

Chapter XX

A User-centered Terminology for Existing and Upcoming ICT Devices, Services, and Applications

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ABSTRACT

Users, unfamiliar with the terminology, technical meaning, or intended functionality of mobile ICT (Information and Communications Technology) devices and services may be reluctant to use them and miss out on their potential benefits. This also prevents users from exploiting the true potential of ICT and hinders the uptake and use of services, including those of societal relevance. ETSI Guide EG 203 499 presents an alternative, focusing on improving the overall user experience and accessibility through the provision of recommendations for a harmonized terminology, covering more than 800 basic, commonly used ICT features in 19 European languages including English, French, German, Italian, and Spanish. Technical Committee Human Factors (TC HF) of the European Telecommunication Standards Institute (ETSI) has initiated this ongoing work, to develop a freely

available ETSI document (ETSI Guide EG 203 499, an update to be published in the first half of 2022). The method used for developing the terminologies and examples of the terminologies to be published in the ETSI Guide are presented. The ETSI Guide will not only help users but may also serve as a reference for harmonized (on a voluntary basis) user manuals to be provided by the industrial ICT actors concerned (e.g. manufacturers).

Keywords: Human Factors · ICT · Terminology · User-centered Design

INTRODUCTION

Effective access of all users to ICT (Information and Communications Technologies) depends on the users being able to understand all the features (such as the controls and capabilities) of the products and services that are required to operate them. To discover and understand these features, users must first identify and recognize them. The names (terms, words, labels) of these features are a primary means by which users can recognize and understand them.

If product and service features are poorly named, or if a familiar feature is named differently to the way that a user has previously encountered that feature, s/he is likely to fail to recognize and understand it. If users fail to recognize and understand features, they are unlikely to be able to use them effectively. Learning to use ICT will always require a user to identify and then memorize the names of the various product features.

Terms that have clear and well understood meanings will aid this initial memorization task. However, if the terms for the same features are different from product to product, users will need to learn that multiple terms refer to the same underlying feature and will need to understand which name is used in which product (or in the worst case in different parts of the same product). This additional complexity will disproportionately disadvantage older users and users with learning or cognitive disabilities who have impaired memory and comprehension abilities.

While some terms are introduced by manufacturers to denote a new class of features or to distinguish their own features from those offered by competitors, most other terms denoting device or service features are not necessarily intended for differentiation. However, in the absence of a harmonized or recommended terminology, the use of those terms may differ considerably among manufacturers and service providers.

The alternative to a wide and confusing plethora of terms encountered by end users is a minimum degree of harmonization among devices, services, and application, i.e., in those areas that are not intended by manufacturers to convey a certain brand feature or image, a harmonized terminology can be employed that helps preventing the following negative effects of an uncontrolled growth of terms:

- Increased user difficulties in understanding complex, ambiguous, and inconsistently used terms, leading to unnecessary confusion
- Increased efforts in user education (user guides)
- Increased costs for user support (hotline calls and call agent training)
- Limited feature discovery and unclear user expectations (customers who do not understand certain features may not use them, hence revenue may be missed)
- Limited uptake (users may be reluctant to use a feature as they are not sure whether it has the expected effect)
- Increase of cognitive complexity and subsequent learning effort
- Abuse in the use of proprietary terms and lack of consistent use of terms

The need for a harmonized terminology of device and service features increases as new features and services are being introduced and marketed every year and as new device and service providers continue to enter a dynamic market. Applications, services, and product features are frequently updated, often without providing an update of the user documentation to the users. In addition, as network operators' business models change (e.g., fewer subsidized devices linked to fixed service plans), end-user loyalty to network operators and device manufacturers decreases.

