



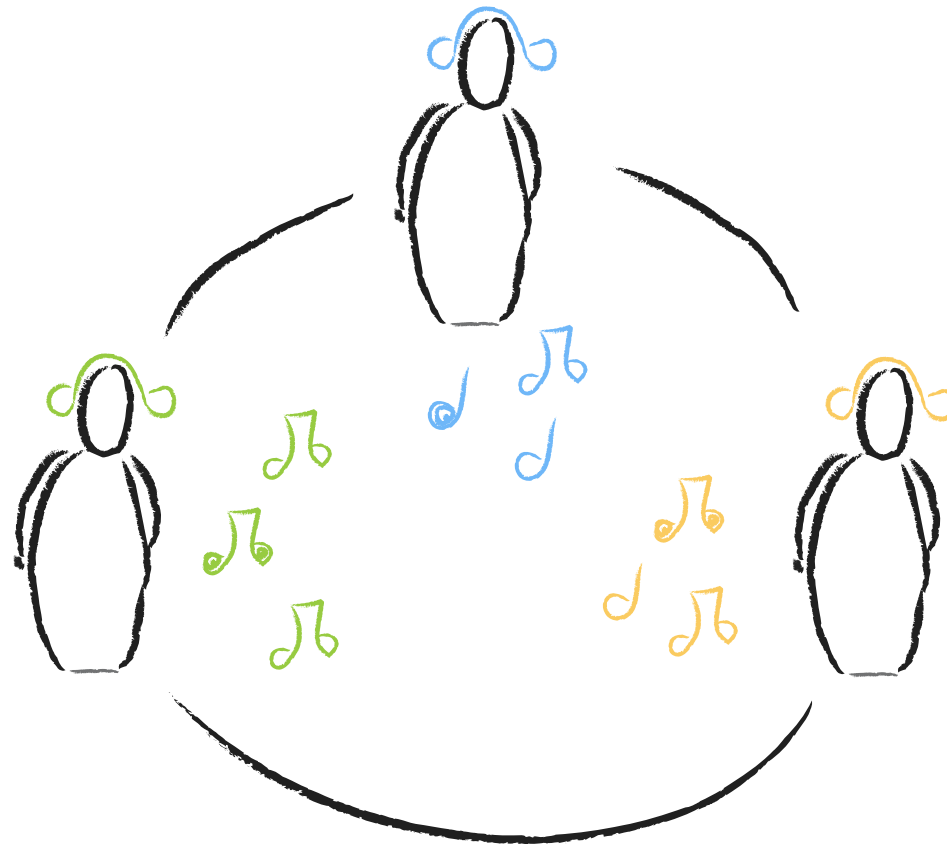
Crowd-Sourcing Social Experiences

Final Discovery 2.15.11

Designing Mobile Services, Spring 2010
James Morris / John Zimmerman
Carnegie Mellon University

