

# THE BROADBAND WELL

distributed public super high-speed internet access points

# AGENDA

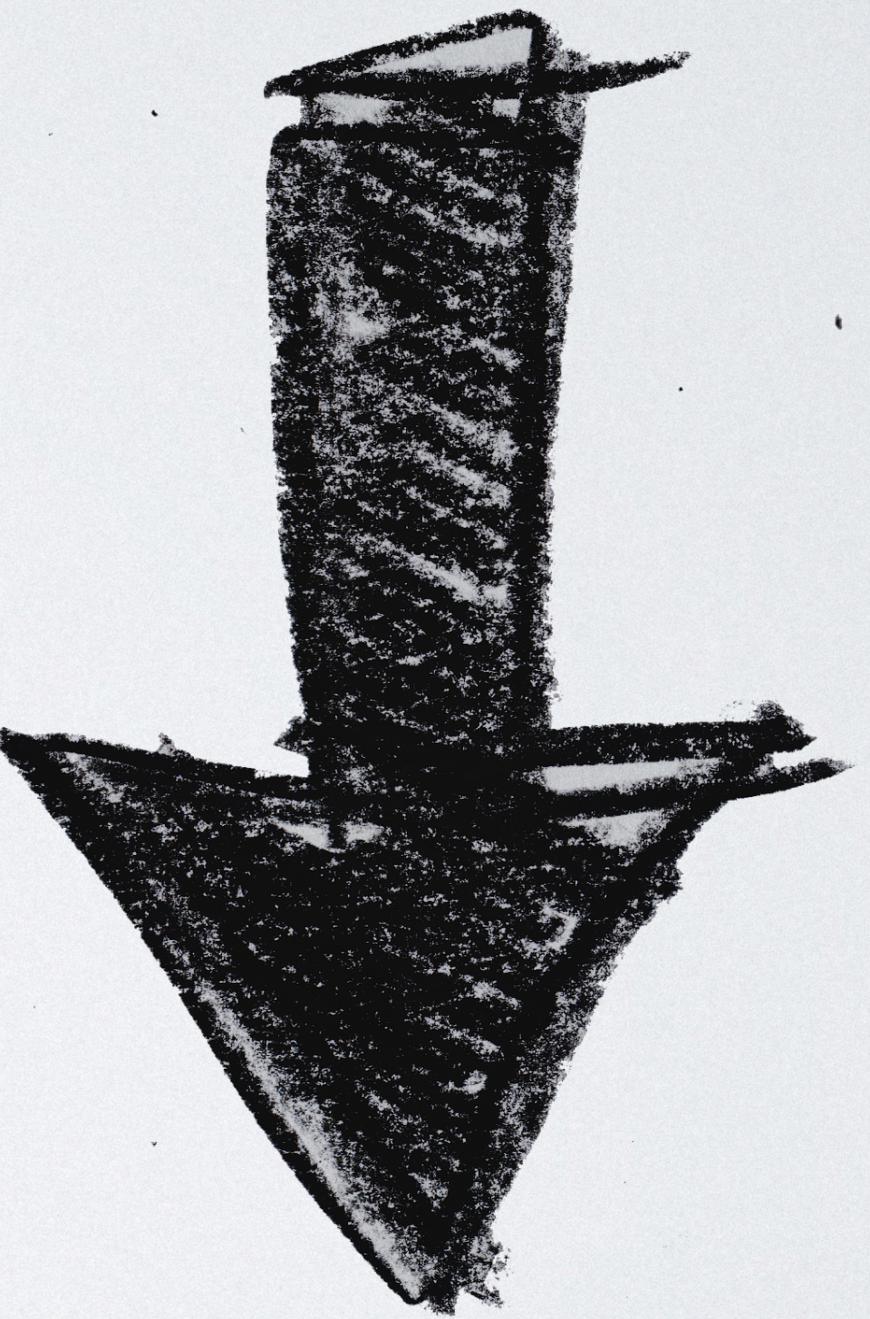
- What is the Broadband well
- Who's interested?
- Learnings
- Time overview - project plan
- Sources and related projects

# WHAT IS THE BROADBAND WELL?

- Distributed
- Super-high-speed
- Public
- Access-point

# TOP DOWN APPROACH

- Develop Personas
- Search for target persons/groups
- Semi-structured interview
- Interview Evaluation





