

**INTEGRAL
DESIGN
PROJECT
2009**
orientation

Foreword

Aweful is Alazne Alberdi, Alex Zakkas, Anahí Bagú, Connie Yeh, David Derksen and Rob Neutel. Our name comes from the merging of “awe” (an emotion comparable to wonder, but less joyous and more respectful) and “ful” (used to form nouns, meaning the amount needed to fill). Therefore Aweful means full of awe, full of joy.

The reasons that brought us together as a team, and that we all shared as common values, are working with good and committed people and having an interesting and fun project for the IDP course. Information about the current state of the project can be consulted at www.awful.net

No one knows exactly when it started.

Some say it was a PAP group, a couple o' IPDs (David and Connie)

who felt something in the wind, over their afternoon tea.

Anahí and Connie joined forces on a hunch,

one sunny afternoon, over a Sodexho lunch.

The team was half way complete,

and through a friend came Rob, sporting his SPD.

Anahi met Alex while having a ViP moment

that end in a Very Important addition.

In the search for a cool company, Mediamatic came into play

bringing the fun while aweful brings the sun

Then they were five, which was goed genoeg,

maar er was plaats voor een meer!

Then Alazne popped out her kitchen window with her SPiDer senses in gear.

A funny web of connections, of coinkidinks and chance,

the stars aligned, the puzzle pieces fit, and the AWEFUL adventure began.

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Introduction to the project

Project brief *Improve registration process(es), including all aspects from online procedures to on-site practices, to facilitate event organizers to make a smooth experience for their visitors at all times.*

Registration processes, in the most general sense, are the introduction or the prelude to something greater: an event, a membership, a service or experience. They are also a basic form of "human selection" determining who is allowed in and who is not. Nowadays this process usually consists of an online part and an on-site one; the relationship between both is a very important factor to take into account.

In recent years the emergence and development of online communities and social network sites has encouraged connections among people in a "virtual world"; most of these services do not facilitate people to meet in "real life" as a primary objective. Mediamatic provides a Social Network Site for their clients. Its main objective is to encourage people to meet in person to extend their virtual links to real life.

This report presents the work carried on to improve registration process by team Aweful.

The first phase of the project consists of three main sections running simultaneously: (a) strategic, (b) literature and a (c) registration research.

a) Strategic Analysis

Designers that are aware of global challenges find inspiration by taking into account interrelations between cultural differences; economical phenomena, political developments and everything that makes users behave in a certain way within a certain context. The strategic analysis describes the results of the internal and external analyses of the company. Internal analysis describes the company itself while external analyses discuss the context around the company.

b) Literature Research

In a first section a review of scientific articles about the emergence of online communities and social networks was done, to create a framework in which the research findings can be placed. As a second section consists of an analysis on what technologies Mediamatic uses for their products and services, as well as around other possible future technologies that can be applied into the new product.

c) Registration Analysis

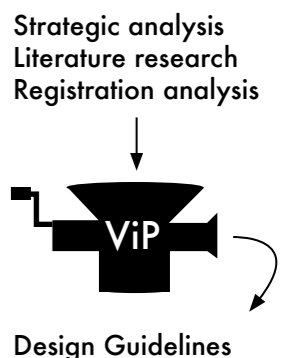
Objects, products and services are involved in people's daily lives whether they are aware of them or not. There are numerous aspects that influence and determine how people interact with them, in many cases being a strong contributor to shape people's behavior. The registration analysis describes case studies of three different types of existing registration processes, to abstract the underlying backbone to all registration procedures.

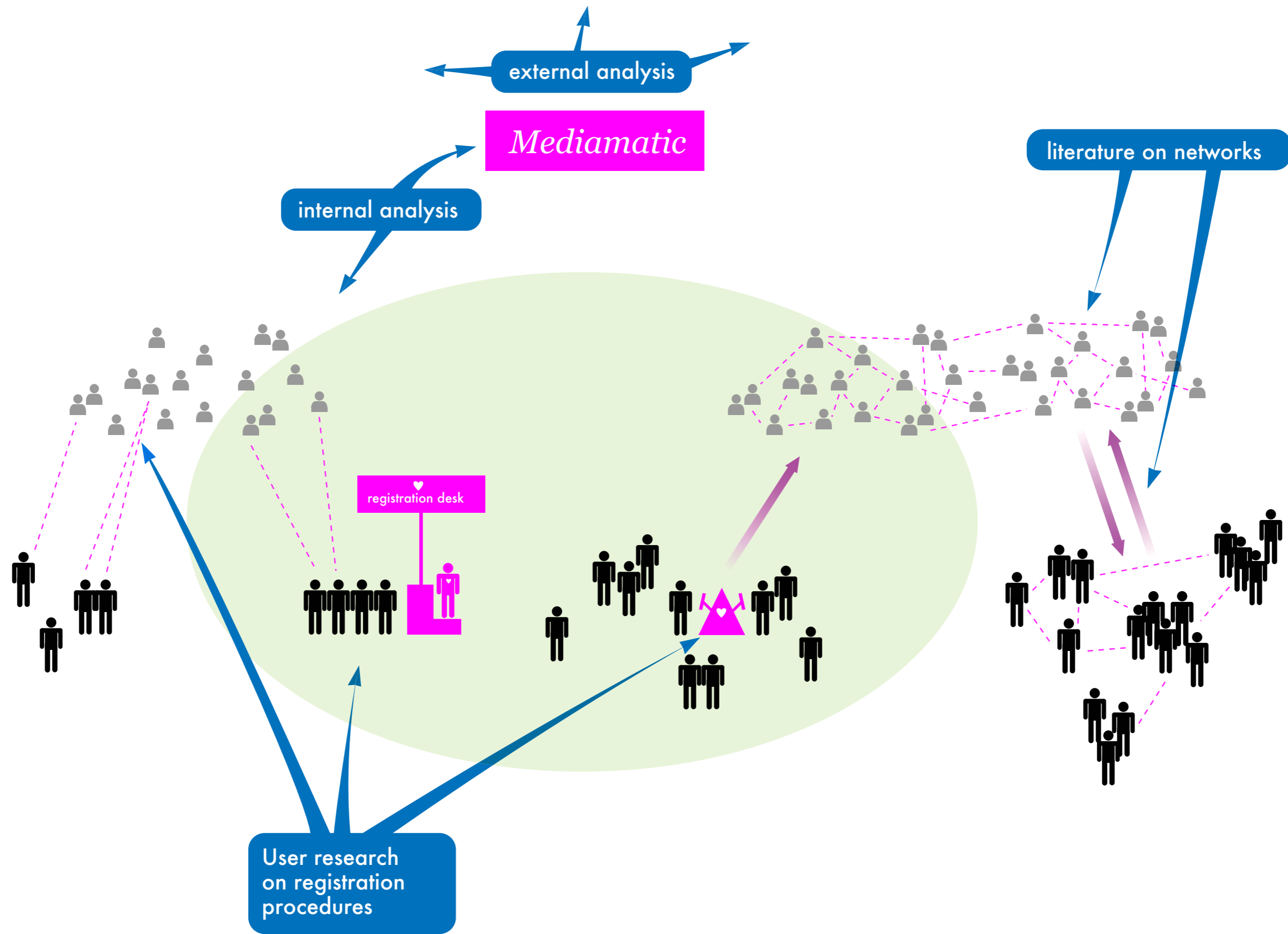
The results of these three analyses are used as input for the Vision in Product design (ViP) methodology. It is an especially useful method for a context focused design situation, like this project. The ViP method is about looking for possibilities and opportunities instead of being driven by problem solving. Thus in the first phase, ViP is like a machine to combine results from all analysis sections and transform them into design guidelines, which will be used in the next phase as basis for designing the product.

The second phase of the project will present concept explorations through an iterative process, including initial user testing. And finally, the third phase will include the final concept development and implementation. Being a work-in-progress this draft report only presents the findings from the first phase. The rest will be added in a near future.

*The real act of discovery consists not in finding new lands,
but in seeing them with new eyes.*

Marcel Proust





1 Strategic

1.0 Introduction to strategic analysis

It is important for a company to be aware of the world around them, because it enables them to spot and react on changes that may cause opportunities or threats. Aside from keeping an eye on its competitors and the outside world, a company must also know its own strengths and weaknesses. This strategic analysis is therefore divided in two parts, an internal and an external part.

The internal part will focus on the company itself and the factors that connect them to the market, like the product portfolio, brand identity and image and technology. The internal part will also give us the opportunity to get to know the company.

The external part of the analysis will focus on the factors that influence the company from the outside like competition, markets and trends.

The results of the internal and external analysis are combined into a swot matrix. swot stands for Strengths, Weaknesses, Opportunities and Threats. The strengths and weaknesses are results from the internal analysis, the opportunities and threats are results from the external analysis. A SWOT can then be used to find new product direction by combining, for example, an opportunity with a strength. Different directions are described as the conclusion of the strategic analysis

1.1 Internal analysis

1.1.1 Mediamatic Lab, the company

Mediamatic is a web2.0 agency with a focus on cultural and social related projects. The goal is to share knowledge, culture and bring people together both on- and off- line. This is done through community and storytelling websites and interactive installations using the RFID “ikTag” that display at live events that the company organizes. To reach their goal, Mediamatic Lab uses their in-house developed community management system called “anyMeta”. This system provides internet-based projects with a sustainably maintainable structure. The company consists of 24 employees and has an annual turnover of 1 million euros and is the sister company of Mediamatic Foundation.

For more information on technology see section 1.1.9 (page 15)

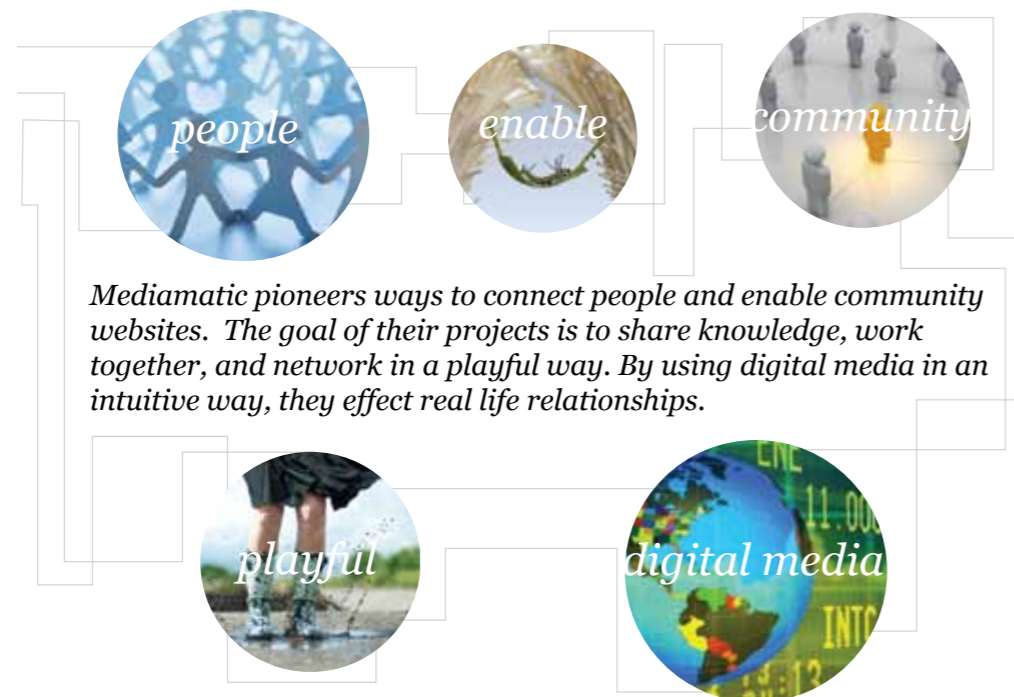
1.1.2 Niche market

The company’s strategy focuses on targeting a niche market where they have loyal customers. While its small scale does not make it easy to target the mass market, Mediamatic chooses to influence culture by pursuing new ways to innovate in every product and service launched to its market.

1.1.3 Mission Statement

A mission statement is a formal short written statement of the purpose of a company or organization . The mission statement should spell out the overall goal of the company, provide a sense of direction, and guide decision-making. It provides the framework or context within which the company’s strategies are formulated. As a result, the mission statement will guide the actions of the team Aweful when designing the registration process for the company Mediamatic.

Alice M. Tybout and Tim Calkins, Kellogg “On Branding”, 2005.



1.1.4 Identity

The brand identity shows who the company is and its main personality qualities. The identity of the company can be perceived by the analysis of its products, website, marketing campaign, and hand-outs of the company, amongst other aspects. Mediamatic’s identity was analyzed in order to understand the company’s philosophy and character. Understanding the company’s identity will help Aweful shape the character of the final design.

Mediamatic pursues different ways to connect people. The company uses its network as a tool to share stories among different people, enabling the possibility to meet new people. The company wants to stimulate people’s curiosity in order to encourage active social collaboration, by the exchange and collection of knowledge. The goal of the network is to meet people not just digitally but also physically. The network is a way to promote the company and its core values.

One of the reasons why Mediamatic pursues ways to connect people is to prevent social isolation. Mediamatic cares about the well-being of the people, and is inspired to overcome economic boundaries or physical borders to help. Connecting people has become more commonplace, however, it is important to mention that Mediamatic is not directed by mass trends.

There is a Mediamatic way to do things that is unconventional and very characteristic for the company. The company’s personality is characterized by the design of easy and fun to use products, with theatrical presentation and a playful interaction. Mediamatic’s software’s unique characteristic is its non-hierarchical associative structure.

Mediamatic products are directly recognizable as Mediamatic; a reason for this is the font ‘Georgia’ they use for all their text. Their products always have a raw expression, like they are still prototypes.



1.1.5 Image

The image of the company represents the way the customers perceive the brand values and the product portfolio, and whether they match. Therefore, the analysis of the image of Mediamatic has been done to verify whether the identity of the company matches with the image perceived by the consumers. The way people perceive the company is defined by the following terms.

- *Pioneers & experienced with media technology & networking*
- *Unique & strong imagery*
- *Social diversity*
- *Open-minded*
- *Fun & entertaining*

Our research has demonstrated that the identity and image match in abstract levels. This means that Mediamatic is consistent with its identity when it comes to define the image of the products.

The terms presented above represent abstract values of the company. However, the products also need to communicate more specific information about the usage of the product. The analysis of the product portfolio has demonstrated a mismatch on this level of communication. The product portfolio analysis and the field research done in PICNIC demonstrated the gap between the goal of the product ikTag as defined by the company and the perception of their users. The company sees the tag as a way to link people in a serious network, while the customer perceives the product as a playful toy. As a result, the customer does not understand the goal that the product pursues.

1.1.6 Brand values

The brand values are abstract values that the brand wants to give to the customer. The value proposition is what the brand offers to the customer. Thus, the goal of brand values is to create a value proposition for the customer, based on the identity of the company. Abstract brand values need to be translated into tangible brand features. These brand features should be clearly identified as benefits by the customer. The sum of these elements creates the value proposition.

The design of the new registration procedure should communicate the brand values of Mediamatic. To do so, the brand values of Mediamatic have been analyzed and the value proposition that Mediamatic should communicate in the registration procedure have been defined. These are the brand values that the design should clearly communicate:

Being humane: Mediamatic focuses on people, not products or services.

Inter-cultural awareness: Mediamatic treats diversity of society by focusing on equality.

Humorous critique: Mediamatic uses humour to criticize society and therefore influence collective consciousness.

Open-source: Mediamatic encourages and enables the sharing of knowledge and stories between people. Moreover, Mediamatic wants to inspire people, support collaboration and exchange information.

Social Sustainability: Mediamatic pursues the connection between people and the maintenance of relationships.

1.1.7 Target group

A target group is a set of people who is the focus of a product or service design. This is a smaller sample than the target population. Target group definition will help team Aweful design a process better suited for everyone's specific needs. Three different target groups have been defined based on these needs and interests, rather than demographics. First, those who are currently interested and participating in Mediamatic's social networks and communities. Second, companies that are interested in applying the new registration process in their business. Third, the customers of these client companies who may have no relation to Mediamatic.

The current users of the products of Mediamatic has been described with the aim to help the team in the design and the decision-making with regards to the registration procedure.

Creative people

The audience of Mediamatic who are characterized by seeking inventions, new perspectives, and personal enrichment.

International people living in Amsterdam, local people, grass-roots.

The company provides service to locals and internationals, all of them aware of Dutch culture and interested in learning about others. The interest here is diving deeper into these authentic stories and backgrounds.

People interested in open-source sharing

People who pursue ways to share information and knowledge within a community, therefore making stronger connections among them.

Generators and consumers of art & culture: especially artists & designers.

The company enables ways for people to create and enjoy art & culture related events.

The company interested in applying the new registration process is defined as follows:

- Interested in attracting people to their event/exhibition/museum
- Willing to invest in an innovative registration process
- Interested in improving the experience of its customers

Customers of the client company using the new registration process are described as follows:

- Never having used the ik-tag
- Interested in registering anonymously
- Not interested in belonging to a community right away

1.1.8 Product portfolio

All products and services that Mediamatic produces together form the product portfolio. This should be consistent with the company image, in order to prevent customer uncertainty.

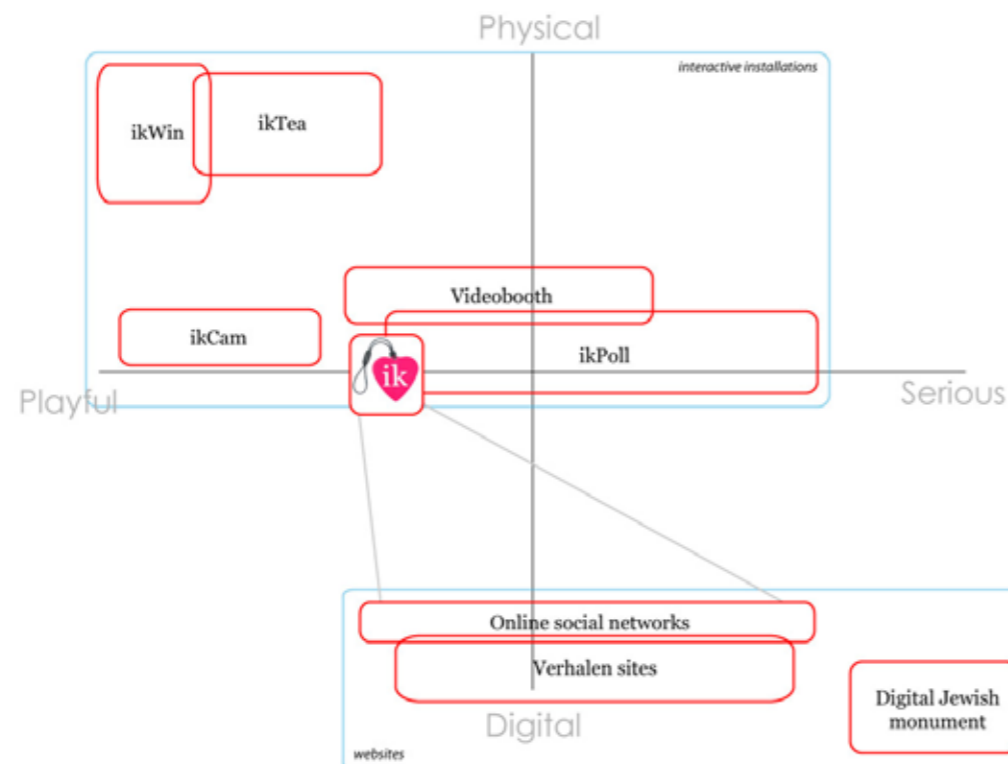
Mediamatic has globally two types of product in its portfolio; online projects like websites and offline products like the interactive installations. They receive about 80% of their earnings from their online business and 20% from the offline.

