

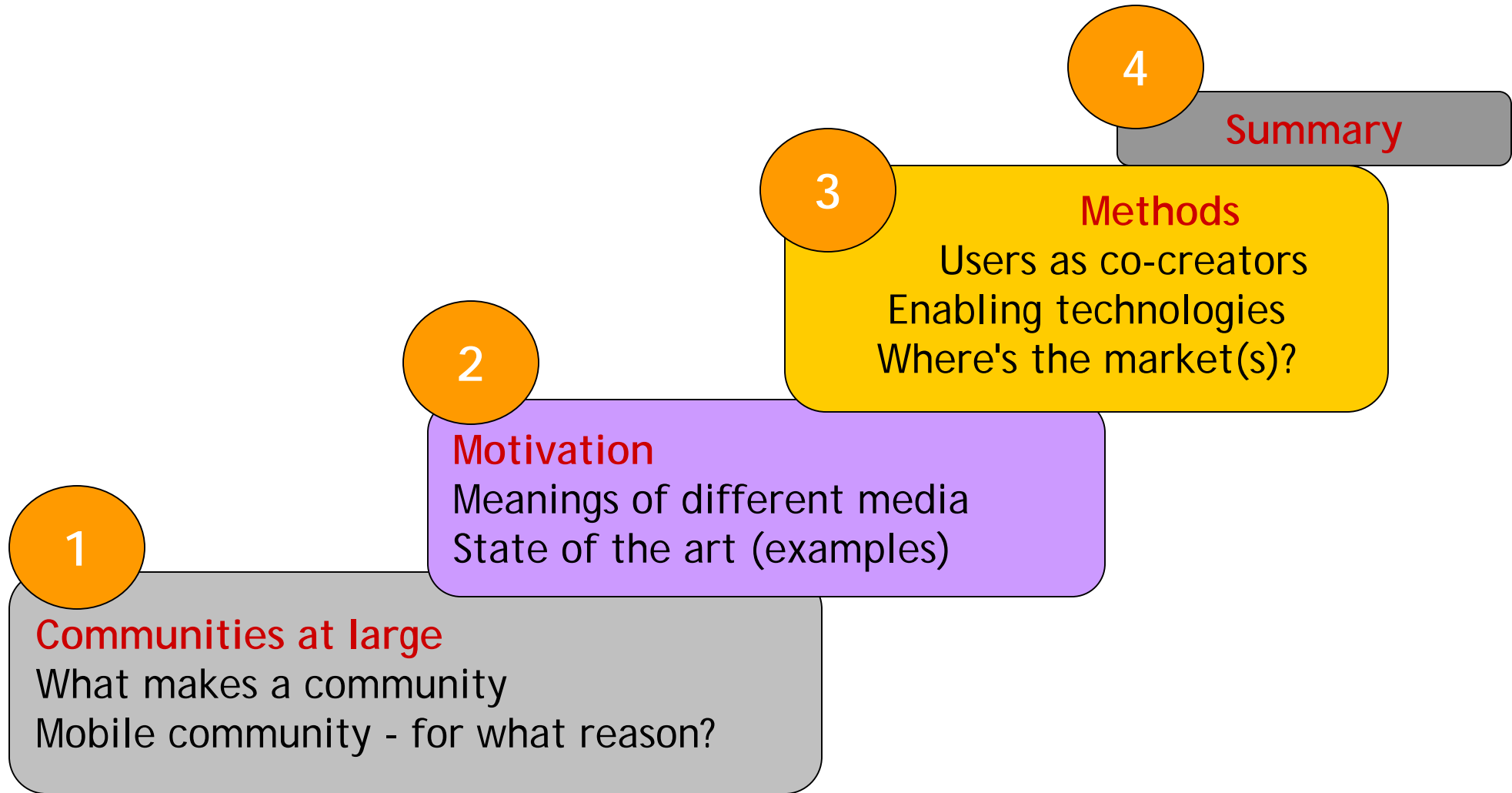


Mobile Communities [what are the user needs?]

