**1 & 2 Why Social Networking is tiring and outdated**

Current Social networking systems like Facebook and MySpace allow users that are already friends to interact and its concept is to create shallow connectivity between your friends and perhaps a friend of a friend, this is especially apparent in FB’s model. FB and MySpace’s concept is furthered by a search facility that can put users in touch with people they do not know. In order for users to find a new someone that has similar interests they initially have to find their subjects through keyword searches. Then begins the email exchange and in order to success at winning someone over to begin “actual” conversation.

Everybody knows that first impressions count and current SN sites require users to articulate and demonstrate a high value of themselves by use of messages in order to convince the other user that they are an interesting person and someone that they should get to know more. The exchange of emails usually takes 3 or 4 hits before each of the users guard is dropped and they can begin talking about the “real stuff”. Most of the time, judgment is made on the first few lines of “Hi, I saw your profile and thought you looked cool. I like that movie too.. wanna chat?” ….. to which an appropriate response in the recipients head would be “huh? Not really”

This email/message process seems to be a waste of time and doesn’t really serve as a valid process in the game of meeting new people. Often a user will write an opener in an email boasting about who they are, why they do and why they are interesting. The email is sometimes even forwarded to a number of people hoping to bait users into replying, a simple numbers game. One of the flaws in this is that because the email is for general viewing it does home in and specify why someone would be interesting to this particular person (its pretty apparent that it’s a mass email too).

The cold email opener is pointless and unless the person making contact has a pretty good photo of themselves, conversation is rarely continued. The whole idea of this initial email/contact stage seems to be based on generic messages that are passed back and forth. Current sites don’t seem to comprehend this idea and do not give a greater interactivity other than messaging. It really demonstrates how little effort has been employed into actually thinking about the interactivity process through by the fact that the SN messaging systems often use a “subject” line and simply copy the our standard email format. Why do we need a subject line? What do we put in it “Hi”, “Hey”, “Cool Profile”. It really just summarizes nothing .

The next generation of social networking needs more than a searchable person directory with an email system bolted on. It needs a set of tools that map to the real world and give validity and credibility to its members. I can chat to a friend-of-a-friend through FB and this gives me credibility and a higher chance of be spoken to in return but outside of this online network users are just cold calling others in hope of a bite. This is frustrating, dull and completely unimaginative and requires a lot of work!

Real world conversation sometimes fail because a person talks about themselves too much or is too eager to find out about the other person by blasting a thousand questions. This often makes the user appear needy or desperate.. Social interaction is a complex science and current SN systems only seem to take the user so far before they are left to fend for themselves.. That is: Search -> Find and email. Unsolicited emails/messages is not a suitable method of cold opening or introduction and a better method would be to provide a facility to home-in, create a reason to talk and give validity and relevance the users on some level. N2F’s proximity tagging system gives this allowance and offers a unique moment of “Hey, we both did this? What did you think of that? Wasn’t it (cool?/crazy?/fun?/WEIRD?)” creating a new scenario.. Real Life moments -> Explore, share & interact.

From the first instance they are engaging in real conversation. Anything involving, “I am”, “Im from”, “I do” is really just pre-ample nonsense that are brains spool off when we think of engaging in conversation with someone for the first time. It’s boring, a turn-off and it’s not fun for anyone.

N2F, through use of BT creates this bridge and quite accurately validates the users by creating commonality. They know that when someone is tagged, it is because at some point they hung out in the same place. Cool!.. It jumps a stage and removes the boring exchanges of lines to qualify and validate yourself.

Lets demonstrate two lists of openers

**MySpace and FaceBook openers**

“Hey, Im from Seattle too.. what part do you live in?”

“Wow.. cool profile, how did you get that your cool background image from?”

“Hey, you are hot! Email me back”

**N2F openers**

“Haha.. Didn’t Guns n roses kick ass today?”

“hey, The club was awesome last night.. I recognize you from your photo.. Your friend in the blue dress was Crazy! A little too much to drink?”

“Don’t you just love coffee?.. why cant I stay away from Starbucks?… we obviously have the same addiction!”

“You were on the subway when that guy went skitzo went you? Wasn’t that the strangest thing you ever saw??”

