



Generative Report

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In our hunt statement, we stated that we wanted to design a service that helps people at conferences make meaningful connections with the most interesting people around them during and after the conference. To understand the target users, we tried to identify who would benefit most from our application and came down to two categories, which are conference attendees and organizers. We conducted research on 8 attendees and 2 event organizers.

From the attendees' point of view, we found that most people attend conferences specifically to network with other people, whether to find potential employers or people with similar interests to share stories. Unfortunately, it is rather difficult to identify the people that they want to interact with among the crowd, especially at large events. We also found that people who engage in online social network applications such as LinkedIn, Facebook or Lanyard do so because they want to exchange contact information in a quick way, but people who exchange contacts at conferences find it hard to carry contacts for future use. Another finding was that most big conferences have many sessions that happen at the same time, making it difficult for attendees to choose between sessions and learn how other sessions have gone. They feel that it would be beneficial to gain feedback on other sessions from other attendees so that they can make better decisions on what sessions they should attend.

From the interviews with the event organizers, we found they rely heavily on event feedback so they could avoid making the mistakes that come from inexperience (such as forgetting to put small breaks during a long session). This knowledge can only be learned through experience, so getting feedback from attendees is crucial. To encourage people to come to the event, the information of the event must be communicated and advertised to the right target group of people. Using social media is one of the methods that organizers use to advertise events, but they also find it difficult to control and gain reliable information through these social networking sites. Tracking the progress of an event both during and after is also an important task that organizers must perform. They want to be informed about the status of each event and session so they can respond as soon as possible if things go smoothly or if something goes wrong.

We began to define information needed for the application based on these findings, concluding that users can be the co-constructor of value by providing their interests and backgrounds, their locations, schedules and opinions on sessions of a conference they attend.

Generative Phase

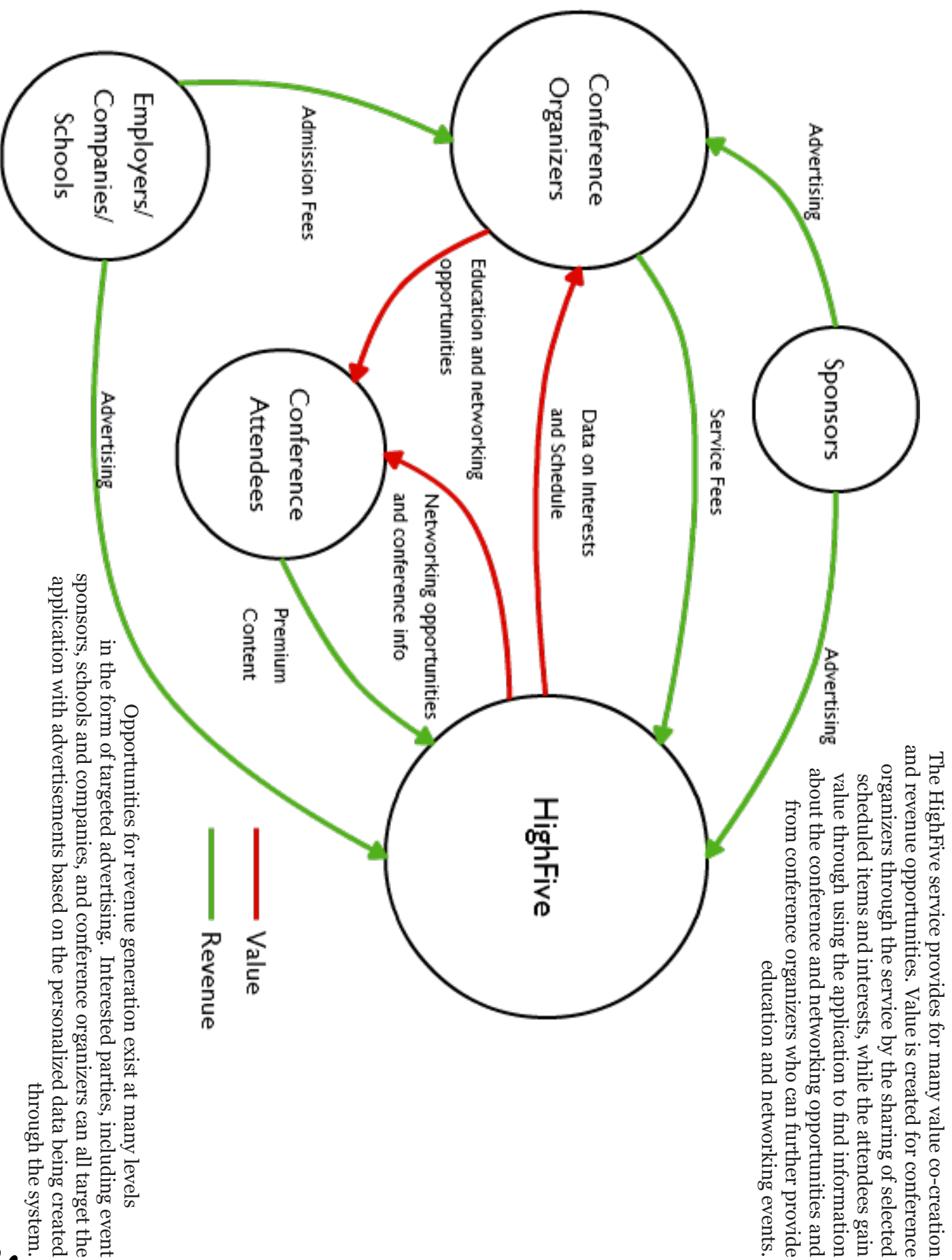
To understand how the application could be used in real situations, we performed body storming, during which we assumed the roles of attendees at a conference who used the application to identify and find each other during a break, and to exchange contacts for future reference. Our team member also assumed the role of an event organizer who used the application to advertise, keep track, and update information of the event.

