When worlds collide
Social networking between physical and digital space

Elizabeth F. Churchill
Yahoo! Research
Overview

• Long term agenda: Off the desktop and into the world
• Talk: Two “services” (?) and a ton of speculation
  – Community bulletin boards
    • The interface is more than the screen, it’s the place - the local and broader social context
      – Plasma Poster Network
      – YeTi
      – eyeCanvas

*Same infrastructure, different interfaces, different adoption*

  – Getting online to get offline
    • Getting to a date is more than search and match
    • Navigating to physical meetings
    • Cell phone introductions
      – Match on the phone versus space-based introduction
Services?

“A service is the non-material equivalent of a good. Service provision has been defined as an economic activity that does not result in ownership, and this is what differentiates it from providing physical goods. It is claimed to be a process that creates benefits by facilitating either a change in customers, a change in their physical possessions, or a change in their intangible assets”.

Wikipedia, 2007
Experience Economy?

Pine and Gilmore, 1999

- If you charge for undifferentiated stuff, then you are in the commodity business.
- If you charge for distinctive tangible things, then you are in the goods business.
- If you charge for the activities you perform, then you are in the service business.
- If you charge for the feeling customers have because of engaging you, then you are in the experience business.
- If you charge for the benefit customers (or "guests") receive as a result of spending that time, you are in the transformation business
Pure service

Teaching
House cleaning
Plumbing repair
Restaurant
Made to measure clothing
New car
Radio
Soft drinks
Salt

Pure Commodity
Good

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Community Bulletin Boards

Product or service?
Tangible and/or intangible assets?
Background

- Interactive, editable display that bridges communities and fosters social interaction among collocated and remote people
  - Awareness, information and communication
    - A bulletin board
    - A billboard
    - A communication link
    And more....
Physical Poster Boards
Concept prototype

postershort3.wmv
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**YeTII**

**Mitaka City Plasma Poster**

**eyeCanvas**

**Conferences**

**Plasma Posters at FXPal**

**Desktop interfaces**

**CommunityPages**

**Posting Service**

**Authentication Service**

**User management service**

**Contents management service**

**Annotation management service**

**Logging service**

**User management service**

**Authentication service**

**PosterMail**

**mirroring service**
Scrolling and selecting

Following hyperlinks
and sending messages

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Content Types

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CHI / CSCW
Yesterday, Today Interface (YeTI)

- New social requirements
  Focus on collaborating colleagues in Japan (English OK, Shared interest)
  Locate in work group area
  Corporate information sharing

- New technical requirements
  Separate information channels
  – News, Events, People
  – for FX and for FXPAL
Video capturing

- Touching screen starts capturing video
- Video is associated with the posted content
Samples

- Browsing and Reading
- Talk
- Passersby
- Showing
- Privacy Screen
- Responding to the Camera

All sample videos shown are of our staff members
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collaborating
<table>
<thead>
<tr>
<th>Events</th>
<th>Current Events</th>
<th>Art</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Hot Mute</em></td>
<td>The Big Game</td>
<td>Art</td>
</tr>
<tr>
<td><em>Live</em></td>
<td><em>Cal will beat Stanford</em></td>
<td></td>
</tr>
<tr>
<td>Wed 1/26</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>El Rio</em> 10:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Message</td>
<td>Ad</td>
<td>Suggestions</td>
</tr>
<tr>
<td><em>Brian YunJoo was here!</em></td>
<td><em>HIRE RIE 310-403</em></td>
<td><em>How about some vocal jazz?</em></td>
</tr>
</tbody>
</table>

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How can I get my website on the eye canvas?
(www.aprilberger.com)

DON'T MAKE THIS A SPORTS BAR

ESPn

Thank you 4 The medium!
From: BARTONDARNEY@yahoo.com

Subject: join our list

from=BARTONDARNEY@yahoo.com
電子ポスター型表示ソフトウェア発売開始

2006年5月24日

- 必要な情報を持ち帰れる電子ポスター
- 「CollaboPoster 2.0J」新発売

- 【特長1：動くポスター】
- 【特長2：触れるポスター】
- 【特長3：持ち帰れるポスター】
- 【標準価格】
- 【システム構成図】
Dating: Matching to Meeting

Service provision through the dating cycle
Adding tangible interactions to produce intangible benefits (reduced anxiety, comfort, safety, trust)
Study goal:
Design services and applications aimed at the transition between online and offline relationships

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Business

$1 billion per year
Subscriptions and services

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### Top Five Online Dating Web Sites in the US, Ranked by Unique Visitors, December 2006 (thousands)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Website</th>
<th>Visitors (thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yahoo! Personals</td>
<td>4,153</td>
</tr>
<tr>
<td>2</td>
<td>Match.com sites*</td>
<td>3,970</td>
</tr>
<tr>
<td>3</td>
<td>True.com</td>
<td>3,086</td>
</tr>
<tr>
<td>4</td>
<td>Spark Networks</td>
<td>2,504</td>
</tr>
<tr>
<td>5</td>
<td>SinglesNet.com</td>
<td>2,173</td>
</tr>
</tbody>
</table>

**Total online dating category**: 20,555

**Total internet users in the US**: 152,350

Note: ages 15+; from home and work locations; excludes traffic from public computers (e.g., Internet cafes) and access from mobile phones or PDAs; *excludes traffic from sites powered by Match.com, such as Love@AOL (1.0 million unique visitors) and MSN Personals (635,000 unique visitors).