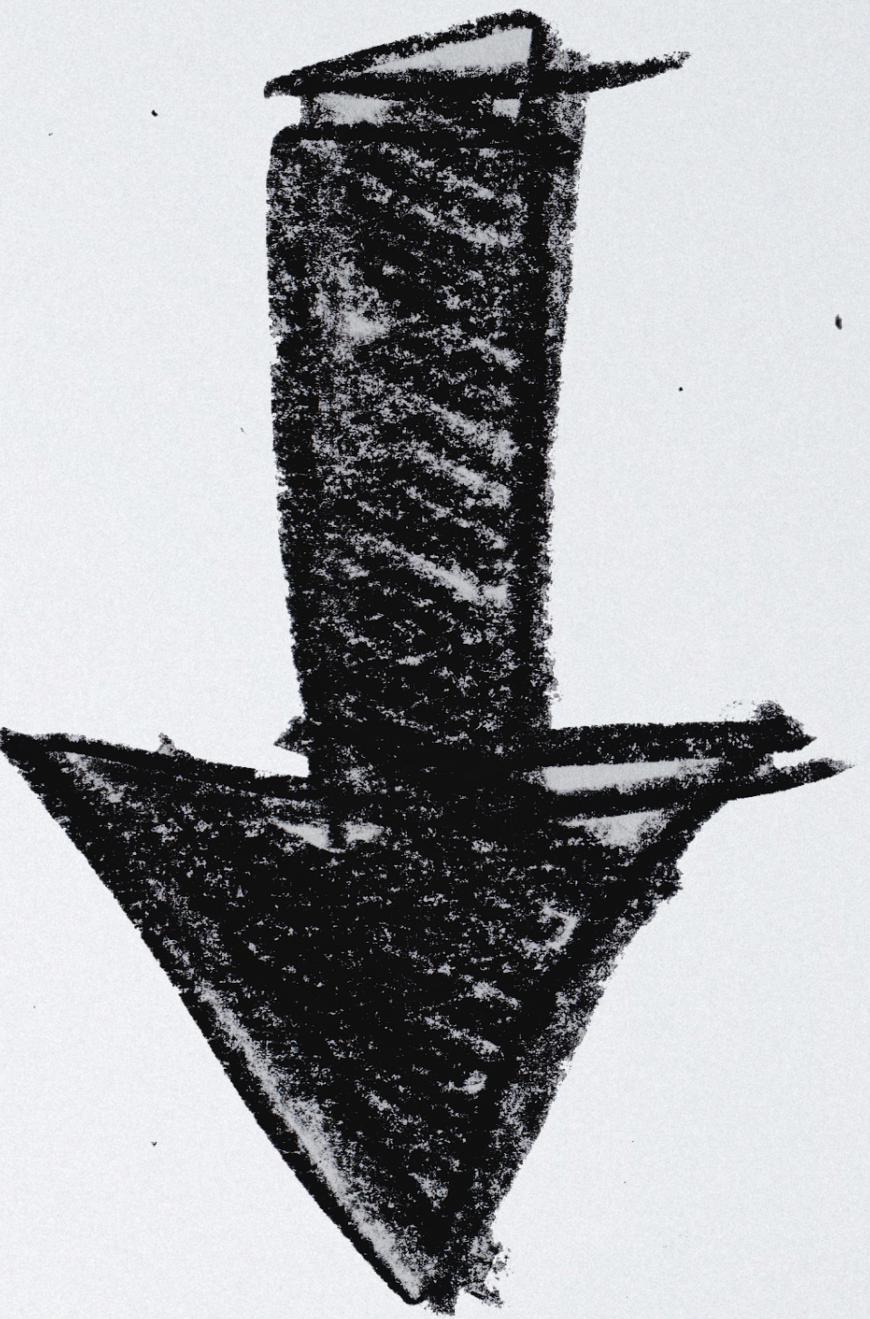
**Jakob**  
filmmaker  
32 years, male  
Has learned image technology, camera and editing.  
Is self-employed  
Upload volume: ~140 GB per month  
Download volume: ~80 GB per month

**Anna**  
3D Designer  
29 years, female  
Apprenticeship in 3D design and animation completed  
Is self-employed  
Upload volume: ~10-60 GB per week