Mediamatic started their business with creating interactive websites for large firms like banks. They have since switched to socially-oriented web-projects like online communities. Meanwhile they have built numerous websites for different organizations and companies. Almost every site includes a form of social networking.

The offline part of the product portfolio mainly consists of interactive installations that enhance social activity. These installations have to be engaged with a heart-shaped RFID tag called the ikTag. This ikTag is linked to an online profile so that the installation can see who is using the product at that moment. The ikTag is, in fact, a portable online profile and the installations connect people through them. The installations do not work without the use of a website.

Mediamatic's installations are often created with an abbreviated, intuitive design process. Someone first thinks of an installation to connect people using an ikTag, usually in a humorous way. After sketching the plan and explaining it to a superior, a prototype is built. When this works, the definitive product is built, also by hand. This almost ad-hoc way of working is one reason why the products always have some kind of a playful identity.

To see how the online and offline products relate to each other, they have been put in the graph below. This graph relates the products on basis of how playful/serious and digital/physical they are. The graph shows a gap between the offline and online-based products. This gap does not have a lot of consequences for the social network websites that Mediamatic makes for their customers, since they have nothing or very little to do with the offline part. However, the gap does influence the offline part, since it follows an online registration. This might be a reason why people do not understand the use of the interactive installations. People who register online face a serious, slightly boring website to make a profile that is linked to a quite playful-looking badge, that can later be used in interactive installations. The gap between them is too far to bridge for people who do not know Mediamatic and their projects.



1.1.9 anyMeta technology

anyMeta is the name of the community management system used by Mediamatic. The system provides the information structure of internet-related projects. It allows visitors to actively participate on the website, while the resulting information automatically appears in the right place, within a relevant context. This makes anyMeta extremely suitable for social networks, knowledge management, collaborations, and storytelling. The system is based on metadata, 'data on data'. Metadata is giving the data a meaning by defining its properties. Examples are: when, what, who etc. After meaning is giving to the data, it 'becomes semantic data'. Items with the same or related metadata are connected and form a so-called semantic network. Basing the system on using metadata has some advantages: good searchability and indexability (Google). The network is based on the principle 'any thing is a thing'. A non-hierarchical network is formed and every item has a network of connections and relations.

1.1.10 Key features of anyMeta

Social

There are many options for visitors to actively participate on anyMeta websites. They can register as a user and create a personal profile.

Flexible

The system allows anyone with an internet connection to easily update and maintain the website. Despite the automatic structuring, editors are not totally dependent on the system and its users. Information can also be ordered in a custom way.

Open

anyMeta enables the way to exchange information with other projects. With the use of open standards, the system is able to share information with other systems, without losing its own identity. Therefore, the system is not only capable of creating relevant connections within one network, but also between multiple related projects.

Sustainable/Reliable

It can handle large numbers of visitors at once. Pages and information load fast, and editors can publish new information directly on the website. The powerful search functionality and automatic structuring help managing large amounts of information. Because of its semantic structure, it is easy to add new metadata to the system when changes to the website are necessary. This ensures an efficient, sustainable system for any project.

Sources:
<http://www.mediamatic.nl/page/2549/en>
<http://en.wikipedia.org/wiki/Semantic>
<http://en.wikipedia.org/wiki/Metadata>

1.2 External analysis

1.2.1 Competitor analysis

A competitor analysis is an orientation assessment of current and potential competitors, in order to determine the position of Mediamatic in its market and discover its relative strengths and weaknesses. This analysis provides both an offensive and defensive strategic context through which to identify opportunities and threats. A competitor analysis enables the team to framework an efficient and effective strategy formulation, implementation, monitoring and adjustment. Thus, the competitor analysis is an essential component of corporate strategy.

By making a competitor analysis, the team will learn what competitors are doing and therefore define the position of Mediamatic in relation to other companies. First an internet inventory was made to find companies that seemed to be related to the activities of Mediamatic. It should be stated here that the list is incomplete by definition. The most important aspect is to have enough to define the field of competition. Two graphics were formed to map out the activities of Mediamatic in the field of the competition.

Mediamatic itself does not really care about its competition, taking the perspective that being innovative will keep them one step ahead. For us, however, it is important to know the competition to have a clear overview of the market so that can point out opportunities or threats.

1.2.2 Findings

Mediamatic has very diverse activities ranging from organising events to building community websites. This makes it hard to compare Mediamatic to other companies.

Social networking facilities related to events exist mainly on the web. A link to reality at the events hardly exists other than exchanging formal information between people.

Most companies approach networking related to events in a very formal way, in contrast to Mediamatic's more playful approach. So making people network both online and in reality in an informal, playful way is the best way to differentiate from other companies in this field.

RFID is quickly becoming a popularly used technology, also for events and interactive products and installations. In the near future it is likely that several close competitors will emerge.

One of the qualities of Mediamatics' products is their simplicity. This a strong point of their products, but it also makes it relatively easy to copy. O'Reilly, for example, is a threat for already copying the ikTag idea.

Compared with their competition, Mediamatic is a relatively small party. The advantage of its size is their flexibility, however the disadvantage are their limited resources and the size of the markets they can handle. Other factors that differentiate them from their competition are their creativity, innovativeness and their contacts in the market they operate in.



In this graph Mediamatic is taken as the starting point and forms the core of the graphic. Other companies are mapped according to the proximity of their activities related to Mediamatic. Which companies are close, and which not? The closer and the thicker the pink circle, the more related are the activities of the company.



This graph shows two important factors that were found after completing the inventory. The factors are formal/informal and physical/virtual. These factors play an important role in the way Mediamatic works. According to these factors all companies, including Mediamatic, were mapped out. On top of this the proximity of the previous graph was integrated using again the line weight of the circles (thick: close, thin: far away). This graph clearly gives the position of Mediamatic in the landscape of the competition.

1.2.3 D.E.P.E.S.T.

A company should always take into account the world around them, since external factors, trends, and developments will always influence its opportunities and threats in their market. A DEPEST analysis is a structured way to search and order the broad area of trends and developments. DEPEST stands for Demographic, Economic, Political, Ecologic, Social/cultural and Technologic factors. Important trends or development will always come from one of these directions. It is important to notice that the factors described in the DEPEST are founded expectations and not facts, like a weather forecast. The results are put into the SWOT matrix. Trends and developments that might influence Mediamatic are described below. The analysis has been conducted focusing on the Netherlands, since the company mainly operates within the Dutch borders.

These factors are translated into opportunities and threats for Mediamatic, which will be used in the SWOT analysis in order to define future directions for the company. For example the growing tourism in Amsterdam might be an opportunity for Mediamatic, while a factor such as rising energy costs might be a threat.

Demographic

People in Holland are becoming higher educated. This might influence the target group of Mediamatic, but also the people they hire, because they could become more expensive.

The population is aging: baby-boomers retire and the demand for products designed for elderly is growing.

Traffic on highways will increase, resulting in traffic jams and more pollution. Fuel prices will rise again and the government will stimulate not using a car by increasing costs. On the other hand, costs of public transport will rise as well. Overall the mobility of especially commuters will decrease. This already results in the trend of employees working at home.

Economic

The economics of developing countries will keep growing, especially countries like India, Brazil, Russia and China will become important economic powers.

Europe will try to differentiate itself by knowledge and creativity.

Taxes in Holland will keep rising in order to keep, for example, healthcare and education affordable.

Political

Internal political conflicts are more likely to occur instead of rivalries between countries.

Ecologic

The global energy consumption will keep growing, resulting in higher energy prices. Since the internet uses a lot of energy, this might directly influence Mediamatic. Sustainability and reducing emissions are becoming important factors, which are also supported by the government. Also consumers are realizing the sustainable factor and are becoming more willing to pay for it.

Social/Cultural

The world is becoming more global. Flying is affordable for the majority of the Western population. As a result, tourism, also in Amsterdam, is increasing. Another result of this trend is the demand for authenticity, so authentic products are preferred over mass-produced souvenirs.

Technologic

Internet is available for almost everybody in the Western world, and is connecting people from all over the world. Social network sites are getting more popular. Websites like Facebook connect users from all over the world.

Internet is growing and the possibilities are immense, but all the data available on the internet has to be stored on servers, which use a lot of power. Together with its growth, the internet is getting more ineffective, since almost all information is stored multiple times.

1.2.4 Market analysis

A market analysis was conducted to analyze what other markets might offer opportunities for Mediamatic. The goal of a market analysis is to determine the attractiveness of a market and to understand its evolving opportunities and threats as they relate to the strengths and weaknesses of the firm. The dimensions outlined by David A. Aaker were used to define the attractiveness of the market for the company Mediamatic. In general, a high attractive market is defined as followed.

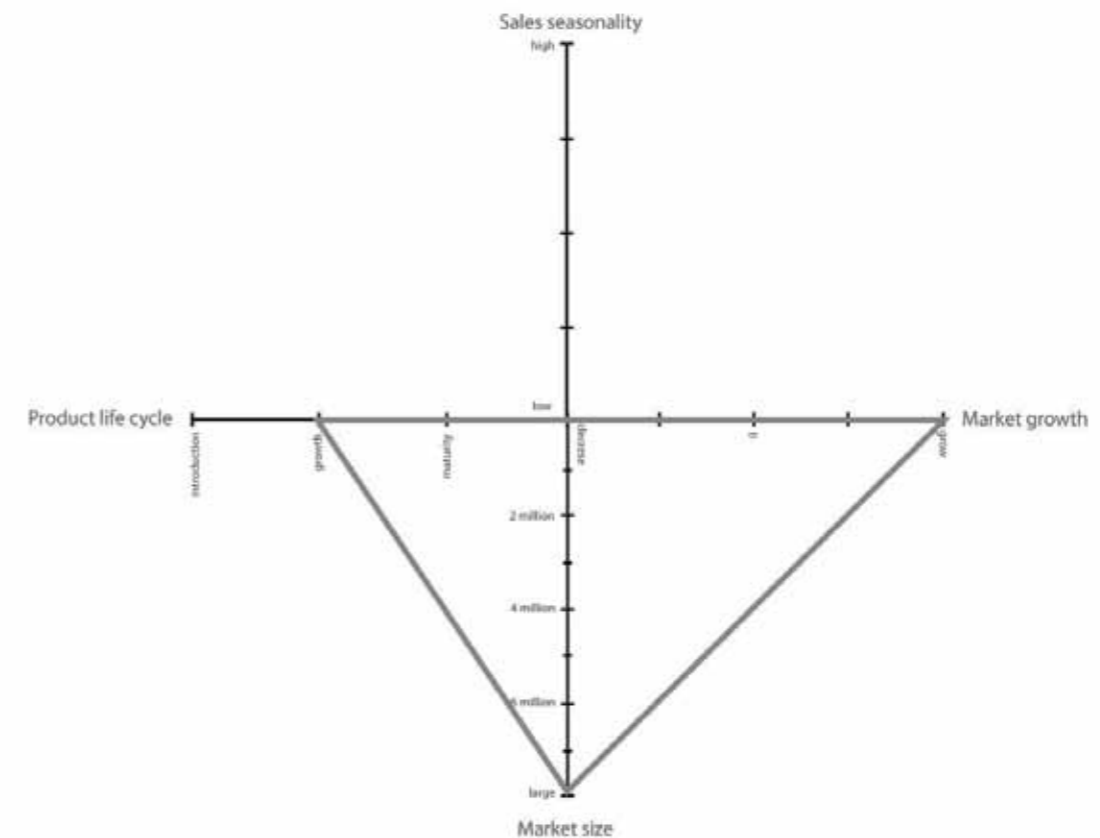
<http://www.netmba.com>

Market size: The larger the markets size the better. More customers will use/consume the companies' product/service.

Market growth rate: It is best if the market is growing. It means that more potential customers will appear in the future.

Market seasonality: The less the market is influenced by the season of the year, the better. It means that the product/service will be used during the whole year, independently by the season.

Product life cycle: The product life cycle is divided into four phases: introduction, growth, mature and decline. In the introduction phase the demand of the product needs to be created. In the growth stage, public awareness of the product is increased. In the mature stage brand differentiation and feature diversification are emphasized to stand out in the competition. In the decline phase, sales volume decreases or stabilizes. Therefore, the most attractive phase is the growth stage.



An ideal traditional attractive market.

However, the specific characteristics of Mediamatic may change the conventional interpretation of the factors that make a market attractive.

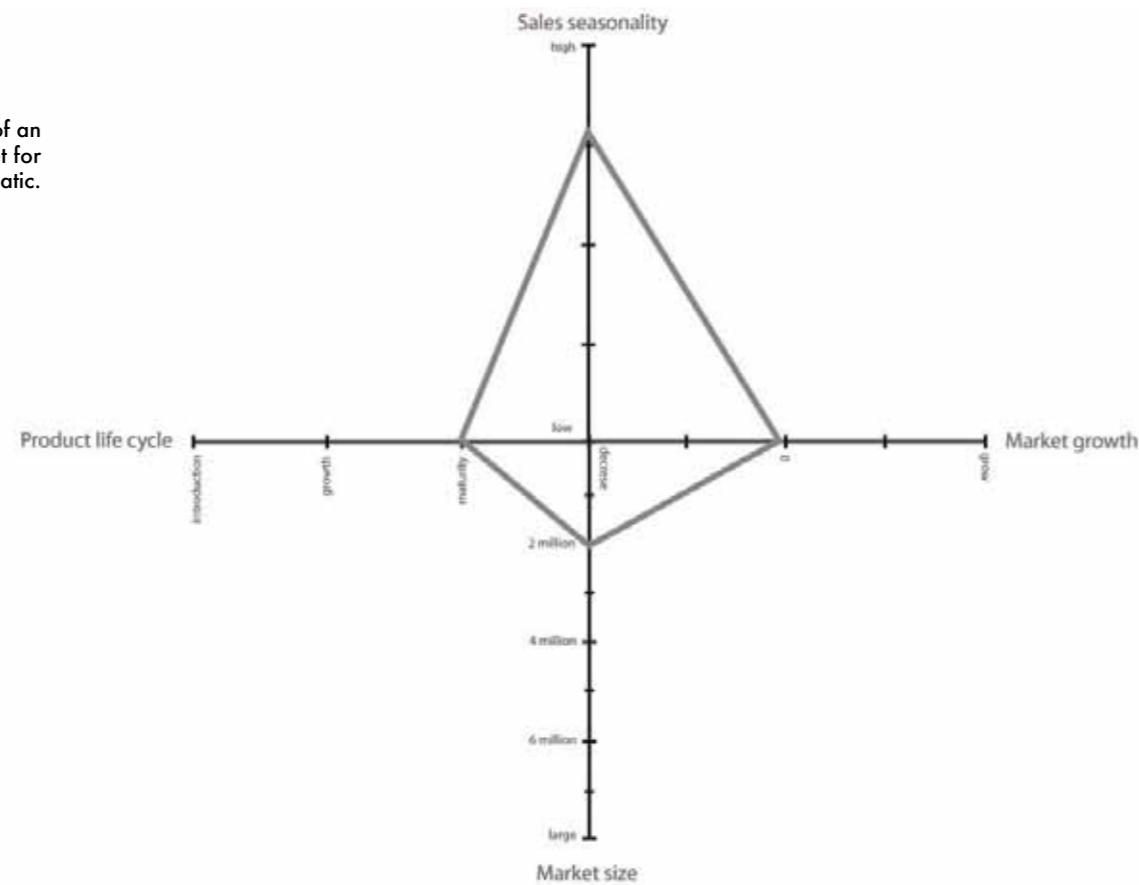
Market size: Projects based on anyMeta can handle large numbers of visitors at once. Large markets that are based in online projects may be possible to target by Mediamatic. However, large markets that need more human based resources may be difficult to target since the company is formed by 24 employees. Moreover, Mediamatic's strategy is not focused on targeting mass markets, but it is focused more on niche markets. Therefore, Mediamatic would be more interested in targeting a small size market. Or, a large market where the company could focus on a smaller part of the market.

Market growth rate: Markets that are not growing are attractive for Mediamatic. Thus, the company could focus on rejuvenating such dying markets in a creative way.

Market seasonality: Seasonal markets may be attractive for Mediamatic because they could then focus on different projects during the year. This would enable the company to work on different kinds of projects.

Product life cycle: Mature markets may be attractive for Mediamatic. The company could use its expertise on social networks, communities and connections with the physical world to revitalize mature markets. The company's unique brand values could be emphasized to attract customers to a specific market and therefore increase market share.

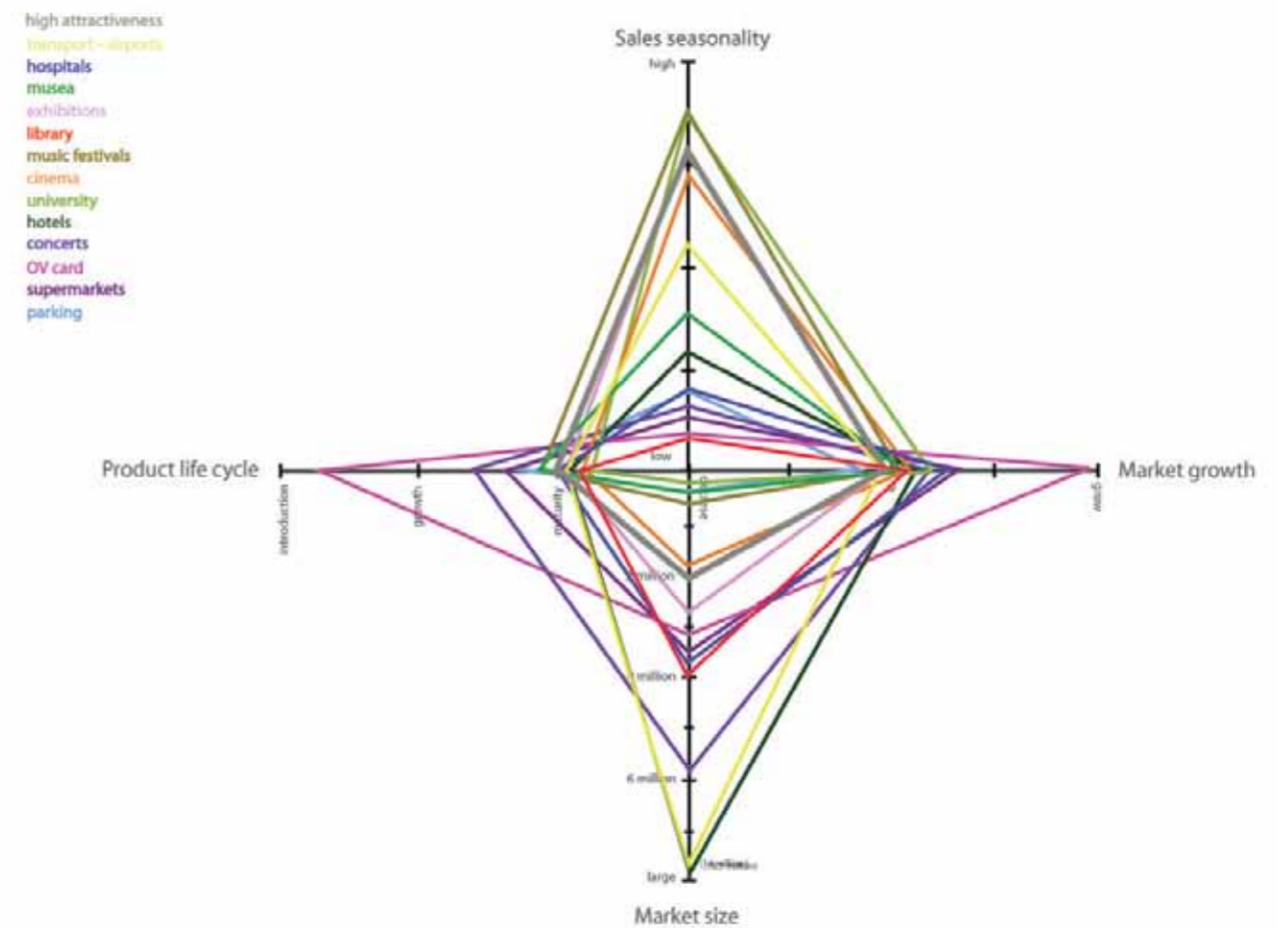
Visualization of an attractive market for Mediamatic.



