

TalkEasi Technical Spec

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Introduction

TalkEasi is an interactive social product designed to be used by the everyday public.

TalkEasi has a few different areas. It has a part that runs on mobile devices such as mobile/cell phones, or PDAs, and a side running on a website.

The aim of the system is to allow people to interact with new people in real time by providing up-to-date information about the people literally around you.

Mobile Side

The mobile side is a small application which must be left running at all times on the mobile device (eg: PDA or mobile/cell phone). The application then makes use of wireless technologies available on the device to search for other people running the same application.

Each person may create a profile on the device, about themselves, which is then publicly visible to anyone near by. They may choose which fields that others may see.

Possible entries in the profile include a nick name, gender, age, status, social habits, height, colours etc.

The application also contains a friends and block list. These allow you to keep track of when your friends are nearby, even if you can't see them, as well as not receive any contact from people in your block list.

Once someone is visible you can send them a short message. This message may then be relayed through various devices until it reaches its destination (this enables the range to be extended)

The application will also allow you to choose a photo that others may request to view (which will be transmitted upon request)

The application also contains an alerting system that can alert the user if a profile comes into range matching specific criteria.

The final part of the application allows communication with a previously created profile on the Internet website. There are two choices, retrieve profile from the internet (useful if you are using the application on a new device), or Sync with your profile, which backs up everything on the phone, as well as uploading a list of other devices seen that can later be used on the website.

The first time the application is ran the application will take the user through a series of steps. Firstly the user must agree to a licence agreement, which also states that they must be 18 or older to use the application, and that they consent to the information they enter being made visible to anyone.

The second thing that happens is the user is taken through a wizard setting up their profile, with an option to download a previously created one from the website.

Internet Side

The website will host a special linked side of the system. Not only will the website include a copy of the profile stored on the device; it will also include much more information, much like similar systems.

The website will allow you to browse most of the information sent while syncing your profile. This includes your friends and blocks list, which will be linked to the owners Internet profile. Also, you will be able to browse a list of profiles that your phone saw while you were using it.

The website will allow you to customize it, such as changing what id displayed, how it is displayed, and in what order.

The website will also allow profiles to be linked together by having a list of friends, as well as photo albums and other contact information.

Revenue from Advertising

The system will make use of advertising to make revenue. These adverts can be targeted at specific people using the data in their profile (this must be agreed to when the join.)

Advertising will be in the form of banner advertising on the website, and a short graphic to be displayed on the device during sync or profile retrieval.

Comparison with similar systems.

There are several systems already in existence that act like the website part of this system. The website is not the focus of TalkEasi, and is considered more of a bonus extra. Similar systems such as Myspace, Facebook, Bebo, Orkut etc exist, and some of these have mobile alternatives.

These alternatives focus on allowing you to interact with the website and update your profile easily from mobile devices, whereas TalkEasi is all about a live interactive network that works on physical proximity to others using the system.

To our knowledge, this application is a unique use of the technology designed for use in social areas to encourage networking amongst different groups of people.

Developments

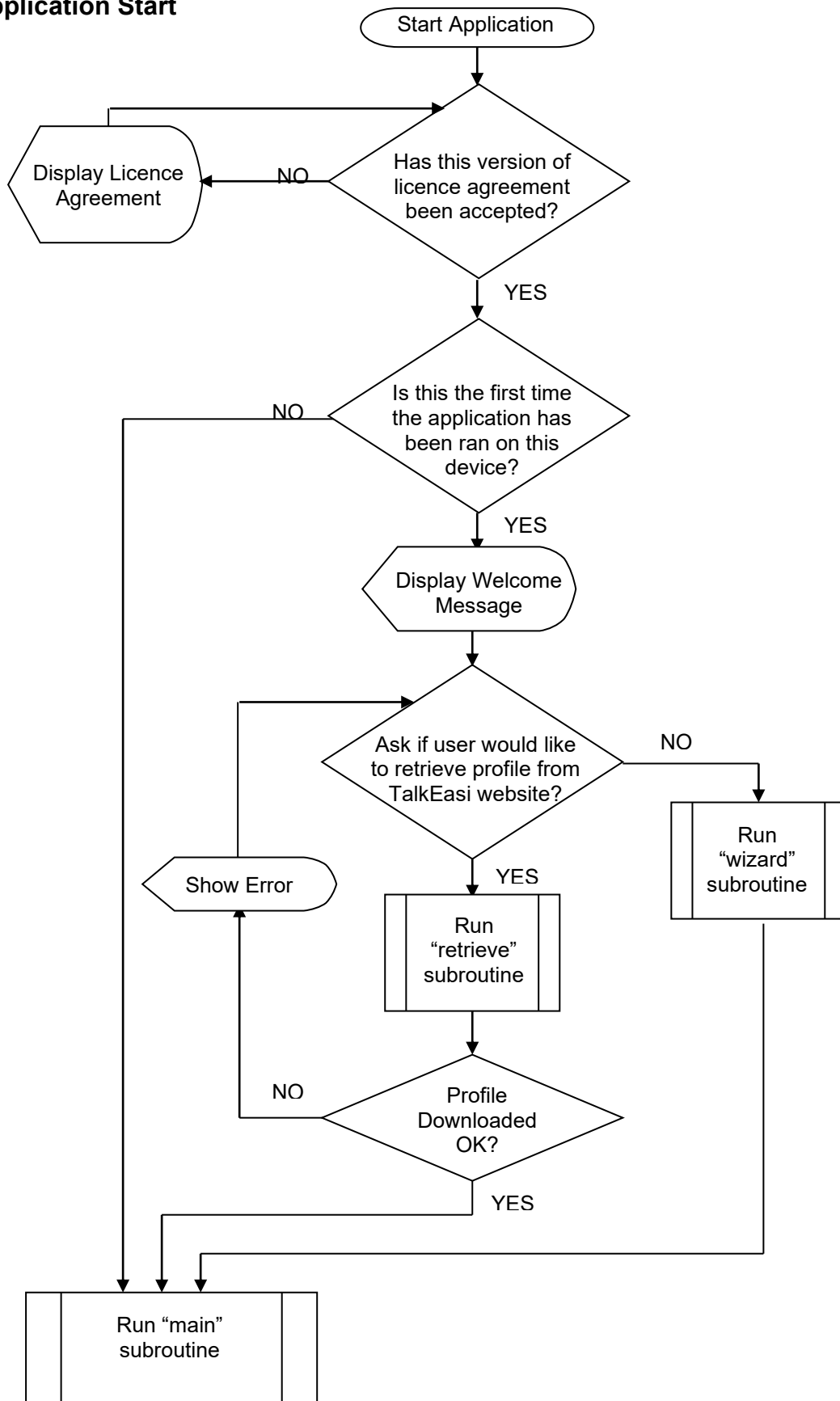
Further developments to the project include selling “hubs” that could be installed in (for example) a chain of pubs. These hubs would perform two purposes. Firstly they would help increase the wireless range of devices. Secondly they would provide a path for advertisers to push adverts out to people running the application (if they wanted to receive them.)

This could include general advertising, or specific promotions.

