

Team SCHMY



Dowd | Garde | Gupta | Poor | Wu

Designing for Mobile Services | Spring 2011



Original Problem

“To research the **travel and language** needs of foreign travelers to create a mobile service that helps them get more from their experiences in the US.”

process

persona and scenario

further development

Process

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further development



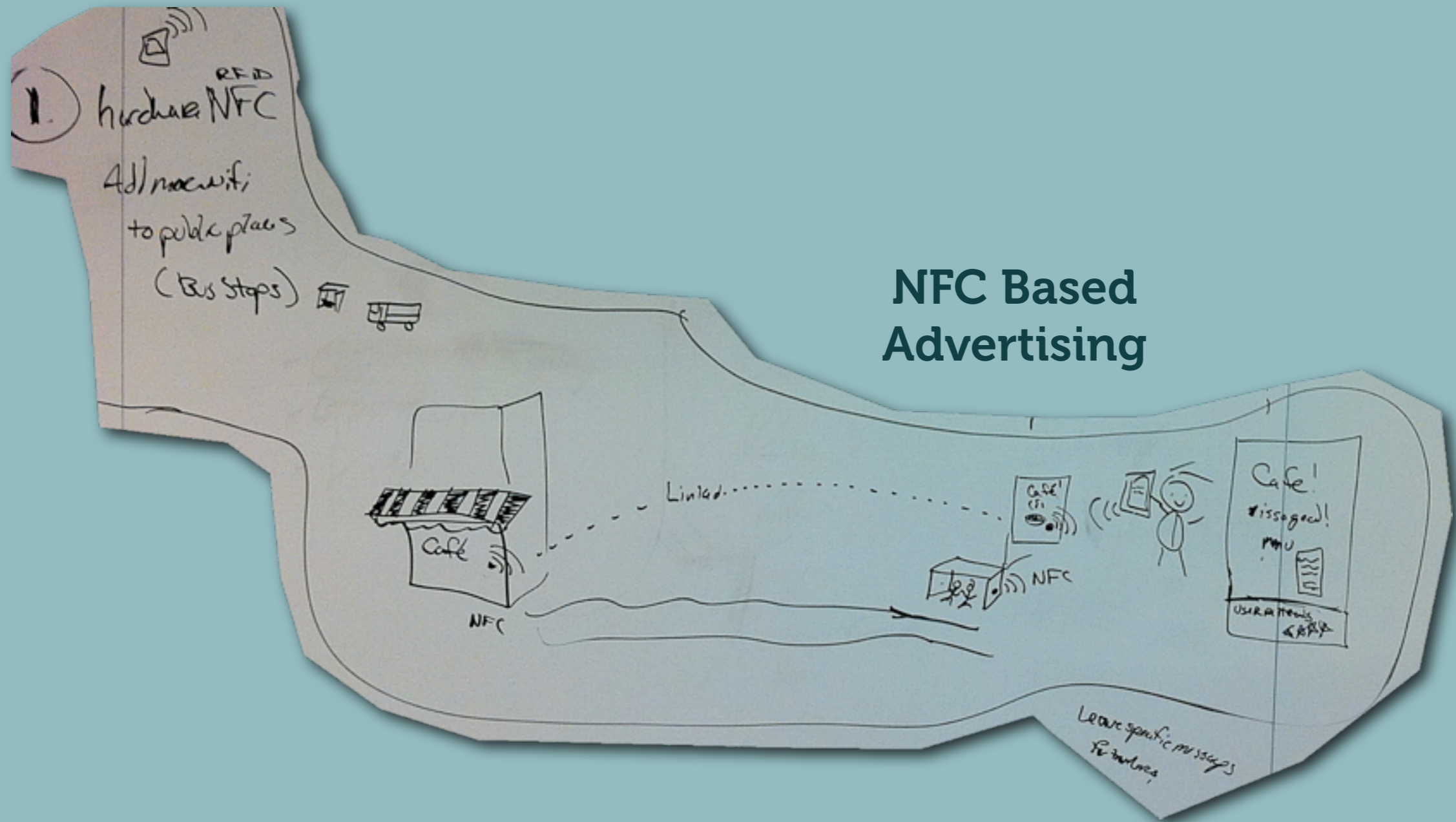
Findings

- Data is expensive
- Lots of logistical issues
- Information overload from locals
- Need directions
- Want company and new local friends

Findings

Data is needed to do
everything!