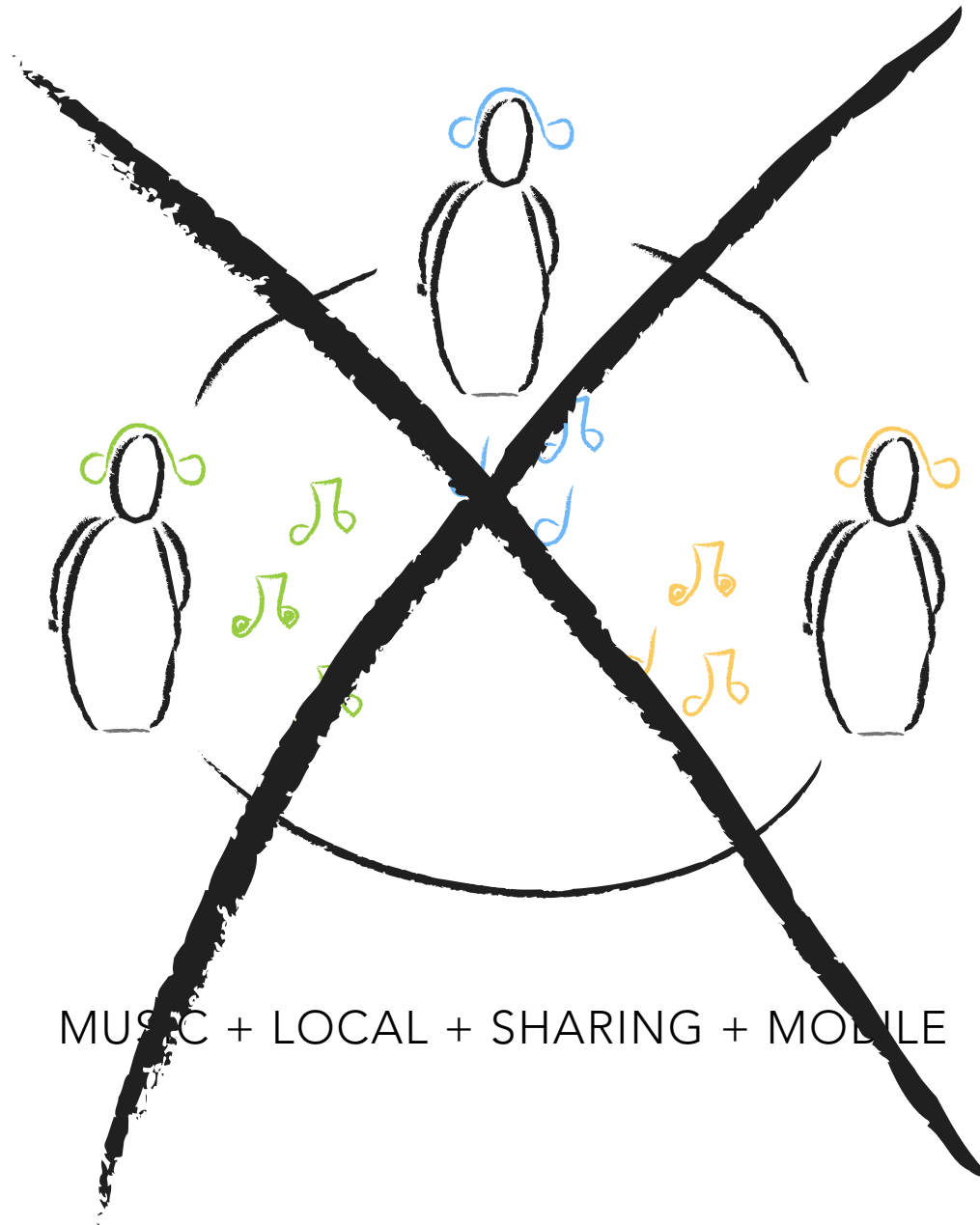
Aliya Maria Baptista
Nicole Fernandez
Neo Zhe Han
Namrata Verma