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### Top Five Online Dating Web Sites in the UK, Ranked by Unique Visitors, December 2006 (thousands)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Website</th>
<th>Visitors (thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DatingDirect.com</td>
<td>1,427</td>
</tr>
<tr>
<td>2</td>
<td>LoopyLove.com</td>
<td>960</td>
</tr>
<tr>
<td>3</td>
<td>Girlsdateforfree.com</td>
<td>618</td>
</tr>
<tr>
<td>4</td>
<td>Match.com sites*</td>
<td>510</td>
</tr>
<tr>
<td>5</td>
<td>InterroDate.co.uk</td>
<td>452</td>
</tr>
</tbody>
</table>

**Total online dating category**: 5,836

**Total internet users in the UK**: 29,788

Note: ages 15+; from home and work locations; excludes traffic from public computers (e.g., Internet cafes) and access from mobile phones or PDAs; *excludes traffic from sites powered by Match.com.


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### Top Five Online Dating Web Sites in France, Ranked by Unique Visitors, December 2006 (thousands)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Website</th>
<th>Visitors (thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Meetic*</td>
<td>2,258</td>
</tr>
<tr>
<td>2</td>
<td>EasyRencontre</td>
<td>724</td>
</tr>
<tr>
<td>3</td>
<td>CapFriends.fr</td>
<td>369</td>
</tr>
<tr>
<td>4</td>
<td>2become1-fr.com</td>
<td>337</td>
</tr>
<tr>
<td>5</td>
<td>MSN Dating &amp; Personals**</td>
<td>299</td>
</tr>
</tbody>
</table>

**Total online dating category**: 5,317

**Total internet users France**: 24,409

Note: ages 15+; from home and work locations; excludes traffic from public computers (e.g., Internet cafes) and access from mobile phones or PDAs; *excludes traffic from co-branded sites; **powered by Match.com.

Mobile Dating: IceBreaker Raises $7.2 Million

June 6th, 2007 · No Comments

IceBreaker which I wrote about back in November, has landed $7.2 million in new financing, money that the Bellevue startup will use to continue marketing its mobile dating service Crush or Flush. Crush or Flush is similar to a mobile version of HototNot.

IceBreaker plans to use funds to bolster a research and development center in Beijing, where the company now employs more than 20 people and is looking to add more.

With no revenue at the moment, the founders are kicking around various business models, which is what the mobile dating space has been doing for the past several years, as nobody really knows how mobile dating is going to work when it finally gets here in the US.

Seven million dollars is a lot of money, but in no way guarantees IceBreaker will get crushed instead of flushed.
Aka Aki is a Germany-based mobile social networking site that wants to let users discover and connect with members as they go about their days. They have two different versions of the site, a mobile version and a web version. The web version has all the standard features like profiles, friends and messaging, but, the mobile version is much different with its Bluetooth-sensing capabilities.

The mobile version uses Bluetooth to find similar users within your area and alerts you via your mobile device. You can then use you device to view their profiles and connect with them. For instance, you could be at a grocery store, restaurant or party and find people to connect with. This could be good for finding strangers with common interests but it would probably be better for running into friends you didn't know were going to be in the area.

The mobile version's Bluetooth-sensing capabilities does put it at risk to open connection attacks and unwanted solicitations.

Other mobile social networks include MocoSpace, Loopt, Zyb and Facebook.
PhoneFling sends you a profile . . .

Mobile Dating & Personals With A Twist.

Meet people today with Fling Match?
PhoneFling sends your profile to them . . .
“Mobile dating on the third screen is pretty much stalled here in the US. What’s going to kick-start adoption? For one thing, move past rudimentary profile browsing and start coming up with cool things for flirters to do together. Location-based games, personality quizzes and sending phonecam pix back and forth are obvious options. Games where you have to earn the right to contact someone are going to be huge. Anonymous calling would be helpful, and so would access to reputation systems so you can check up on someone before meeting them at a nightspot.”
Considerable effort is involved in impression management before, during and after meeting
Areas for broader service design

Structured activity planning: Lightweight, temporary joint calendaring and event planning, recommendations for exploration and adventure

Management of alternate responsibilities

Personal communication and accessibility: mobile alerting and messaging

Comfort and risk: Mobile tracking and safety
Profile validation
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A better service needs predictor than “casual” and “serious” dater?
Thanks

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