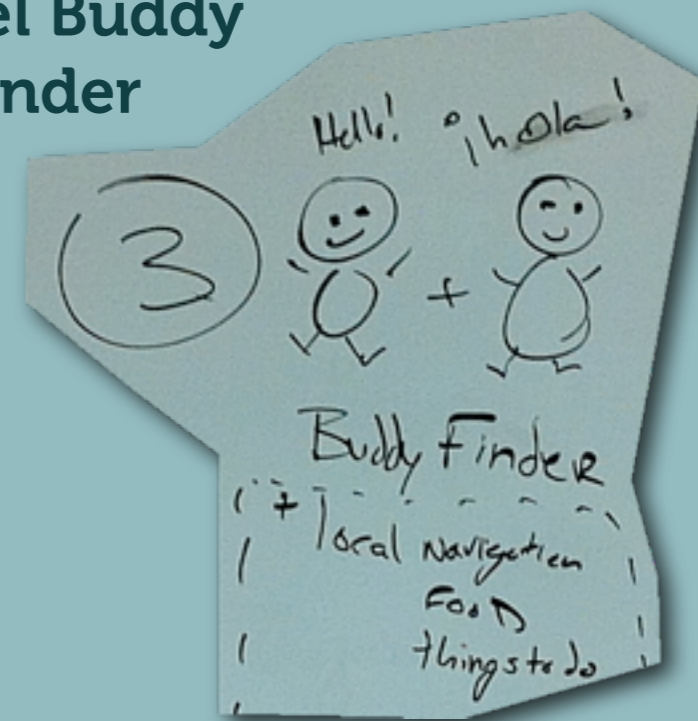
Candidate Ideas



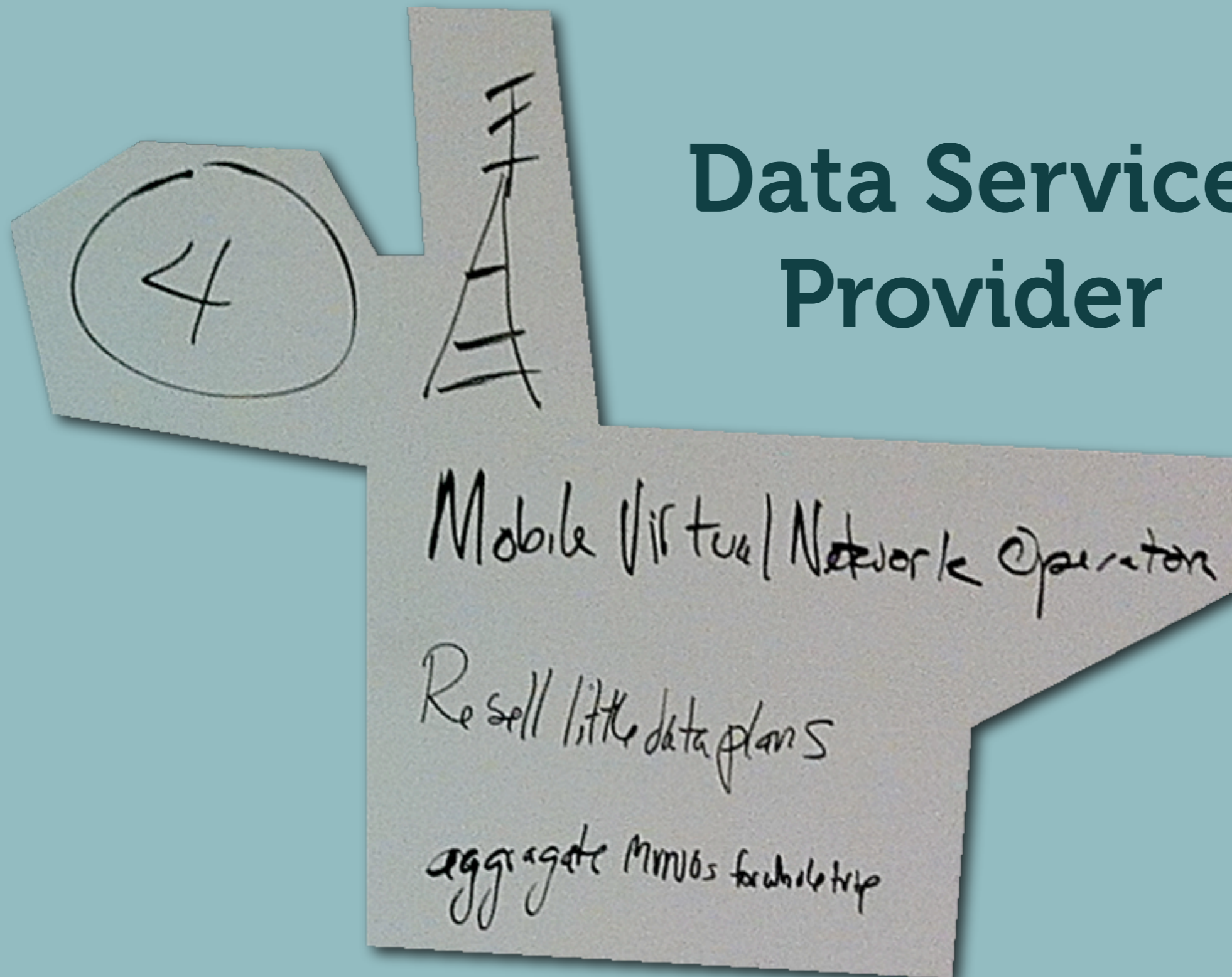
NFC Based Advertising



Travel Buddy Finder



Data Service Provider

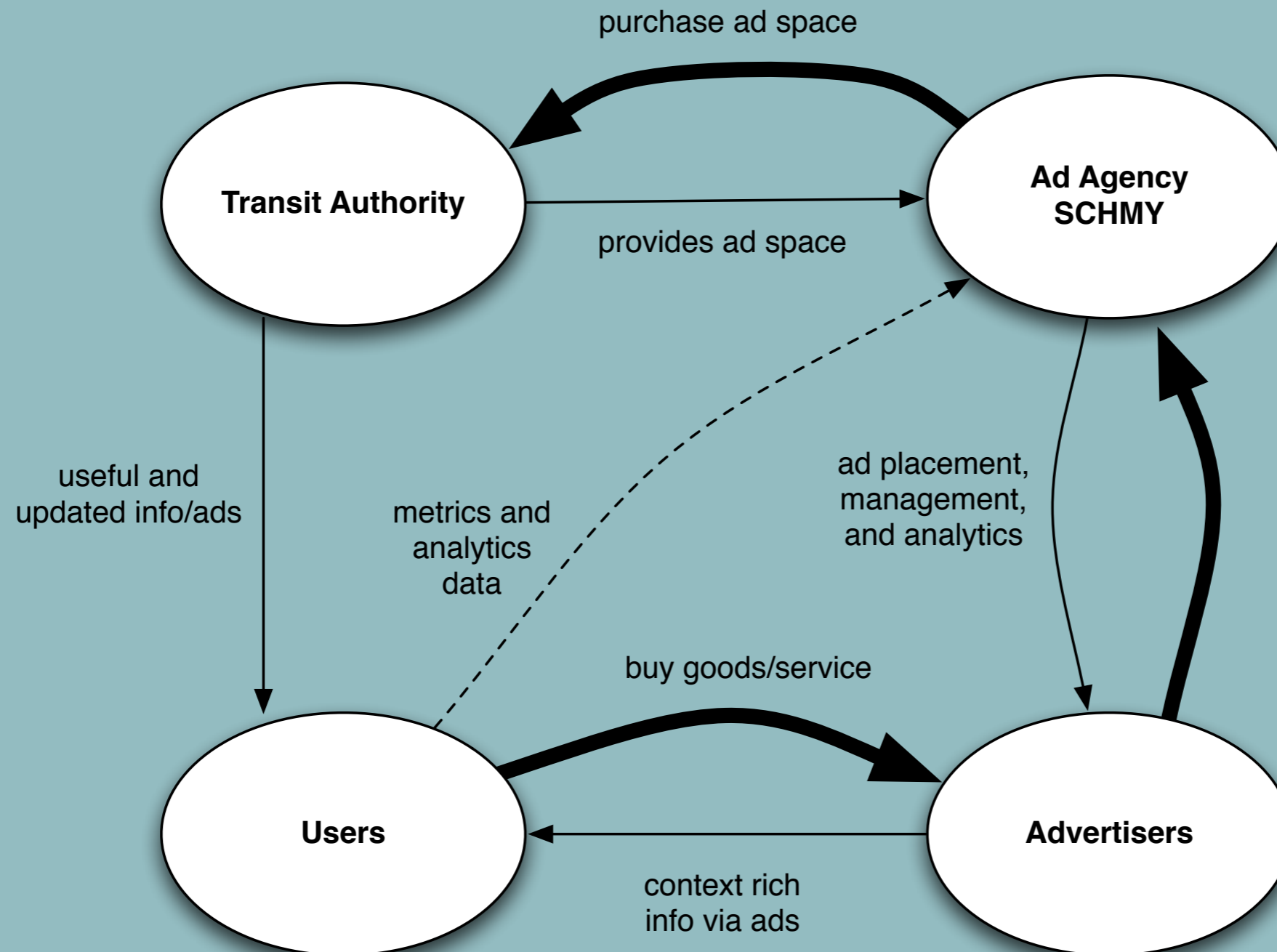


NFC Based Advertising (Rejected)

