate a method in a hidden applet
- ◆ This applet encodes the event information and sends it together with session information (to identify the customer) to a Java servlet and store it in a queue
- ◆ On the help-desk agent side the hidden applet is working in the so called slave mode where it is polling the Java servlet
- ◆ The help-desk connects the Java servlet continuously (because of the HTTP limitations of stateless) and asks for incoming events
- ◆ This instruction is executed with the Netscape JSObject, which is also available in IE

Mirroring (2)

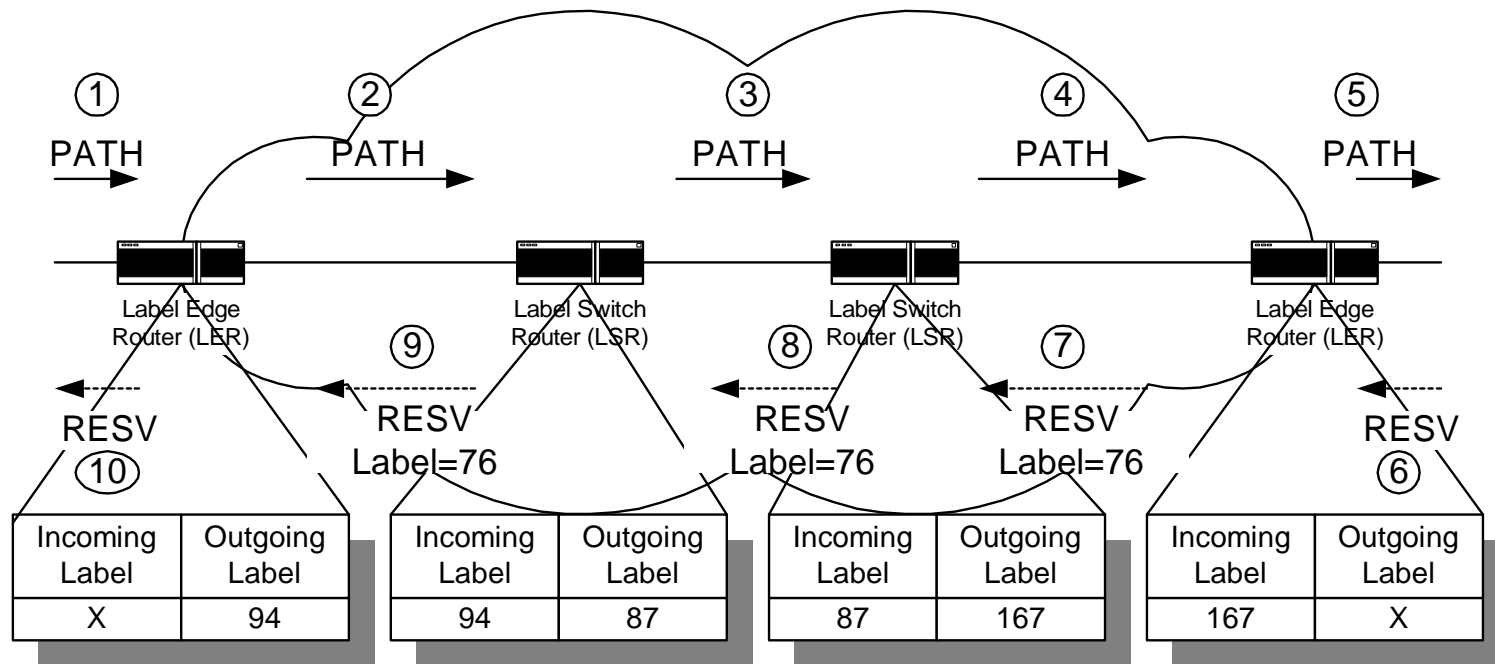


Integration of CSCW application



The screenshot displays a web application interface for 'Scooters'. The main content area features a yellow scooter and the text: 'The fastest and smoothest scooter of them all. It is a unique shaped frame with 26 tires offers suspension without suspension. You have got to try it!'. A 'Virtual Reality' window is open, showing a 3D model of the scooter. A chat window is also visible, showing a video call and a list of users. The interface includes a navigation menu on the left with links: Home, AboutUs, Products, slow pc, medium pc, fast pc, scooter, and ShoppingCart. The top right shows a login section with fields for 'user', 'pass', and 'login', and a 'SessionId' of 'x0z1764zq1'. The bottom right shows a 'Price' field and an 'Add to basket' button.

Quality-of-service integration



Conclusion



- ◆ Furthermore quality-of-service is an open issue of the Internet society: several approaches are available, but not implemented yet
- ◆ Real-time applications are not supporting QoS mechanisms yet
- ◆ Efficient customer/user support is an essential need of today's eShop systems
- ◆ Security and IP address problems will arise if we will use more video and audio applications, because of the firewall mechanisms (security policy) and the not available IP address space

...thank you for
your attention

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