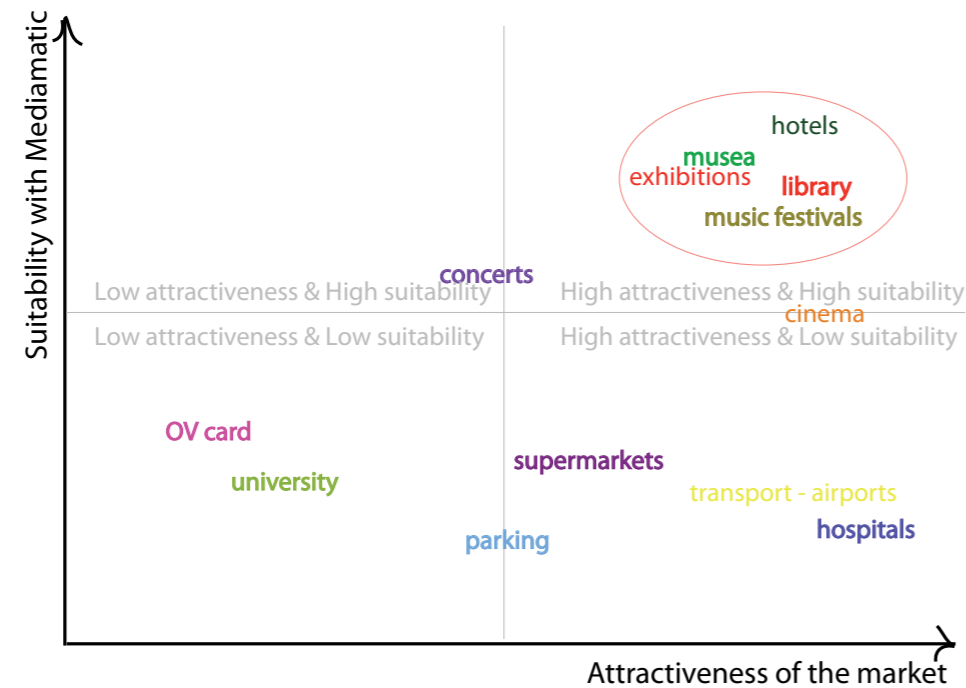
1.2.5 Potential markets

Different markets that may be attractive for Mediamatic have been analyzed. Markets that may be interested in Mediamatic's unique offer have been chosen: parking, supermarkets, OV card, concerts, hotels, university, cinema, music festivals, exhibitions, musea, hospital, transport – airports, and library. An analysis was conducted in order to define the different dimensions that define attractiveness of a market (market size, market growth rate, market seasonality and product life cycle). The data analysis was based on the data about the Dutch market since Mediamatic targets Dutch markets. The result of the analysis is mapped in the diagram below.

Statistics and figures on markets can be found in the APPENDIX B



Apart from looking to the attractiveness of the market, whether the market suits with Mediamatic's identity has been analyzed. The characteristics of the market and the mission statement of the company have been compared to do so (see Mission Statement). The following diagram summarizes the results.



From the market analysis can be concluded that Mediamatic has a great opportunity to revitalize mature markets, such as libraries, hotels and museums. Most of the markets mentioned above do not have online communities that help people to meet each other. Therefore, Mediamatic could do so and take the opportunity in such markets to enhance the experience of their customers.

The most interesting markets seem to be museums, exhibitions, music festivals, libraries and hotels, are characterized by being connected with leisure time. The markets have characteristics in common which offer possibilities for Mediamatic to enter more than one market at a time.

In general, all these markets offer services that people participate because they want to, not because they need to. It is likely that people are more relaxed, in a better mood, and have a more open approach to new or unexpected things to happen. Standing in line for a music festival provokes a completely different feeling than standing in line for getting a new OV chipcard. Therefore, the 'fun way' of doing things could work in such markets. It seems likely that these environments offer possibilities for new registration solutions.

1.2.7 Conclusion of strategic analysis

The internal analysis brought a clear overview of the company's strengths and weaknesses. In addition, what Mediamatic stands for and how they communicate this message to their users was analyzed. Mediamatic has a strong image, but customers should be aware of the unique value proposition of the company in comparison to the competition. Because the company designs a lot of interactive products, its usage should be clear for the user, but the gap between the appearance of their online services and their offline projects is too broad. This can result in an unclear image of what Mediamatic is and what they stand for. Therefore one area of improvement is to create coherency between online and offline experiences of the company.

The external analysis gave an overview of the world around Mediamatic. Mediamatic believes that it will always be one step ahead by simply innovating, but an awareness of its competition can lead to new opportunities. Due to the company's small size, it is important that Mediamatic invests in ways to differentiate itself from the others by emphasizing its unique values. Market analysis shows that there are many mature markets that have used the same registration for years. Examples of possible interesting markets are hotels, libraries and museums. These markets offer environments where people are open to new registration solutions.

1.2.8 From swot to search fields

The results of the internal and external analysis will be combined in a SWOT matrix (Strengths, Weaknesses, Opportunities and Threats). The strengths and weaknesses are mostly the result of the internal analysis while the opportunities and threats are results from the external analysis. The SWOT is a way to use results from earlier analysis in a constructive way. It converges the broad results from the internal and external analysis and helps combining them into more specific directions. It should be noted, however, that the SWOT is a creative tool and does not deliver facts.

See APPENDIX C for the SWOT matrix

The result of the analysis has been the definition of different "search fields". These search fields helped the Aweful team to define the possible directions to follow during the project from the strategic point of view. The most interesting part of the SWOT matrix is combining the different findings in order to get 'search fields'. A strength can be combined with an opportunity but also pairing opposites such as weaknesses with opportunities might result in very promising search fields.

Specific scenarios were created to illustrate examples of ideas from these "search fields," then underlying guidelines were abstracted.

1.2.9 Search field scenarios

1. Stimulate and facilitate collaboration
2. Hacking services / creating authentic experiences
3. Interaction aesthetics / Technology Advancement
4. Participatory registration / alternative identification /new insights on profile
5. Visitors orientation & belonging
6. Connect online to offline with new technology applications
7. Revitalize mature markets
8. Offline enhancement and development

See APPENDIX D for more on scenarios

2 Networks & Technology

2.1 Literature Review

2.1.1 Introduction

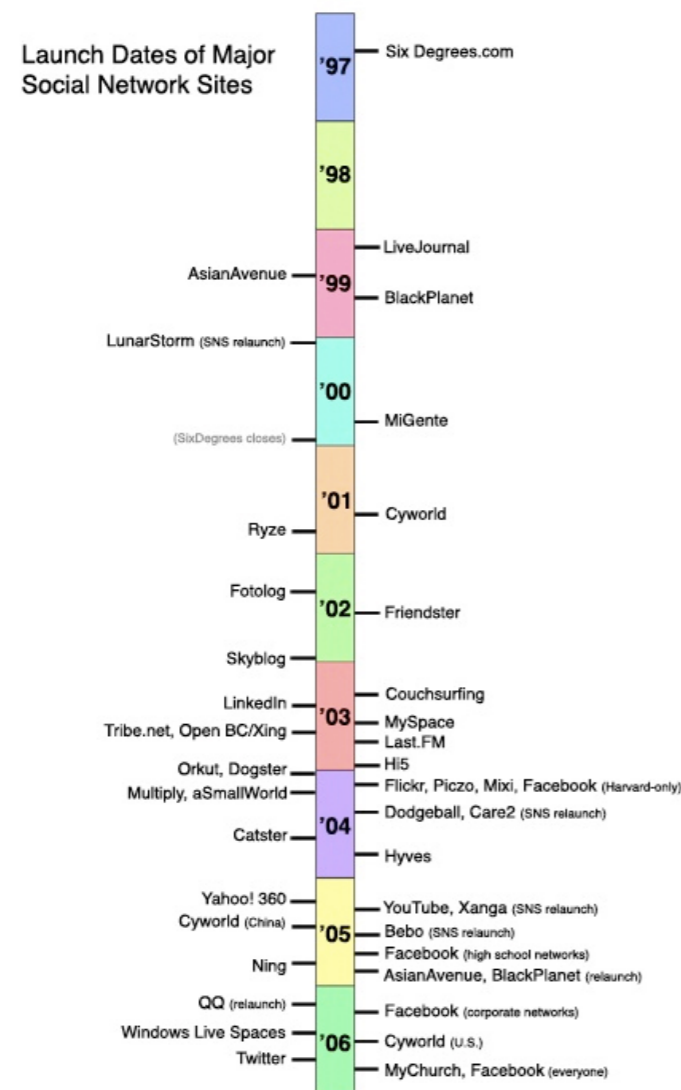
This research section is subdivided in two parts: (a) review of scientific papers and (b) technology overview.

In total five scientific articles and two blog-posts were studied and used to improve our knowledge on the subjects involved in this particular research. These articles have been useful to create a framework in which our research can be placed, as well as in the structuring and analysis of the eventual data. To get an overview of technologies that are currently used by Mediamatic or that could be used in the future, as means of achieving the design goals, the most important technologies where studied.

2.1.2 Literature study: Networks

The emergence and fast evolution of online communities and social network sites is no news. Participating in them has become a normal activity of many people's lives. There are three main concepts that are important to have clear before we can start talking about the purposes of these websites: (a) community, (b) social network site and (c) networking.

For a detailed summary and references of the articles reviewed see APPENDIX E.



Boyd, d. and Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship.



(a) An online community is a group of people who interact in a virtual environment. They have a purpose, are supported by technology, and are guided by norms and policies. Community types: trade/professional, hobby, fans/sports, fans/entertainment, local groups, health related, shared beliefs, politics, religious, sports team, ethnic/cultural [5]. e.g. the recently closed Yahoo-Geocities.

(b) Social network sites (SNS's) are web-based services that allow individuals to (i) construct a public or semi-public profile within a bounded system, (ii) articulate a list of other users with whom they share a connection, and (iii) view and traverse their list of connections and those made by others within the system [1]. e.g. Myspace, Facebook, Hyves.

(c) Networking. The term “social network site” is used to describe this phenomenon, but the term “social networking sites” also appears in public discourse, and the two terms are often used interchangeably. “Networking” emphasizes relationship initiation, often between strangers, so it is not the best way to call these sites. While networking is possible on these sites, it is not the primary practice on many of them.

A Social Network Site has three basic elements that differentiate them from blogs, wikis and other types of communities, these are: profile, friend lists, and comments.

A profile is constructed through a pre-defined web form that each member completes for the purpose of describing themselves to other members of the site. It includes fields such as demographic details for example age, sex, and location, followed by relationship status, educational level, political and religious affiliations, as well as tastes in music, movies, and books, a photograph, and open-ended descriptions.

The screenshot shows the 'CrowdID' user interface for profile management. The user is logged in as 'Sarah Maddox'. The main content area is titled 'Profiles' and contains a form to 'Update profile details'. The form fields are as follows:

- Profile Name: My Profile
- Nickname: smaddox
- Full Name: Sarah Maddox
- Email: smaddox@attassian.com
- Birth Date: Day, Month, Year (dropdowns)
- Gender: (dropdown)
- Postcode: (text input)
- Country: United States (dropdown)
- Timezone: (dropdown)
- Language: English (dropdown)

At the bottom of the form are 'Save', 'Delete', and 'Cancel' buttons. The footer of the page indicates it is powered by Attassian CrowdID version 1.1.0 (Build #161 - Jun 18, 2007).

Once the profile is created, members are then encouraged to look at others' profiles and add those people to their Friends list. The creation of a friends list is what makes up the “social network” component of the sites.

Social Networking sites also provide a means for communication among Friends. This is most commonly done through comments posted on “The Wall” in Facebook or the “Friend’s Comments” section in MySpace. The comments are publicly displayed and viewable to anyone with access to the individual’s profiles. [2]

Online communities and SNS’s are in constant evolution, many of them even became popular for uses their creators never anticipated, they transform according to people’s wishes and behaviors.

Mediamatic provides its clients a Social Network Site to support activities and new connections that are made during an event, such as Picnic. It is a medium for maintaining a friendship or new acquaintance with out much effort. The particular purpose of this SNS is not clear to most of the customers.

The following aspects about the SNS should be taken into account while designing the online part of the new registration procedure:

- What kind of behavior and social experience we want to encourage online? It should be coherent with the onsite/offline social experience and enable real connection between physical and virtual worlds.
- What type of people is Mediamatic connecting?
- People register for Picnic (or other event) but are they aware and agree that they are also creating a profile in an online community? Do they want this?
- Online behavior – Do people that register for Picnic keep using the network when the event is over or is it a 3-day thing?
- What makes Mediamatic’s network unique, good, and attractive? What does it offer? Why should people join?

2.2 Technology used by Mediamatic and related technologies

2.2.1 anyMeta

For a detailed summary
and references of the
articles reviewed
see APPENDIX F.

AnyMeta is the community management system developed by Mediamatic and forms the basis of all their community websites. AnyMeta is based on metadata (hence the name). Metadata is data on data, it gives the data meaning. Items with the same or related metadata are connected and form a so-called semantic network. The network is based on the principle 'any thing is a thing'. A non-hierarchical network is formed and every item has a network of connections and relations.

AnyMeta, provides an open, flexible platform which can handle large amounts of visitors, has a very good indexability and has the possibilities of connecting networks with other networks.

2.2.2 RFID

For the ikTag Mediamatic uses RFID technology. RFID stands for Radio Frequency Identification and is a method for remotely identifying objects or people. The most important factors of RFID tags are passive/active and low/high frequency use. These factors determine the reading range, material penetrability and most important, the price. RFID tag systems can be engineered according to the specific needs of the application. Mediamatic is currently using passive, low frequency tags. These are the cheapest (0,10 euro) and have a short reading range (0-10 cm).



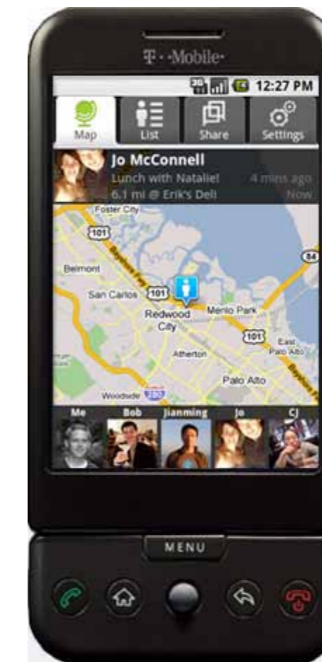
2.2.3 Barcodes

As identification means barcodes are still widely used, due to their simplicity, universality and very important, the price. Although it would be very practical in use to replace barcodes with RFID tags, the price difference (0,005 against 0,10 euro) prevents the barcode from being replaced.

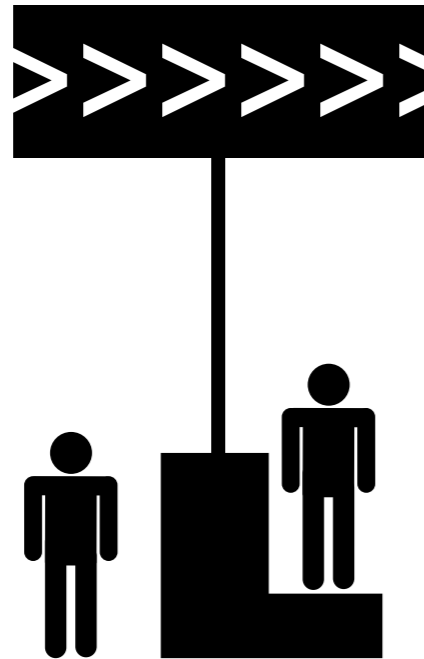
2.2.4 GPS and combinations of technologies

GPS, the Global Positioning System technology makes it possible to connect several other technologies such as motion sensors, Internet connection, software, digital camera, with the physical reality. This combination proves to be very strong and will become even stronger. For the first time, in recent years, these technologies became commonly available as combination.

In mobile phones, they result in applications such as 'augmented reality' where information is added to the live image coming from the digital camera. When combining social networks with GPS and digital maps it becomes possible to see where your friends are, what they are doing or what places you should visit.



3 Registrations



Introduction

The scope of registration reaches across reserving tickets online to checking in at a desk to joining a rewards club. Despite its prevalence, the registration procedure itself is never the goal: it is always the necessary means to accomplish a desired result. It is often negatively perceived as a series of bureaucratic obstacles to be overcome. To design a smooth process to serve the broad range of applications, the common thread must be found and the qualities of a better registration must be defined.

We seized the opportunity to perform field research at an event, the PICNIC conference, in which Mediamatic was involved. From this case study we were able to see the current situation from both the organizer and attendee point of view and identify problem areas in the broad perspective (Mediamatic) and situational (the conference).

Three cases are presented in the form of flow charts to analyze the process at a higher level of detail: the PICNIC creative conference, the OV chip card membership, and traveling to Amsterdam. The perspectives of "the system" and the person are combined and analyzed with other examples to distill the essence of their conversation during registration. Here a clash is seen between what information the system requires and what someone would naturally communicate.

The process of planning and attending an event is mapped and generalized to produce an overarching registration experience. Chronologically, four phases were seen: planning, anticipation, event, and post-event. The first phase applies to all actions from deciding whether or not to go up through the booking or online registration. The anticipation phase refers to the time between booking and attending the event. The event phase includes anything the "day of," including transportation to it. During the post-event phase, one reflects on the experience, shares it, and uses it to make further contact and decisions.

This model is used to identify current problem areas and provide direction and application for scenarios. It also helps maintain the holistic view required to design a better person-to-system interface during registration. The other results of this analysis also provide supporting material for vision of the registration process.

Section 3.2.1 illustrates of the process planning and attending an event.