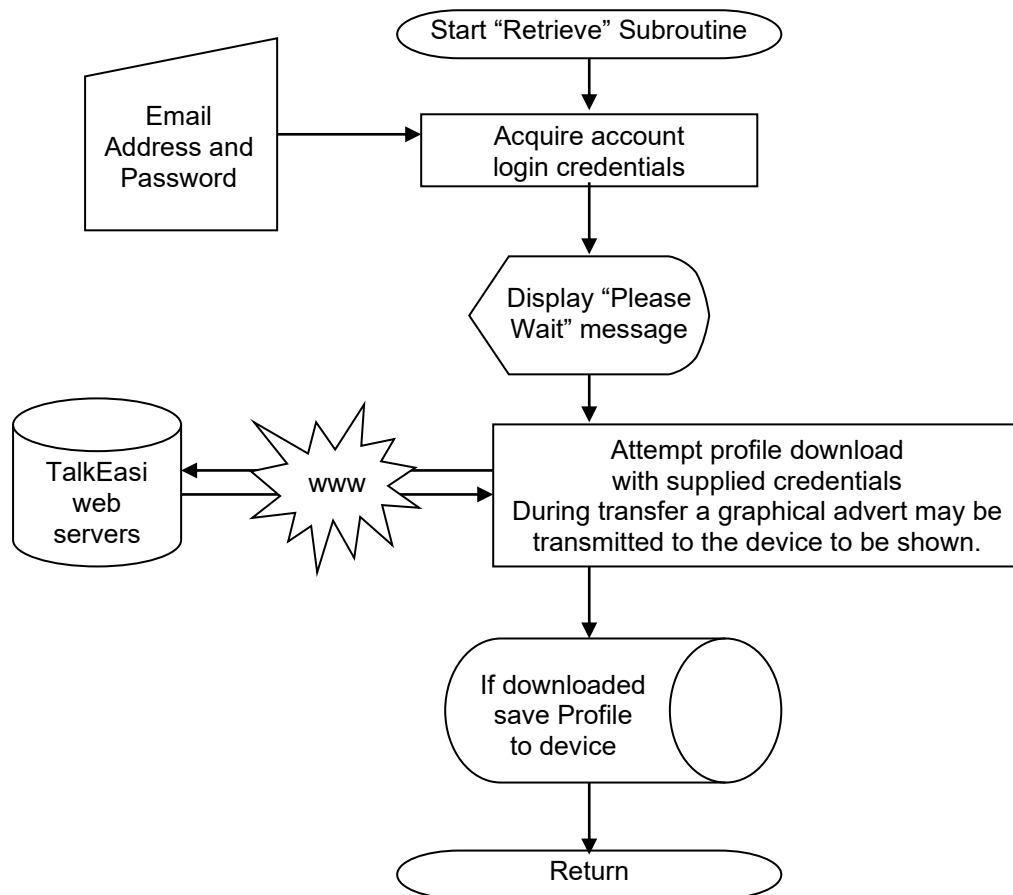
The adverts could be controlled and scheduled to be sent from individual locations, or from a head office using demographics to determine advertising targets.