# TOP DOWN APPROACH

- Develop Personas
- Search for target persons/groups
- Semi-structured interview
- Interview Evaluation



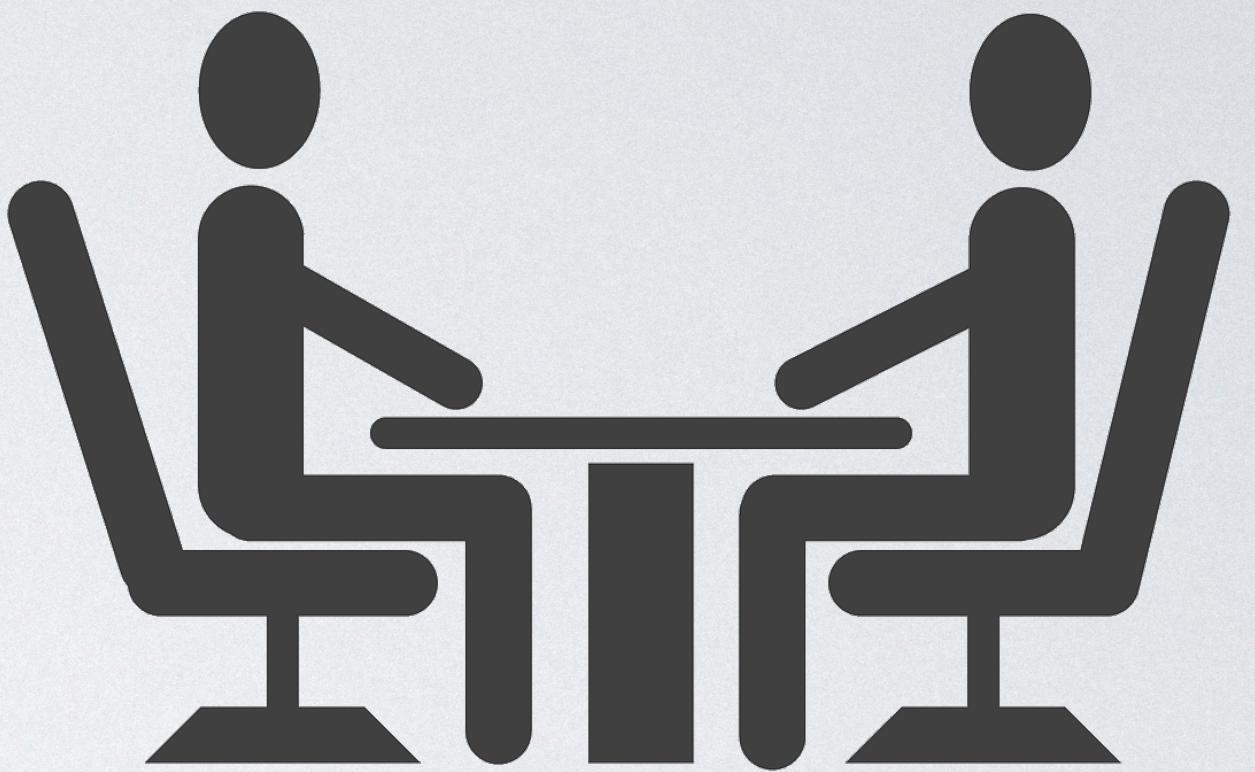
# BOTTOM UP APPROACH

- Find "nerds"
- Semi-structured interview
- Evaluate interview



# BOTTOM UP APPROACH - INTERVIEW GUIDE

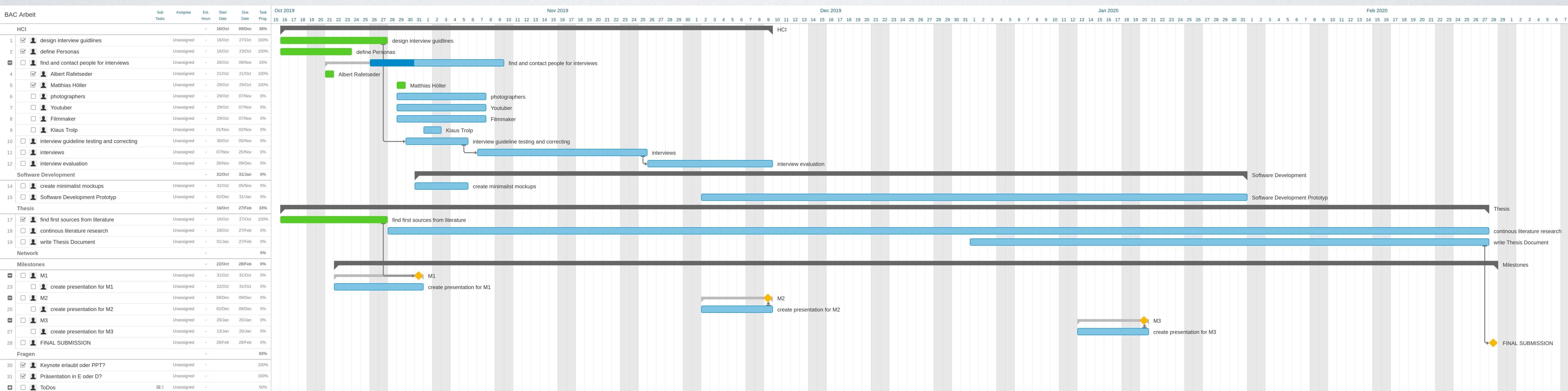
- Explain what the project is about
- Giving light thought-provoking impulses
- Discuss individual ideas and areas of application
- Present very raw UI mockups
- Share contact details



