



National Capital Region Chapter of the
ACM Special Interest Group on Computer Human Interaction

QoE-based Decision Making for Telecom Services

Presented by Leigh Thorpe, Nortel

Thursday April 15, 2004 at **Adobe Systems Canada** in Ottawa

What?

Quality of Experience underlies product acceptance and user satisfaction. How do telecom manufacturers determine QoE? What methods are used, and how do the results influence decisions about product features and specifications? Using telephony voice as the main example, this talk will review how behavioural methods have been used to explore factors underlying QoE, and how our success with telephone voice can be used as a model for similar work on other services. A generic model of service quality and an approach to address QoE in an arbitrary service will be presented. Since the audience will have a rich background in behavioural science, human factors, and related professions, expect lots of open discussion and free exchange of ideas.

Who?

Leigh Thorpe is Senior Advisor with Service Quality and End-to-End Performance, under Nortel's Chief Technology Officer. She joined BNR in 1986, and has worked on subjective quality and user engineering in wireline and wireless systems for over 16 years. She holds a B.Sc. in Physics and a Ph.D. in Behavioral Science.

Leigh has directed subjective evaluations of a wide variety of product designs, proposed audio features, new product concepts, and customer networks, as well as standardization tests for TTA, ITU, and ETSI for emerging terminal and transmission technologies. She acts as a consultant to design groups and Nortel account teams, helping obtain the best possible user performance for Nortel products and installations. Her work has variously addressed voice performance in TDM, TDMA, CDMA, GSM, CT-2, DECT, ISDN, ATM, and IP technologies. Leigh has led the Nortel Subjective Assessment laboratory to world-class status in subjective evaluation for telecommunications.

Leigh's work on audio quality led her to work with RF and EMC engineers searching for a solution to the problem of interference on hearing aids from digital wireless terminals. In 1996, she was appointed to represent Nortel on the Telecommunications Access Advisory Committee (TAAC), which developed recommendations for US Federal Government agencies concerning the implementation of accessibility requirements for disabled users (Section 255) called for in the Telecommunications Act of 1996.

In 1997, Leigh received the Nortel Wireless Networks President's Award for Quality for her contributions toward delivering superior end-to-end speech quality to our customers

When and Where?

The meeting takes place on Thursday April 15, 2004 at 7:00 PM in the Rideau 2 Conference Room at **Adobe Systems Canada** in Ottawa (please enter at link between the two towers), located at 785 Carling Avenue (near Dow's Lake, between Rochester and Preston streets) Ottawa, ON K1S 5H4 Canada.

- Free parking available on site after 6:00 PM; entrance is on Rochester St.
- **Bus routes 6** and **85** pass in front of the Adobe Systems Canada office on Carling Ave.
- **Bus route 3** stops on Preston St. at Carling Ave., near the Adobe Systems Canada office.
- **Bus route 4** stops on Bronson Ave. at Carling Ave., near the Adobe Systems Canada office (10-15 minute walk).
- The **O-Train** stops at Carling Station; you can walk east long Carling Ave. from the station (3-5 minute walk).

Note: All attending will be required to register with security. Please arrive 5-10 minutes earlier to allow for registering.

The meeting fee is \$5 for non-members and free for CapCHI members (\$20/year). Membership is for the session period (September 2003-September 2004) - anyone can join!

Refreshments will be provided for the meeting.