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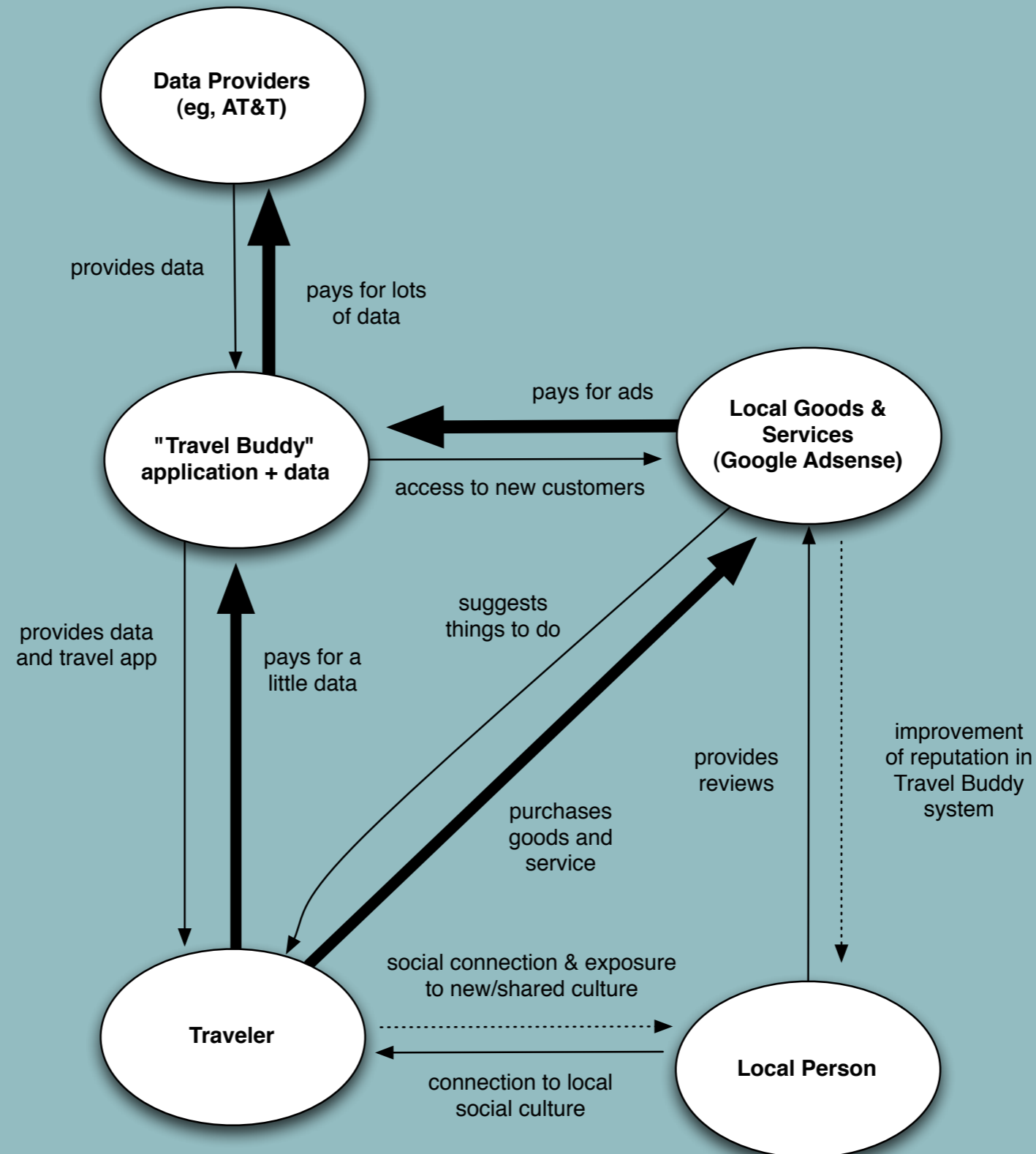


Travel Buddy Finder (Rejected)

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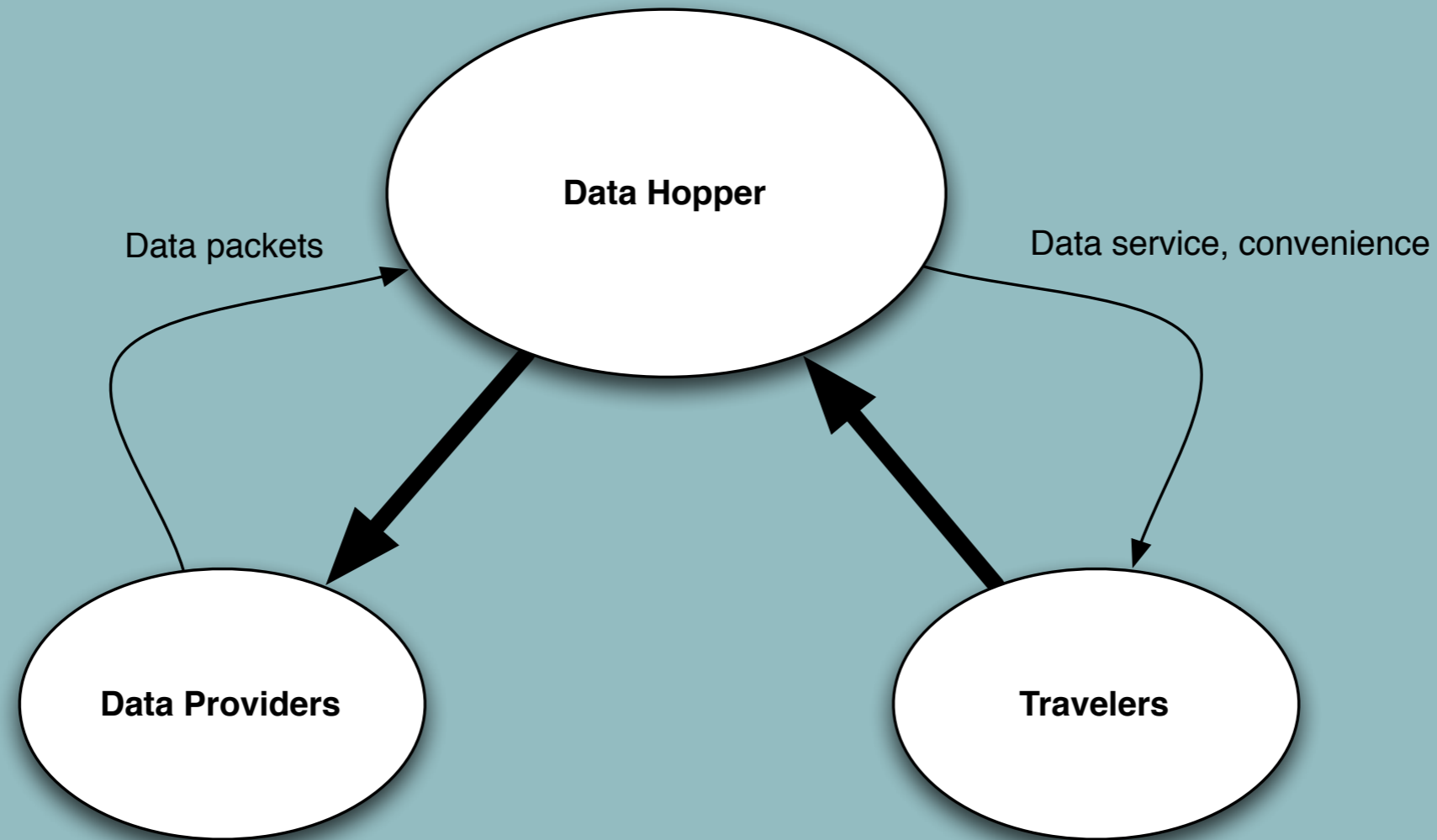