3.1 Case study PICNIC '09

3.1.1 The event

PICNIC is an annual festival and an inspiring conference complimented by a set of networking events and hands-on technology experiences for top creatives and innovation professionals in business, technology, new media, entertainment, science and the arts. Despite the "fun" image, the event has a corporate character. Open to a large variety of audiences and with a strong broadcasting potential, PICNIC offers the opportunity for different parties to expose what they are selling to the business world. For the same reasons, PICNIC offers to parties that seek new, promising ideas to invest in a wide menu of choices. Networking is among the key reasons for all parties to participate or simply visit the event. Networking as a business activity is apparently well worth the time, work and money invested for it. Different parties see different benefits from networking and may therefore focus their networking activities according to their interest. Depending on each party's focus of interest, image and communication purpose, different parties go about different ways of networking; from traditional greeting and business card exchanging to using on site interactive installations to widen their online social network.

3.1.2 Mediamatic

As a partner of the event's organizers, Mediamatic provides the online and offline registration system to the event, a tool for building online communities and on-site interactive installations that support it. Mediamatic uses anyMeta, an in-house developed content management system, to build an online community around the event. Visitors are required to create a profile while buying a ticket to the event. During on-site registration, visitors receive an iKTag (RFID tag) linked to their online profile. During the event, visitors can use their iKTag to interact with installations that Mediamatic develops. These installations aim to playfully trigger meetings among strangers and create links between their online profiles, thereby widening networking possibilities.

3.1.3 Research

Conducting a field research, we participated in the on-site registration procedure in order to observe and understand how the system works and how visitors experience it. The registration desk is located at the official entrance of the festival facilities. In order to acquire the badge/pass to the festival's events, visitors need to go through the registration procedure. Concerning the visitor, the main purpose of the registration procedure is to acquire the badge that will allow him or her access to the event's activities. For visitors that are in a hurry to attend some specific event, any problem that causes delay in the registration procedure can result in being too late to attend the event. Concerning the event organizer, the main purpose of the registration is to control access to the event making sure that only people who paid or were invited gain access. Most visitors are accustomed and experienced with this setup from other conferences and similar events. Visitors approach generally relaxed, expecting that registering will not take more than 2-3 minutes. They orientate by looking at the banners with specific titles (registration, press, help-desk) and choose a line with the shortest queue. In the registration area, visitors often meet other visitors with whom they had an appointment ("let's meet at the registration") or meet accidentally. Visitors that are in a hurry to get to a scheduled activity (a presentation, a meeting, a workshop etc.) approach more

hasty and are discouraged if the queues are long. Still, they show understanding since the registration procedure is not something unexpected.

3.1.4 Problems and their results

The operating setup of the registration desk included typing the name of a visitor, finding the name on the database, printing the badge, folding and inserting into a sleeve, linking an empty iKTag to the visitor's profile and finally handing the package over to the visitor. These tasks were divided and carried out by a couple of operators. This cooperation was not always optimal and often took longer than planned. Additionally, it meant needing too many people behind the registration desk. Among the chief problems that we observed was that the names of many visitors were not found in the database. This was sometimes caused by the fact that visitors had not completed the online registration procedure, by technical problems in the on-site registration setup, and often by simple human mistakes like the operator miss-spelling the visitor's name. Visitors who could not be found by the operator were directed to the help-desk. This resulted in long queues at the help-desk, frustration and uncertainty for the visitor and over-load for the help-desk operators. Furthermore, the functionality of the iKTag was not sufficiently communicated; it was often perceived as an ornament or logo of PICNIC and not used to interact with the installations. The result is that the offline interactive system falls short in creating contacts and the online network remains a static database of profiles. Mediamatic's investment in the project doesn't generate the attention it intended to.

For the full report
on PICNIC'09
field research see
APPENDIX G



Video recordings from
the field research are
available online:
<http://vimeo.com/6831940>
<http://vimeo.com/6840586>
<http://vimeo.com/6857299>



3.2 About the flowcharts

To generalize from the insights gained from the case study, we also compare the PICNIC registration experience to other popular registration procedures. The different nuances are as follows.

3.2.1 Types of registration

What	Comments
Conferences	Gatherings of people who have a similar interest in a subject and in networking
Exhibitions (fairs)	Similar to conferences, except general audience is also at the event
Hotels	Overall tone of hospitality
Airport, traveling	Complicated coordination, higher security, event is a (random) group of common individual need (to get somewhere)
Amusement parks	Seasonal, many different statuses (one-day ticket, group booking, season pass, degrees of line-cutting passes)
Cinema	Low-threshold event, planning phase can be very short, interest and curiosity-oriented crowd (but another case of a random group of people)
Concert	One-time event, venue is of higher exclusivity than the cinema (symphonies & band concerts require special halls)
Festival	Multi-day event
Museums	Education purpose, usually one time but possibility for community
OV chip card	Travel service provided to both members (registered) and non
Library membership	Low-threshold registration, access to service but also possibility for community
Rewards membership	Gain access to exclusive awards
University enrollment	Many steps involved, from different areas (access via academic merit, personal motivation, financial affor-dance, government)
Citizenship	Bureaucratic, government controlled

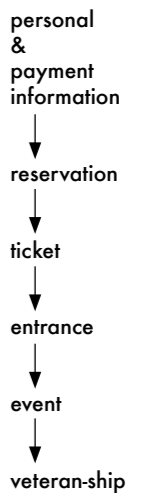
Two general types of desired outcomes are seen in the above list: membership and event. Membership includes announcing one's presence and from then on being recognized as belonging. The event outcome may involve membership registration, but it is centered on a designated time, place, and purpose. It should be noted that attending an event is also an informal membership registration of life experience: attendees join the "I was there" club.

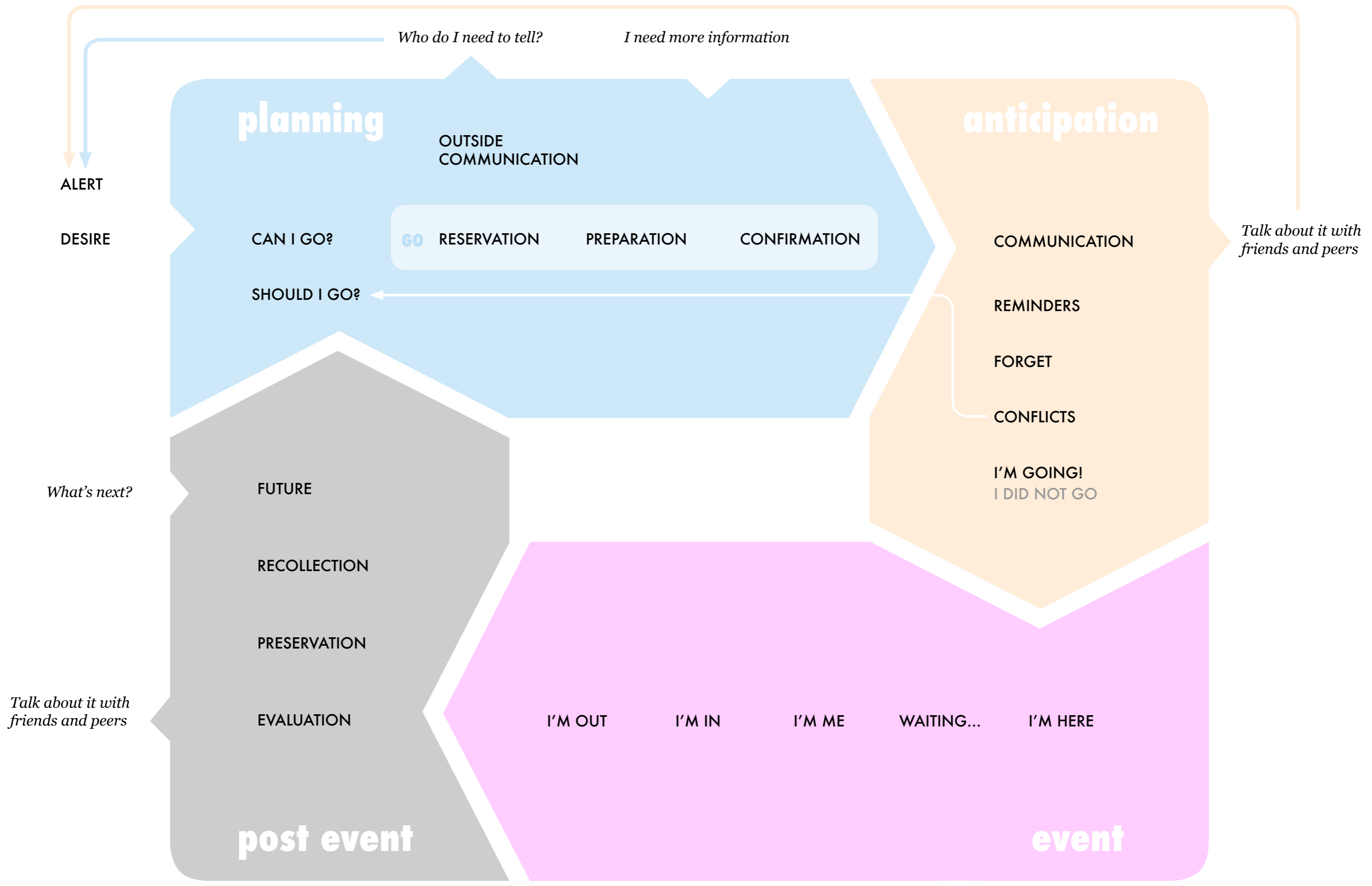
In the most general sense, registration is always the requirements (pleasurable or not) for something other than itself. But as time passes, the outcome then becomes the precursor, or the requirement, for the next experience.

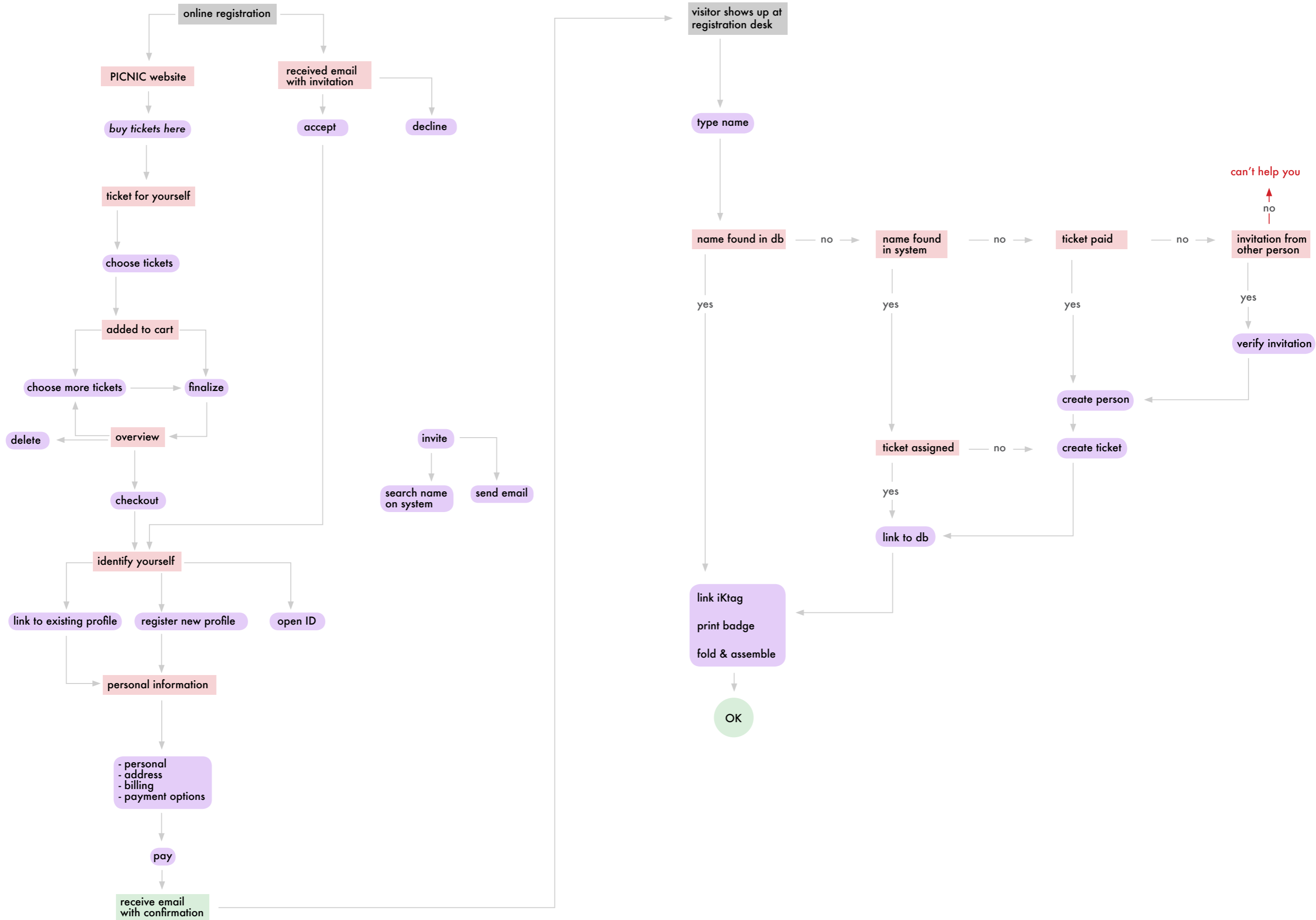
The example to the right shows how the components of registration can take many forms, and through various interactions with "the system."

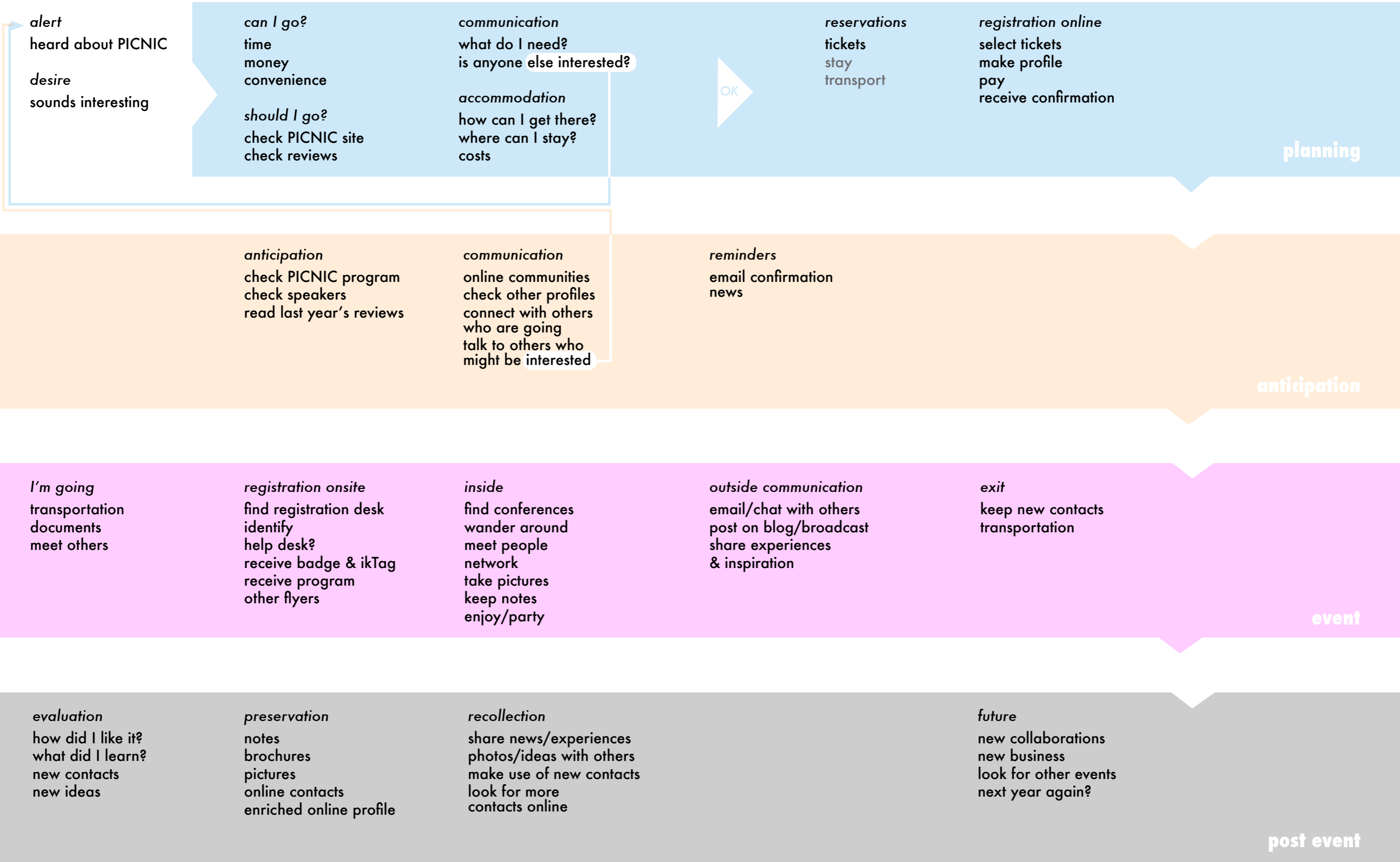
Form	System interaction
an intangible promise (reservation)	website, phone call, mail-order
touchpoint for entrance (physical ticket)	printer, ticket booth, mail
literal admittance into the event	bouncer, self-check in
experiential admittance	online communities, "returning customer" status

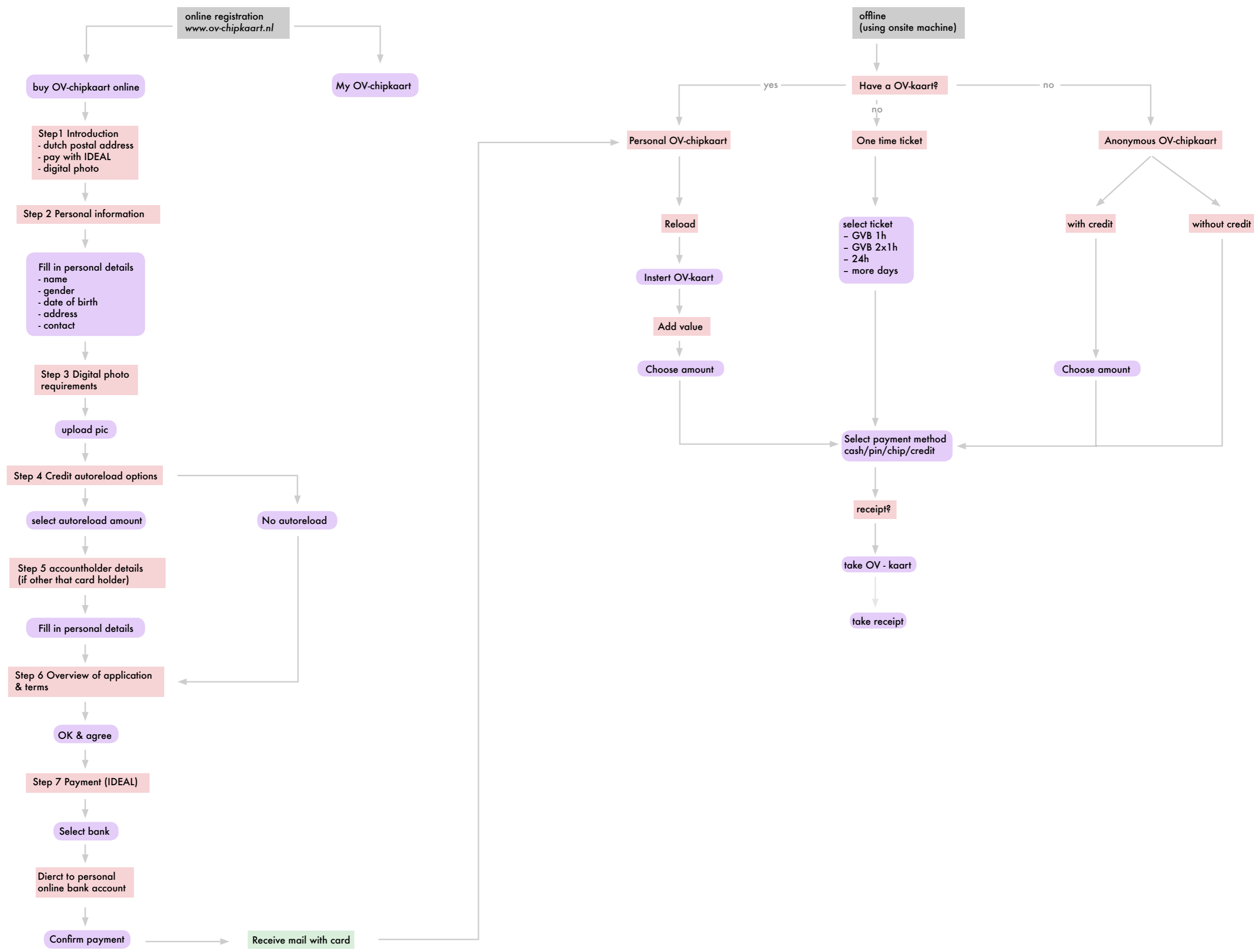
To change the current bureaucratic perception of interaction with the system, one then sees the need to holistically examine registration experiences. We decided to break down the experiences of PICNIC, the OV-chip card, and traveling to diversely cover registration purposes and complexities. Two types of flow charts are presented: (1) the specific system interaction showing actions and decision points, and (2) what people experience overall when carrying out registration tasks. From this a super-flowchart is born: a generalization that will cover the basic steps of any registration procedure.