Appendix A – Mobile Device Side Flowcharts

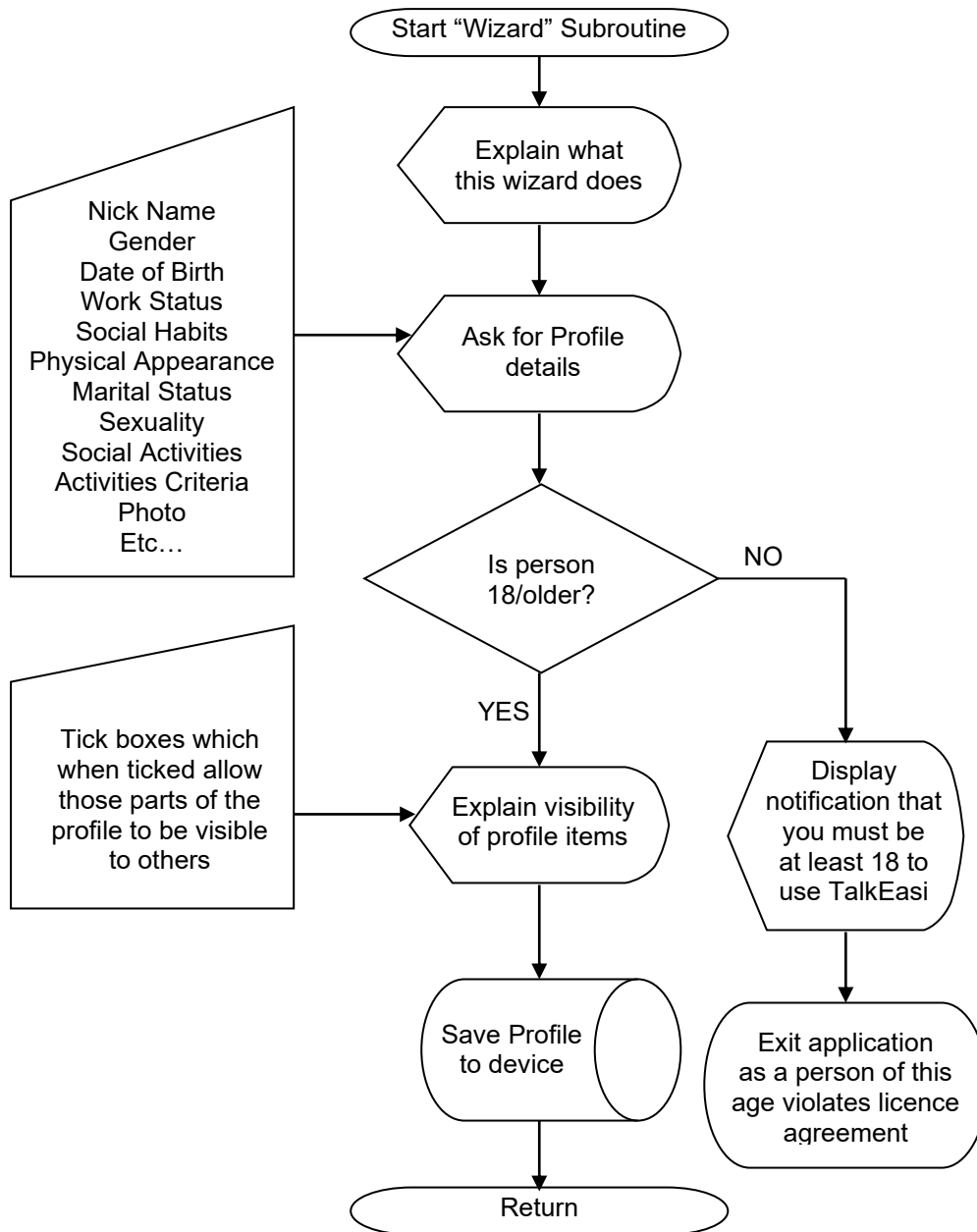
Application Start



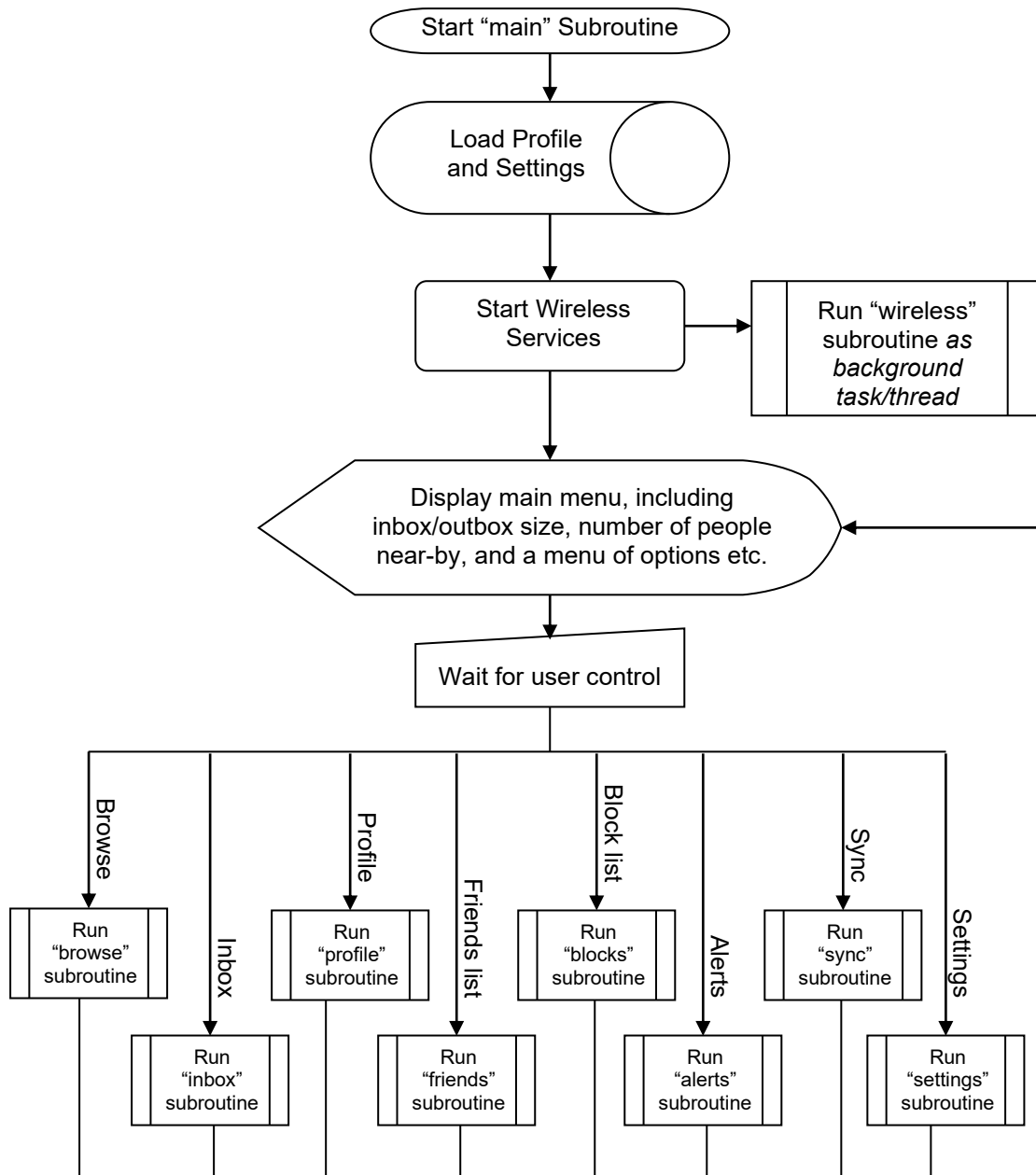
“Retrieve” subroutine