Initial Focus



MUSIC + LOCAL + SHARING + MOBILE

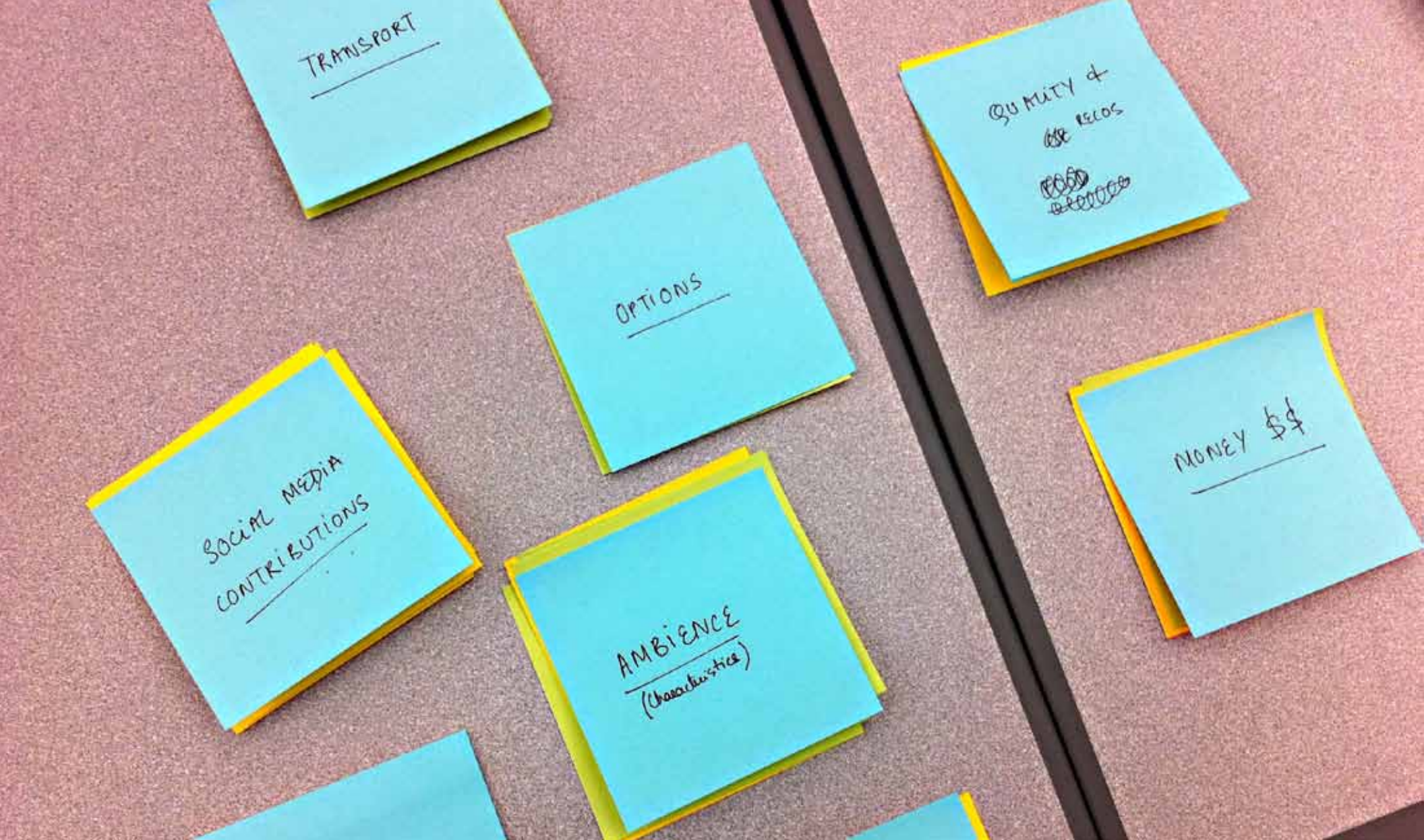
Initial Focus



MUSIC + LOCAL + SHARING + MOBILE

New Focus: Hunt Statement

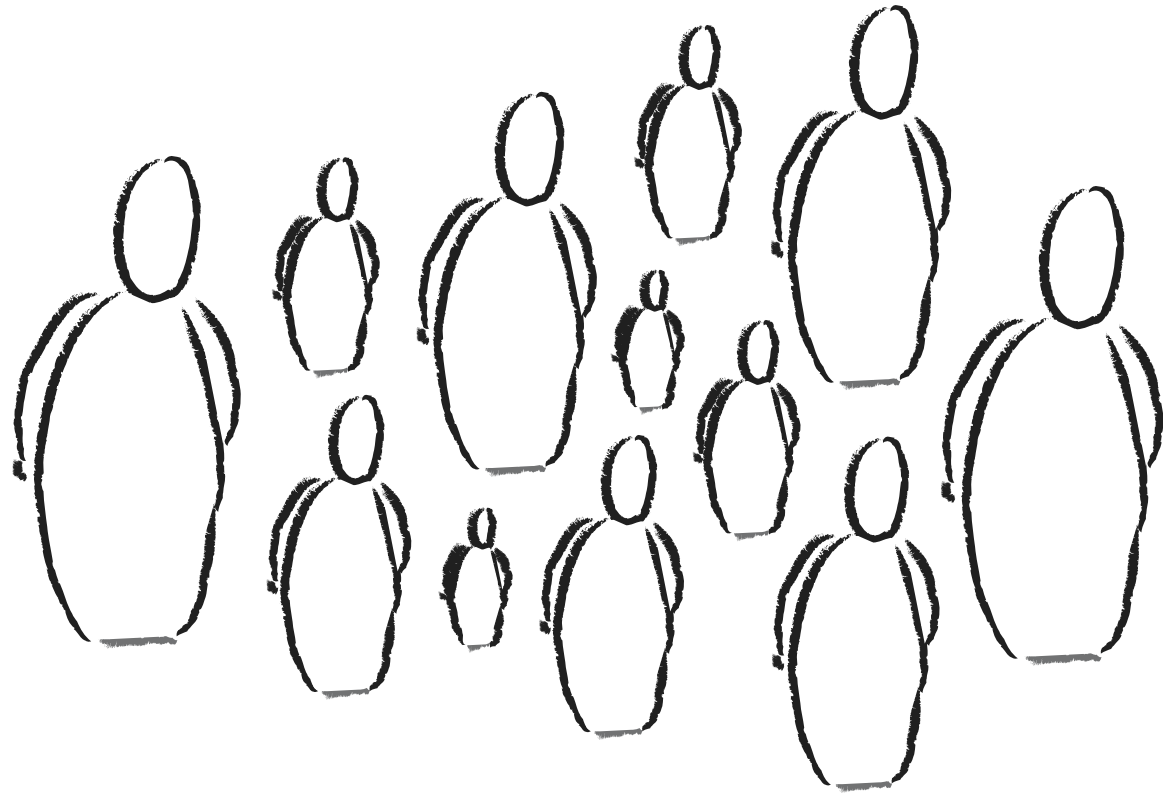
Investigate on-the-spot information needs of consumers, trends in information exchange, and methods of capturing ambient environment and location conditions.



Research and Synthesis

User Interviews

12 interviews
18 – 30 years



Findings

Transportation

How do I get to the event? Do I have to pay for parking?
Will I be able to find a taxi for my way back?

Ambiance

What is the venue like right now? Is it crowded? Are people allowed to smoke?
