R&D phase | Research **Expected Commercialization** | FY27-

Mehr Licht!
More Photonics for Intelligence

#B14

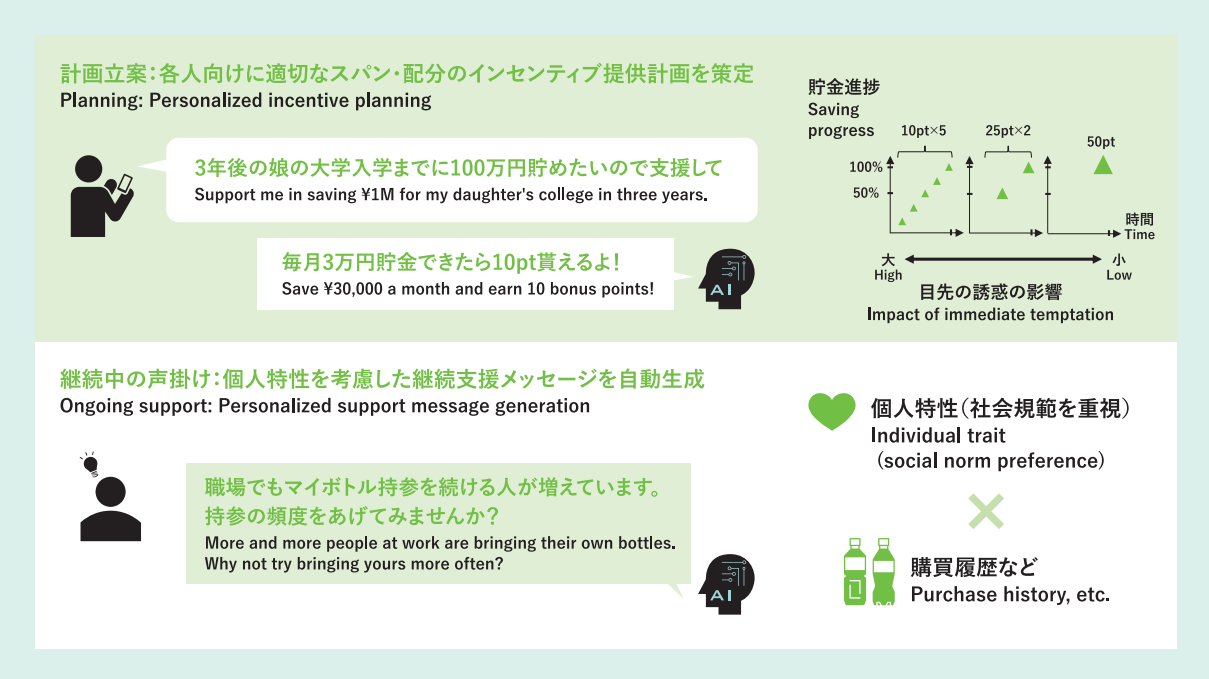
#Health & Well-being#Talent Development#Digital & AI Transformation

Personalized Goal Achievement Support

Build saving habits and reach goals with tailored plans and prompts

Technical Challenges & Goals

Conventional approaches rely on generic or unreliable plans, limiting effectiveness. Our technology delivers deep personalization through behavioral modeling and individual traits such as time preference while generating explainable, effective messages using user behavior patterns and nudge theory.



Key Technologies

Core Technologies

- Develop intervention plans using behavioral models and incentives that account for time preferences
- Promote behavior change with motivational messages tailored to individual traits and behaviors

Key Differentiators

- A world's first closed-form model for optimal intervention planning based on time preferences
- Unlike standalone LLMs, it designs personalized interventions that reduce psychological costs

Use Cases

Financial Services

We help users achieve long-term savings goals linked to future life events through personalized milestones, including savings targets, timelines, and rewards. Ongoing messages provide daily support along the way.

Exhibitors

NTT Human Informatics Laboratories

Related Links

https://group.ntt/jp/newsrelease/2024/04/19/240419a.html
https://www.rd.ntt/hil/category/behavior_modeling/

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