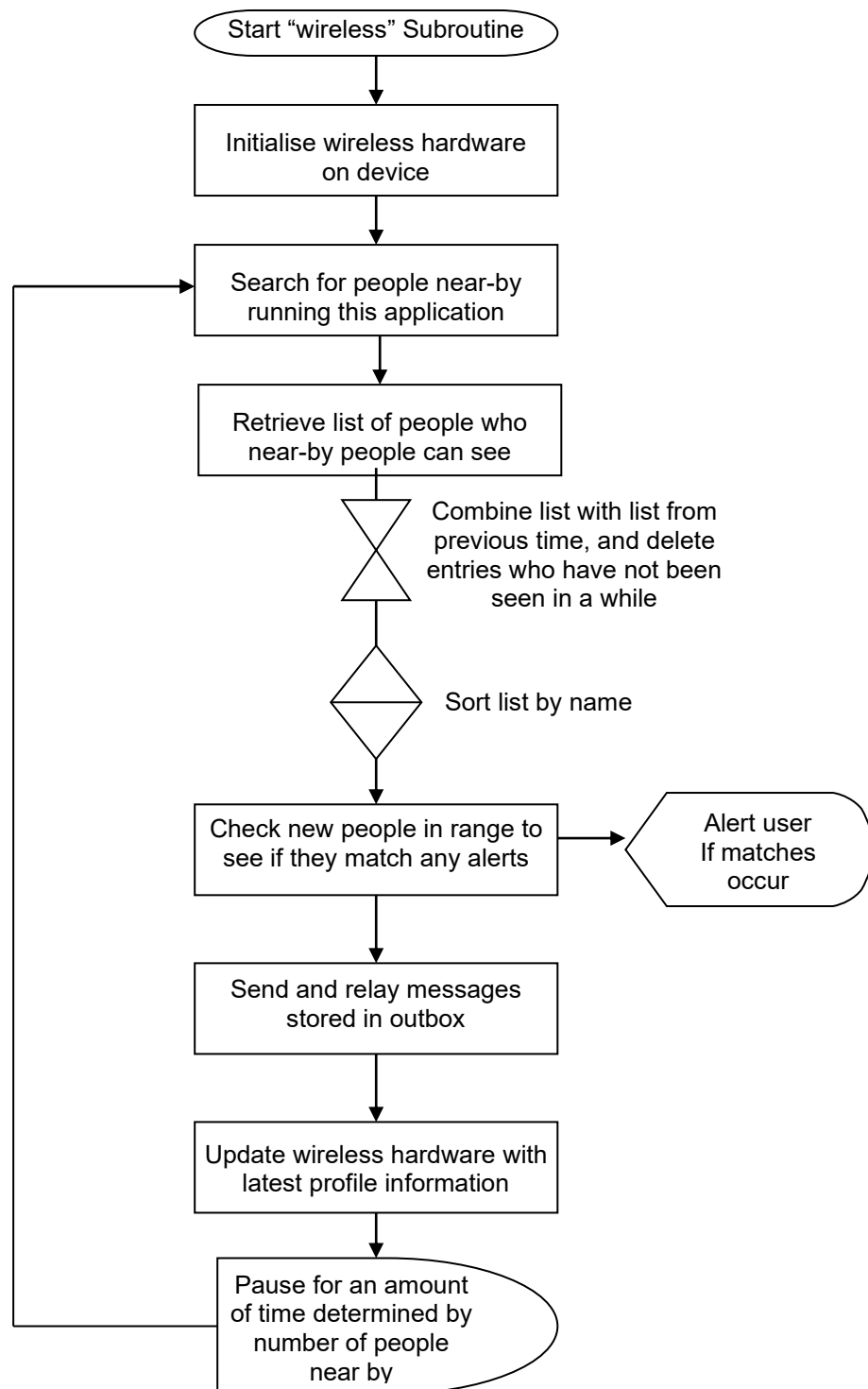
“Wizard” subroutine



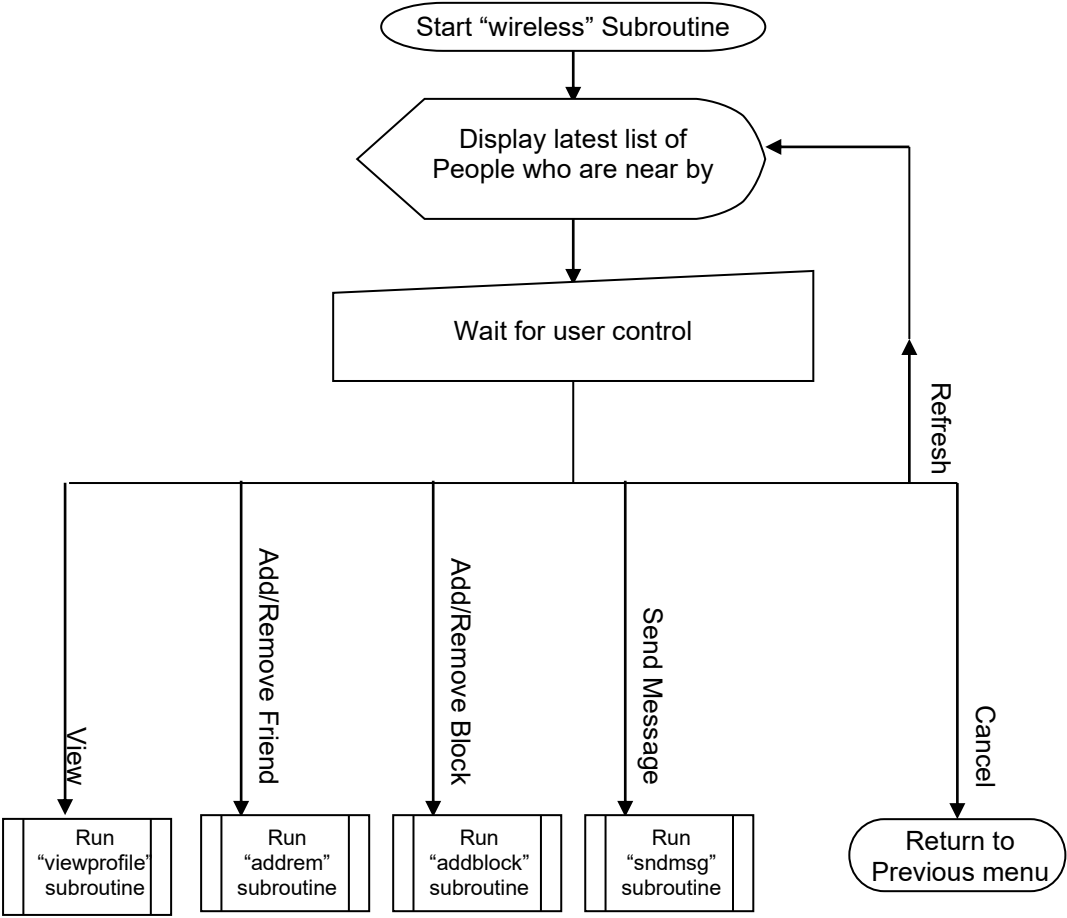
“main” subroutine



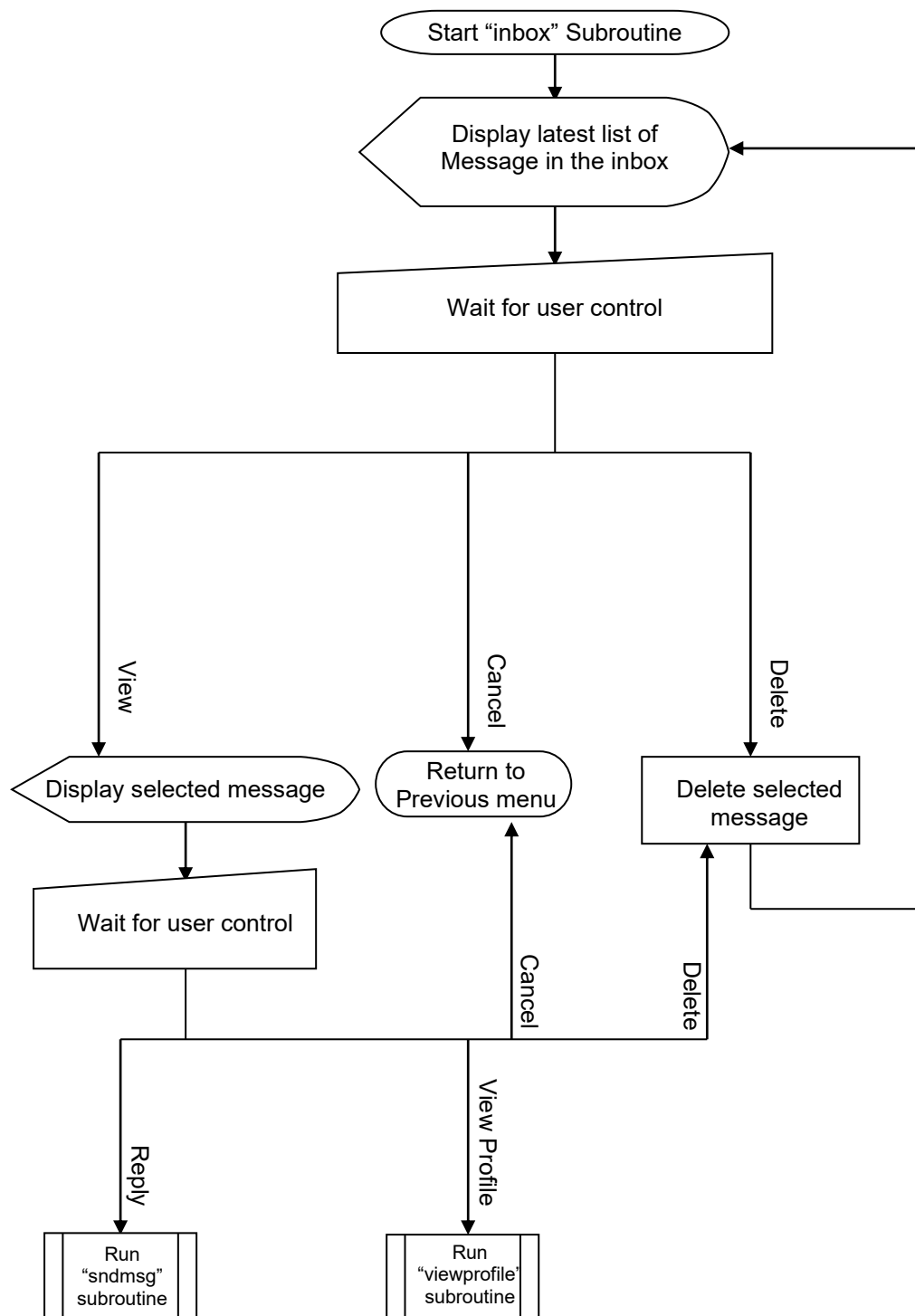
“wireless” subroutine (background task)