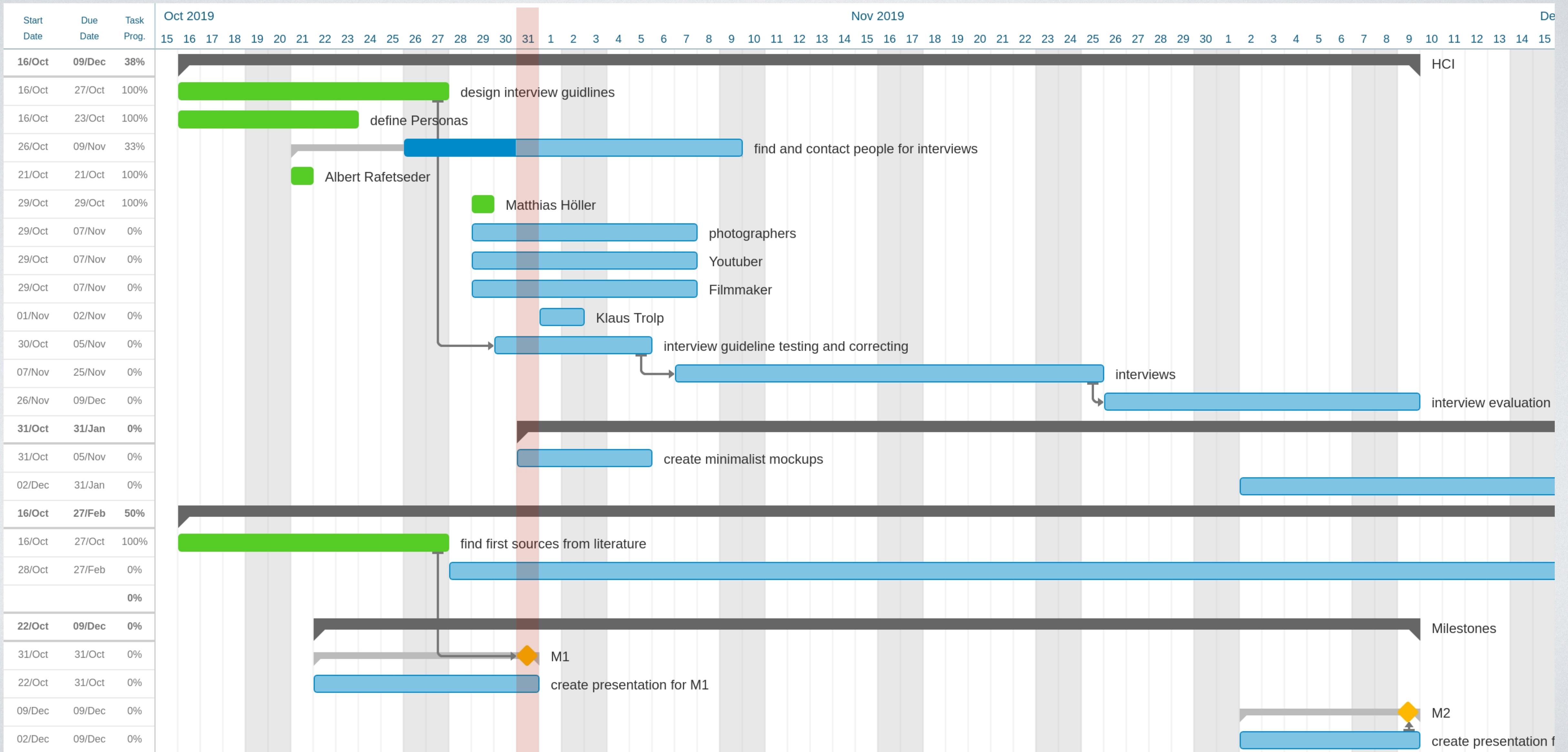
# LERNINGS

- First steps in quantitative research
- Manage an entire project alone
- New insights into the web-development area
- Find and use new tools
- Get to know and understand familiar tools better (e.g. Overleaf, GitHub..)