Data Service Provider DataHopper

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Persona and Scenario

Kazimir Klaus



- Age 29. From Czech Republic
- Journalist
- Three week vacation to Seattle with a friend
- Is a budget traveler
- Carries Android phone and laptop
- Maintains travel blog
- Cant tell difference between GSM and CDMA
- Needs directions, food recommendations, blogging, etc.

Domek Holan



- Teacher. From Czech Republic
- Age 30
- Budget traveler
- Amateur photographer
- Loves 90's rock
- On 3 week vacation
- Uses iPhone
- First time in USA
- Wants to see many cities. Likes adventure

Service discovery via travel sites

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Service discovery via travel sites

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Service discovery via travel sites

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Service discovery via travel sites

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User reaches airport



Service discovery via travel sites

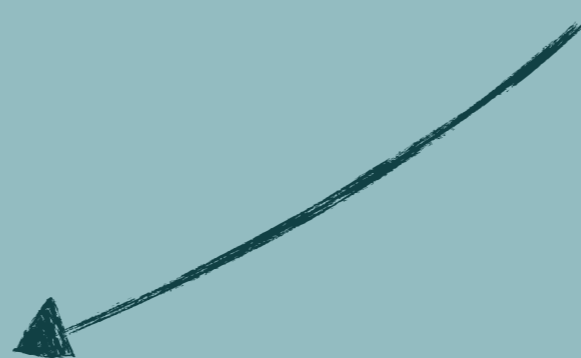
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User reaches airport



Service discovery via travel sites

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User reaches airport



Service discovery via travel sites

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User reaches airport

Get mi-fi unit from vending machine at airport

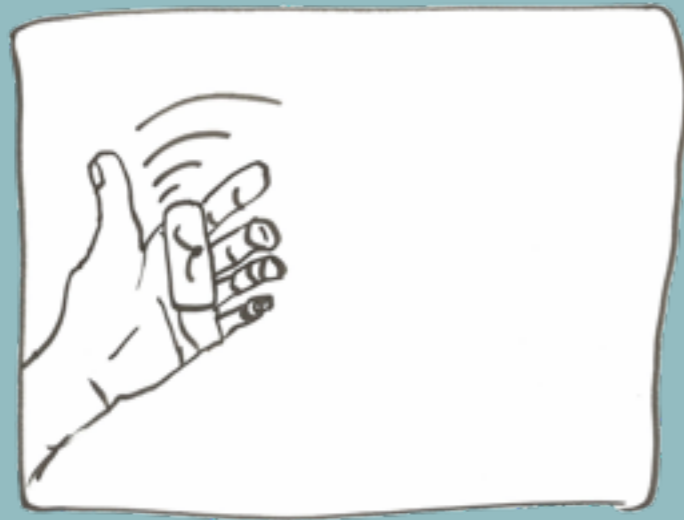


Switches on mi-fi

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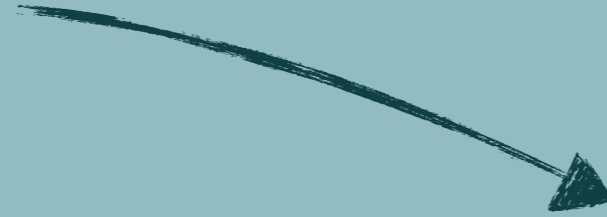


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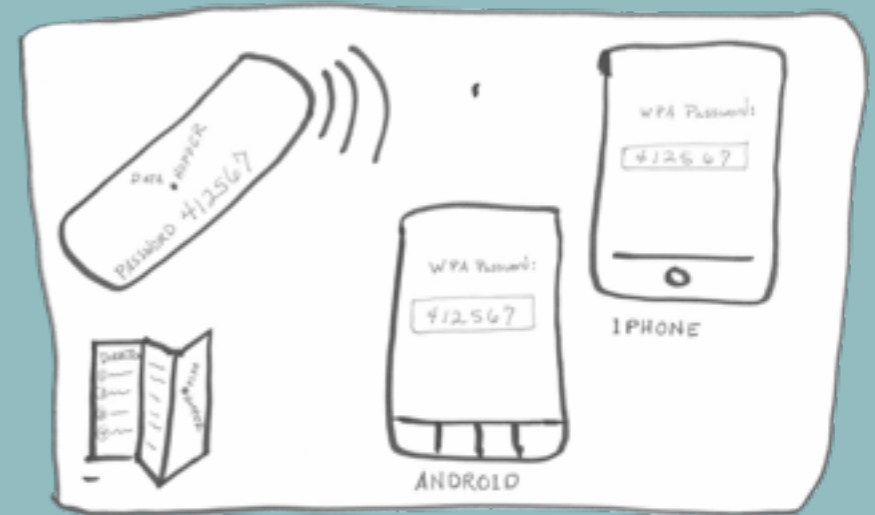
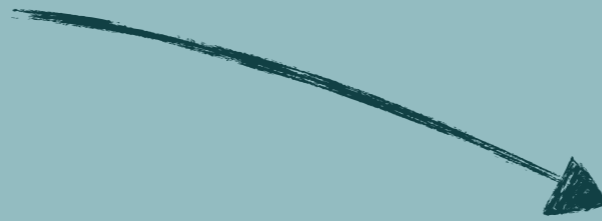
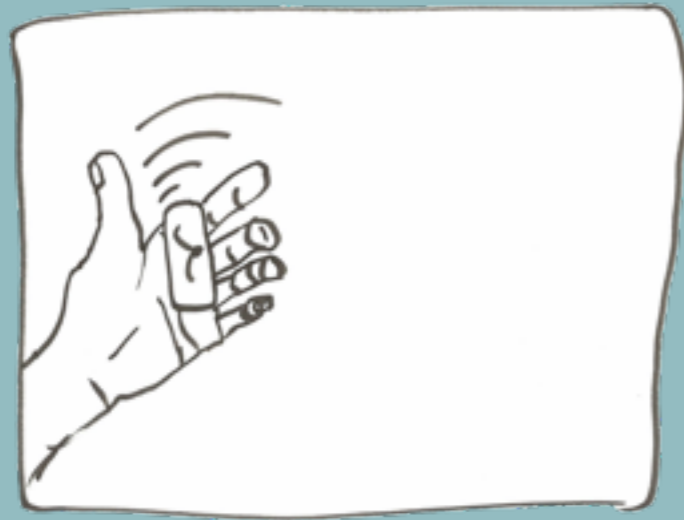