Sonja Kangas 18.10.2005 PM&RG, HUT



Agenda



Mobile Communities in ABC

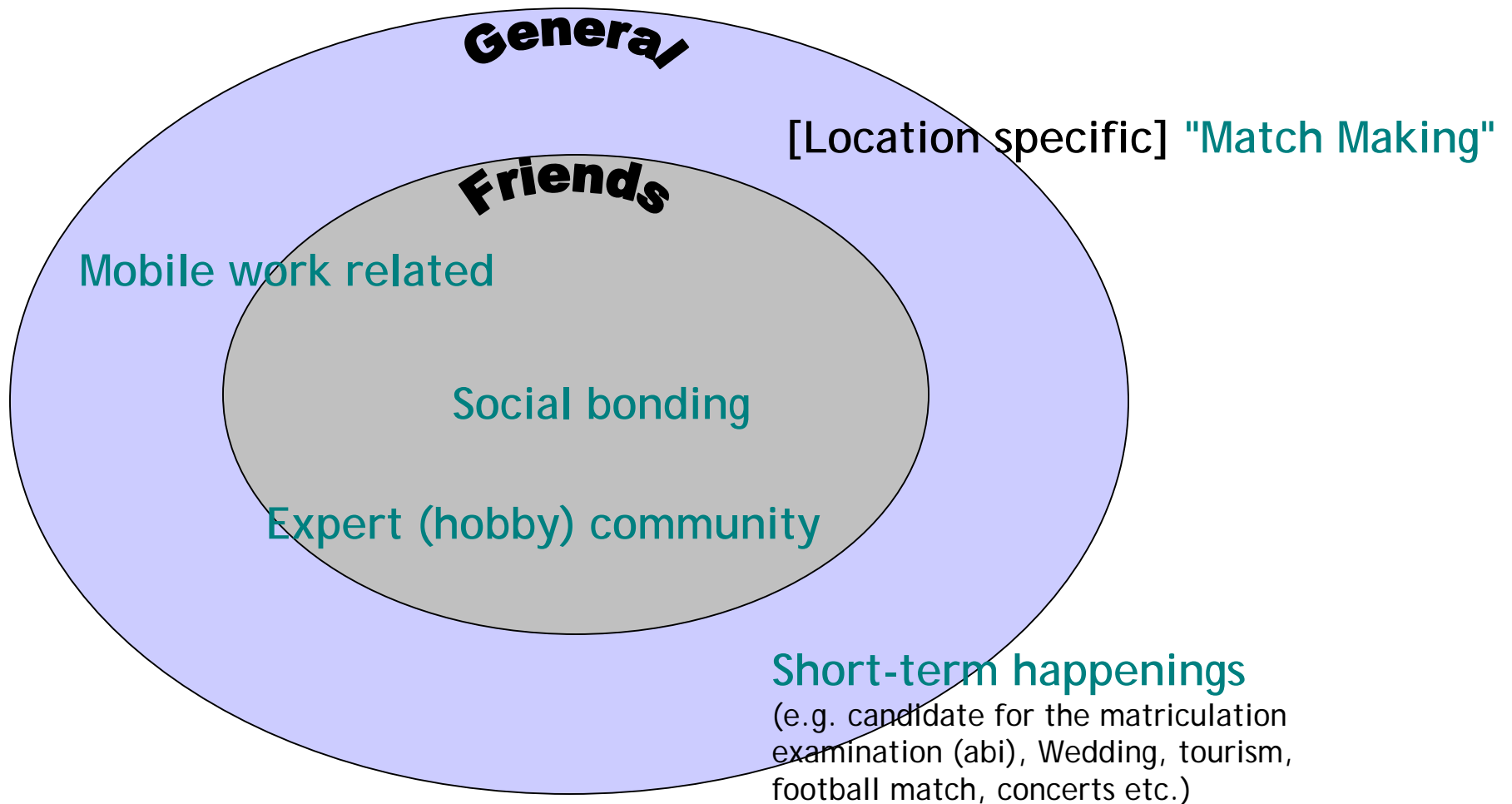
A

- Enrichment of internet-based platforms with mobile services
 - Can be accessed by mobile device
 - New communication services (mobile networks)
 - Always on, always with
 - Services can be localised
 - Clear identification of users
 - Different usage patterns in comparison to existing virtual communities
 - Smaller communities (around a single mobile-telephony customer)
 - Establish by talks/sharing within groups of friends (=needs)
-
- Value to users and how it differs from other alternatives
 - Ways to award the users for being active (in a community)
 - Community is never stabile or passive



Motivation (to partake in a virtual community)

B



Do they fit better to online or IRL than mobile?



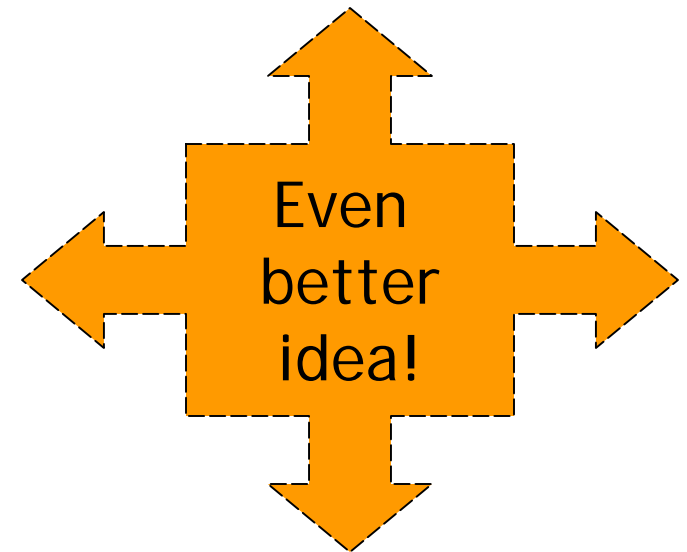
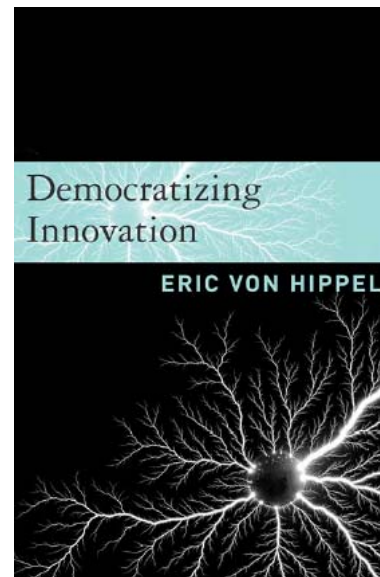
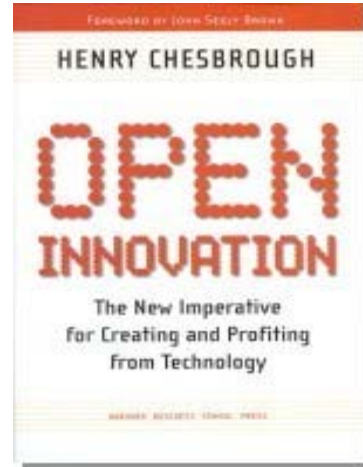
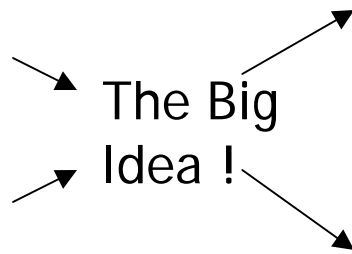
Methods: Chesbrough meets von Hippel (*UGC, users as innovators*)