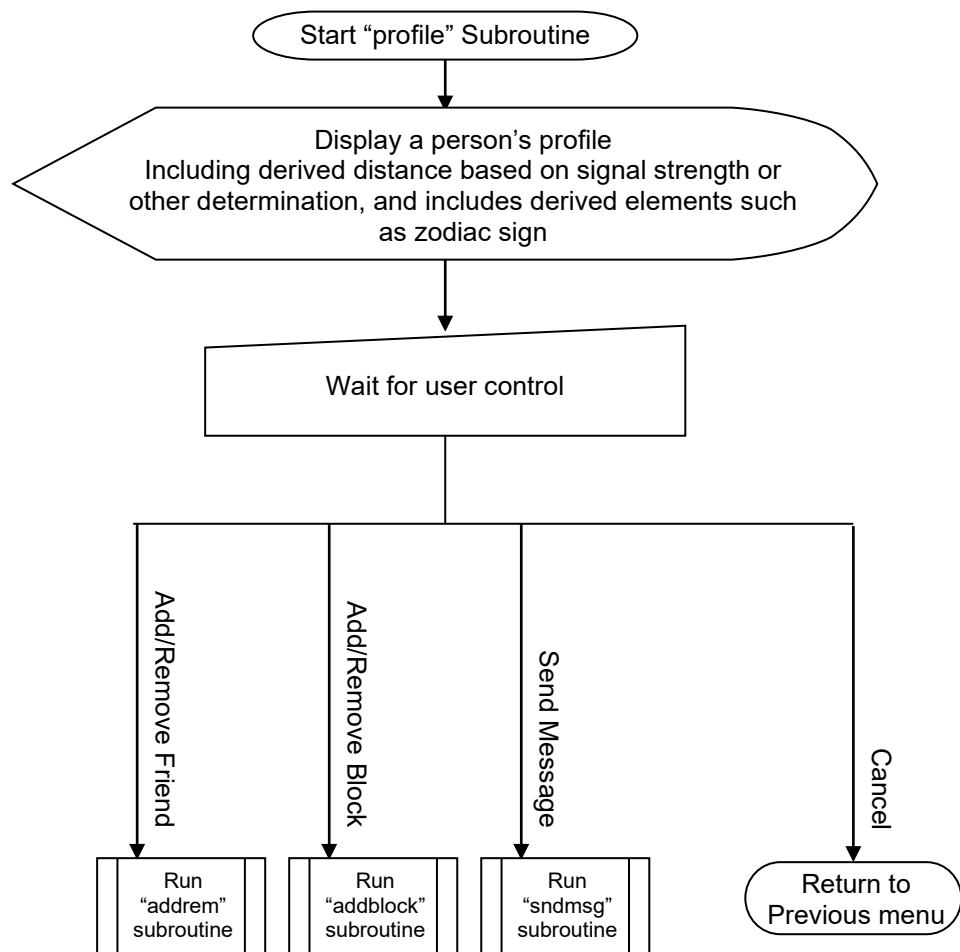
“browse” subroutine



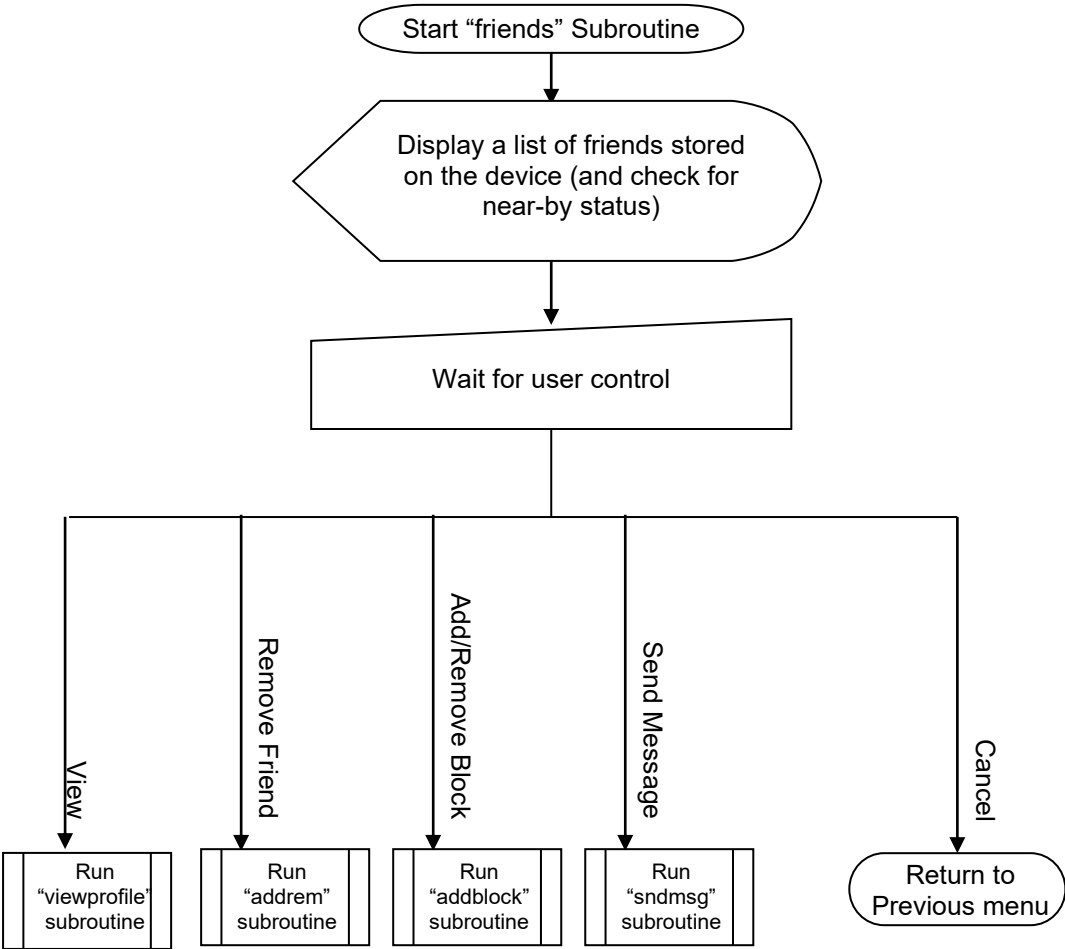
“inbox” subroutine



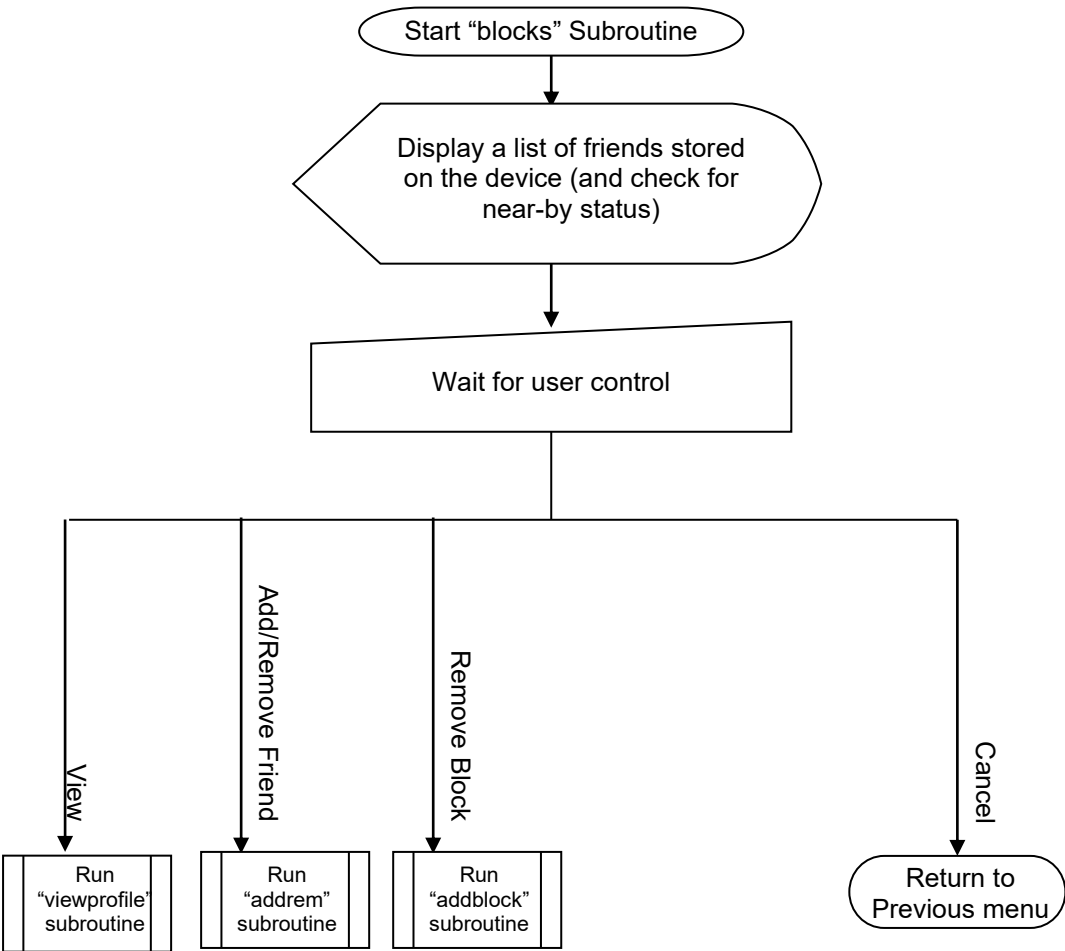