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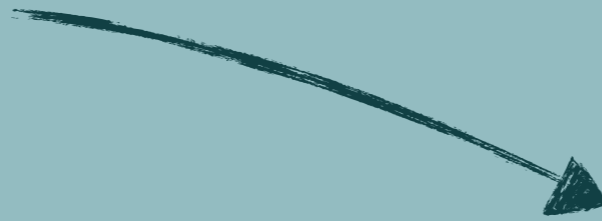
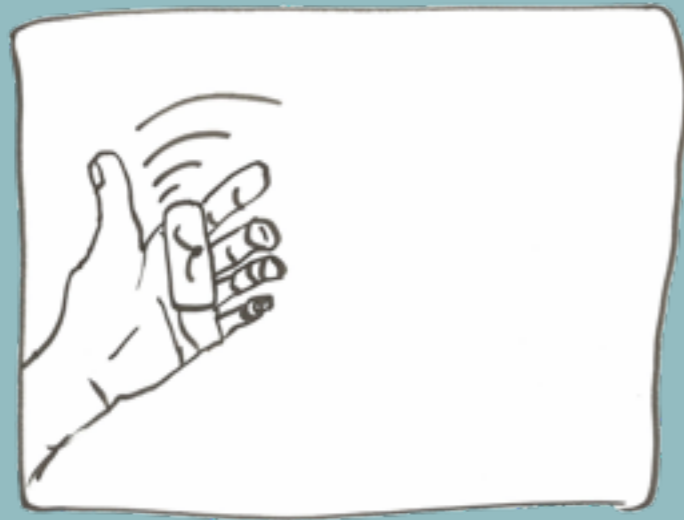


Switches on mi-fi

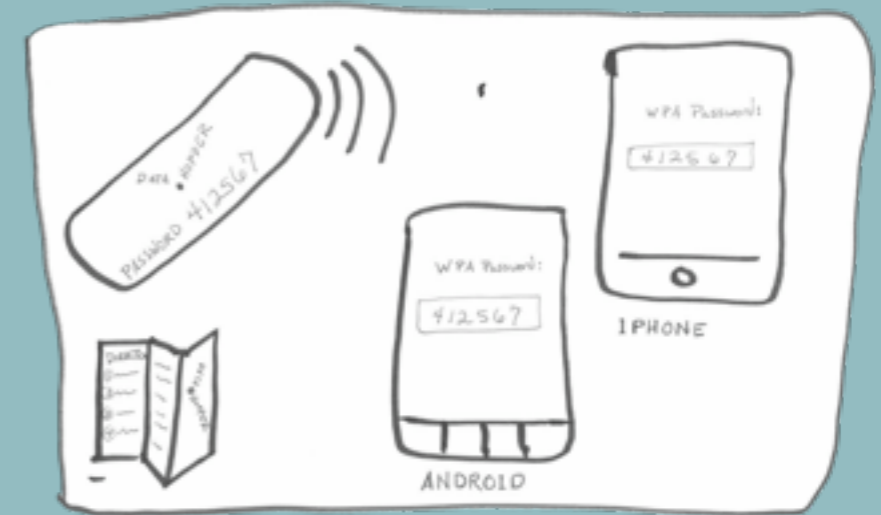
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Connects to hotspot

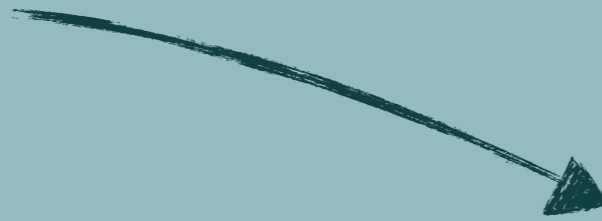
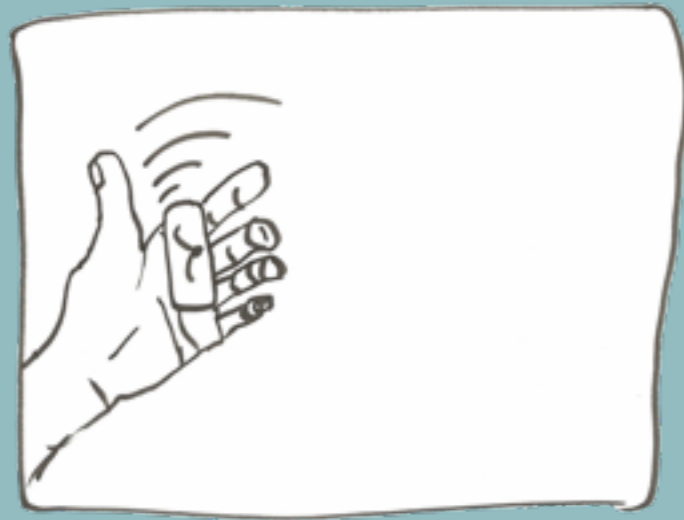


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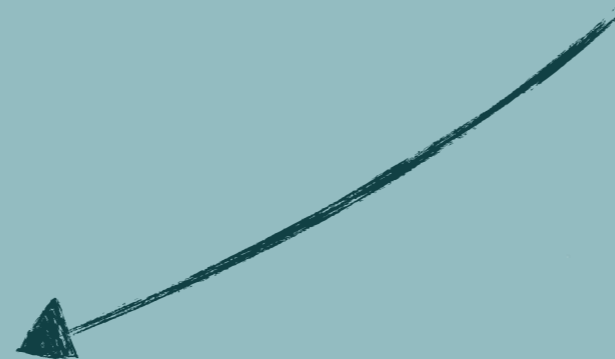
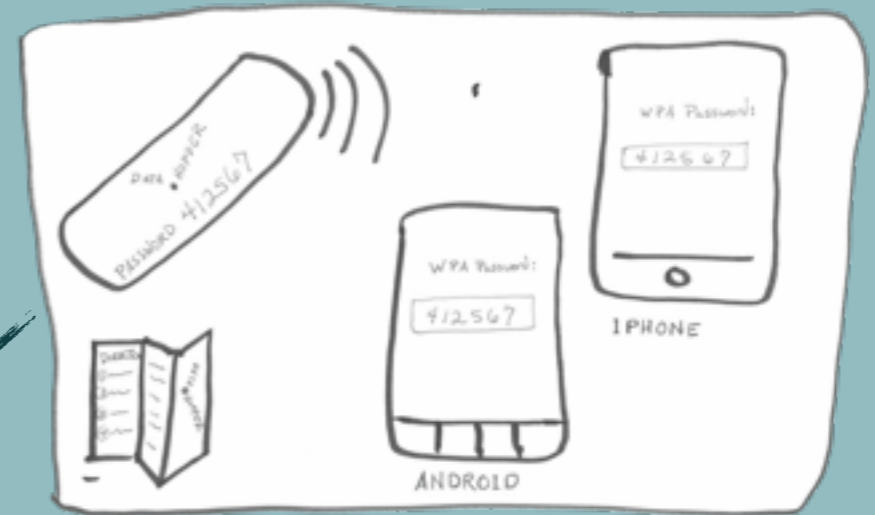
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Connects to hotspot

