PROJECT RELEVANCE

PATRICK PLAGGENBORG

Fascination RFID (wireless identification without battery)

Applications: enhancing logistics (replacing barcode)

tracking & tracing **objects** → pallets - boxes - products - every object → **FUTURE**

Supermarkets
WALMART
METRO
TESCO'S

Governments
PASSPORTS

tracking & tracing **users**

privacy issues / dark scenarios

Catherine Albrecht:
CASPIAN

NEGATIVE CONTEXT → **positive use RFID?**

Categories of use of RFID
(RFID is the technique)

justify RFID
as technique
{
Identification of objects / users
Location tracking
Pattern recognition
Tracking masses
Medium
Relevant meaning
User Interface
Combination with sensors
}

A In this context my story tool would show a **NICE TECHNIQUE** to associate video to objects, but that would be all. The context of the project would **NOT** be **RELEVANT** as stories have been told in many ways.

every object is saving it's own history: objects 'blog' → enhance that history with sensors

Julian Bleecker:
BLOGJECTS

business determines content and use: **no control** for end users

NEGATIVE → what to change?

End Users determine content! →

Stowe Boyd:
BOTTOM-UP

influence / freedom → **POSITIVE!**

relevant to object ←→ irrelevant to object

opinion - judgement - relations - **stories** → why stories? → emotional value: experiences, gift, memories, personally crafted selfreflection, location based relation

millions of
BLOGS

Ulla-Maaria Mutanen
THINGLINK

Donald Norman
EMOTIONAL DESIGN

textual folksonomy
(words, tags, relations)

visual folksonomy
(video/audio)

No description or relation of the visuals about the object. **Visuals** are used **to express yourself** about the object.

HOW?
people will carry **mobile devices** with this technology (NFC)

Philips / Sony
MIFARE / FELICA

Nokia
Field Force Solutions

B In this context the possibilities I create with my **project** would **tell** the **story** of a **FUTURE SCENARIO**. RFID is the technique used, but more important: **subject** of the story.

The stories being told about the objects form a **2ⁿᵈ dimension**. Placing those stories in the **context** of the future scenario will **strengthen** the project.

References
Catherine Albrecht: CASPIAN - http://www.spychips.org/
METRO Group: Future store - http://www.future-store.org/
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