

Mirja Baechle, MA
m.baechle@facit-digital.de
tel +49/89-4613364-11
fax +49/89-4613364-22

facit digital GmbH
Neuhauser Strasse 17
80331 Munich
Germany



Experience

- | | |
|--|---|
| facit digital GmbH (Serviceplan Group)
<i>Consultant</i> | Munich, Germany
since 10/2007 |
| <ul style="list-style-type: none">▪ Qualitative user experience research (Internet, ITV, Mobile)▪ User-centered website development▪ International research project management | |
| Das Goldene Vlies GmbH
<i>Freelance Consultant</i> | Munich, Germany
11/2005 – 06/2007 |
| Das Goldene Vlies GmbH
<i>Junior Account Manager</i> | Munich, Germany
10/2004 – 10/2005 |
| Grey Worldwide s.r.o.
<i>Intern</i> | Prague, Czech Republic
08/2003 – 11/2003 |

Education

- | | |
|--|---|
| University of Munich
<i>Master's Degree</i>
Studies: Major in Cultural Sciences/Communication, Minor in Economics | Munich, Germany
10/2005 – 09/2007 |
| University of California
<i>Semester abroad</i> | Santa Barbara, CA
09/2002 – 12/2002 |
| Berufsakademie/Open University London
<i>BA (Hons) in International Business Administration</i>
Studies: international marketing/intercultural communications and qualitative market research | VS-Schwenningen, Germany
10/2001 – 09/2004 |

facit digital

facit digital is a research and consulting company for digital media, based in Munich, Germany

- Our goal is to use empirical based user research for the development and optimization of digital communication channels.
- We help our clients to optimize user interfaces and customer touch points
- We work with national and international clients from a range of business sectors, e. g. automotive, finance, telecommunications, entertainment and media.
- We always focus on the user's perspective.
- We are one of Germany's leading companies to provide services in user experience/usability research.

Topics of Workshop

- Which user needs will have to be fulfilled to offer a truly personalized TV experience, and in which ways may personalization need to differ in the context of TV compared to other media?
- How is cross-media authentication manageable?
- Which dilemmas can be imagined when TV as a multi-user device enters the personalized sphere?

These questions are hard to answer in a few lines, and that is why I am looking very much forward to the outcome of our discussions in a few weeks.

To me personalized TV has stronger limits than any other type of media, as the act of watching TV used to be and to some degree still is a very social happening where individual needs or preferences cannot be fully respected.

Compared to the US, European households own less television devices and the usual setting for a TV would be the living room or the sleeping room, where couples and families are watching together.

There also seems to be a growing lack of acceptance as people are getting more sensible about their personal data through what they've experienced with the internet and especially with Google.

However, with a growing number of single households (especially within the young working crowd and senior citizens), there seems to be potential for personalized television services.

Blablablablabla

Solution: Clear communication of benefits? Peer groups? Get the early adopters and innovators?...