Desire
Need to get
from A to B

What are the options?

Check map
Check public
transport availability
Check time schedules

What do I need?

Cash/pin card/
credit card/pre-paid
ticket.
Check prices/methods
to pay

Where can I get it?

- online
- ticket office
- on board

Plan

Make travel plan
Estimate arrival time

planning

Confirm

Check stop/platform
(is it the right stop/platform?)
Check time schedule on site
(when is the next ride?)
Check route on site
(does it stop where I want?)

Buy ticket

- From ticket machine
- From service desk
- From people re-selling
- risk it without

anticipation

Waiting

Waiting at the stop
Checking numbers
Talk to others waiting

On-board

Check-in/validate ticket
Confirm route with driver
Find a seat
(or place to stand)
Check stops
Check time

Arrival

Is it the right stop?
Check-out

Transfer?

event

Evaluation

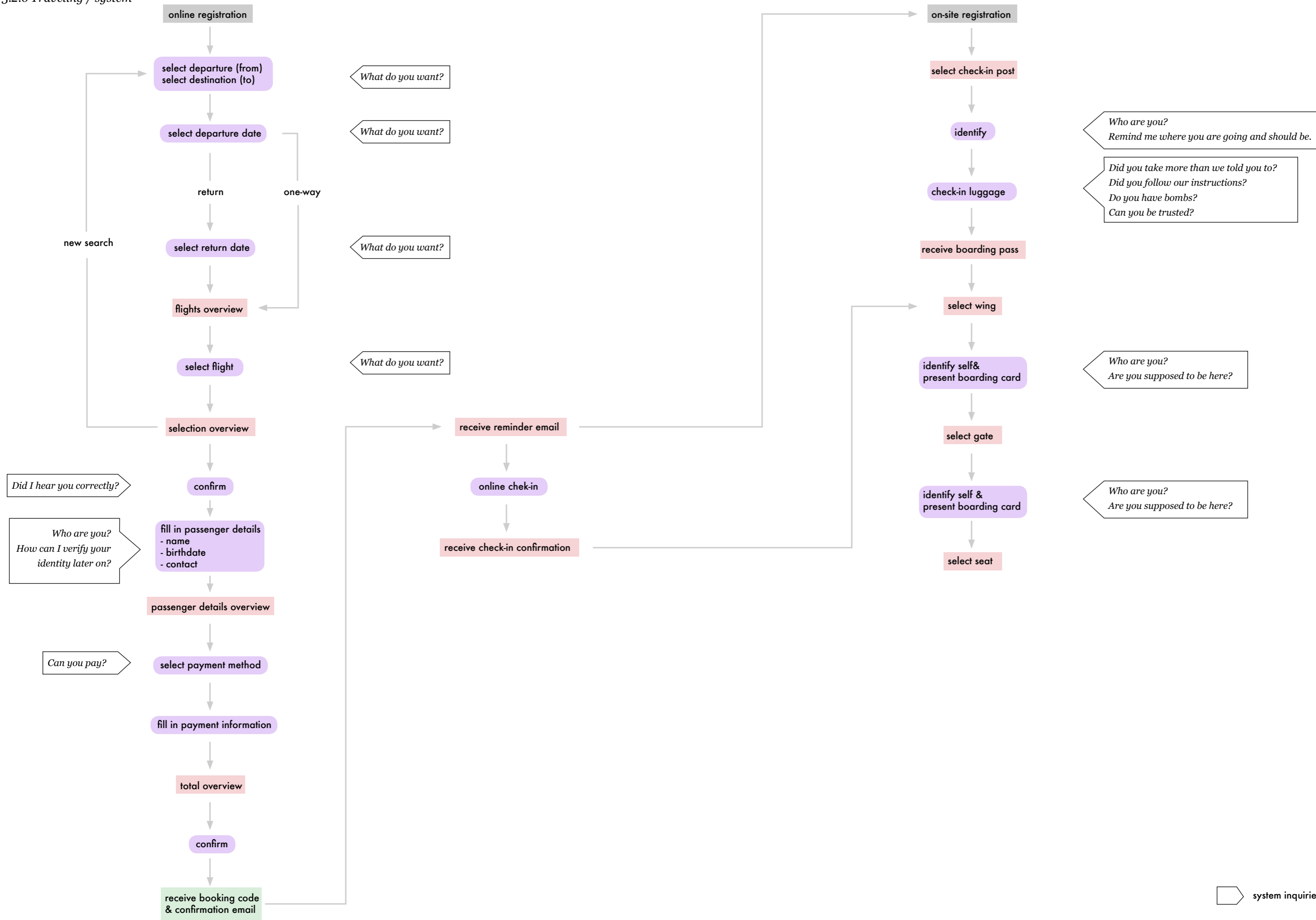
Am I at the right place?
Am I on time?
Will I take the same
ride back?

Future

Will I be doing this
route often?
Is public transport
reliable?
Should I get a
personal card?

post event

3.2.6 Traveling / system



system inquiries

planning

<p><i>Desire</i></p> <ul style="list-style-type: none"> I have time I have money I need a vacation 	<p><i>Plan</i></p> <ul style="list-style-type: none"> Where to go? When / for how long? How to get there? Where to stay? What to do there? Who to go with? 	<p><i>Decide</i></p> <ul style="list-style-type: none"> Go to amsterdam 20 Nov / for a week By train Youth hostel See city/exhibitions Party with Jim 	<p><i>Organize</i></p> <ul style="list-style-type: none"> Announce week off Check train rides & prices Check for hostels Check events / sites in ams. Ask Jim 	<p><i>Book</i></p> <ul style="list-style-type: none"> Week off ok Reserve train seats Book hostel beds Make plan Jim ok
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anticipation

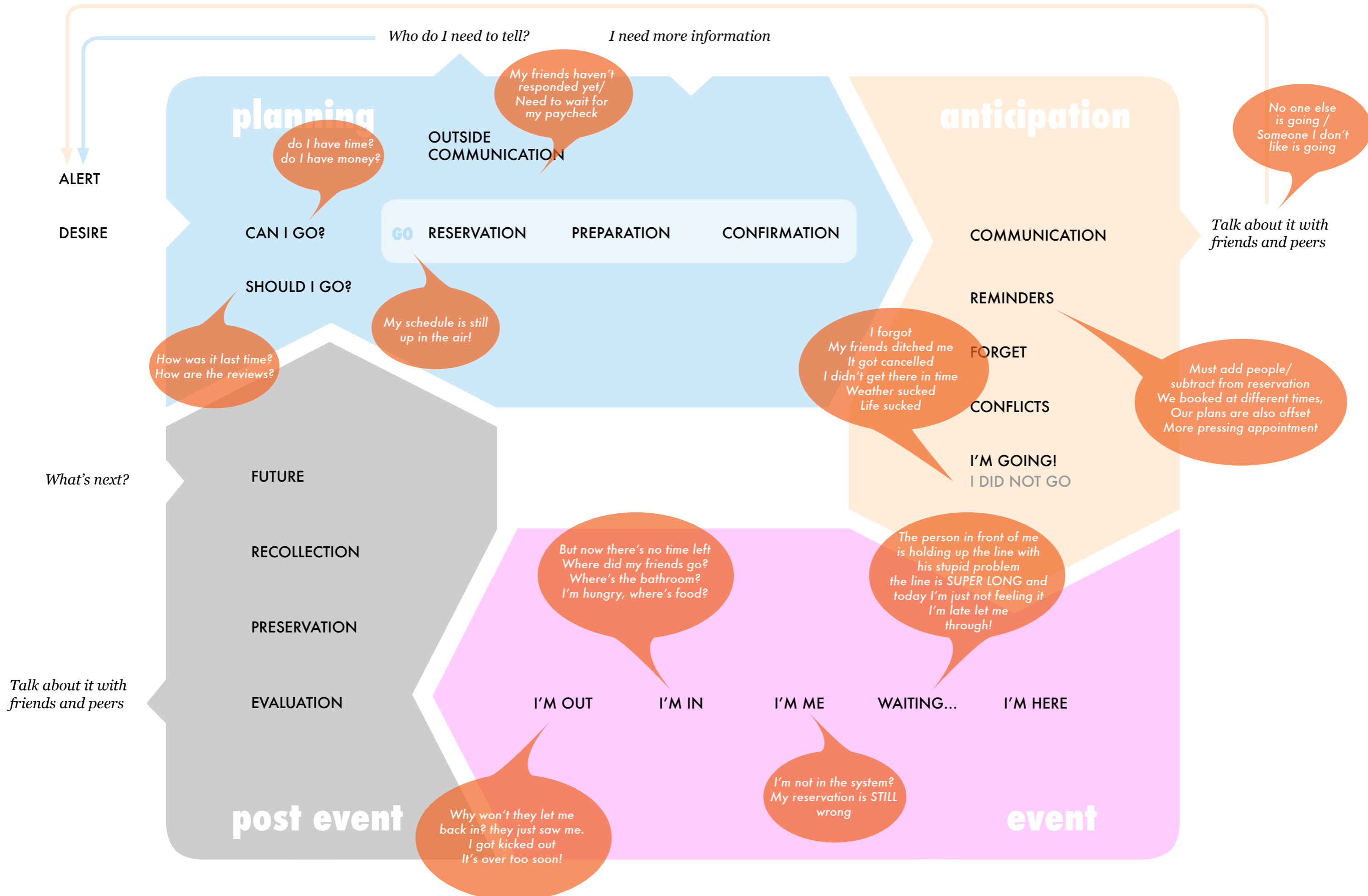
<ul style="list-style-type: none"> Talk to people who have been there Check sites about Ams. Announce to friends Work ahead Re-check train reservation Re-check hostel booking Look forward to going

event

<p><i>Before the travel</i></p> <ul style="list-style-type: none"> Re-check train ticket Pack stuff Meet Jim Catch the train 	<p><i>During travel</i></p> <ul style="list-style-type: none"> Talk/read/sleep etc. Plan days 	<p><i>Arrival</i></p> <ul style="list-style-type: none"> First impression Look for the hostel Find out how to Get around Check-in hostel Rest/shower 	<p><i>In Amsterdam</i></p> <ul style="list-style-type: none"> Go around Meet people Take photos Rent bikes Party/do drugs Contact Home/work Get to know Jim better 	<p><i>Last day</i></p> <ul style="list-style-type: none"> Say goodbye/ Keep in touch Buy souvenir Re-check train Pack stuff 	<p><i>Departure</i></p> <ul style="list-style-type: none"> Check-out hostel "Do last thing" Get to the station Catch the train
--	---	--	---	--	--

post event

<p><i>Travel back</i></p> <ul style="list-style-type: none"> Hungover/sleep Talk about experiences Evaluate trip Plan ahead 	<p><i>Back home</i></p> <ul style="list-style-type: none"> Share experiences/news (Chat/mail/post online) Get back to work Plan next escape
---	--



3.3 Generalization of registration

3.3.1 Introduction

In addition to the flow charts, several processes from Table 3.2.1 *Types of registration* (page 34) were written down on index cards then synchronized.

The discussion here is event-oriented, but it should be noted that the process can be applied to memberships and initiations as well. The event in such a case would be a service, experience, or the rewards that one is entitled once registered.

3.3.2 Registration: system side

It is observed that the input from the user becomes redundant at several points of the registration process. What you present online will be repeated at the desk, and in the case of flights, you are asked repeatedly to identify yourself and verify that you belong where you are. (Refer to 3.2.6 *Traveling / system* flow chart.) It is also found that what the system asks of you is a little awkward when translated to human dialogue.

Table of example translations

System to human dictionary	System	Human
	What is your name?	Who are you?
	When is your birthday?	
	What is your sex?	
	Do you have a log-in?	Am I supposed to remember you? Are you special?
		Did you do something before that I'm supposed to remember?
	What is your reservation number?	What did you book again?
	Give me your billing information.	Can you pay? How can I hold you accountable?
	Dates, planning	What do you want?
	Please confirm	Did I understand you correctly? Did you put in the right information?
		I only take everything you say at face value.
	Extra bonus offers!	Would you like something else that you didn't ask for? It's sometimes useful!

There are several points of interaction with the system: in planning, in booking, and in preparation for attending the event. In planning, one is interested in checking availability, price, and compatibility with one's schedule. Booking is completed only when plans have been finalized, but the steps could have been walked through during planning to know what information is needed. The last points of interaction are in the form of reminders, updates, or promotions.

The current interaction with the system is boring, tedious, unnatural, and unaccommodating.

Boring & tedious

The system asks for the same information at different times, and many sections are so standard that it is simply going through the motions.

Unnatural

The system asks questions in terms of the raw data it wants. Translating this to human speak highlights the cold, unnatural feeling of the current interaction. A key example is how one chooses to identify oneself through interests, causes, and values over name, sex, and credit card number. A system's "Who are you?" also has the underlying purpose of knowing how to hold one accountable or who to let in.

Unaccommodating

The current system is also incompatible with a person's schedule, a dynamic entity. In the example of booking a flight: When someone looks up dates for a flight, he or she is often negotiating the dates depending on several factors from others' schedules to price to how much time can be taken off from work. Even when a reservation is finally made, making any changes to it costs money, time, and headache. Late additions are also a problem: a friend who books after you do may not be able to catch the same flight. Lastly, after going through the whole experience, you now know more for the next time, whereas the system will ask you for the same information if you don't have an account. Sharing of accounts across websites is becoming more popular, but it has yet to become standard, so we engage in these system conversations time and time again.

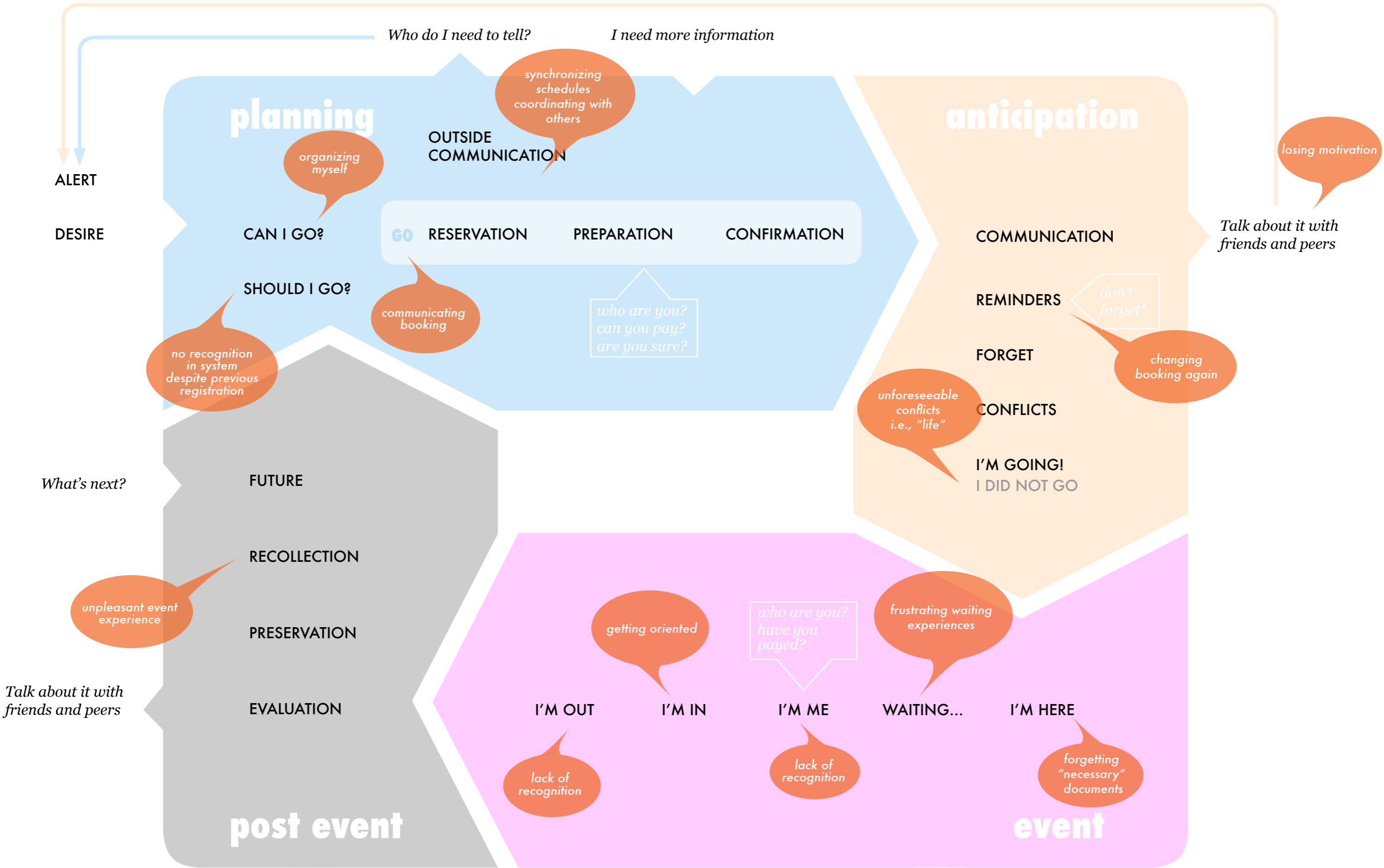
3.3.3 Registration: human side

These boring and tedious conversations are the last thing that a person would like to have on his or her mind when planning, yet it may take up the most time. One reason is that registration is often a recursive experience: a person will think of the desire then what is needed to accomplish it. Once one plan is in motion, several other to-do's pop up that require action before it can move on. In the example of traveling, one will have to look at both accommodations and flights, and if a visa is required, that need must be met before other items are booked. The growing list of requirements often weighs down on the planner emotionally, because he or she usually wants to get it over with before availability disappears, and a website is often not as understanding as a travel agent. In contrast, the system has no problems waiting for these requirements to be fulfilled in the order it needs.