“profile” subroutine



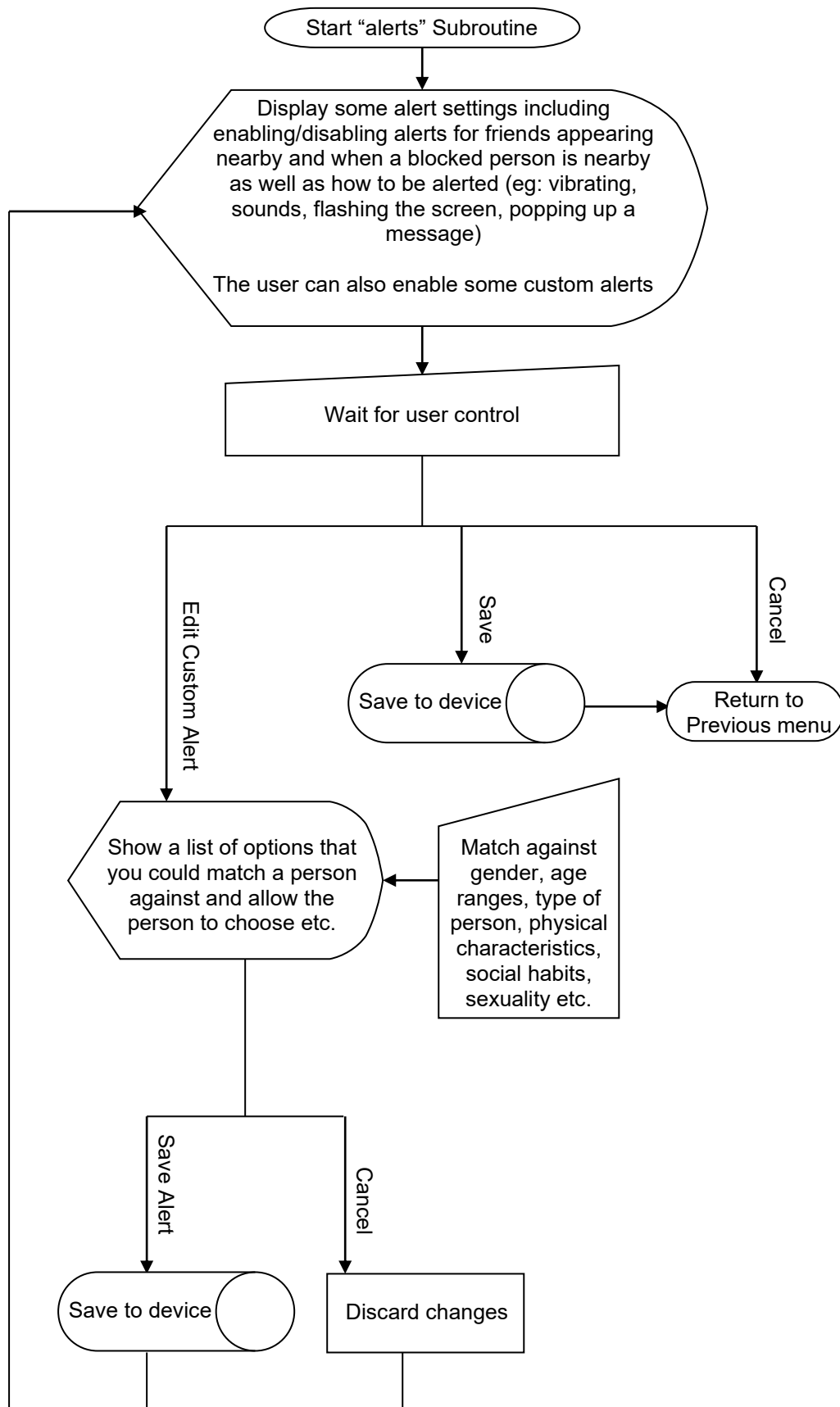
“friends” subroutine



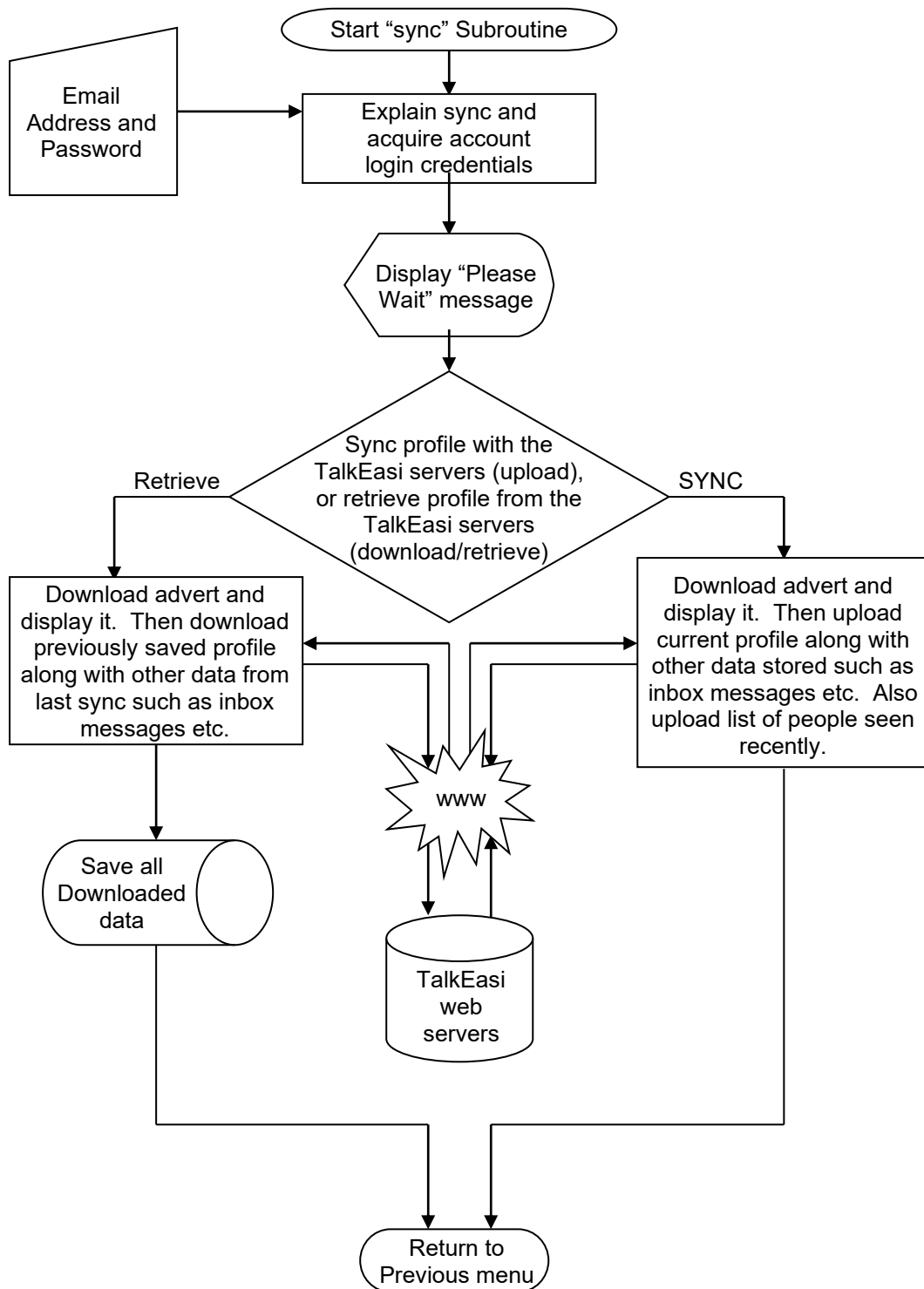
“blocks” subroutine