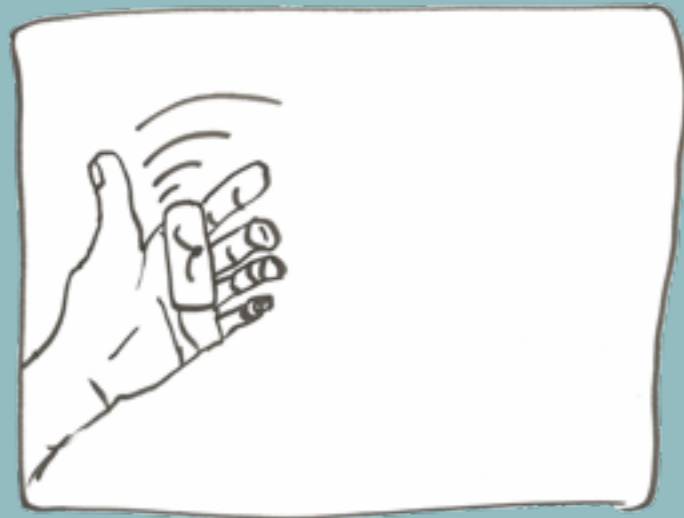


Switches on mi-fi

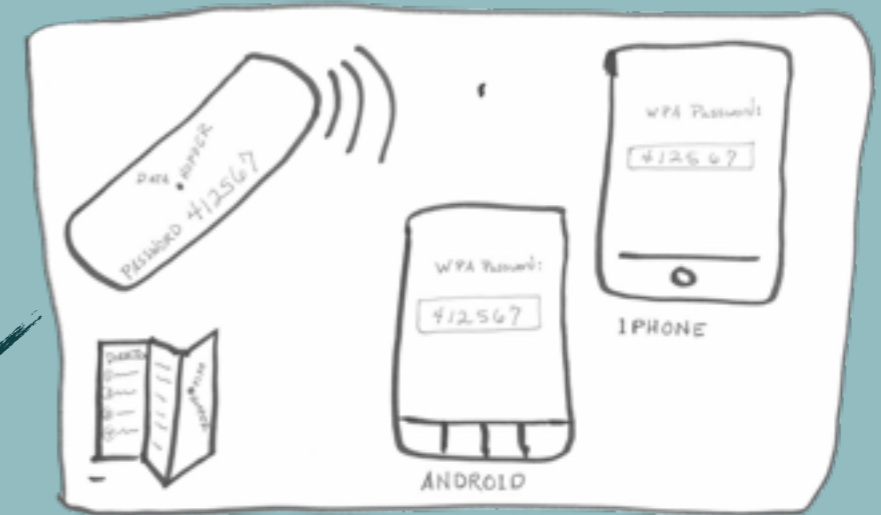
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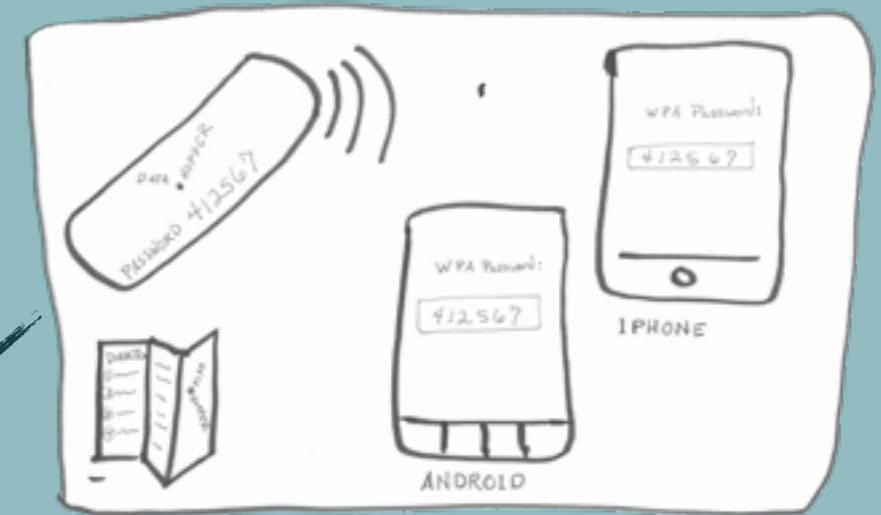
Connects to hotspot