C

Scenario
process

[Articulated,
unarticulated
needs and
tacit knowledge]

Technology
Evaluation



Understanding the structure
of user needs

Techniques for creative
understanding of user needs



1

Communities at large
Mobility?
What makes a community
Mobile community - for what reason?



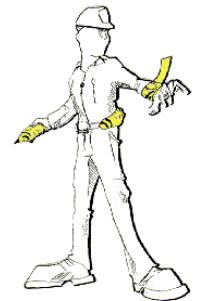
Mobility of what?

- Locations
- Devices
- Applications
- Users
- Contexts



What defines mobility?

What makes mobility relevant?



What kind of communities need mobile / cross access?



What is a community?

"A virtual community is a group of people sharing common interests, ideas, and feelings over the Internet or other collaborative networks."

(Howard Rheingold)

"Networks of interpersonal ties that provide sociability, support, information, a sense of belonging, and social identity, and which always connects its members regardless of where they go."

(Barry Wellman)



Mobile + community = ...

A network of interpersonal ties that provides sociability, support, information, a sense of belonging, social identity, and which always connects its members regardless of where they go.

Location, time and resources are not necessary constraints on membership or participation in a mobile community. However, the community may choose to form based on intended restriction of those variables. The limitations are less due to restrictions of the physical world and more due to the desires of the members.

>> related to /overlapping with cross media communities (!)

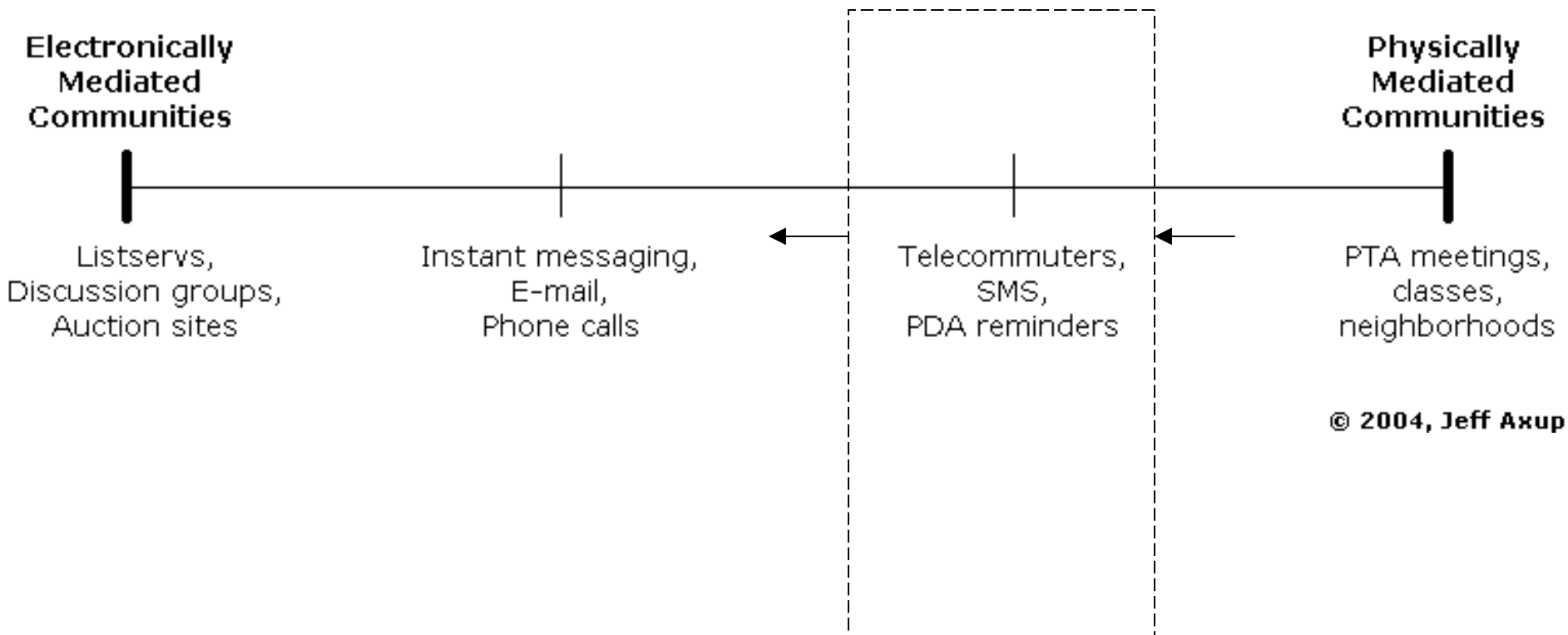


<http://www.mobilecommunitydesign.com/pages/faq.html>



What makes a community: mode of interaction (devices)