How loud is the music? Is it a small or large venue?
Will I be able to talk to my friends comfortably?

Time

How long will it take to get to the venue?
How long will I have to wait to get in? What time will I come home?

Money

How much is the event? Is it worth it? Is there a cover? Will I buy drinks there?

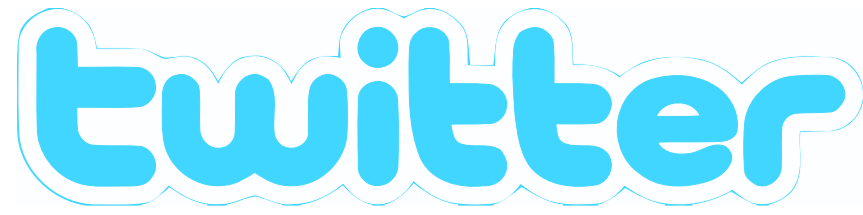
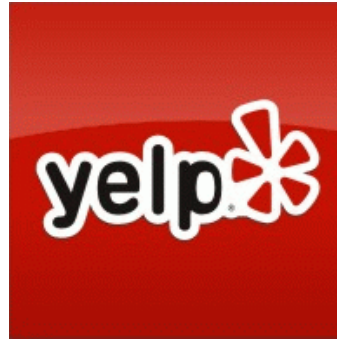
Quality

Is there good music playing? Are the food and drinks good? Does this place have good reviews? Have my friends been here? Is the venue "happening" right now?

Options

What else is happening in the area right now?