# TIMEPLAN



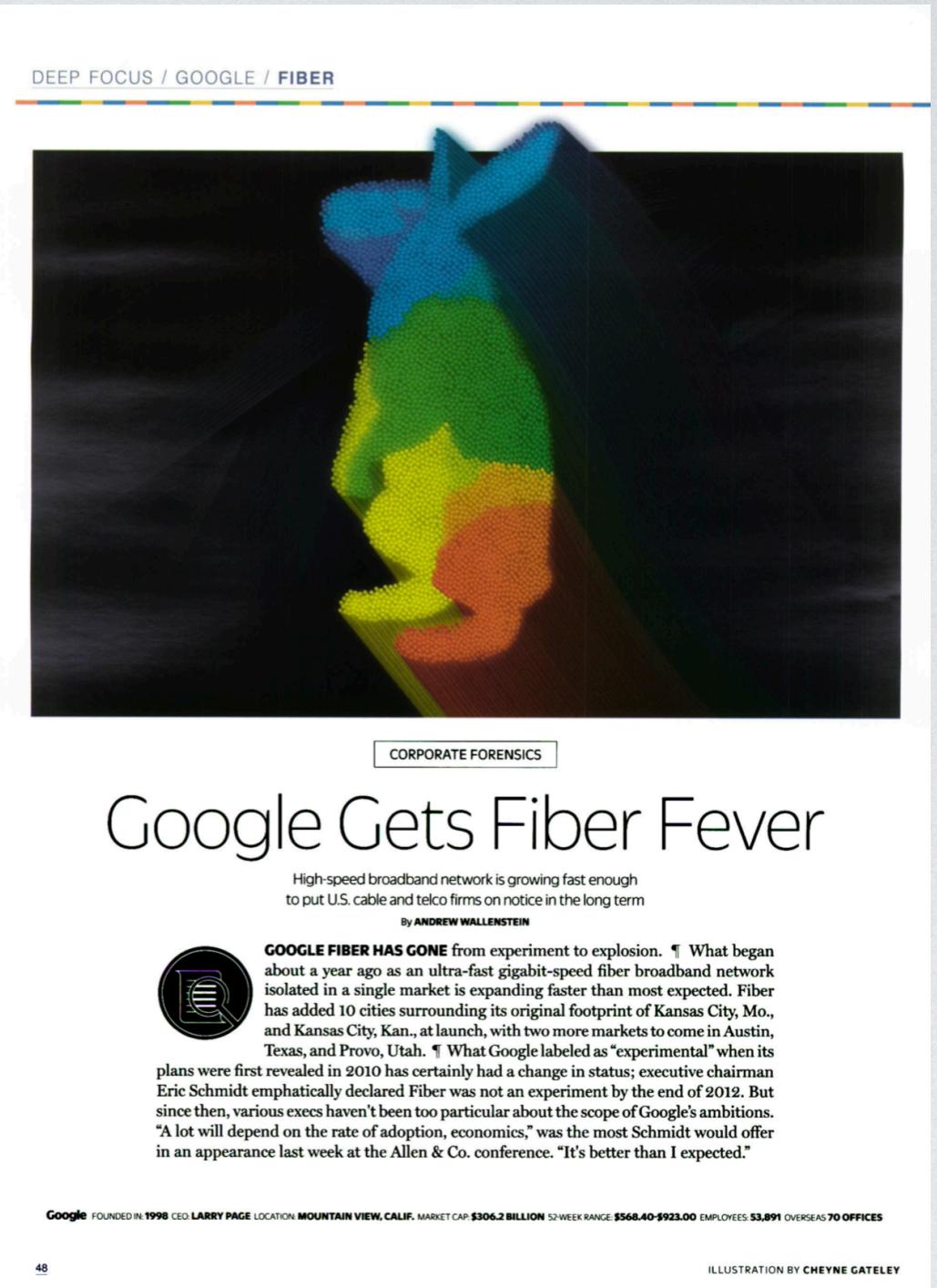
# TIMEPLAN - DETAIL



# RELATED WORK

- Google gets Fiber Fever [1] & [2]
  - Started as a project
  - Expended very fast
  - 1 Gbit/s for 70\$/month
  - Google Fiber's speed is better for us [3]
- US Ignite [4]
  - SGC - Smart Gigabit Communities
  - Part of SGC is Gigabit internet for cities

[1] Wallenstein, A. 2013, *Google Gets Fiber Fever*, Penske Business Corporation, New York, N.Y.  
[2] "Google Fiber | High Speed Gigabit Internet Service and TV." [Online]. Available: <https://fiber.google.com/>. [Accessed: 30-Oct-2019]  
[3] Google Fiber's Speed Is Better for Us: Austin Mayor. New York, NY: Bloomberg, 2013  
[4] "Smart Gigabit Communities – US Ignite." [Online]. Available: <https://www.us-ignite.org/program/smart-gigabit-communities/>. [Accessed: 30-Oct-2019]



# SOURCES

- Detection Methodology of Network Attack Symptoms at Aggregate Traffic Level on Highspeed Internet Backbone Links [5] & [6]
- Medienwahl - Medienwahl Eine Auswertung von Ergebnissen der empirischen Forschung [7]

[5]노병희 and B. Roh, "고속 인터넷 백본 링크상에서의 트래픽 측정에 의한 네트워크 공격 징후 탐지 방법 ( Detection of Network Attack Symptoms Based on the Traffic Measurement on Highspeed Internet Backbone Links )," 인터넷정보학회논문지, vol. 5, no. 4, p. 23, 2004

[6]B. -h. Roh and S.W.Yoo, "A Novel Detection Methodology of Network Attack Symptoms at Aggregate Traffic Level on Highspeed Internet Backbone Links," in *Telecommunications and Networking - ICT 2004*, Berlin, Heidelberg, 2004, pp. 1226–1235