Spectrum of Community Types



© 2004, Jeff Axup

What makes a community: user activity (content)



"television viewing"



"opinion sharing"



"fan sites, mods"



"users as creators of content"



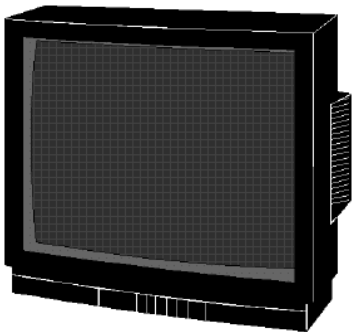
2

Meanings of different media
State of the art (examples)
Techno-cultural trends



Meanings of different media

- Different device = Different need, purpose and meaning
- "Media day" > media use during the day
- Level of personal and social [inter]action



Networking

StudioSity

- locality
- sharing
- social

Age: ± 20



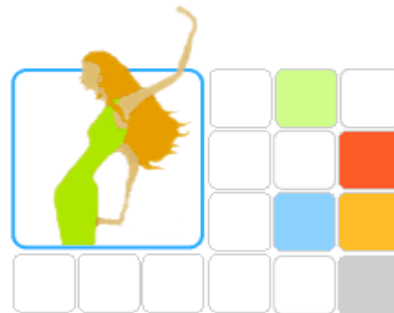
freunde | events | infopoint

willkommen

sign in
my studiosity
Login
Passwort

Live your study - studiosity! *

Studiosity ist **die** Community für Dich und Deine Freunde in München. Hier könnt Ihr Euch schnell austauschen und verabreden, Party- oder Kinoinfos abrufen, selbst Hinweise auf tolle Freizeit-Events einstellen, Eure eigene Party bekannt geben, mit allen Freunden in Kontakt bleiben, neue Freunde kennenlernen und noch vieles mehr nutzen! München bietet noch viel mehr als nur Studieren...
Live your study - studiosity !!!



Neues und Veranstaltungstipps

* **Slogan-Wettbewerb**
Wenn Euch ein besserer Slogan einfällt, schreibt uns einen entsprechenden Beitrag ins Forum (unter "Freunde"). Der beste Vorschlag wird prämiert!

Nutzungsinformation: studiosity.de wird noch um einige Dienste, v.a. mobile Dienste ergänzt, so dass Ihr alle Eure Kontakte, Unternehmungen, Verabredungen etc. auch via Handy vereinbaren könnt. Mehr Infos dazu und zu studiosity allgemein findet Ihr im [Impressum!](#)



Networking

Match Making

The screenshot shows a mobile website for LunarStorm. At the top, there is a navigation bar with menu items: START, PRO, TRÄFFA, TYCKA, SNACKA, MOBILT, SKOJ, RADIO, MITT KRYPIN, INSTÄLLNINGAR, and HJÄLP. Below the navigation bar, there are several sections:

- Header:** "Allt för dig med mobil" with a logo.
- Intro:** "Med LunarStorm i mobilen kommer du åt ditt favoritcommunity var som helst. Kolla din gästis på bussen eller skicka ett nytt Lunarmejl från discot. Du når LunarStorm i mobilen på adressen: wap.lunarstorm.se."
- Demo:** A large image of an LG mobile phone displaying the LunarStorm login screen. The screen shows fields for "Smeknamn:" and "Lösenord:", a "Logga in" link, and a "Bli medlem" link.
- Inställningar:** A yellow box with the text "Kom igång smidigt. Här får du hjälp med att ställa in din mobil." and a "WAPINSTÄLLNINGAR" button.
- Enklare inloggning:** A section with an illustration of a woman and the text "Du kan förenkla din inloggning på WAP. Klicka här för att läsa hur man gör." and a "Läs mer" button.
- Tipsa en kompis:** A section with the text "Du kan tipsa en kompis om LunarStorm i mobilen." and a "Skicka" button.
- WAP funktioner:** A sidebar with the title "WAP funktioner" and a list of features: "Följande funktioner finns i din mobil":
 - Mitt krypin
 - Gästbok
 - Lunarmejl
 - Bevakade dagböcker
 - Uppdatera dagbok
 - Presentation
 - Foto
 - Notis
 - Balla fakta
 - Vännerlista
 - Sök