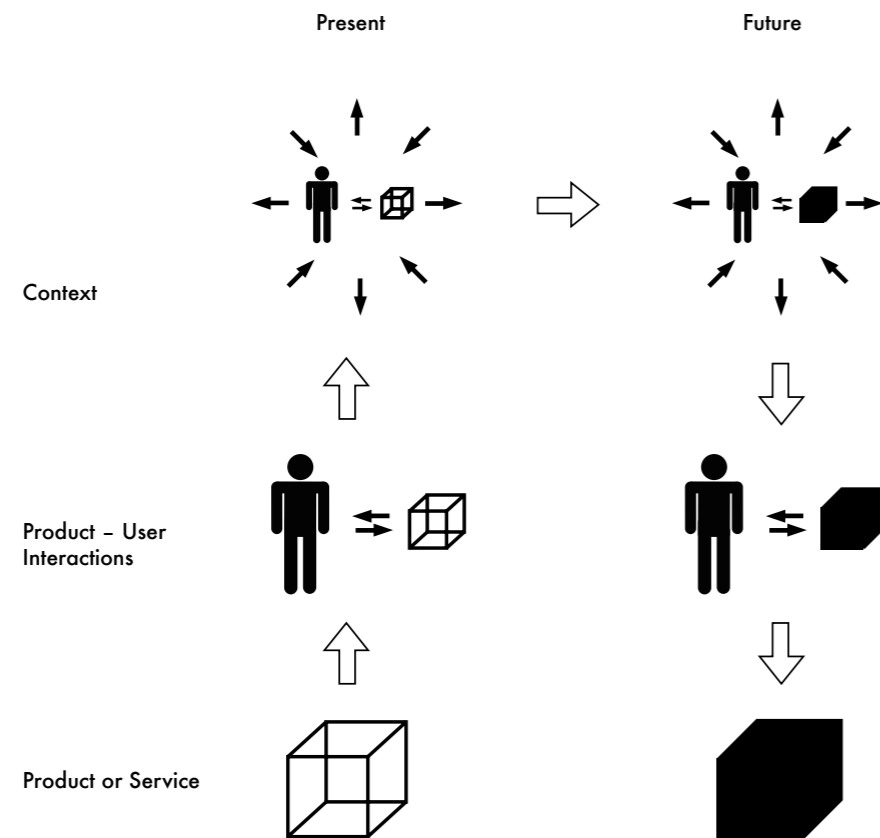
3.3.4 Conclusion

The human flow chart is not a streamline sequence. Planning for an event may inspire others to also plan, creating more factors to be coordinated. Problem areas arise in all phases of the experience, ranging from logistical to emotional, and they are not always anticipatable. Once specific examples are plugged back into the general model, other influential factors appear that complexity the experience. This model can also be applied to both current and potential experiences to compare differences in time or emotional effort.

An ideal registration process would accommodate the hiccups along the way and have added value. Examples of this in real life include an initiation or even a simple greeting. Making the experience of registration more smooth means changing the individual's perception of bureaucracy. Humanizing the process will create a more sensitive and accommodating system that will be more pleasant to interact with. The challenge is now to incorporate the dynamic human element in a structured system procedure.



4 Processing...



4.1.1 Vision in Product Design

To be able formulate our vision, goals and design guidelines, the Vision in Product Design, or ViP method for short, is used as a tool.

The ViP method is about looking for possibilities and opportunities instead of being driven by problem solving design. Products are a means of accomplishing appropriate interactions. ViP is therefore interaction-centered. Appropriateness is determined by the context for which it is designed. This is why ViP is context-driven. The context can be today or in the (far) future.

The process starts with analyzing by 'deconstructing' the product, interactions and the current context. This alternative way of looking to the actual situation enables the designers to think out of the box. After the current situation is 'deconstructed', designers can start building a future context for the product. The result is a design which is not created out of problems, but from opportunities from a new context.

For the current project ViP is used as a method to combine the results of the three initial research sections and transform them into design guidelines, which will be used as a starting point for the next phase: conceptualization.

4.1.2 Product/Service

Any design process must start with a definition of the domain, a description of the minimal borders of the solution space in which the final design must be situated.

A process for administering registration at events. Supported by an online community management system (anyMeta) and an offline to online connection tool (ikTag/RFID)

4.1.3 Product Characteristics

Deconstructing the product characteristics is basically asking why "a design is what it is", first in terms of what the product literally is (e.g., it has buttons on the side, it is made of plastics), but foremost in terms of what it expresses, its meaning.

Online: Authoritative, mechanical, complicated, inconsistent, standardized, redundant, fuzzy, place-independent, internet dependent

Offline (on site)

Time consuming, redundant, unreliable, flexible, predictable, public, internet dependent .

4.1.4 User-Product Interactions

At the interaction level the product is no longer in isolation. Products do not exist independent of the world of people, so they have to be pictured when in use. What is happening when people are interacting with the product, using it, playing with it, or just holding it for that matter?

Online: Uninspiring, insecure, obligatory, annoying, accessible (as long as there's internet)

Offline (on-site): unconfident, uninspiring, boring, familiar, social, repetitive

Peter Lloyd, Paul Hekert & Matthijs van Dijk.
"Vision in product design [vip]: the warm bath"
2006

4.1.5 Context (what we see)

What considerations did this designer have in mind at the time? What was his view on the world in general and the product domain in particular? What kind of standards, opinions or values did he hold? How did he look at people and their needs and wishes?

Factors

- *Increasing popularity of and activity in online communities*
- *Creation of network of networks*
- *Increase of events that connect offline to online activities*
- *Increase of internet users and of mobile internet access*
- *Trend towards less formal corporate networking events*
- *Increased global mobility and connectivity*
- *Trend towards authenticity rather than familiarity when traveling*
- *Increase of geographically independent projects*
- *Increased participation of users in knowledge-sharing and collaborative projects (web 2.0 culture)*
- *Increased individual awareness of online identity, profile and activities.*
Debate over privacy
- *Increased awareness over sustainability of internet and energy consumption related to information flow and storage*
- *Economic crisis: cut-downs in cultural funding*

4.1.6 Context structure

Increased accessibility to internet and user participation in information exchange has brought changes in the way people interact with each other through the medium and in real life. People are becoming increasingly aware of their online identity as networking activities are relating to online profiles. Privacy issues are debated and juxtaposed with knowledge sharing and open-source communities. Globalization and increased mobility relate to the trend towards authenticity rather than familiarity when traveling.

Online social communities keep growing until they segregate according to specific interests, which then form networks of networks. Communities around a common interest foster collaborative projects. Online collaborations are increasingly geographically independent and often driven by common values regarding information accessibility.

Despite the geographic independence of the medium, there is a trend towards offline, real life events (such as conferences, parties and exhibitions) that link to online communities. Corporate interest is high in such events since the possibilities of networking are greatly expanded by online communities. Networking is an increasingly important business activity in a world of global mobility and connectivity. Corporate networking events tend to become less formal and more "fun, inspiring and creative".

Economic crisis is causing cut-downs in state funding of cultural projects while there is an increased concern about the sustainability of our information infrastructure. Energy consumption related to information flow and storage is rising as fast as its costs. People are becoming aware of this as our dependence on internet is becoming existential.

4.1.7 New context (what we want)

Building a world starts by collecting factors. Factors can be many things: they can be observations and thoughts, theories and laws, considerations, beliefs or opinions.

Mediamatic

- Real life connections
- Lively (online) communities
- Inter-cultural knowledge/stories/experiences exchange
- A new flexible registration process which also works without a network

Aweful

- Provoke conventions of identity
- Explore sense of belonging
- Authentic experiences
- Rich social relationships
- social sustainability/collaboration
- coherent interaction aesthetics linking online to offline

The world

- Networks of networks
- Reduce energy consumption / sustainable information infrastructure
- open source knowledge sharing
- re-evaluation of mature markets
- down-shifting/authenticity

4.1.8 New context structure (vision)

A list of context factors, as appropriate and appealing as they may be, is not (yet) a context you can design from or for. For this, the set of factors must be turned into a unified whole, a coherent structure that explains how the separate elements are connected.

Mediamatic

Lively participation in online communities with strong links to real life events will stimulate inter-cultural, cross border exchange of knowledge, stories and experiences.

Aweful

Coherent interaction aesthetics between virtual and physical worlds should encourage rich social relationships. Provoking conventions of identity, will strengthen personal sense of belonging to a specific community. Creation of authentic experiences by supporting social sustainability and collaboration.

The world

Networks of communities around common interests can enhance collaboration, knowledge exchange and productivity, in independently initiated projects. Focusing on quality and authenticity in cultural artifacts will produce alternatives that question and re-evaluate established cultural institutions. Restructuring the information infrastructure by decentralizing knowledge banks will encourage user responsibility and awareness of energy consumption.

4.2 Design guidelines

The results of the registration, literature, and strategic analysis fuel the design guidelines we will use in the next phase of the project. However, not all guidelines are created equal: some are base-level requirements while others are more visionary. We have created five levels of application to help organize the influence of the guidelines:

<i>Level</i>	<i>Meaning</i>	<i>Example</i>
vision	the most abstract purpose	awareness of social network
wishes	the desired effect of an interaction	playful initiation to event
interactions	what happens to the person	play with ikCam
requirements	the base needs that need to be fulfilled	new tag is tested, more content in profile at beginning
methods	the tools, and protocols needed for execution	RFID tags & readers

The results of the registration and literature analysis feed the interactive and requirement levels, while the SWOT analysis tended to fuel the vision and wishes. Later on, ideas can also be plugged in to help define the purpose or see what requirements still need to be met. It should be noted that a guideline can switch levels by changing its phrasing, but it will then also have a different influence on the design.

4.2.1 Vision

Enhance user awareness of virtual identification

People do not seem to be very aware of their online identity that is created for the event and do not know what they can do with it.

Translate signature aesthetics into an interaction

The signature aesthetics of Mediamatic should be expressed in each part of the registration process.

4.2.2 Wishes

Coherency between online and offline

Close gap between 'boring' online registration and interactions with installations and people in the physical world.

Authentic experiences

Enforce true and noteworthy experiences.

Enhance sense of "belonging": knowledge, experience, being part of a group.

Create more awareness and sense of belonging to a community.

4.2.3 Interactions

Emphasize analogue/offline/physical interactions.

An important end goal should be to "bring people together in the physical world" and create non-virtual interactions.

Create memorable experiences: less boring and tedious, more unexpectedness and surprise

Preferably, people remember the registration as interesting, exciting, fun or intriguing instead of boring or forgetting about it at all.

Open source: collaborate and share

Stimulate people to pro-actively participate in the community

Stimulate participation in the registration

Registration should not be something that "somebody is doing to you" but a process to participate in. This will create more awareness and trust.

Make standing in line into an interesting experience, redefine standing in line.

Lines cannot always be avoided, better make it into a nice happening.

Humane process, less stress of to-do-list

Reduce feeling of needing to "obey the machine"

Trustworthy e.g. reliability of the system, privacy

Give the user the feeling that the system works well and that there is 'not being messed' with personal details.

4.2.4 Requirements

Leave space for choice

Possibility for user that does not want an online profile or ikTag

Efficiency of the system

e.g. reduce redundancy, improve system recognition, minimize for registration employees.

Make people sufficiently oriented

When going to an event, people should be sufficiently be informed to find their way, know what to do with their ikTag etc.

4.2.5 Methods

"Hack it": re-use, re-define, re-interpret

Using existing technology, situations, conventions in a new, innovative or subversive way.

Think beyond the ikTag technology

Using RFID technology is a tool, not a starting point.



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App end ices



- APPENDIX A Competition
- APPENDIX B Market statistics
- APPENDIX C SWOT
- APPENDIX D Scenarios
- APPENDIX E Networks
- APPENDIX F Technology
- APPENDIX G PICNIC'09
- APPENDIX H Planning

*Integral
Design
Project
2009*

orientation

APPENDIX A

COMPETITION

Companies facilitating social networking on events.

O'Reilly Media Inc.
www.oreilly.com

Headquarters in California, world-wide offices, 270 employees
Books, conferences, websites, projects: chronicler and catalyst of leading edge-development.
RFID installations at conferences, inspired by installations of Media-matic at PICNIC.
Applied at ETech – Emerging Technology Conference.
Photobooth, Etech prophet, People Collector (device to exchange business cards), Personal calendar: personal calendar show at public kiosk

Spotme

www.spotme.com

“accelerate networking, build relationships, enhance communication”
Based on electronic device that is carried by user on event: a meeting PDA
- exchanging business cards
- maps
- feedback forms, Q&A sessions
- people radar

Europe 4 offices, US 3 offices, big company

GAO RFID Inc.

www.gaorfid.com/eventmanagement

Event access management based on RFID tags. Technology based. Sells and rents out technology to clients. US based. Large technical supplier.



Event organisers

Mojo

www.mojo.nl

Big concert organiser, co-organiser Picnic

SXSW – South by South West
Conferences and festival (creative) based in Texas US

b.Tween

<http://btween.co.uk/>

Platforms and events for connecting people with interactive ideas. UK based, medium sized company

Event communities

introNetworks

www.intronetworks.nl

Online community of all attendees of events, originated at TED 'Smart social networks' US based, large company

CrowdVine

www.crowdvine.com

Online community building for attendees of conferences. Customer can choose from different layouts and packages. US based, medium sized company

EventVue

www.eventvue.com

Personalised online community building for conferences. US based, medium sized company

EventMingle

“Meet, interact and engage prior to the event”
Online Social networking related to event (conference). Planning, 2do's, job openings for attendees.

Online network communities

Ning

LinkedIn

Facebook

Hyves

Myspace

Twitter

Culture and technology

Waag society

www.waag.org

Relating (web) technology to society, culture, education etc.

BarCamp

www.barcamp.org

Open source events worldwide. Bar-Camp has local events and communities in each country.

Advertising Agencies

Kessels Kramer

www.kesselskramer.nl

Famous conceptual advertising agency. Know for their 'out of the box' approach, pushing limits of what is acceptable, questioning society. Based in Amsterdam, NL

ACHTUNG

Advertising agency that designs campaigns that make full use of digital media.

“We create branded stories that invite consumers to make their own stories.”

Based in Amsterdam, NL

Social network applications for cellphones

Loopt

www.loopt.com

Social compass, find out where your friends are and what they are doing.

Foursquare

www.foursquare.com

Social network with game element. Earn points when you 'check in' at certain hot spots for example in Amsterdam

Limbo

www.limbo.com

Find your friends and activities and restaurants etc

Layar

www.layar.com

Augmented reality. Information layers are added to the live image of your camera.

Other

Superstijl

www.superstijl.nl

Vote for your style of music on party using a barcode. Game element, interaction between DJ and audience.



Touch project

www.nearfield.org

Oslo School of Architecture and Design (no commercial competitor)
Research project that about Near Field Investigation, a technology that enables connections between mobile phones and physical things. They also work a lot with RFID tags.



Badge2match

www.badge2match.com

“Interactive badge networking”
Badch for events that light up in a specific colour when you meet a 'match' (somebody with same interests) Works on radio frequency signals.
Based in the Netherlands, medium sized company.

APPENDIX B

**THE MARKET
IN NUMBERS**

Music festivals

10 largest music festivals in the Netherlands that require registration.

Zwarte Cross	132.000
North sea jazz	70.000
Dynamo open air	70.000
Grachtenfestival	70.000
Lowlands	55.000
Pinkpop	43.000
Dance Valley	40.000
Mysteryland	40.000
Bospop	25.000
Eurosonic Noorderslag	18.000

Total visitors 563.000

Sources: festival websites

Concerts

Genre	Podia	Concerts	Visitors
Classic	195		420.000
Jazz	36		220.000
Pop	60	5274	1.500.000
Dance		3180	1.200.000
Opera		2000	800.000
Classic		3400	1.700.000
Musical		3000	2.400.000

Airport registrations/check-in

50,5 million (total flights Schiphol)
 * 55% (excluding transfer flights)
 * 0,5 (departing flights)
 = 13,9 million visitors

Seasonally ranging from 1,5 to 3,2 million visitos

Source: www.statline.cbs.nl

Libraries

Members of library: 3,961 million (25% of Dutch population)
 - 2% adult members
 + 2.5% youth members

Overall growth of 0.25% in 2007

90 million library visits every year

40% of people visit library once per 14 days

80% of people visit library once per month

1100 libraries in the Netherlands
 10.000 employees

In 2006, 123million books lent
 - 1.2% in 2005

Universities

Number of students
 2007/08 212.728.000
 2001/02 173.053.000

Season: registration in summer

Mature market

Hospitals registrations

1369,3 women per 10.000 people
 1069,1 men per 10.000 people
 2438 per 10.000

(16 million / 10.000)
 * 2438 = 3,9 million
 (including people that are already registered)

Source: www.statline.cbs.nl

Hotels

Number of business related stays in a hotel: 15,75 million

Total number of hotel visits in 2008: 18,496 million
 2nd quarter of 2008: 5,1 million
 2nd quarter of 2009: 4,9 million (-4%)

Hotel visits in the past years:

2007	19.228.000
2006	18.030.300
2005	16.381.500

Most busy months:
 May and August

Least busy months:
 January and December

Museums

Market size and market growth (visits)

2005	19.648.000
2003	19.558.000
2001	20.448.000
1999	20.679.000
1997	20.266.000

Mature market

In 2008 14 million separate cards where sold (10 million in 2003)

Depends on exhibitions, highly seasonal.

Parking

Total amount of cars 2009: 7.542.331

average raise of 2% a year

Amsterdam parking licences: 155.411

Number of parking licences dropped by 20% in 5 years

APPENDIX C

S.W.O.T.