[7]A. Weber, "Medienwahl Eine Auswertung von Ergebnissen der empirischen Forschung"

# BIBLIOGRAPHY

- (1) Wallenstein, A. 2013, *Google Gets Fiber Fever*, Penske Business Corporation, New York, N.Y
- (2) "Google Fiber | High Speed Gigabit Internet Service and TV." [Online]. Available: <https://fiber.google.com/>. [Accessed: 30-Oct-2019].
- (3) Google Fiber's Speed Is Better for Us: Austin Mayor. New York, NY: Bloomberg, 2013.
- (4) "Smart Gigabit Communities – US Ignite." [Online]. Available: <https://www.us-ignite.org/program/smarter-gigabit-communities/>. [Accessed: 30-Oct-2019].
- (5) 노병희 and B. Roh, "고속 인터넷 백본 링크상에서의 트래픽 측정에 의한 네트워크 공격 징후 탐지 방법 ( Detection of Network Attack Symptoms Based on the Traffic Measurement on Highspeed Internet Backbone Links )," *인터넷정보학회논문지*, vol. 5, no. 4, p. 23, 2004.
- (6) B.-h. Roh and S.W.Yoo, "A Novel Detection Methodology of Network Attack Symptoms at Aggregate Traffic Level on Highspeed Internet Backbone Links," in *Telecommunications and Networking - ICT 2004*, Berlin, Heidelberg, 2004, pp. 1226–1235.
- (7) A. Weber, "Medienwahl Eine Auswertung von Ergebnissen der empirischen Forschung."
- (8) RTR, "Internet Monitor 2018." [Online]. Available: <https://www.rtr.at/epaper/RTR-Internet-Monitor-Jahresbericht-2018/#46>. [Accessed: 30-Oct-2019].