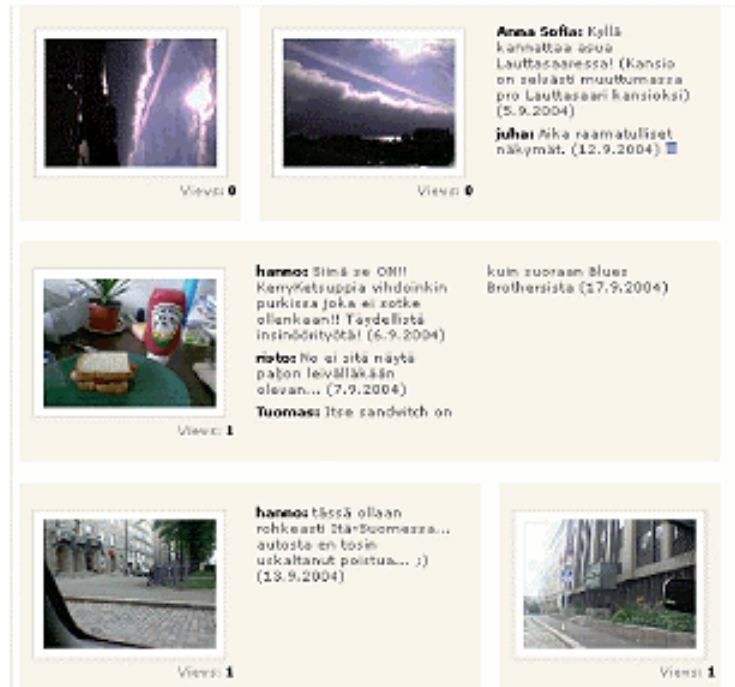
Lunarstorm

- romance
- sharing
- social

Age: 10-60



Social bonding

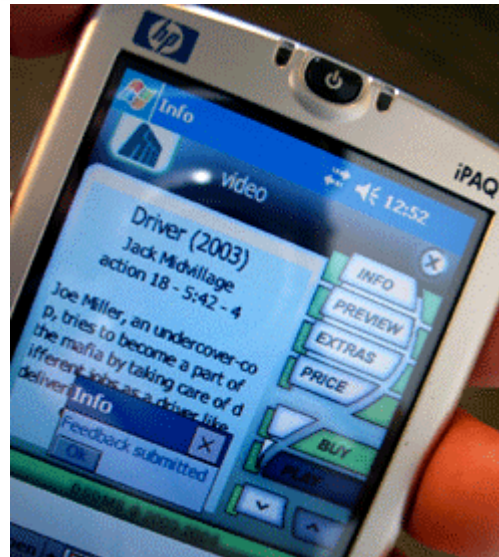


Flickr
Mobile Messenger
[...]

Photosharing

- hobby
- rivalry
- social

Age: "all"



<http://pong.hiit.fi/dcc/demos.html>
<http://www.photostofriends.com/main.html>

Networking

Social bonding



JOCA

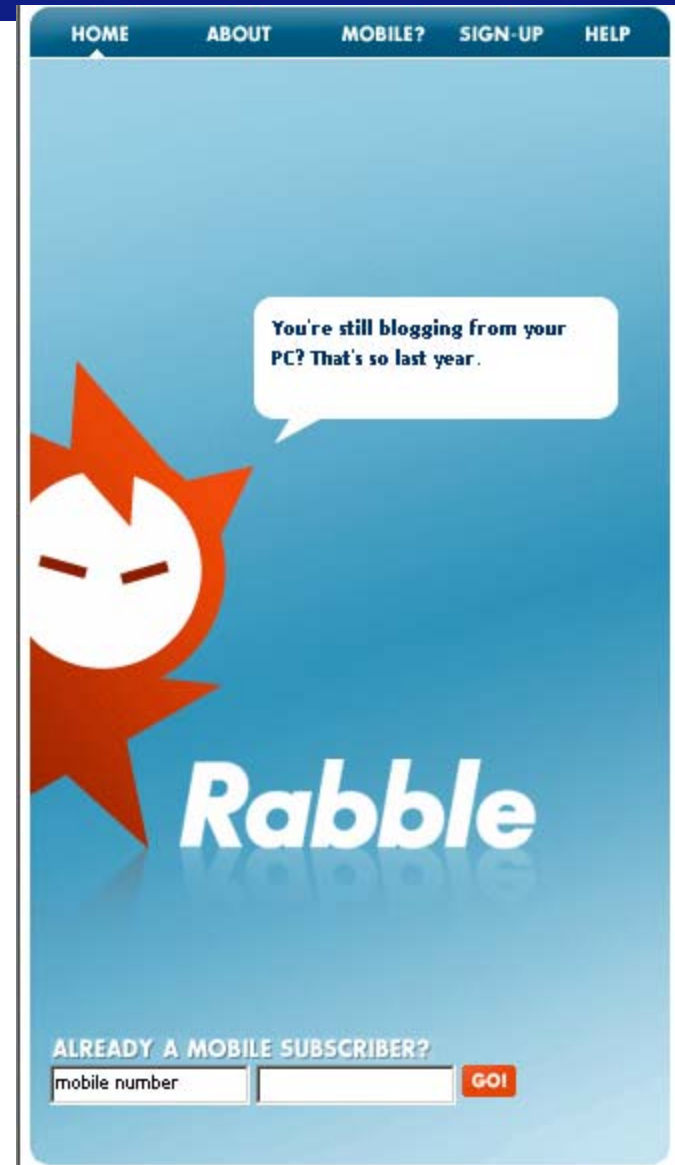
- mobile radio, tv, wikipedia, lotto

<http://www.joca.tv/sites/home.htm>

Wiki, moblogs...