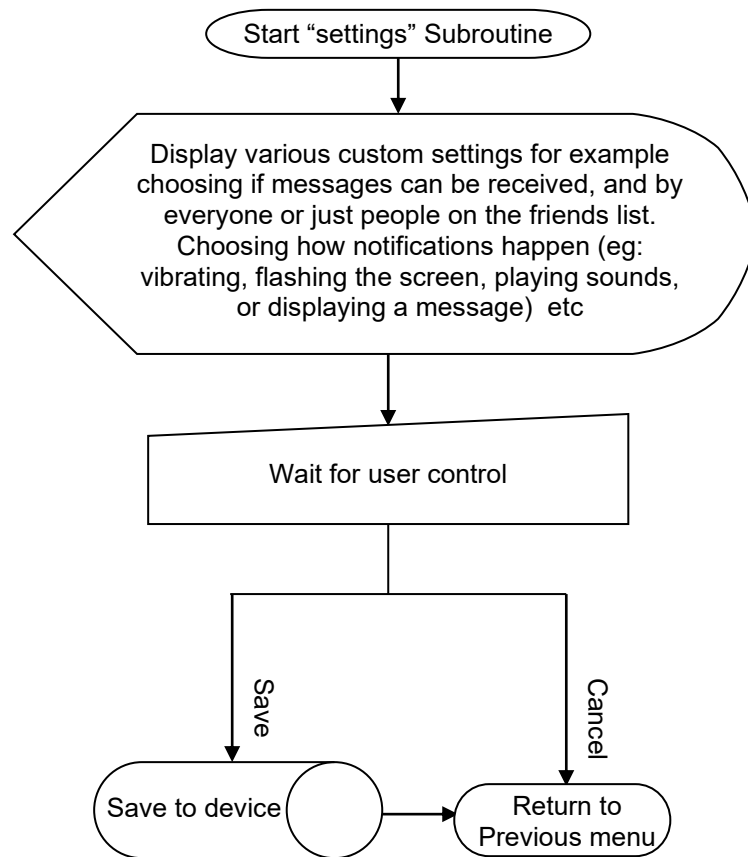
“alerts” subroutine



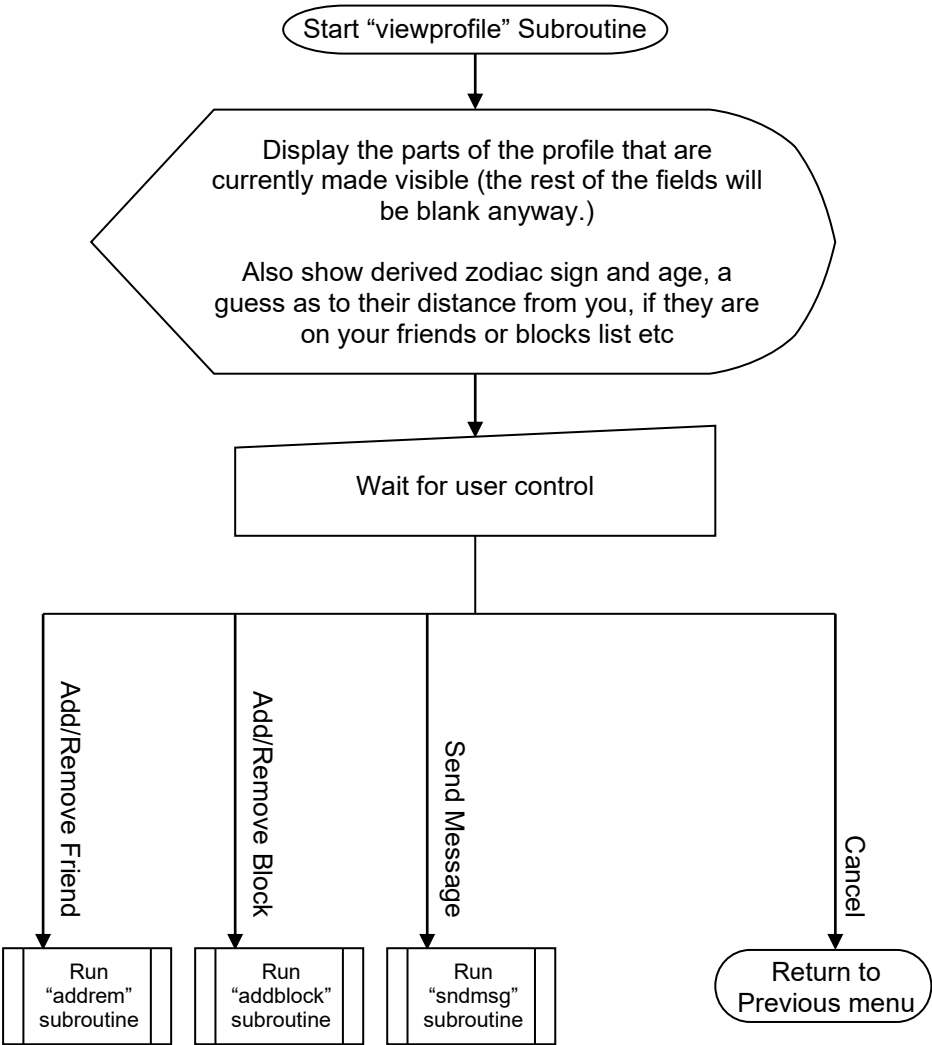
“sync” subroutine



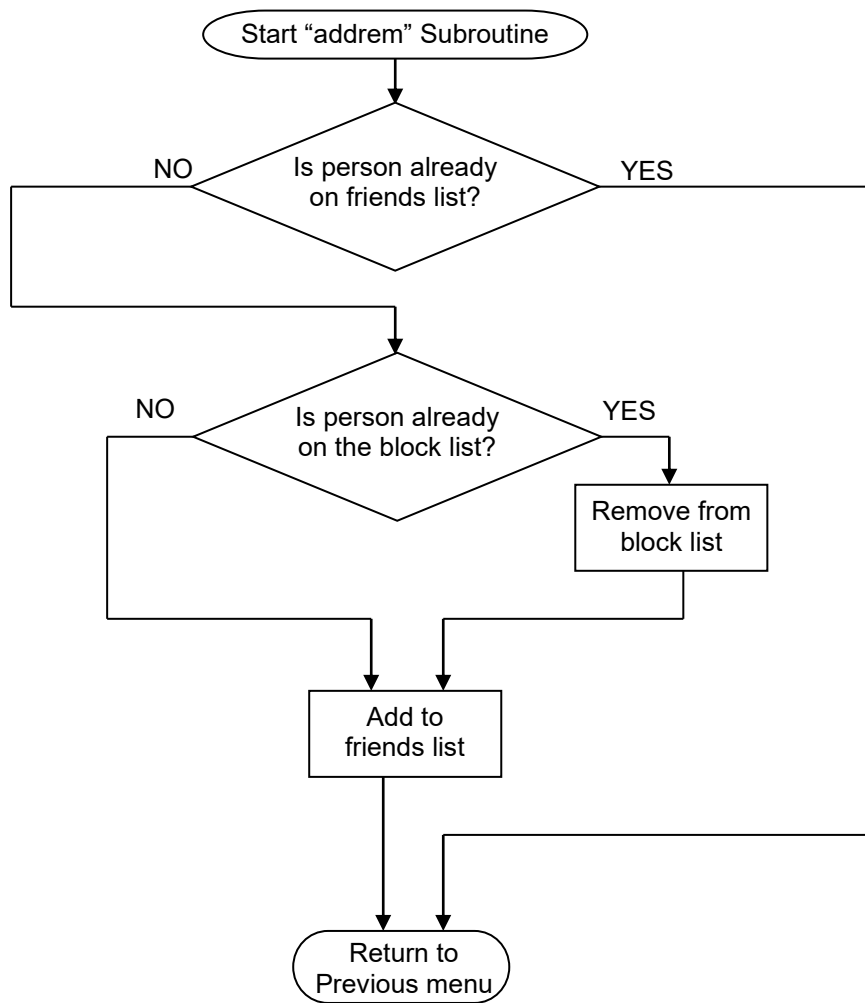