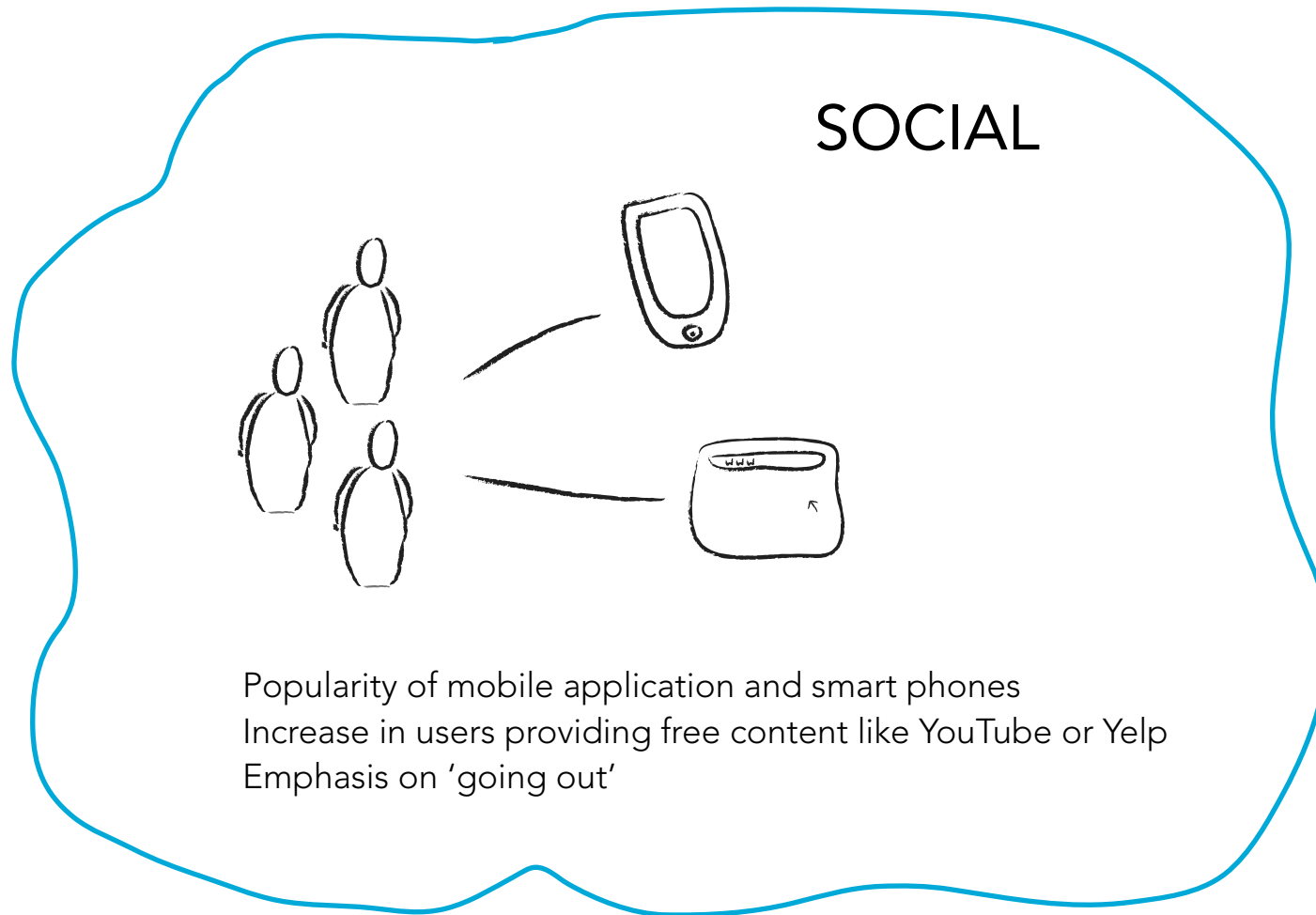
Findings



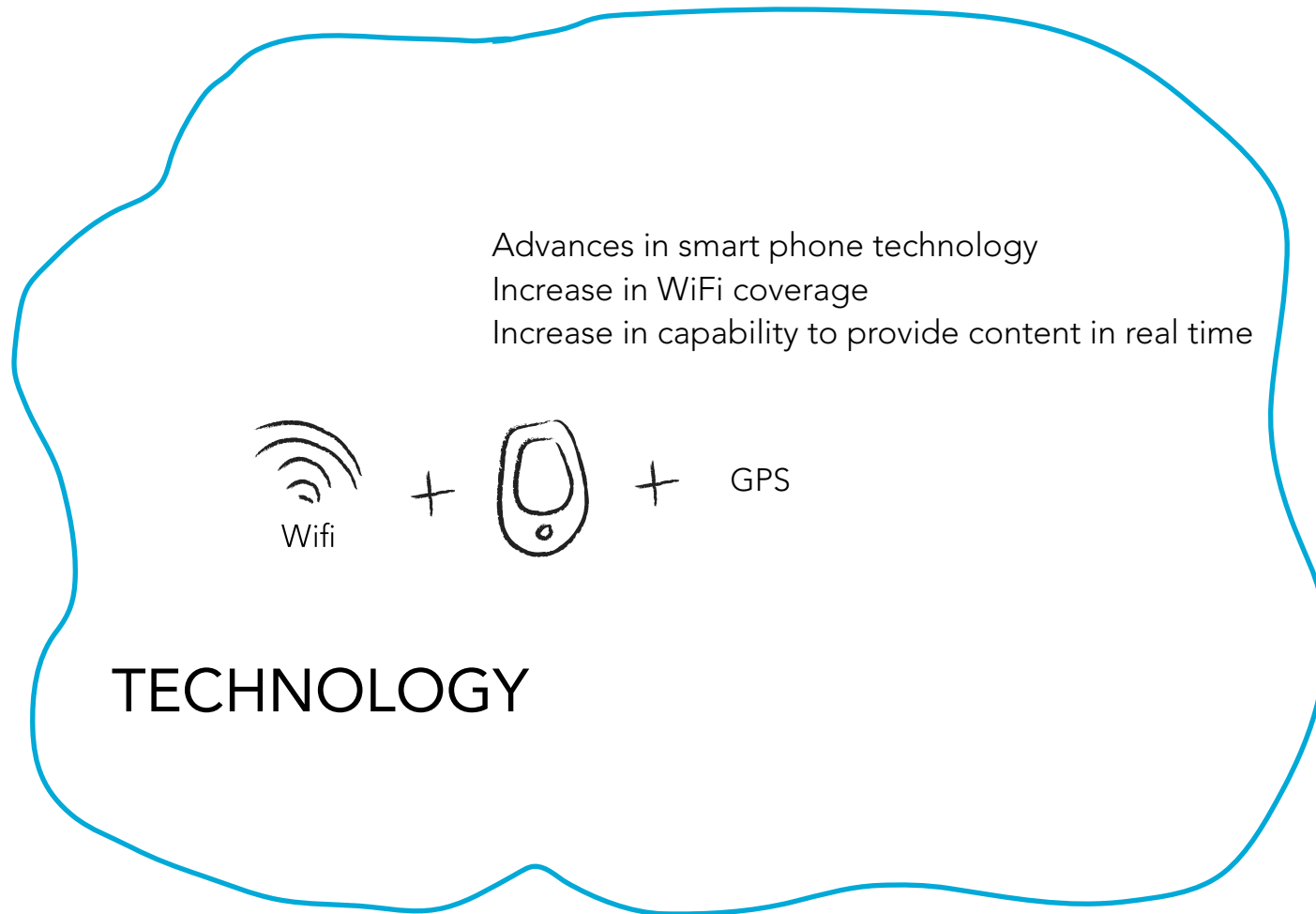


Our Direction

SET / POG Setting



SET / POG Setting



SET / POG Setting

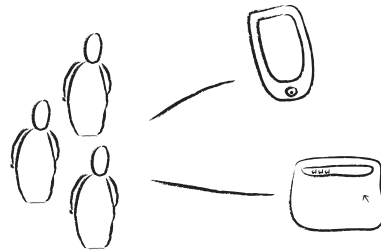


ECONOMIC

Students/Young professionals are on a budget.
Need to determine where to spend money on.
Smart phones are cheaper.
Incentivize business to take actions to attract more customers.