- hobby
- rivalry
- social

Age: "all"



<http://www.rabble.com/index.php>

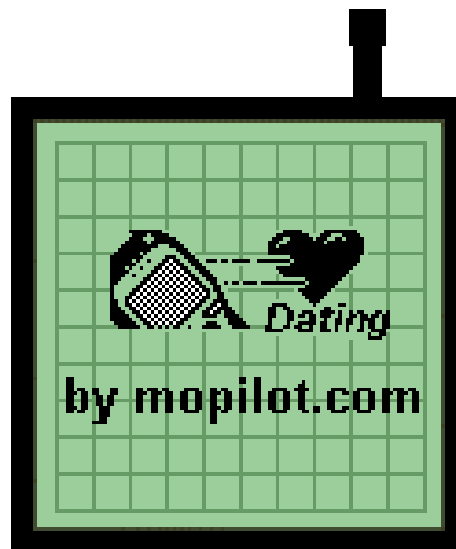
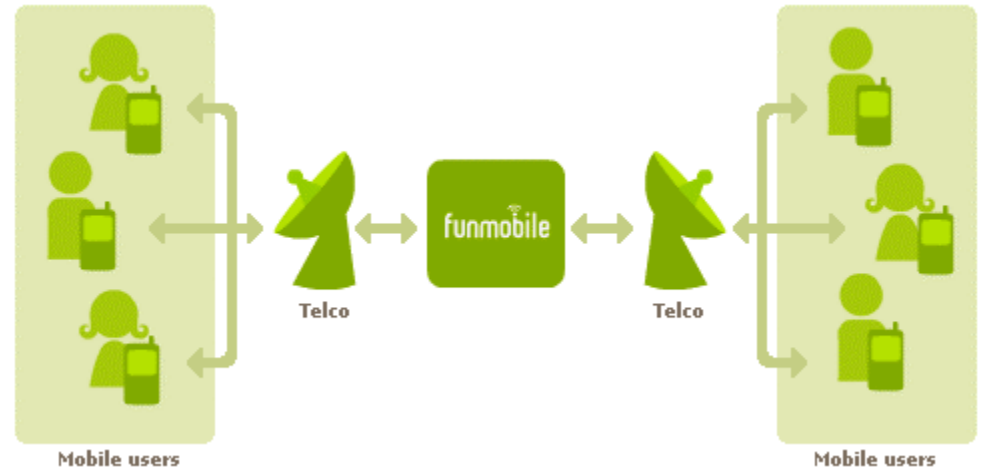
Match Making

Social bonding

mopilot/
Interactive chat rooms

- romance
- social

Age: 19-35



<http://dating.mopilot.com/index.htm>



Location



- Hexa-go!**
- explore (city)
 - keep fit
 - social
 - low tech

Age: 0-100

Location

PLAZES

what's plazes? | plazes blog | imprint

HOME

PLAZES

What's Plazes?

Plazes is a grassroots approach to location-aware interaction, using the local network you are connected to as location reference. Plazes allows you to share your location with the people you know and to discover people and plazes around you. It's the navigation system for your social life and it's absolutely free.

REGISTER NOW!

11552 Plazes in
100 countries discovered

LOG IN

nickname

password

Remember me on this computer.

Log in

[Forgot your password?](#)

Plazes
- social

Age: 20-30



SHARE

Share your location

Provide more context to the people you know by easily sharing your current and past whereabouts. It's easy and you can even integrate your location into your blog or your instant messenger.



DISCOVER

Discover People and Plazes

Discover Plazes like hotspots, restaurants or offices in your vicinity or hook up to people close by. Follow your friends with our People Radar or the Trazes function.



LOCATION

Location enable your life

With Plazes you can automatically geotag your pictures or your blog posts, enriching the things you create with location. You can even build your own things location enabled, using our API.

country:

Any



search
string:

search



Location

Player of the week



KOUJIKUN

+100598

Mogi, item hunt
A new collection game

A game where players move outside, pick-up virtual items through their mobile phone interface then trade with other players to complete collections. The goal is to get the maximum points completing collections.



It is based on players' location. From the Web interface, players see in real time, on a 3D map, the positions of connected players as well as collection items. From both interfaces, players trade the items picked-up with the mobile.



Mogi is a community game, featuring a complete IM system. A web player might help a mobile player by clicking on its character on the map and sending "Lucky you! North, close to you, lies a rare item. Get it, get it ! :)" which will pop on the screen of the mobile player.



page 1



アイテムハント

Matto can't
pick up this object
it's too far !



An Ezplus game



Supported types: (KDDI, JAPAN)

Supported terminals : A5401, A5402, A5305, A5303, A5302, A5301, A3015, A3014,

LOGIN
PASSWORD
undefined



MogiMogi
- location based gaming
- social
- discussion
Age: 20-30

Add-on

Social bonding

Categories:
personalization,
leisure, channels and
connection.

(differentiation)
ring tones, icons and
wallpaper

blah!

- mobile fun
- social
- personalisation

Age: 12-30

blah!

conexão

personalização

canais

quer os melhores **SONS**
do momento no seu **TIM?**
baixe agora!!