AN APPROACH FOR HARMONIZING ICT TERMS

The Technical Committee Human Factors (TC HF) of the European Telecommunication Standards Institute (ETSI) is conducting work, co-funded by the European Commission and EFTA, the European Free Trade Association, to develop the publicly available ETSI Guide EG 203 499 [1] that addresses the need for harmonized ICT terminologies. Based on a previous ETSI Guide [2] that was limited to telephony terms and to terms in English, it aims at recommending implementation-oriented terms in major European languages, applicable to product UI and user documentation design, also easing knowledge and learning transfer. A first version of the ETSI Guide published in 2019 covered the five languages English, French, German, Italian, and Spanish. A new version currently in preparation will cover 14 additional languages (Full details about outcomes and milestones available at: <https://portal.etsi.org/STF/STFs/STF-HomePages/STF604>).

For this work, a Design-for-All approach was chosen that takes functional limitations of elderly users and those with cognitive, physical, or sensory variations into account.

Intended *users* of EG 203 499 are those designing, developing, implementing, and

deploying user interfaces for and interaction with mobile ICT devices, services, and applications.

Intended *end users* of that ETSI Guide are people who use mobile ICT devices, services, and applications ranging from first time users to experienced users.

The method employed for developing harmonized terminologies consisted of three phases (see Fig. 1):

- Phase 1: Identification of objects and activities from a range of functional areas such as telephony and photography
- Phase 2: Collection of terms used by major stakeholders, and categorizing them into different categories based on their relevance (general terms, messaging services, eHealth services, etc.)
- Phase 3: Analysis of terms collected and selection of recommended terms

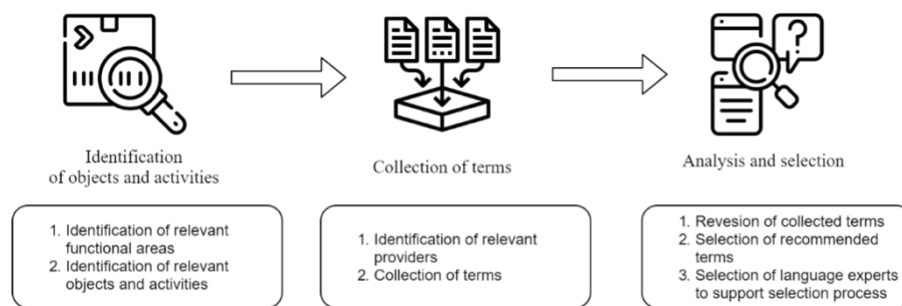


Figure 1. Methodology used for developing the terminology

Phase 1: Identification of objects and activities

In this first phase, functional areas such as telephony and photography were identified that define the range of functionalities covered by the present document. Those functional areas cover those functionalities that are most frequently used by many or most users of mobile ICT devices.

For each functional area, relevant objects and activities (i.e., those that are frequently used and used by many users) were identified and defined. The following principles were applied in this process:

- Objects and activities were selected if they help users
- Identifying the functionality (i.e., help the user understand what it does)
- Accessing the functionality

- Understanding the available options related to a functionality
- Understanding messages displayed in the context of using a functionality (e.g., error feedback)

Objects and activities were not selected if they cover

- The content of an application (e.g., “photo”, “take the first exit at the roundabout”) or the style of the interaction
- Common terms easily found in a dictionary (e.g., “hotel”)
- Common verbal expressions indicating an action taken on an object (e.g., “take a photo”)
- Words, acronyms, or abbreviations used in a specific technical sense (e.g., “CCNR”)

Those objects and activities that are relevant for several or all functional areas are treated as basic terms, dealt with in a separate section of the EG.

Phase 2: Collection of Terms

For each functional area, relevant providers (device manufacturers, service providers, and application vendors) were identified and the terms used by them for the objects and activities of the respective functional area were collected in the languages covered by the EG (e.g., providers included in the analysis for the functional area “photography” were the five most successful device manufacturers, based on their market share in Europe for the product category smart phone).

In most cases, the number of providers had to be limited to five to keep the effort for the analysis manageable. The analysis showed that not all functionalities were offered by all (five) providers. Functionalities offered by one provider only were not included in the analysis.