<i>Strength</i>	<i>Opportunities</i>
Quality instead of quantity	Uniting your local community
Knowledge; prepared to face the future	'authentic'
Consistent in style	Meet your neighbors
Attract creative people	Traveling
Passionate	Not for yourself but for somebody else
Alternative	RDIF is getting popular
Strong identity	Economic crisis
Strong influence	Unemployment
Interactive	Make people aware of culture
Provocative in a friendly way	Connecting online to offline
Ethical	Individualism
Flexible	More consumers = bigger markets
Cool	Sustainability
Humane	Increase importance of bigger network
Guerilla	Online profile does not match offline appearance
Seek challenges / self growth	Increase of new networks
Informal	Many mature markets that need a change
Fun	Transport is getting expensive(carpool)
Good with RFID	Aging population
Attract different people	Globalization
Insight on society, how to influence	Growing internet market
Creative	More people willing to register online
Innovators	Mature markets that need a change
Cultural and arty worlds	Tourists (4.2 mln in Amsterdam)
Critical	Internet home shopping
	Merge networks
	Personalization
	Internet accessibility
	Quality more than quantity, meaningful relationships
	Do-it-ourselves
	Make meaningful relationships
<i>Weaknesses</i>	<i>Threats</i>
Do what Willem likes	Copy someone's identity
Intuitive implicit decision making	Competitors doing the same
Rely on technology	Old unsafe RFID technology
Chaotic	Connection problems internet
No research, just trial and error	Global decrease authenticity
Informal	Homogeneity
Unclear websites	RFID is getting really popular
No target group	A Google social network, pushing everybody off the market
People don't know them	Efficiency of internet (data storage)
Small	Politics more conservative; cut funds on culture
Stubborn	Dependent on certain level of education of people (expensive)
Don't develop project until the end	Dependent on good will
Target a niche market	
Poor communication	
Not commercial (enough)	

APPENDIX D

SCENARIOS

<p>1. <i>Stimulate and facilitate collaboration</i></p> <p>In the context of the economic crisis and possible decrease of funding for cultural events, alternative economic structures and value-driven communities could be fostered. Mediamatic could use its guerilla tactics to stimulate local community projects. The goal is to stimulate collaboration between people. That way, Mediamatic could help out unemployed people by enabling a community where they can work together.</p> <p>This involves supporting alternative economic structures fostering value-driven communities.</p> <p>2. <i>Hacking services / creating authentic experiences</i></p> <p>Mediamatic could encourage locals to create or hack authentic experiences in their own communities. The goal is to explore ways to promote social sustainability that would enrich personal relationships between locals.</p> <p>Encourage locals to create or hack authentic experiences, promote social sustainability, enrich personal relationships</p> <p>3. <i>Interaction aesthetics / Technology Advancement</i></p> <p>What can Mediamatic do now with technology, now that the general population has become more familiar with certain aspects of everyday technology? What are ways to have people interact with the technology in everyday life, so they can learn it subconsciously? Mediamatic can create a unique language to use their technology. The new language can be a way to introduce new technology to the general population.</p> <p>Create new aesthetics of interaction.</p> <p>4. <i>Participatory registration / alternative identification</i></p> <p><i>Participatory registration, identification / creating new insights on profile</i></p> <p>The current process of creating a profile is solitary. However, one chooses to represent his or her identity (profile) in the context of who will see it (network). Registration is a process of telling "the system" who you are and why you should be known. What it asks of you is often not what matters to you</p>	<p>as a person. Slogan: "Show me your friends and I'll tell you who you are"</p> <p>Reaching out to new groups of people through ones already familiar to Mediamatic</p> <p>Involve participation of others in the creation of one's profile</p> <p>Awareness of virtual identity and its interpretation</p> <p>5. <i>Visitors orientation & belonging</i></p> <p>Visitors, orientation, belonging</p> <p>In the context of a physical location this translates to locals and visitors, but it also applies to how close one feels to his or her local community. Mediamatic could explore metaphors for greeting customs when it comes to playing host to a more connected, more easily accessible world.</p> <p>Explore the essence of belonging</p> <p>Relate 'locals' to 'visitors'</p> <p>6. <i>Connect online to offline with new technology applications.</i></p> <p>Mediamatic could explore new ways to connect online with offline, using new technology (GPS for instance) or hacking old technology.</p> <p>Explore new applications of technology. Stay ahead by innovating</p> <p>7. <i>Revitalize mature markets</i></p> <p>Mediamatic should integrate Web 2.0 culture and communities to revitalize mature markets, and make them more successful, appealing, flexible, and different.</p> <p>Integrate web 2.0 culture to established communities. Redefine the social status of 'mature' institutions</p> <p>8. <i>Offline enhancement and development.</i></p> <p>Mediamatic's purpose of connecting people in real life can be obscured by its current use of technology and reliance on the internet. Thus, Mediamatic should work more in the analog interactions that make them different from the competition.</p> <p>"What if there was no internet?"</p> <p>Develop 'analog' identity</p> <p>Signature aesthetics of interaction</p> <p>Decentralize conventional interaction with computer.</p>
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NETWORKS

Literature study

Introduction

[Article 3]

For centuries, the rich and the powerful documented their existence and their status through painted portraits. A marker of wealth and a bid for immortality, portraits offer intriguing hints about the daily life of their subjects. Today, our self-portraits are democratic and digital. They feature background music, carefully manipulated photographs, stream-of-consciousness musings, and lists of our hobbies and friends. They are interactive, inviting viewers not merely to look at, but also to respond to, the life portrayed online. We create them to find friendship, love, and that ambiguous modern thing called connection.

In *Linked: The New Science of Networks*, Albert-László Barabási enthuses, “*The world is shrinking because social links that would have died out a hundred years ago are kept alive and can be easily activated. The number of social links an individual can actively maintain has increased dramatically, bringing down the degrees of separation. Milgram estimated six,*” Barabási writes. “*We could be much closer these days to three.*”

[Article 5]

An online community is a group of people who interact in a virtual environment. They have a purpose, are supported by technology, and are guided by norms and policies (Preece, 2000). The characteristics of an online community are determined by the social interactions of the members, and the policies that guide them, a concept known as sociability.

Participating in online communities has become a normal part of many people’s lives (Rainie & Packel, 2001) making strict demarcation between online and offline activity less meaningful.

Community types: trade/professional, hobby, fans/sports, fans/entertainment, local groups, health related, share beliefs, politica, religious, sports team, ethnic/cultural.

[Article 1]

Social Network Sites (SNS’s): A Definition

Social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.

Networking

The term "social network site" is used to describe this phenomenon, but the term "social networking sites" also appears in public discourse, and the two terms are often used interchangeably. "Networking" emphasizes relationship initiation, often between strangers, so it is not the best way to call these sites. While networking is possible on these sites, it is not the primary practice on many of them.

Purposes / Important Concepts

There are hundreds of SNSs, with various technological affordances, supporting a wide range of interests and practices.

Most sites support the maintenance of pre-existing social networks, but others help strangers connect based on shared interests, political views, or activities.

What makes social network sites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks. They are primarily communicating with people who are already a part of their extended social network. Most SNSs primarily support preexisting social relations. Ellison, Steinfield, and Lampe (2007) suggest that Facebook is used to maintain existing offline relationships or solidify offline connections, as opposed to meeting new people. These relationships may be weak ties, but typically there is some common offline element among individuals who friend one another, such as a shared class at school.

Structural variations around visibility and access are one of the primary ways that SNSs differentiate them-

selves from each other. Most SNSs require bi-directional confirmation for Friendship, but some do not. These one-directional ties are sometimes labeled as "Fans" or "Followers," but many sites call these Friends as well. The term "Friends" can be misleading, because the connection does not necessarily mean friendship in the everyday vernacular sense, and the reasons people connect are varied (boyd, 2006a).

The public display of connections is a crucial component of SNSs.

Most SNSs also provide a mechanism for users to leave messages on their Friends' profiles.

SNSs often have a private messaging feature similar to webmail.

Some have photo-sharing or video-sharing capabilities; others have built-in blogging and instant messaging technology.

The rise of SNSs indicates a shift in the organization of online communities. While websites dedicated to communities of interest still exist and prosper, SNSs are primarily organized around people, not interests. Early public online communities such as Usenet and public discussion forums were structured by topics or according to topical hierarchies, but social network sites are structured as personal (or "egocentric") networks, with the individual at the center of their own community. This more accurately mirrors unmediated social structures, where "the world is composed of networks, not groups" (Wellman, 1988, p. 37).

[Article 2]

1. *What kind of social experience do social networking sites foster?*
2. *Do social networking sites encourage community?*

Social network sites differentiate themselves from blogs, wikis, and social tagging sites, by three distinct features: profiles, friend lists, and comments. Profile is constructed through a pre-defined web form that each member completes for the purpose of describing themselves to other members of the site.

The Most basic profile fields include demographic details such as age, sex, and location, followed by relationship status, educational level, political and

religious affiliations, as well as tastes in music, movies, and books, a photograph, and open-ended descriptions. Once the profile is created, members are then encouraged to look at others' profiles and add those people to their Friends list.

The creation of a friends lists is what makes up the "social network" component of the sites. Social Networking sites also provide a means for communication among Friends. This is most commonly done through comments posted on "The Wall" in Facebook or the "Friend's Comments" section in MySpace. The comments are publicly displayed and viewable to anyone with access to the individuals profiles.

According to Preece, online communities are made up of three parts: a purpose which is supported by technology and guided by policies.

The community sites of a decade ago were explicitly situated within the context of the domain under discussion, while individuals and their relationships with each other were invisible. In social networking sites, the individual and their relationships are explicit, while the community becomes invisible or imagined. Currently, social networking sites are designed to increase the strength of ties between individuals, instead of fostering a sense of community.

[Article 3]

There are niche social networks, professional, like-minded, self-improvers, etc.

Users are committed to self-exposure. Many of them give up one of the Internet's supposed charms: the promise of anonymity.

Friendship on these sites focuses a great deal on collecting, managing and ranking people you know. Social network sites allow us to create status. People want to live their lives online. There is a clear trend of people giving up face-to-face for virtual contact.

It is a way of maintaining a friendship without having to make any effort whatsoever. makes it possible to stay in contact with a wider circle of offline acquaintances than might have been possible in the era before Facebook. Friends you haven't heard from in years, old buddies from elementary school, people you might have (should have?) fallen out of touch with—it is now easier than ever to reconnect to

those people.

What kind of "links" are these? In a 1973 essay, "The Strength of Weak Ties," sociologist Mark Granovetter argued that weaker relationships, such as those we form with colleagues at work or minor acquaintances, were more useful in spreading certain kinds of information than networks of close friends and family. Watts found a similar phenomenon in his online small world experiment: weak ties (largely professional ones) were more useful than strong ties for locating far-flung individuals, for example. The activities social networking sites promote are precisely the ones weak ties foster, like rumor-mongering, gossip, finding people, and tracking the ever-shifting movements of popular culture and fad.

These virtual networks greatly expand our opportunities to meet others, but they might also result in our valuing less the capacity for genuine connection. Perhaps the question we should be asking isn't how closely are we connected, but rather what kinds of communities and friendships are we creating?

[Article 4]

Ambient intimacy is about being able to keep in touch with people with a level of regularity and intimacy that you wouldn't usually have access to, because time and space conspire to make it impossible.

But who cares? Who wants this level of detail? Isn't this all just annoying noise? There are certainly many people who think this, but they tend to be not so noisy themselves. It seems to me that there are lots of people for who being social is very much a 'real life' activity and technology is about getting stuff done.

There are a lot of us, though, who find great value in this ongoing noise. It helps us get to know people who would otherwise be just acquaintances. It makes us feel closer to people we care for but in whose lives we're not able to participate as closely as we'd like. Creating a sense of presence in other peoples lives without needing to talk or be physically present.

[Article 6]

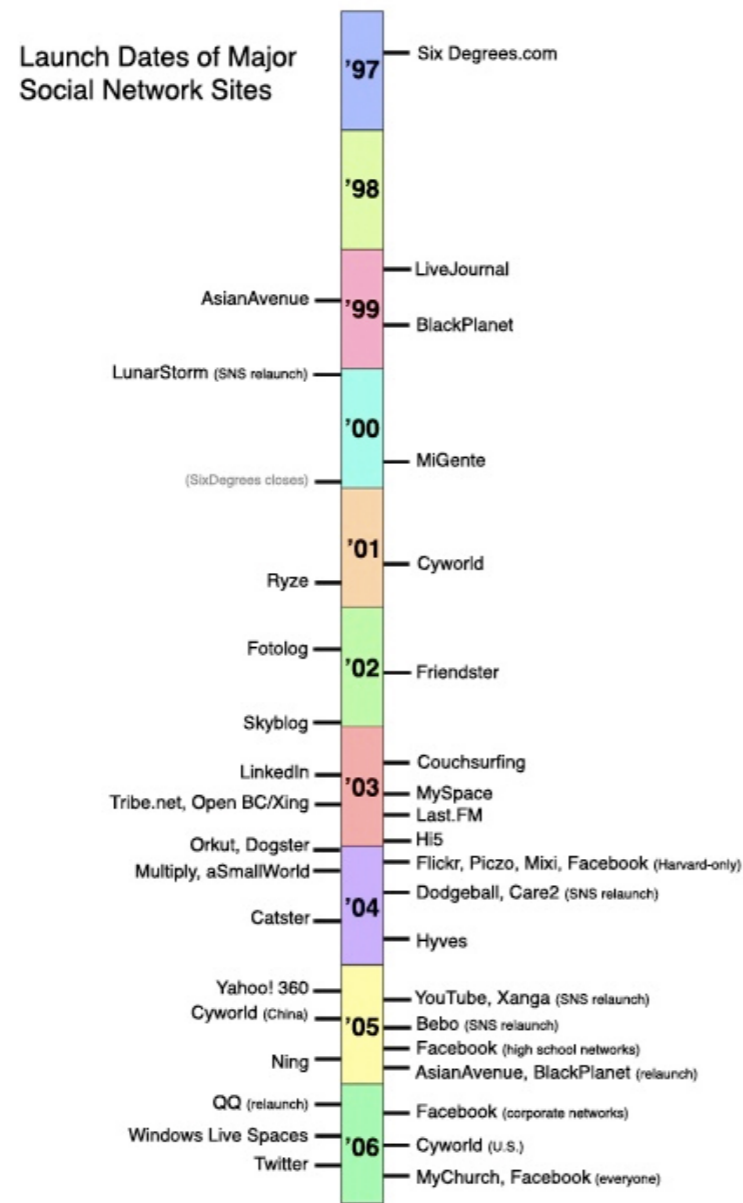
There are fears that socializing face-to-face will decline leading to an unprecedented number of lonely, psychologically impoverished people. Online communities must be well developed so that they are usable by all citizens. Successful online communities will result from a blend of good usability and carefully guided social policies, that encourage social interaction.

How can online communities support different kinds of behaviors and information? E.g. self-expression, humor, personality, mood, identity, empathy, aesthetics, etc.

[Article 7]

MySpace and Twitter are hugely popular for uses neither company anticipated. When a new cultural practice, like “social networking”, is in the grass roots stages of development you can not assume that people are going to your site because they like it. Your competition does not really exist yet. What they might like are certain aspects of your product or they might be using parts of it in ways you never designed. The only way to address this is to study your users obsessively, focus on a particular experience, then update your product accordingly. Facebook – you are online who you are in real life.

[Article 1] Timeline



Questions

What kind of behavior and social experience we want to encourage? (Mediamatic wants to)

Does it really encourage “networking”?

What does Mediamatic want their SNS to be?

Is Mediamatic’s Network really physical and virtual?

What type of people is Mediamatic connecting? What type of community is it? Is Mediamatic a SNS’s?

People register for Picnic (or other event) but are they aware and agree that they are also creating a profile in an online community? Do they want this?

Online behavior – people register for picnic keep using the network? Or is it a 3-day thing?

How big is Picnic’s/Mediamatic’s network? Number of “real connections” in it?

What makes Mediamatic’s network unique, good, and attractive? What does it offer me? Why should I join?

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TECHNOLOGY*anyMeta*

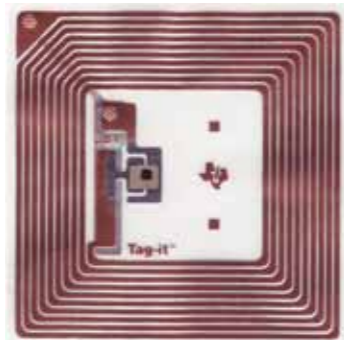
This is the name of the community management system used by Mediamatic. The system provides the information structure of internet (related) projects. The system is based on metadata, 'data on data'. Metadata is giving the data a meaning, it defines the properties. Examples are: when, what, who etc. This way, meaning is giving to the data, it 'becomes semantic data'. Items with the same or related metadata are connected and form a so-called semantic network. The network is based on the principle 'any thing is a thing'. A non-hierarchical network is formed and every item has a network of connections and relations. Basing the system on using metadata has some advantages: good searchability and indexability (Google). AnyMeta provides a sustainable system that can be used by large amounts of visitors and has powerful search capabilities. AnyMeta is a very open and flexible system. It also offers the possibilities of connection a specific network to other networks.

Sources

<http://www.mediamatic.nl/page/2549/en>
<http://en.wikipedia.org/wiki/semantic>
<http://en.wikipedia.org/wiki/metadata>

RFID

Mediamatic currently uses RFID technology as a means of letting people interact with physical installations, using a badge that is linked to their online profile.



RFID stands for Radio Frequency Identification and is a method for remotely storing and retrieving data. RFID has already been in use from the 1970's, although only in the last decade it has become a widely used technology as prices drop dramatically. It has been applied in many fields already such as in passports, logistics, transportation

payments, race timing, product tracking, animal identification. RFID tags send their signal by modulating the radio waves emitted by the reader. This is done by frequency modulation.

An RFID tag consists usually of three parts:

1. IC for modulating and demodulating radio signal,
2. Antenna for receiving and transmitting signal
3. Substrate (plastic, paper)

There are two basic types of tags:

1. Passive tags

The IC of the tag uses the signal of the reader as source of energy. The signal is modulated and sent back to the reader. The tag is in on off state when it is not receiving a signal. These tags are very cheap to produce (0,20 - 0,40 \$). Because they are passive, the reading range is limited to a maximum of 0,1 - 10 meters.

2. Active tags

This types of tag transmits signals autonomously. A battery is connected to the IC and is 'always on'.

These tags are bigger, more expensive (10 - 50 \$) and offer reading ranges of up to 100 meters.

Another factor that influences the reading range of RFID tags is the frequency on which the signal is transmitted: low, high, ultra high. Low frequencies offer reading ranges from 0 - 0,3 m whereas ultra high frequencies offer a reading range of 3 meters or more. What should be kept in mind is that the higher the reading range, the greater the risk of unwanted interception of the signal.

Mediamatic uses passive tags, working on low frequencies.

What can be concluded from this is that RFID tag systems can be engineered to fit the application. The factors that determine reading range, material penetrability and price are: active/passive, high/low frequency.

Sources

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<http://electronics.howstuffworks.com/gadgets/high-tech-gadgets/rfid.htm>
<http://www.therfidshop.com>

Barcodes

Despite the upcoming RFID technology that makes it possible to identify objects or people from a distance, the barcode still is immensely popular and has not been replaced yet. This is caused by it's simplicity, universality and most important the price. Barcodes cost a 0,005 \$ per barcode whereas RFID tags still cost around 0,10 \$ per tag.

A barcode is a optical machine readable representation of data. Nowadays it is the most widely used form of product identification. Although this technology was already patented in 1949, it took till the 1970's to be used on a large commercial scale. This was mainly caused by its success in the supermarkets.



The most common barcode is the UPC, Universal Product Code. The bars are machine readable and the 12 digit number is human readable. They both represent the same identification number. The first 6 digits stand for the producer, the next 5 for the product. The last digit is the check-digit. After a calculation with this number it is possible to verify if the readout is correct.

The readout of the bars is carried out optically. There are 4 widths of bars and spaces. Each sequence of 4 units (space or bar) represents a number.

