"Everything Personal, Not Just Business": Improving User Experience Through Rule-based Service Customization

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Abstract. The web and converged services paradigm promises tremendous flexibility in the creation of rich composite services for enterprises and end-users. The flexibility and richness offers the possibility of highly customized, individualized services for the end user and hence revenue generating services for service providers (*e.g.,* ASPs, telecom network operators, ISPs). But how can end-users (and enterprises) specify their preferences when a myriad of possibilities and potential circumstances need to be addressed? In this paper we advocate a solution based on policy management where user preferences are specified through forms but translated into rules in a high-level policy language. This paper identifies the requirements for this kind of interpretation, and describes the Houdini system (under development at Bell Labs) which offers a rich rule-based language and a framework that supports intuitive, forms-based provisioning interfaces.