Para baixá-los, envie a
mensagem de texto **SOM** seguido
do código da música para **555**.
ex: para baixar "**Fly Away**" digite
SOM FLY e envie para **555**



nacionais

ringtones	código	mono	poli
Um minuto para o fim do mundo - CPM 22	FIMU		NOVO
Não quero dinheiro(Só quero amar) - Tim Maia	DINH		NOVO
Menina Veneno - Ritchie	MVEN		NOVO
Eu amo - Zezé di Camargo e Luciano	EAMO		NOVO
Fui eu - Zezé di Camargo e Luciano	FUIE		NOVO
Amigos - Chitãozinho e Xororó	SIND		NOVO
I love you - Marisa Monte	AMLY		NOVO
... - Rapazola	COAO		NOVO
... grande o meu amor por você - Carlos	AMOP		NOVO
... os olhos teus - Tom Jobim	LUZ		NOVO
... acontecer - Grupo Revelação	DEAC		NOVO
... na Atividade - Charlie	TAMO		NOVO

internacionais

ringtones	código	mono	poli
Candy Shop - 50 Cent	CASH		NOVO
Misirlou - Dick Dale	PULP		NOVO
Do Somethin' - Britney Spears	DOSO		NOVO
I Just Called to Say I Love You - Stevie Wonder	IJUS		NOVO
Unforgettable - Nat king Cole	UNFO		NOVO
Faint - Linkin Park	FAIN		NOVO
California Dreamin' 2004 - Royal Gigolos	CADR		NOVO
I wanna hold your hand - The Beatles	HAND		NOVO
Love me Tender - Elvis Presley	LOVE		NOVO
Somebody Told Me - The Killers	TOLD		NOVO
If You - Magic Box	IFYU		NOVO
Boulevard Of Broken Dreams - Green Day	BLVD		NOVO
The Godfather - Love Theme (O Poderoso Chefão)	FATH		NOVO

busque outros sons

buscar

blah! chat

quer conhecer uma
galera que é a sua cara?
cadastre-se agora!
e ganhe **7 dias grátis**
para teclar no **blah! chat**
envie para **777** o
comando **REG**

blah! canais

assine agora!
e ganhe **7 dias grátis**.
envie para **444** os
comandos:

LIG PLA
(plantão de notícias)
LIG NOV8
(novela das 8)
LIG FUT
(canal futebol)
veja outros canais

Os blah!sons estão disponíveis nos formatos polifônicos e



MOBILIZING THE MASSES

WINKsite

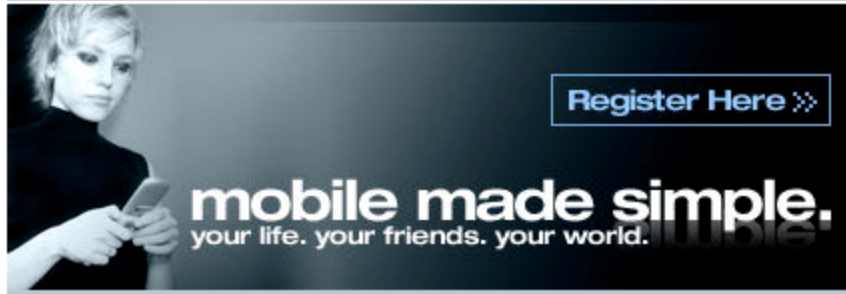
Add-on

Social bonding

Winksite
-all
Age: ?

Welcome | [Click here to register](#) | [Login](#)

HOME | START PAGE | DIRECTORY | HELP DESK



Join The WINKsite Mobile Community. In minutes, you can set-up a mobile space that's available worldwide on a web-enabled phone, PDA or desktop PC. Each mobile site is outfitted with easy-to-use mobile channels including chat, blog, mobile feed reader, surveys, journal, forum, calendar, guestbook, bookmarks, email and more. [Learn more...](#)

Build. Explore. Syndicate.

[Register](#) | [Find Sites](#) | [Find Members](#) | [Browse Categories](#)
[Subscription Button Generator](#): Let others read your blog on their phone.

News. Opinions. Discussions.

[Scott Rafer's Mobile Chair](#) | [Wireless Ink Blog](#) | [Member Forum](#)

View WINKsite as it appears on a mobile phone. (requires popups)

- ▶ [WINKsite Mobile Portal](#)
- ▶ [Mobile Feedster](#)
- ▶ [Mobile Feed Directory](#)
- ▶ [Feedster Top 500](#)