Switches on mi-fi



Connects to hotspot



Data freedom

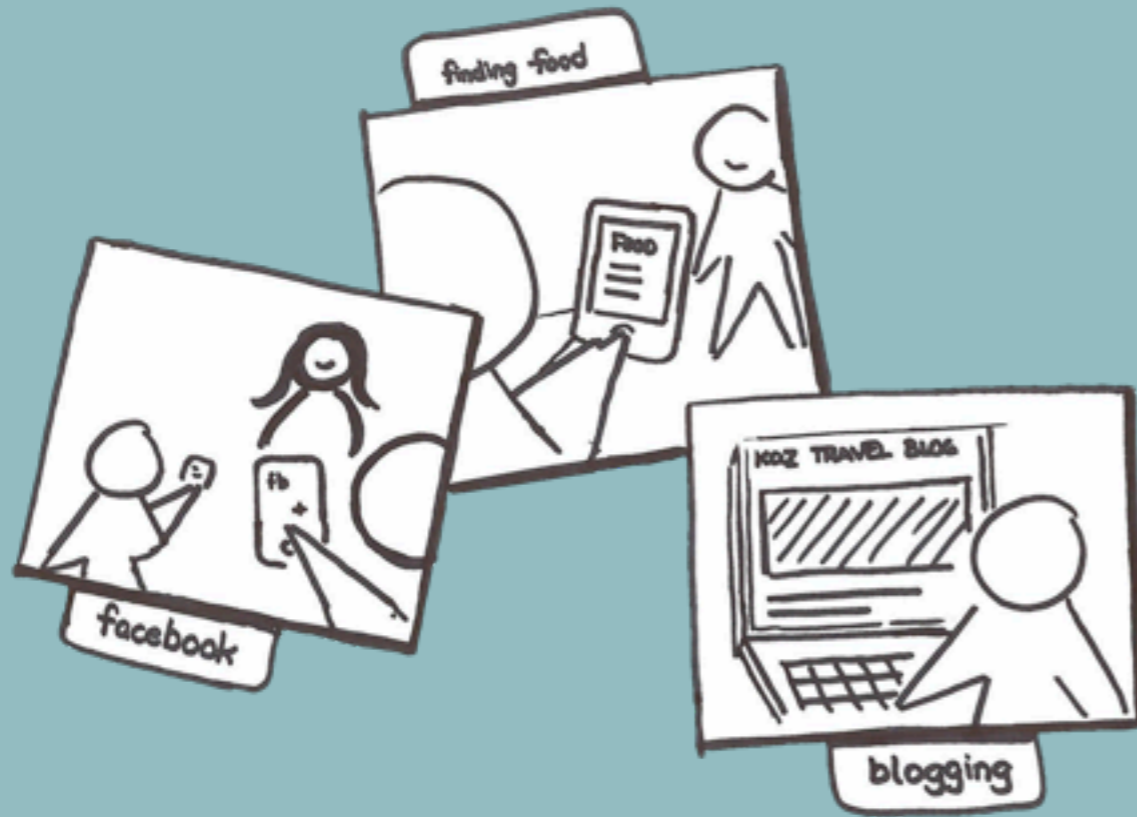


Data freedom

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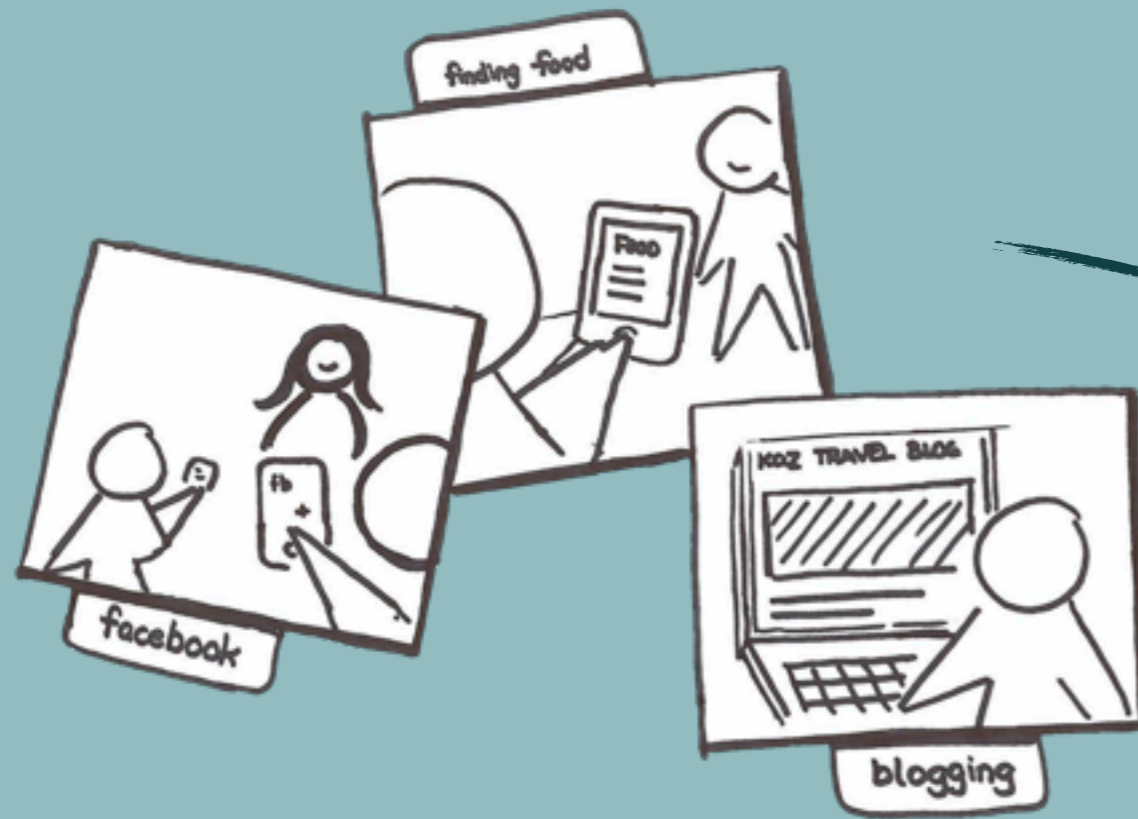


Data freedom

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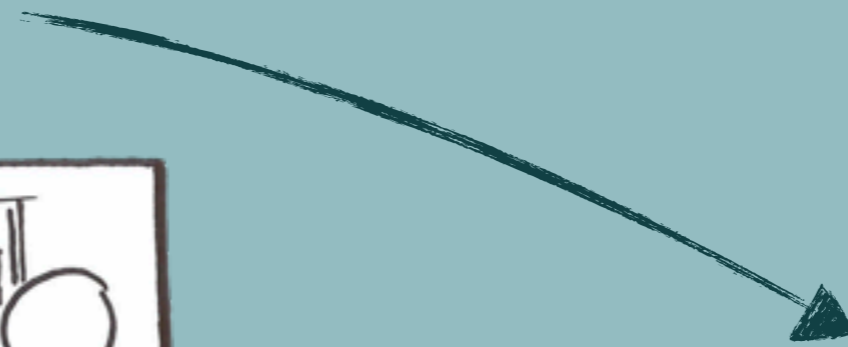
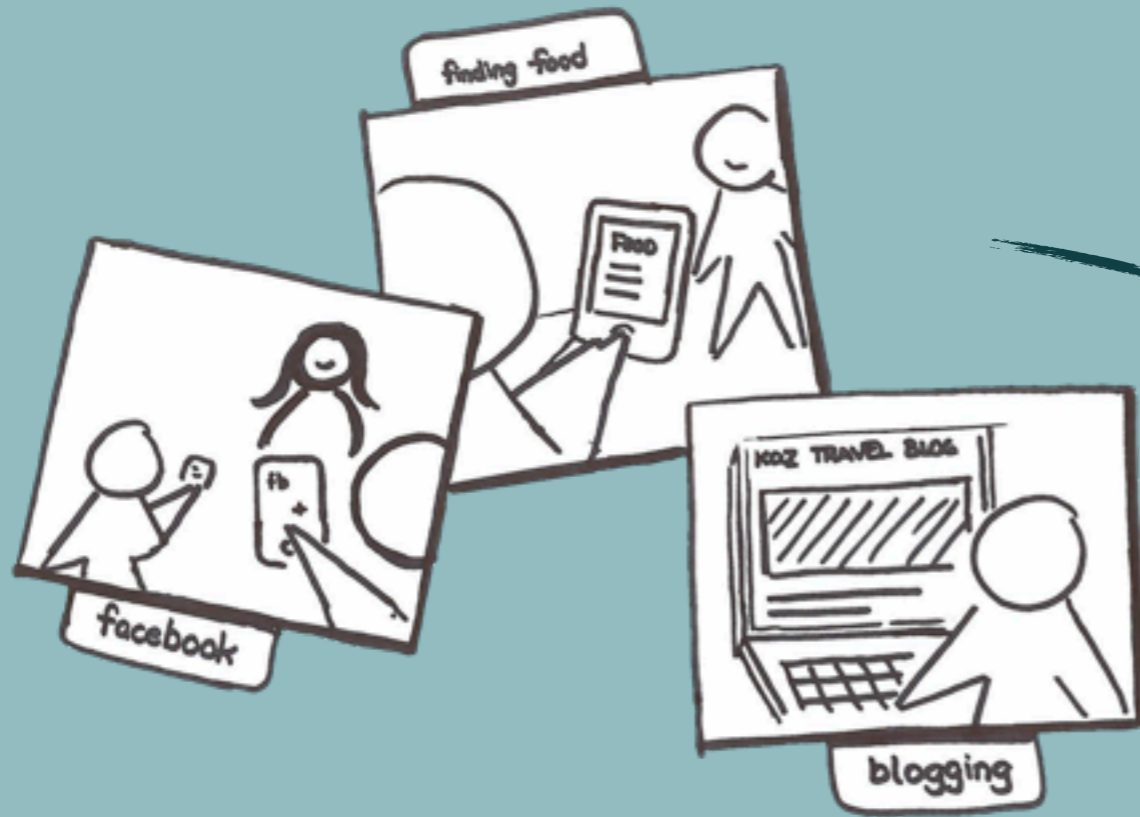