*Sources*

<http://www.howstuffworks.com/gadgets/high-tech-gadgets/upc.htm>
<http://en.wikipedia.org/wiki/Barcode>

GPS

GPS is the most commonly used position system. Started as an aid for the us military in the 1970's, nowadays the scope of applications is much wider. Popular systems that rely on GPS are car navigation systems. In the last years it is also becoming a tool for augmented reality (where is that nice bar?) and social network (where are your friends?) applications on mobile phones. More and more GPS is combined with internet facilities. This combination will proof to be an important one in the coming years.

GPS stands for Global Positioning System. It is a United States based system and uses satellite system for providing positioning, navigation and timing services to worldwide users. GPS consists of three parts: 24 to 32 satellites, 4 control stations, and the receivers owned by the users. GPS satellites broadcast signals to the receivers to provide a three dimensional location and the time.

The receiver measures the transit time of each message and computes the distance to each satellite. Geometric calculations result in the position of the receiver. Theoretically 3 signals from 3 different satellites would be enough but to minimise the error 4 signals are used to calculate the position.

Sources

http://en.wikipedia.org/wiki/Global_Positioning_System

Augmented reality applications on mobile phones.

Today we see more and more applications for mobile phones coming on the market that use augmented reality to communicate information to user that is connected to the real life world.



Augmented reality is a term for live physical-world environment whose elements are merged with computer generated images, creating a mixed reality. This concept relies on the

combination of several technologies: GPS, software, internet, digital camera, motion sensors. For the first time this combination of technologies is in the range of consumers coming as one package.



An example is 'Layar Reality Browser'. This application for mobile phones adds layers of visible information to the live image of your camera. Information from websites such as wikipedia, flickr etcetera, can be added as layers. This way web based information is directly related to real life. New features also include 3d images mapped on the real life images. This way 3d games can be played as if they were in real life.

As this combination of technologies is only just commonly available, we can expect a huge increase in applications making use of these combinations. Applications that will integrate augmented reality into online social networking can be expected in the near future.

Sources

<http://layar.eu/>
http://en.wikipedia.org/wiki/Augmented_reality

Social network mobile phone applications, reality based.

Some applications do already merge online social networking and real life. Usually these applications use google maps to map out where your relations are, what they do or which places you should visit. An example of this type of application is 'Loopt'. This type of applications is a combination of GPS, online maps, online social network technologies.

Sources

<http://www.loopt.com/about>

APPENDIX G

CASE STUDY PICNIC '09

Field research through participation, observation and interviews.

Introduction

In this case study we will explore the registration procedure and the context in which it takes place in a large conference event.

Field

The field research is setup in PICNIC'09. PICNIC is an annual festival and an inspiring conference complimented by a set of networking events and hands-on technology experiences for top creatives and innovation professionals in business, technology, new media, entertainment, science and the arts. PICNIC attracts a wide audience, from heads of business, government leaders, marketers, artists, designers, producers, investors, scientists and innovators. Interactive installations facilitate networking events and creation of communities.

The PICNIC'09 event offers a unique opportunity for us to gain insight in the factors that drive the creation of networks of people in a large scale event. It attracts a wide variety of audience and gives us the change to compose a picture of the stakeholders that are directly and indirectly involved and the relationships among them. By participating in the registration procedure we will gain valuable insight in the ins and outs of the system and the way it facilitates networking.

Objectives

The goal is to gain insight into people's activities at the event, by researching the context in which these activities take place, in order to understand the factors that influence network oriented interaction, as well as the direct perceptual and cognitive actions that take place during the registration procedure. The exploratory research (macro) that we propose, combined with observational user research (micro) will produce a clear definition of our context, design guidelines and criteria for evaluation.

To cover the large scale of our research objectives the research is split in two parts:

A] Observational research on the registration procedure (micro)

People - IkTag interaction: How does the registration procedure work? What goes fine/wrong, What makes people want to register? How do they feel about the current procedure, What did they do before, what do they do after? How do they see the benefit of it all?

People - other installations (through ikTag) interaction: How do people use other installations? Why? What do they do? what goes fine/wrong/unexpected?

B] Exploratory research on the wider context of the field (macro)

User groups: Who participates in the event? Why are they there? What are their wishes, demands, visions? different parties; do they conflict or enhance each-other?

People-people interaction: how do people behave in events, how do they meet, what do they talk about, what makes them want to network? how do they network?

Presumptions (conceptual framework)

We presume that people visit and participate in the event with professional interest. Networking being the focus of the event, participants seek exposure to a wider audience and exchange of ideas and inspiration on matters of business, technology, new media, entertainment, science and the arts.

Given that the event is internationally oriented, we presume that participants are multilingual (English being the main language) and open-minded to cultural, social, political differences.

Given that the event features new media arts and technologies, we presume that visitors and participants will be curious and eager to experiment with unfamiliar interactions.

[A]

Micro section

~ the registration procedure

A1. What attracts people to the registration module? Where is the registration module located?

The registration desk is located at the official entrance of the festival facilities. In order to acquire the badge/pass to the festival's events, visitors need to go through the registration procedure. Visitors are welcomed and directed to the registration desk by the event's organizing crew. Additionally, there are information and direction boards and banners with location titles. Most visitors are accustomed and experienced with this setup from other conferences and similar events.

A2. How do visitors approach the registration module?

Most visitors of PICNIC are experienced with similar registration setups from other events. They are accustomed to the procedure of registering before entering a conference and are therefore not surprised or confused by the registration setup. They are experienced users and the setup is familiar to them. Visitors approach generally relaxed, expecting that registering will not take more than 2-3 minutes. They orient by looking at the banners with specific titles (registration, press, help-desk) and choose a line with the shortest queue. In the registration area, visitors often meet other visitors with whom they had an appointment with ("let's meet at the registration") or meet accidentally. Visitors that are in a hurry to get to a scheduled activity (a presentation, a meeting, a workshop etc.) approach more hasty and are discouraged if the queues are long. Still, they show understanding since the registration procedure is not something unexpected.

A3. For a description of the actual registration procedure and sequence of actions and events see the PICNIC registration flow-chart.

A4. Is the main objective/purpose of the process/registration fulfilled?

Concerning the visitor, the main purpose of the registration procedure is to acquire the badge that will allow him or her access to the event's activities. As long as the visitor is entitled to access the event (has purchased a ticket or was invited), this main purpose is fulfilled (one way or the other) even though the procedure is not always optimal and may take much longer than expected. For visitors that are in a hurry to attend some specific event, any problem that causes delay in the registration procedure can result in being too late to attend the event.

Concerning the event organizer, the main purpose of the registration is to control access to the event making sure that only people who paid or were invited gain access. This main purpose is fulfilled although often through a not optimal procedure with undesired side-effects.

The problems that were observed mainly affect secondary purposes of the registration procedure and are mostly caused by the often not optimal registration procedure. For an overview of those problems, their causes and their effects, see the problems graph.

A5. How does the user react while being registered?

The reaction of the visitors while being registered is very dependent on how the procedure is being carried out. Generally, visitors expect the procedure to last 2 to 3 minutes and accept waiting while the operator registers them. Visitors will often try to look at screen from curiosity or to make sure that everything is in order with their registration. Visitors often meet other visitors during the procedure and chat with each other.

A6. In case of problems with the process, is there any frustration (or other emotions)?

In case the registration is taking longer than expected, visitors often express curiosity for the cause, feel uncertain about the outcome and uncomfortable in relation to other visitors waiting in line. When asked to move to the help-desk, visitors are usually disappointed but generally not very expressive about it. They wait in line patiently with other visitors that share their problem (something is wrong with their registration). Once at the

help-desk, they patiently answer the same questions that they were asked the first time. This time they tend to want to look at the operator's screen more often in search of what might be wrong with their registration. Some visitors show the confirmation that they received when paying for their ticket or when invited by someone by opening their laptop on the registration desk. Generally everyone is calm and just wants to get it done with.

A7. What are the roles of the location and the context of the product in the emergence of usability problems?

Dark light conditions, higher level of operator, not visible screen, noise from other people, chaos behind desk with all different people.

A8. How often does an ikTag get lost? How is the process of re-linking a tag work?

IkTags do not get lost often during the event since they are attached to the visitor's badge which is the access key to the events facilities. In case it does get lost, getting a new ikTag is a very simple procedure that only takes a few seconds and can be done in different places (not only at the registration desk). All IkTags look identical and can easily get mixed up by the registration operators before they are attached to the badge.

[B]
Macro section
~ the event

B1. What parties are involved in the organization of the event? Why do they organize it? How do they fund it? How do they benefit from it?

PICNIC is organized by the Cross Media Week Foundation in collaboration with sponsors. PICNIC'09 was sponsored by Vodafone, the Dutch Postcode Lottery, UPC, Microsoft, the City of Amsterdam and the Dutch Ministry of Economic Affairs. Additionally, PICNIC organization relies on their media partners for communication and promotion of the event (a list of PICNIC'09 media sponsors is available on www.picnicnetwork.org), and a variety of organizations that participate and contribute to the event as partners (a list of PICNIC'09 partners is available on www.picnicnetwork.org). Generally, the parties involved in the organization of the event are organizations active in the fields of advertising/PR, broadcast, business services, education/design/art/science, online publishing, telecommunications, internet and IT.

The event is organized to bring these different parties together, facilitate creative collaboration and exchange of ideas, and generate visions for future corporate, social and cultural activities.

In the words of the organizers: *PICNIC offers three full days of innovation, creativity and inspiration in the form of top-notch speakers, match-making events, hands-on labs and other unique surprises all wrapped in a festival environment.*

Mediamatic is involved with the event organization as a partner. Mediamatic contributes by offering network building technology and services. Mediamatic designs and handles the event's website, takes care of the registration procedure both online and offline (on site) and organizes the Hacker's camp, which produces interactive installations that are exhibited during PICNIC and aim to entertain while facilitating networking among visitors.

Mediamatic gains exposure and networking with potential new customers and new business activity. In awful terms: *network = money / networking = money making*

B2. Who participates in the event? Why do they participate? What are their motives and what benefits do different parties see in participating? Are there interests that conflict or enhance each-other?

The participants of the event are mainly from the same fields as the organizers of the event. The PICNIC website displays a graph of the attendees of PICNIC'09 and a description of their main public.

In the words of the organizers: *PICNIC attracts a wide audience, from heads of business, government leaders, marketers, artists, designers, producers, investors, scientists and innovators.*

Despite the entertaining and "fun" image promoted, the event has a corporate character. This is obvious not only from the content of the activities that take place and the topics of the conferences, but also from the entry fee which starts from 75€ per day (not including participation in conferences). Participation is an investment; directly in money (entrance fee), in time (being there) and in work (presenting, facilitating workshops etc.) The majority of the participants are sent by their companies or represent some institution. There are few freelancers and even fewer visitors with "pure interest". Educational institutes often include a visit to the event as observers and journalists cover the documentation and publication of the event's activities.

In return for the money, time and work invested in participating in the event, participating in parties, gaining knowledge in the wider field of their business, insights in new technologies, contacts with other parties with whom they see opportunities for collaboration or new costumers. Creative professionals widen their network of contacts, speakers sell their company's products (mostly services) while audience is inspired by swinging iKTags.

Considering the variety of participants and attendees, the event needs a certain aesthetic flexibility to appeal to everyone's taste and preferences in entertainment, while sustaining a creative and inspiring atmosphere. This results in compromises on conceptual, aesthetic and organizational level that might disappoint a critical

audience (which is not the "target group" anyway). The style is mainstream corporate and innovations are mainly restricted to new applications of technology despite audience's openness to new ideas and surprises.

B3. What is the importance for networking for each different party? How do they use, develop and profit from their network. What do they invest in networking? What other networking media do they use?

Networking is among the key reasons for all parties to participate or simply visit the event. Networking as a business activity is apparently well worth the time, work and money invested for it. Different parties see different benefits from networking and may therefore focus their networking activities according to their interest. Depending on each party's focus of interest, image and communication purpose, different parties go about different ways of networking; from traditional greeting and business card exchanging to using on site interactive installations to widen their online social network. For further insights on social networks, developments and applications read the literature essay.

Mediamatic offers the online social networking system of the event that makes it possible for other parties to create a network around their interests. Additionally, Mediamatic organizes the Hacker's camp where interactive installations are developed and exhibited at the event, that enable offline connections between people to be registered online. This is done through the iKTag, an RFID tag linked to the personal profile of a visitor. Mediamatic uses the same system to widen their own network and expose the service to potential new customers.

B4. What is the importance of exposure for different parties? Do they seek to widen their audience? sell their ideas? create an image?

Exposure is a means that every creative professional seeks to utilize in order to expand business activities. Exposure is the first step of networking and communicating ideas, attracting new customers and promoting one's work. Open to a large variety of

audiences and with a strong broadcasting potential, PICNIC offers the opportunity for different parties to expose what they are selling to the business world. For the same reasons, PICNIC offers to parties that seek new, promising ideas to invest in a wide menu of choices.

Mediamatic, being in charge of the online social networking system, developer of most of the interactive installations presented and taking care of the registration procedure, is in the first position in line of exposure to all parties that attend the event.

Mediamatic: new customers, new business, establishment in the new media playground
Companies: promotion, sell ideas, attract customers, overview of competition
Sponsors and investors: overview of interesting ideas to invest in
Media/broadcast: fishing for new media ideas and concepts
Governmental: facilitate and promote business in Holland
Artists: contacts with people who might buy their ideas or employ them
Press:information/news source

B5. What ways do people use to network? What does the iKTag offer that they wouldn't have without it? What benefit do different parties see in registering and using the iKTag?

Traditional networking goes about as usual: introduction, greeting, talk, exchange of business cards or just phone-numbers and email addresses. People are comfortable with this established ritual. Following the growth and popularity of online social networks (see literature essay), the online system that Mediamatic provides, offers the service of an online registry of interconnected contacts. The system not only replaces a stack of business cards with online profiles, but also makes possible new contacts within the registered profiles. The iKTag is a RFID tag linked to a personal profile and disguised in a cute packaging: a heart shaped key ring. It is used to interact with on site installations that use RFID readers and connect to the online system. The installations are designed to bring strangers together in real life and create links between their online profiles.

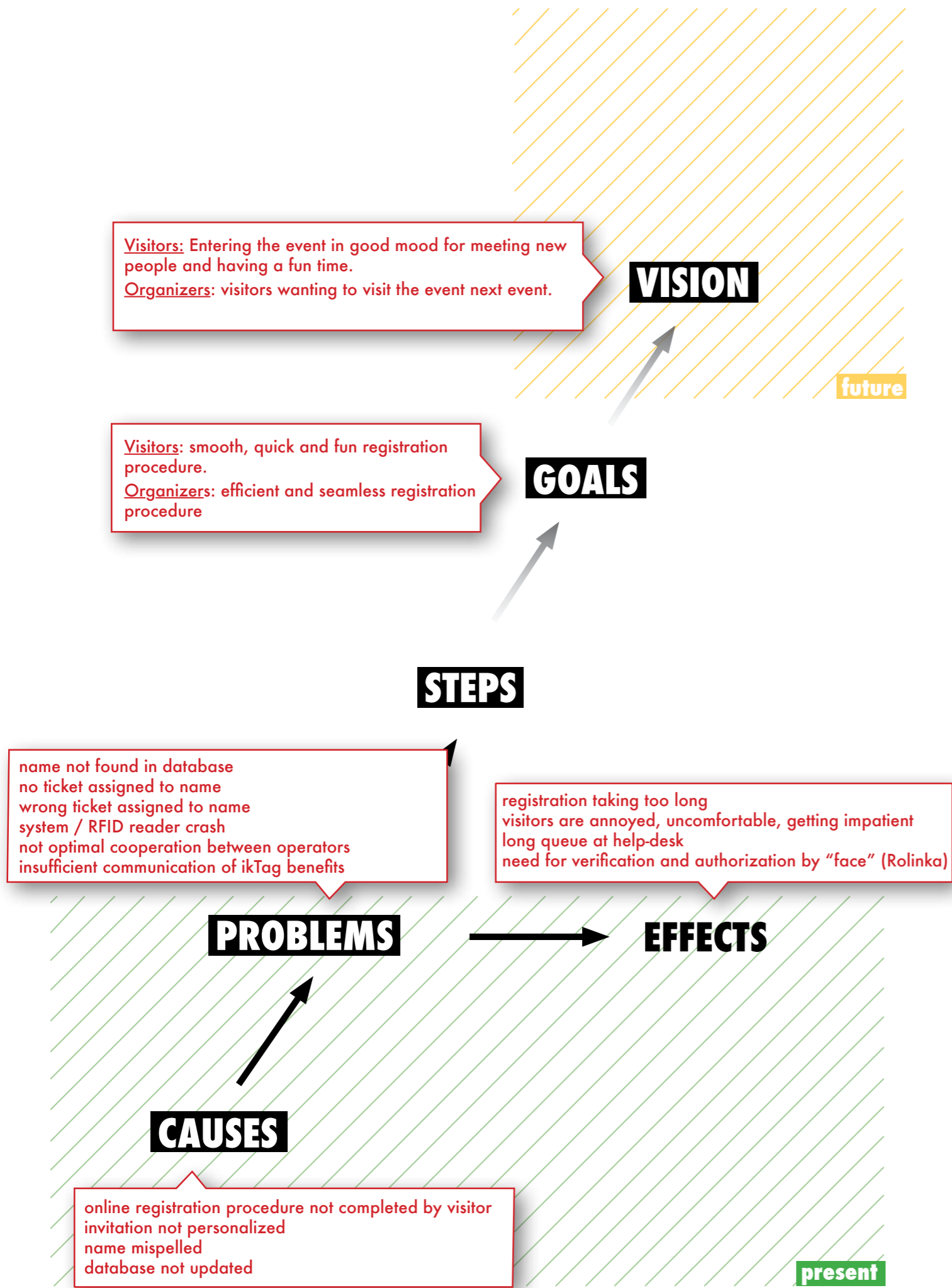
The iKTag is the physical key to the digital world; it connects physical actions to digital information. The system is not obtrusive to the traditional networking habits but adds to it by seamlessly offering a way to expand possibilities. The on site installations are a catalyst for making contact with random people through an entertaining interaction.

Visitors receive an iKTag linked to their personal profile while registering at the event. The iKTag is part of the badge/sleeve/neck chain package that visitors of conferences are accustomed to. Mediamatic promotes the service by graphically branding the iKTag (magenta color, Georgia Italic typeface), the on site interactive installations (Georgia Italic typeface) and designing the online networking interface.

The problem is that most visitors of the event do not realize what the iKTag does and therefore do not use it as intended. Its often perceived as an ornament or logo of PICNIC. Causes of this misperception lie among other in inefficient communication of the concept. This is further outlined and discussed in the micro section of this essay. The result is that the offline interactive system falls short in creating contacts and the online network remains a static database of profiles. Mediamatic's investment in the project doesn't generate the attention it intendeds to.

Internet/IT	24%
Advertising/PR	19%
Business services	3%
Education/Design/Art/Science	15%
Online Publishing	5%
Telecom/Mobile	6%
Other (consumer products, music, games, etc)	21%

PICNIC's audience according to PICNIC website
www.picnicnetwork.org/page/22337/en



APPENDIX H
PLANNING

