

Long-Term Measures for Success

Success?

- Reducing the number of unimportant notifications
- Quality of notifications
 - Maximizing the perceived value
- Presentation
 - Minimizing the time to perceive the information
- Security and privacy

How?

- Smart notification system
- Virtual assistant
 - Central entity that is able to read everything
 - Privacy, security concerns

Security

- Being able to trust the system
- Proof it
- Transparency

$$x = \frac{\textit{minTimeToDealWith}}{\textit{"importance"}}$$

minimize x



Can be 0