Phase 3: Analysis and selection

In the final phase of the work, the terms collected in Phase 2 were reviewed and the terms to be recommended were selected. This included

- Checks for consistency between manufacturers (i.e., prevalence of certain terms)
- Preference of terms that reflect the language of the end users as opposed to the language of developers
- Compliance with linguistic requirements from the five languages covered.

Most importantly, localization experts and/or specialists in the linguistics of the respective languages are consulted to support the selection process.

Scope of the Harmonized Terminologies

The recommended terms to be published in the EG are divided into the following domains or categories:

Device-related terminologies

1. General terms
2. Accessibility terms
3. Telephony terms
4. Photography

Service- and application-related terminologies

1. General terms
2. Messaging services
3. Media services
4. Societal services and communications
5. Social media services
6. Banking services
7. eHealth services
8. Travel planning
9. Navigation
10. Games
11. Searching and browsing
12. Tools / Miscellaneous

Each of those domains includes relevant subcategories that support the readers in finding the terms they are looking for (e.g., in the case of the domain “Photography”, the subcategories are “Taking Photos”, “Handling Photos”, and “Taking and Handling Videos”).

Fig. 2 shows an example of the contents of the 2019 version of EG 203 499 (with the five languages English, French, German, Italian, and Spanish). For each entry, an index number, a “Technical term” (expected to be understood by implementers), a detailed description, the recommended terms in the (five) languages, and (in selected cases) a comment is given.

Table 14: Telephony services: Device UI

Index	Technical term	Description	English	French	German	Italian	Spanish	Comment
D.210	answer call	Acceptance of incoming communication from another party - by a human or a machine/messaging system	answer call	répondre (à un appel)	Anruf annehmen	risposta	responder una llamada	
D.211	APN	Access Point Name, the address of the network gateway through which to connect to the external data network, either an IP address or a text string	APN, Access Point Name	APN (nom de point d'accès)	APN	APN	APN	
D.212	Dual SIM	A mobile device support for two different SIM cards	dual SIM	double SIM	Dual-SIM	dual SIM	dual SIM	
D.213	end call	Used inter alia to terminate a call	end call	terminer l'appel	Anruf beenden	termina chiamata	finalizar una llamada	
D.214	eSIM	Electronic (embedded) SIM	eSIM	eSIM	eSIM	eSIM	eSIM	
D.215	make (voice) call	Used inter alia to start dialling	(make) call	appeler	anrufen	chiamata	llamar/ realizar una llamada	
D.216	make video call	Start setting up a video call	(make) video call	lancer un appel en visiophonie ; visiophoner	(einen) Videoanruf (starten)	cideochiamata	(hacer, realizar) una videollamada; video llamada	
D.217	make real-time-text (RTT) call	Make a real-time-text (RTT) call (a text conversation in point-to-point situations, or in multipoint conferencing, where the text being entered is sent in such a way that the communication is perceived by the user as being continuous (see [1:7]))	make real-time-text/RTT call	lancer un appel texte temps réel	RTT-Anruf	chiamata RTT	(hacer, realizar) una llamada de texto en tiempo real; (hacer, realizar) una llamada RTT	

Figure 2. Example contents of EG 203 499 V1.1.1 (2019-08)

STATUS AND OUTLOOK

The first version of EG 203 499 [1] was well received and an extension of the ETSI Guide to cover further European languages was encouraged. At the time of writing, ETSI Specialist Task Force 604 (<https://portal.etsi.org/STF/STFs/STF-HomePages/STF604>) is preparing a new release covering 14 additional languages (Bulgarian, Croatian, Czech, Danish, Dutch, Finnish, Greek, Hungarian, Norwegian, Polish, Portuguese, Romanian, Slovak, and Swedish), i.e., languages that are spoken in EC/EFTA countries by at least five million native speakers [3].

This work is carried out applying the methodology described above, with the help of native speakers with the necessary linguistic expertise and accompanied by a stakeholder group representing inter alia the interests of users with physical or mental impairments as well as those of manufacturers.

The updated version of EG 203 499 is expected to be published in 3rd quarter of 2022.

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