“settings” subroutine



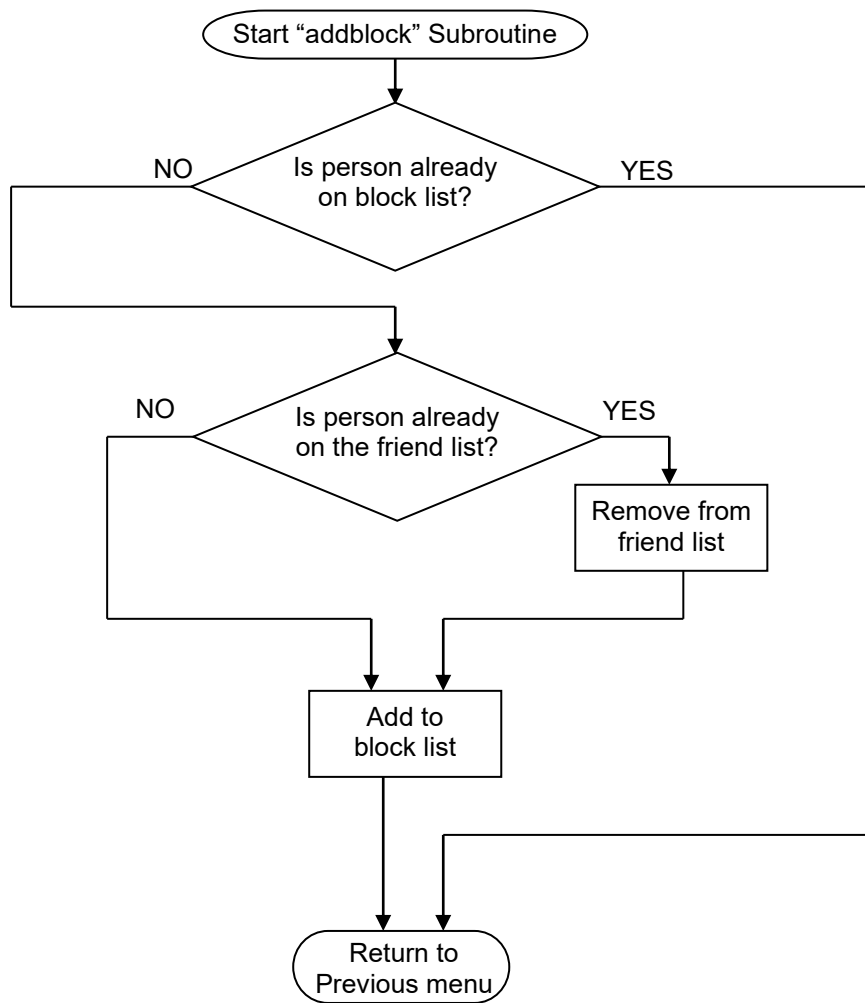
“viewprofile” subroutine



“addrem” subroutine



“addblock” subroutine



“sndmsg” subroutine