Data freedom

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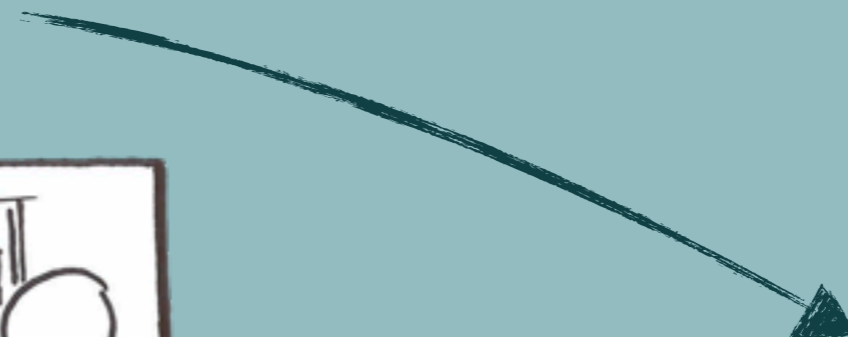
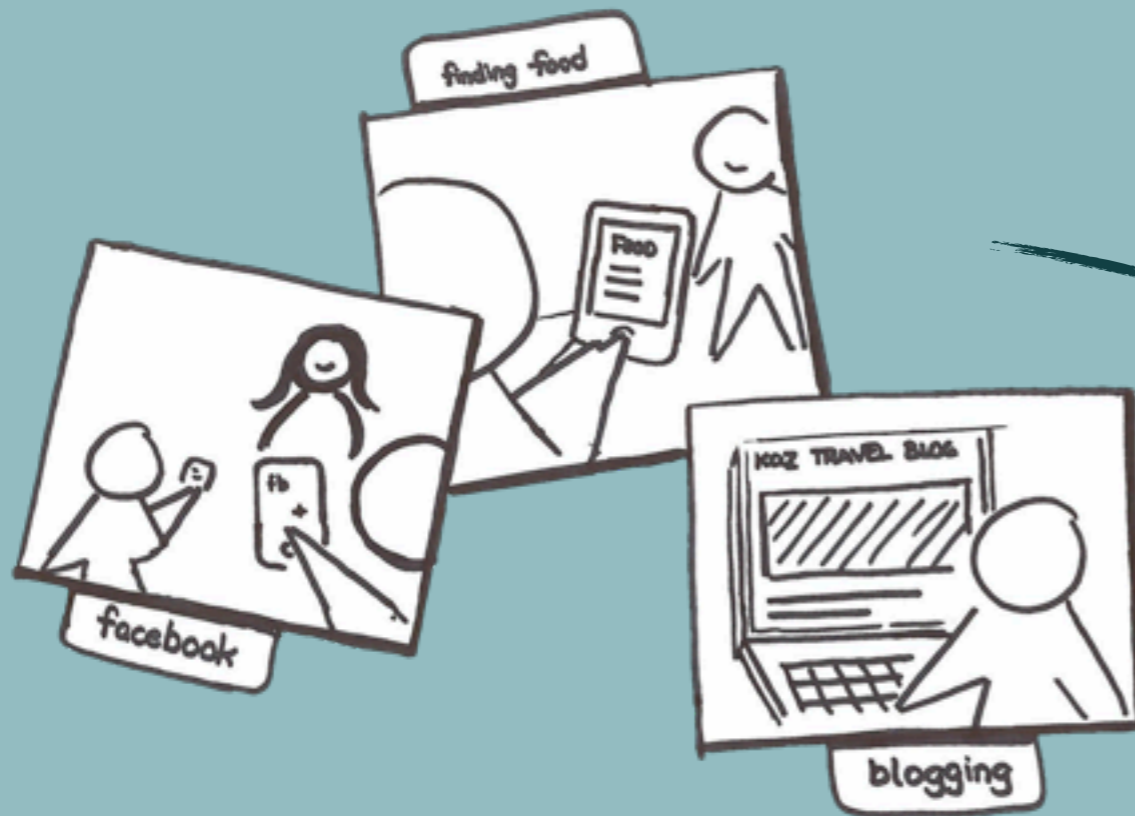


Data freedom

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Return unit at vending machine or mail



Further Development

Advisors



Wendy Fong

Senior Strategic Program Manager
Carnegie Mellon Silicon Valley

Worked for HP, Microsoft, Java
Standardization



Juggs Ravalia

Vice President, Strategic Alliances
Carnegie Mellon Silicon Valley

Worked on Windows Mobile and
Windows CE at Microsoft.
Cambridge Gates Scholar

Meeting Outcome

- Rate negotiations with service providers will go better if guaranteed consistent bandwidth usage. Service providers hate bursty data.
- Data-only (no voice) MVNO's can be setup.
- Phone number associated with SIM card can be changed using just software.
- No foreseeable regulatory land-mines in USA. Might face some issues in Europe.
- It is technically feasible to implement this service.

	XCOM Global	DataHopper
Availability	Worldwide	US Only
Flexibility	Flat Rate Throughout	Flexible (Free VOIP at night)
Price	Rate: \$18/Day Shipping: \$30 Insurance Extra Cancellation Fee	Target Rate: \$10/Day No Shipping No Cancellation Fee
Operation	Not MVNO	MVNO

Next Steps

- **Seek more revenue sources**
 - Advertising
 - Analytics
- **Find data rates available to MVNO's**
- **Business Plan Details**
 - Operating Costs
 - Marketing
 - Market demand estimation
 - Pricing
 - Target Markets
 - Advertising Strategy

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Data Hopper