Body storming raised a number of unforeseen challenges that our application would need to address. Furthermore, it hinted at existing opportunity gaps, and started to define possible functionalities that would fill these gaps and provide the solution for different usage scenarios.

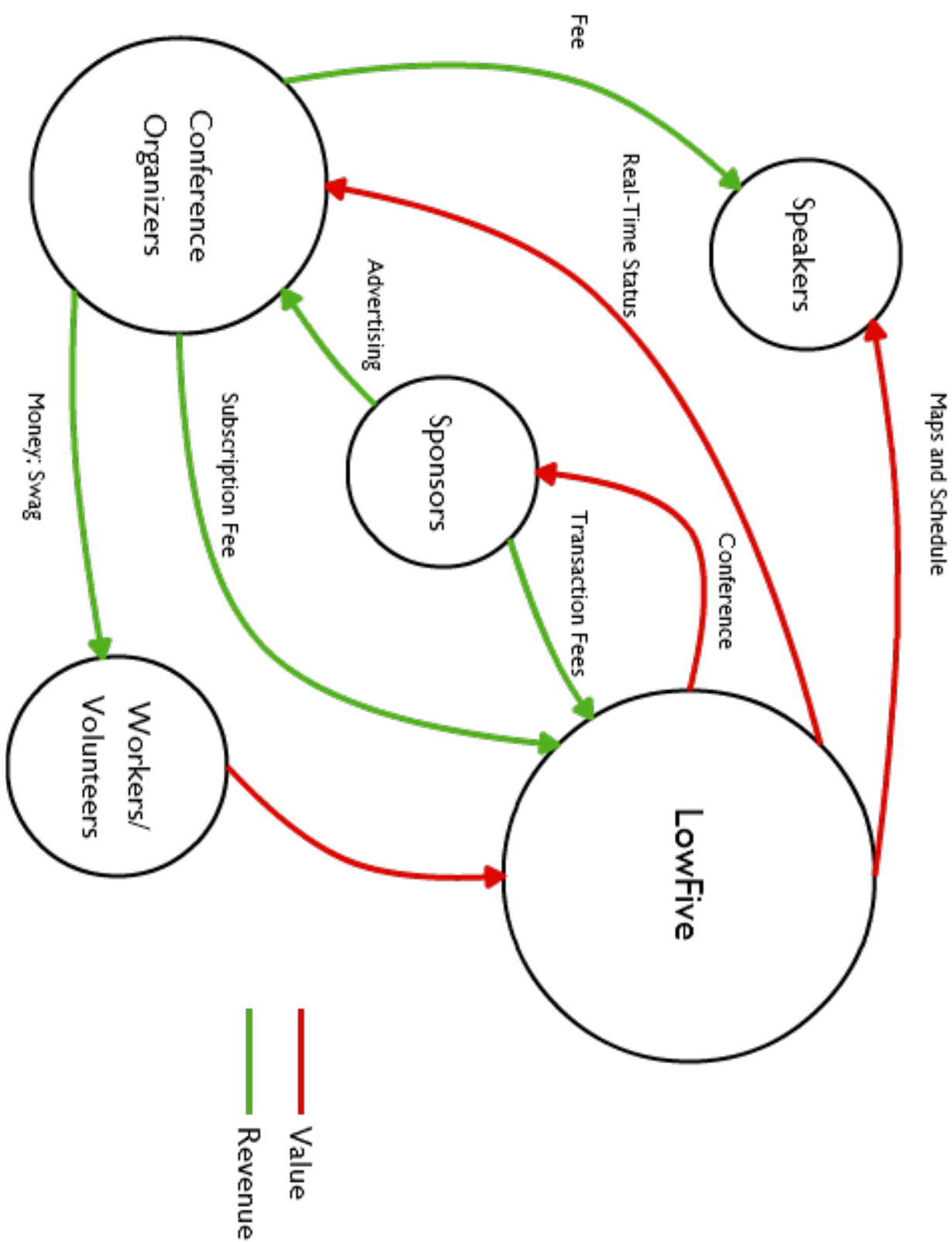
Value and Revenue

Value and revenue diagrams were created for two prospective services within the conference attendee interaction design space that was set forward in the hunt statement.





The LowFive service also allows for a variety of value and revenue opportunities, however, amongst a smaller audience. In this model, value would be generated for conference organizers by allowing real time schedule and conference status to be transmitted from workers and speakers back to the organizers. Potential revenue could be generated through subscription fees to the LowFive service from conference organizers, or through advertising from event sponsors.



Value Opportunity Analysis

A value opportunity analysis was conducted to determine the value areas where the proposed services could excel in the marketplace.



Value Opportunity Analysis

The **HighFive** service offers several opportunities for market penetration. We have identified that this service would rank very high in social impact, as well as identity, technology, and virility. By encouraging users to interact with new people, the service fosters a sense of adventure and independence. By its nature, it creates a large social impact by bringing people together within the conference space. This local conference atmosphere also creates the potential for viral transmission when a critical mass of users are reached. The proximity of these users means that the service can spread by word of mouth.

Value analysis for a speaker-centered service, LowFive, didn't produce positive results in comparison to our other proposed service, HighFive.

| | HighFive: Seeker | HighFive: Celebrity | LowFive |
|------------------------|------------------|---------------------|---------|
| Emotion | | | |
| Adventure | 4 | 4 | 1 |
| Independence | 5 | 5 | 4 |
| Security | 4 | 4 | 5 |
| Sensuality | 3 | 3 | 1 |
| Confidence | 4 | 4 | 5 |