SET / POG Setting

SOCIAL



Popularity of mobile application and smart phones
Increase in users providing free content like YouTube or Yelp
Emphasis on 'going out'



ECONOMIC

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Crowd-Sourcing
Social Experiences

Advances in smart phone technology
Increase in WiFi coverage
Increase in capability to provide content in real time



TECHNOLOGY

Co-construction of Value



Contributer

- Post real-time media
- Share online
- Benefit from location discounts

Consumer

- View real-time media
- Access to information

Location Owner

- Allow for media gathering
- More customers
- Provide incentives to contributors

Co-construction of Value



Real-time information
Venue's ambiance
Multimedia snapshot
Crowd-sourced

Aid in-transit changes
Influence social decisions

Personas

Contributer

Chloe Chang, 28
Human Resource Manager, IT Firm, Cupertino



Life Goals

"Be young (at least at heart!) and be fun. Forever!"

Experience Goals

Have a good time. Have a fun time. Never feel bored.

End Goals

More convenient way to share the fun experiences that she has when she is out with friends.

Personas

Consumer

Samuel McDonald, 24
Grad Student, Heinz College, CMU



Life Goals

Make a name for himself in politics in the US.

Experience Goals

Have good fun, enjoy the companionship of his friends

End Goals

Not go to another bar/pub with lousy music again. Not miss out on another hot event because he only found out about it later.

Personas

Location
Owner

James Sunderland, 40
Owner of 'James' Bar'



