Usage matters: from user-needs to usage-needs in technology analysis, development and innovation

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Abstract

Studies so far have been focusing on usage as implicit and subordinate to the notion of user or technology. We draw attention to the importance of looking at usage as a practice which constitutes technology development. Our qualitative and exploratory study puts usage at the front and contributes to the understanding of how people actually use technology in everyday life. The preliminary results show that users combine technologies and other means differently depending on the environment and situation, thus we extend practice theory of technology. Usage-based view can help designers of technology to address not only user-needs, but usage-needs, and managers to account for usage in designing value propositions and business models.
Available upon request.