| Power | 1 | 5 | 5 |
| Identity | | | |
| Timeliness | 5 | 5 | 5 |
| Sense of place | 5 | 5 | 5 |
| Personality | 3 | 3 | 1 |
| Impact | | | |
| Social | 5 | 5 | 1 |
| Environmental | 2 | 2 | 1 |
| Core Technology | | | |
| Reliable | 5 | 5 | 5 |
| Enabling | 5 | 5 | 5 |
| Virility | | | |
| T Transmissible | 2 | 2 | 1 |
| Evangelical | 5 | 5 | 3 |
| Sustained | 5 | 4 | 2 |

Value Opportunity Analysis

A value opportunity analysis was also performed on **competitors** within the location-based, personal/professional networking, and conference organization space. Using this comparison, we identified areas where strong competition from HighFive may yield good results. Cells with low value rankings are prime areas where HighFive can supplant existing services and gain value in the marketplace.

| | Foursquare | Lanyrd | SpotMe | Hashable | StreetSpark |
|------------------------|------------|--------|--------|----------|-------------|
| Emotion | | | | | |
| Adventure | 5 | 2 | 2 | 4 | 5 |
| Independence | 4 | 4 | 3 | 3 | 5 |
| Security | 3 | 3 | 2 | 2 | 1 |
| Sensuality | 3 | 4 | 1 | 2 | 2 |
| Confidence | 2 | 4 | 4 | 2 | 2 |
| Power | 2 | 2 | 3 | 3 | 2 |
| Identity | | | | | |
| Timeliness | 5 | 4 | 4 | 4 | 5 |
| Sense of place | 5 | 3 | 4 | 4 | 3 |
| Personality | 4 | 4 | 3 | 4 | 5 |
| Impact | | | | | |
| Social | 5 | 2 | 3 | 4 | 3 |
| Environmental | 5 | 3 | 2 | 3 | 3 |
| Core Technology | | | | | |
| Reliable | 3 | 4 | 2 | 3 | 3 |
| Enabling | 3 | 1 | 3 | 3 | 4 |
| Virility | | | | | |
| Transmissible | 4 | 3 | 1 | 5 | 3 |
| Evangelical | 5 | 3 | 3 | 4 | 3 |
| Sustained | 4 | 4 | 2 | 3 | 3 |

Decision on a Service

The value opportunity analysis did not show a clear area of weakness in our competitors, but it did show our LowFive idea lacked the strength of HighFive.

From the value opportunity analysis, we saw LowFive lacked the strength of HighFive, especially in its viralness. Conversely, there was no clear area weakness in our competitors. However, our competitive analysis showed that none of our competitors have successfully built both strong conference and mobile components. Spotme is close, but requiring a special device severely limits its viralness and usability.