Life Goals

Be a successful businessman

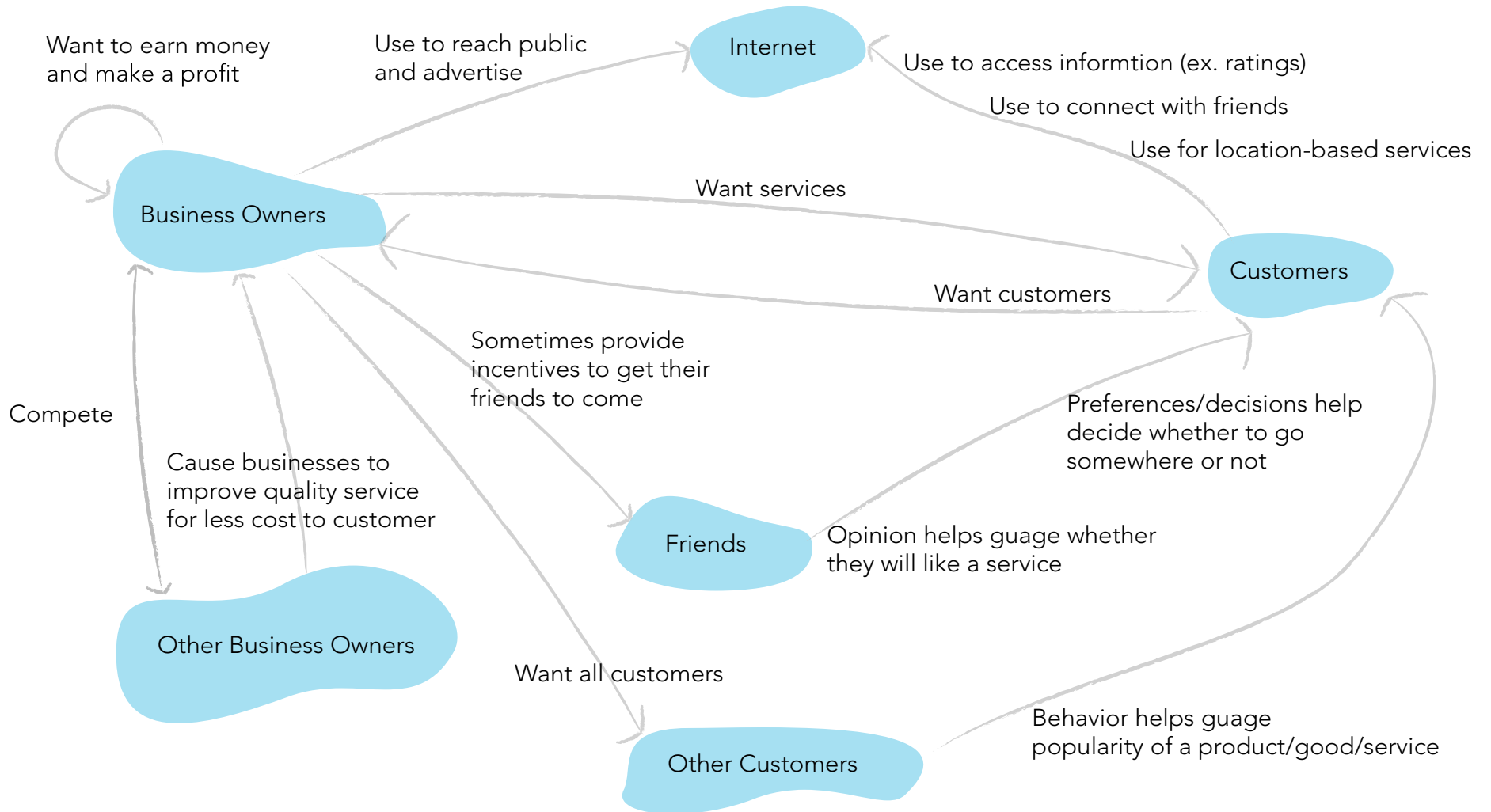
Experience Goals

Sense of freedom and empowerment from being his own boss

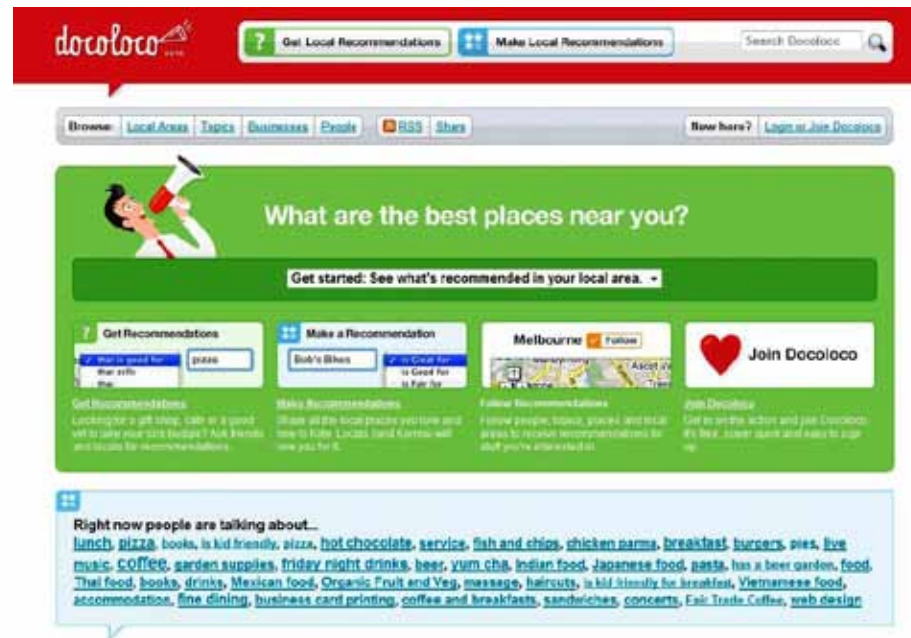
End Goals

Keep James' Bar up and running. Get more publicity and awareness for James' Bar.

Cultural Model



Competitive Analysis



Revenue Streams

Twitter Promotions

Banner Advertisements

Freemium Model

Thanks folks!

Questions and Feedback?

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