N2F removes boring chit chat openers and creates instant common grounds! A time and a moment is a fundamental requirement in meeting new people. Current Social networks seem to be a prototype or experiment for interaction… So let’s get to the real stuff now!.. N2F is not a people-portal, it’s a living breathing network of people. Its powerful, imaginative and grows & shrinks in pace with our lives by becoming a part of what we do!

* N2f creates and morphs your network while you live
* N2F removes idle chit chat and gets people to the nitty gritty
* N2F validates and demonstrates a higher of its users by put the idea out that both users already did something together before they even met!
* N2f Real Social networking – current systems require constant maintenance and thoughtful email openers that have little relevance to the real world.

**MySpace -** Search -> find -> email

**Facilities**

* Search and view profiles
* Send messages

**Next2Friends -** Live Life -> Explore & share moments -> interact

* Meet people in your real world life
* Allows a greater depth of friend mining by scripts and built in tools
* Creates a fun way to interact in real time by use of Bluetooth games that can be played at the time of proximity and/or at later time (when at your PC)
* Allows the general users to create their own plugins that can utilize the power of a portable interactive network and photo & video facilities

**4. Include the newer ideas like gaming and the other.**  
  
How many hours a day do we spend traveling around our space. Most people live and explore the same few miles around them without ever interacting with the people that share the same space and do the same things. Wouldn’t it be fun to interact with these people and engage in a little bit of fun instead of silently enduring the tedium of moving from place to place.

N2F is going to create a game that users will engage in these situations. It’s not two player Tetris over Bluetooth of anything similar but a game of social interaction, chance and skill. These are all elements that create an addictive game.

The game has yet to be finalized and it will certainly be changed and adapted in trial and error but the game will consist of the following aspects:

**The objective of the game could be:**

* to score points
* other?

**The reason to score the highest could be**

* Monetary or prize every month
* Leader board to show the best players with user states (Gold, super lord, master.. whatever)
* other?

**You can participate in the game by:**

* pre-configuring something at home via the web browser
* doing something in and at the time and place where friend matching/point scoring may occur

**Introduction of idea:**

* some randomness should be employed, this creates an element of risk and unpredictability
* something deterministic could happen when a certain configuration happens when some certain arrangement of players occurs.. (randomness could also apply here)
* this could be furthered by making users do something extra to score more points in this scenario (in the rare event of this happening)... Imagine 10 people on subway train all of suddenly grabbing their phones as quick as possible and madly pushing buttons! wild!... what are they doing people will say? this idea creates a union and a relationship between others that they don’t know.... and hey. they can now chat about the event later in n2f...... "Haha.. wasnt it funny to see all their faces when we got an xxx in the game"

**Promotional Ideas**

maybe they have to do a simple puzzle that is deterministically created according to the players present... the game may last 15 seconds and the winner will make a certain sound..public Glory for this player!!   
  
maybe we could pre-program special games with actual prizes! T-shirts, baseball caps, $20 ITunes vouchers, IPod nanos... etc....  
  
How cool would that be?  
  
so the games would all happen naturally by the devices themselves.... BUT we can set say.. 5 prize games to happen a day and be in control of them...   
  
Great promotion! people will love it! and im sure much talk about it..

**Plug-ins - Harnessing the power of numbers!**

The N2F device application has the facility to create or download plugins for the system that utilize the power of portable interactivity. It’s a numbers game that can be tapped into by creativity. For example: Girls love to shop, they love to try on new outfits and invest a lot of time and money into wowing their friends and people around them.

What if a N2F plugin tapped into the network of people and utilized the camera facility to get opinions on how a outfit looked. A girl in a changing room could use a plugin to take three photos of three outfits she tries on and submit then to a real time evaluation system. After submission a 30 countdown could begin as the photo collection is displayed to 500 users simultaneously. A visual display almost instantly informs the user how each of the outfits looked and which one was best. It’s all very well asking your kind friends to give you your opinion but ultimately it’s going to be the guys who really care. You friends tell fibs to make you feel better and your boyfriend tells you anything to get out of the shop quicker.. 500 people don’t lie, they give a much broader range of opinions and with this system you could have your result in 30 seconds.. What a concept!

An application Programming interface can allow users to develop their own interactivity which is really limited by imagination