For these reasons, we decided to pursue HighFive. We want to create a mobile app which integrates with existing devices, and helps interesting people at conferences meet each other in a fun and adventurous way. Moreover, by tracking conference attendees and providing high-level summaries of their activities and opinions, HighFive can address many of the conference organizers' needs.

To introduce how this could work, we will walk through how some of our users would use HighFive.



Scenario 1

Suzanne Miller, writer

Background

Meet Suzanne Miller. She recently graduated with a degree in English from the University of Virginia, but has been having a difficult time finding jobs. To reach out and network with professionals in her field, she plans to attend the American Copy Editors Society's national conference. While there she hopes to reach out to other professionals who might be interested in forming a novel distributed copy-editing service for which she has an idea, and of course meet and connect with people employed at firms for which she'd like to work.



Scenario 1

Suzanne Miller, writer

Suzanne starts by signing up for HighFive, and linking her social sites such as Facebook and LinkedIn so the app can learn more about her. In return, she can immediately see other people with similar interests and relevant companies doing recruiting at the conference.

For instance, she sees Random House will be there, and uses HighFive to set up a time to speak with them.

At the meeting, the recruiter likes Suzanne, but thinks a different department in the company would be perfect for her. Helen runs that department, and is actually at the conference. The recruiter gives Suzanne Helen's information, and sets up a meet between the two. The conference is big, but by sharing their location info, Suzanne and Helen can easily find each other. That meeting goes well, and Suzanne adds a note in HighFive to follow-up in a few days.

Again, all of this is done right in the app, meaning Suzanne can keep all of her conference notes, contacts, and schedule in one place.

After the conference, HighFive reminds Suzanne to follow-up. Helen is happy to hear from her, and another meeting leads to Suzanne getting her dream job.



Scenario 2 Jim Ellis, Java developer

Background

Of course, it's also important to consider the perspective of conference attendees who people want to meet, in addition to the people who want to meet them. Meet Jim Ellis, an avid snowboarder and a senior developer at a large corporation. Five years ago his team rewrote their existing COBOL-based application in Java, and since then the new application has become a roaring success.

Since it was so helpful when Jim was making the paradigm switch from COBOL to Java, Jim now looks forward to attending the yearly JavaOne conference to keep up with new technologies and talk to others in the industry.



Scenario 2 Jim Ellis, Java developer

In preparation for this year's conference Jim downloaded HighFive to browse schedules for the upcoming JavaOne conference. Enticed by the offer of extra swag, he logged in with his LinkedIn account, allowing HighFive to access information about his work history and interests.

Later, while waiting at the airport for his flight to the conference, Jim received notifications about some people who are interested in talking to him about his five years of experience working with the SWT UI toolkit. Thanks to background information HighFive can display, Jim notices that one of them, Sara, is also an ex-COBOL developer. Curious to share war stories, he sets up a time through the app to meet for lunch during the conference.

At lunch they share their experiences with COBOL and the process of transitioning to Java, learning from each others' experiences. Additionally, HighFive lets them easily share their session schedules, and Jim sees a session on a topic he's not familiar with. He asks Sara what it's about, and intrigued by her description ends up going to the session and greatly enjoying it.



Scenario 3 Bryan Johnson, event organizer

Background

Finally, it's important to consider the ways that event organizers can benefit from HighFive. Take Bryan for instance. Bryan is an event organizer for the National Society of Black Engineers (NSBE). He's currently planning the annual NSBE convention for the third year in a row, and looks forward to putting on a convention that will benefit the many engineers who attend.

During the planning phase for this event, Bryan needs to know who he should target for advertisement. Thanks to HighFive's extensive data collection, we can provide recommendations based on past NSBE conventions and other similar events to help Bryan target his advertisements to an audience who will be most responsive.

Additionally, during the event Bryan needs to stay constantly up-to-date on what's happening at the convention so that he can immediately address any problems.



Scenario 3 Bryan Johnson, event organizer

To do this with the help of HighFive he creates the event and uploads the schedule within the system so that attendees can view the schedule and interact with each other through HighFive.v

On the first day of the convention, Bryan receives a call that one of the speakers is stuck in traffic and will arrive 30 minutes late. Bryan uses the app to immediately reschedule the speaker's talk. HighFive then automatically notifies all attendees who registered for the event that it has been postponed.

Later that day, Bryan notices that the talk given by Warner Williams is the most popular event on the list of trending events. He makes a note in HighFive to thank the speaker personally and invite him back for next year's convention. The app logs this note so that the coordinator next year can be sure to invite back this popular speaker.