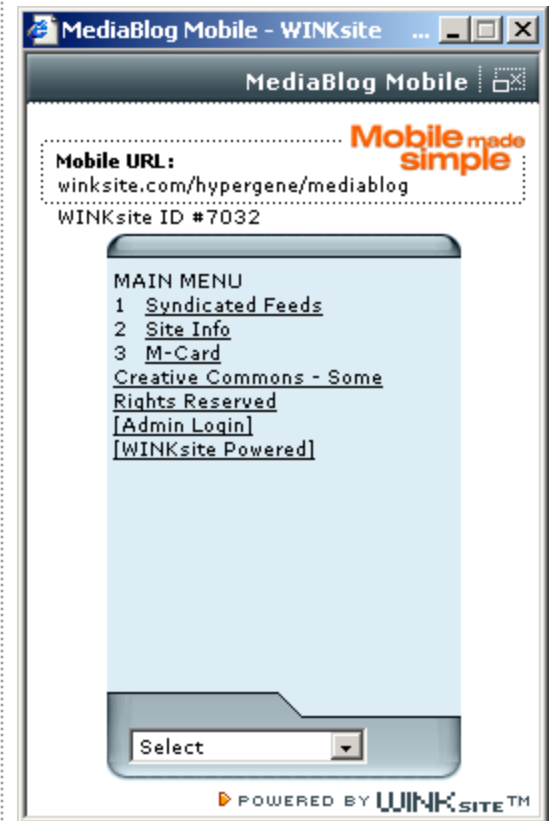
EDITORS' CHOICE

- ▶ [Negrophile Mobile](#)
- ▶ [DocuTicker](#)
- ▶ [Luminescence](#)
- ▶ [Blended and Toxic](#)
- ▶ [Zipboingwow](#)
- ▶ [David H. Deans Unplugged](#)
- ▶ [chipple agenda calendar](#)
- ▶ [agenturblog](#)
- ▶ [spreeblick](#)
- ▶ [movil](#)
- [More editors' choice...](#)

WIRELESS INK BLOG

- ▶ [Mobile Monday New York - Sept. 19th at the Associated Press](#)
- ▶ [WINKsite & O'Reilly's Nokia Smartphone Hacks](#)
- ▶ [Politics to Go: How Mobile Technology Empowers Just-in-Time Politics](#)
- ▶ [Google & Yahoo Extends Ad Networks To Mobile](#)
- ▶ [Create Your Own Mobile Blog \(Windows Mobile Review\)](#)
- [More blog posts...](#)
- [Syndicate this site \(XML\)](#)

RECENT SITES



WINKsite is a community-focused microcontent publishing platform designed for personal expression and social networking for those who enjoy a mobile lifestyle.



Creative Commons Library
Read Creative Commons licensed works from any web-enabled phone. | [View](#)

- ▶ [Free Culture by Lawrence Lessig](#)
- ▶ [Literary Works of Cory Doctorow](#)
- ▶ [Monster Island by David Wellington](#)



Play



English | Deutsch

Select Product Search GO



MOBILE LEAGUE™
What is this?

All Time Chip Leaders

	Member	Chips
1	LOVE	5644324
2	ICEY	5294860
3	AMYSWARD	4899821
4	KAPITOLKITTY	4618013
5	PHYLLIS	4544018
6	BREEZE	4378562
7	POOKIEBOOM	3618786
	HELLODOLLY	3589654
	SAGEOFAGES	3420883
	JOHNOVER	3392393
	ECHOPATH	3160611
	LOST	3026004
	GOPACKGO	3009607
4	WORT	3002119
5	GERIGIRL99	2897406
16	ISZI	2875147
17	MOM4	2705747
18	LADYBUG79	2691681
19	RAZONKAT	2516328
20	APPLED	2467400

Mobile League

Life gets sweeter when an hour in the departure lounge becomes a battle for world domination in the Mobile League! With thousands of members who are playing games such as Mobile League™ WordJong®, Johnny Crash Stuntman Does Texas, and Bubble Ducky, you're bound to meet your match and make great friends along the way.

Mobile League Games



Baseball Heroes



Bubble Ducky



City Basketball



Ducky's Jewels



Extreme Air Snowboarding



Johnny Crash Stuntman Does Texas



Johnny Crash



ML Solitaire 4 Pack



ML WordJong



Send Your Scores
After playing a game that's part of the Mobile League, send your score to see how you've fared against the competition.



Earn Chips
In each Mobile League game you earn chips that may qualify you for upcoming contests and sweepstakes.



Compete in Tournaments
From king of the hill tournaments to team competitions, the Mobile League from Digital Chocolate is fast growing and most dynamic mobile community in the world.



Register Now!
We know you can't resist free contests and tournaments, so



mobile league
- game
- rivalry
- social

Age: 15-30



Play

Address <http://arena.n-gage.com/n-gage/web/en/index.html>

N-GAGE
NOKIA

Search | N-Gage Worldwide | Developers | Retail | Press

N-GAGE ARENA: [Register](#) | [Log In](#)


HOME | GAME DECKS | GAMES | NEWS & EVENTS | **N-GAGE ARENA** | DOWNLOADS | SUPPORT | GET N-GAGE

MAIN

Check out the demo!

N-GAGE ARENA

The N-Gage Arena launcher 2.5.
Expanded, streamlined, more fun!



BOARDS

PLAYERS

COMPETITION

LAUNCHER

CUSTOMIZE

N-GAGE ARENA SUPERSTARS ★★★★★


The Sims: Advanced Snake

Score


Top Ten Players

- 1 ApollOn
- 2 agent polaris
- 3 Emo185
- 4 Riku4

your name here
your name here
your name here
your name here
your name here




System Rush demo



Get ready for the ride of your life.


Mobile Fan Pack



New mobile fan packs for Mile High Pinball and Rifts Promise of Power available!

WHAT IS THE N-GAGE ARENA?

Connect
Compete
Conquer



Get the quick overview »

EVENTS CALENDAR

September 2005

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Mobile game
- rivalry
- social
- play/fun

Age: 20-35



3

Users as creators
Enabling technologies
Where's the market(s)?



Where's the market?

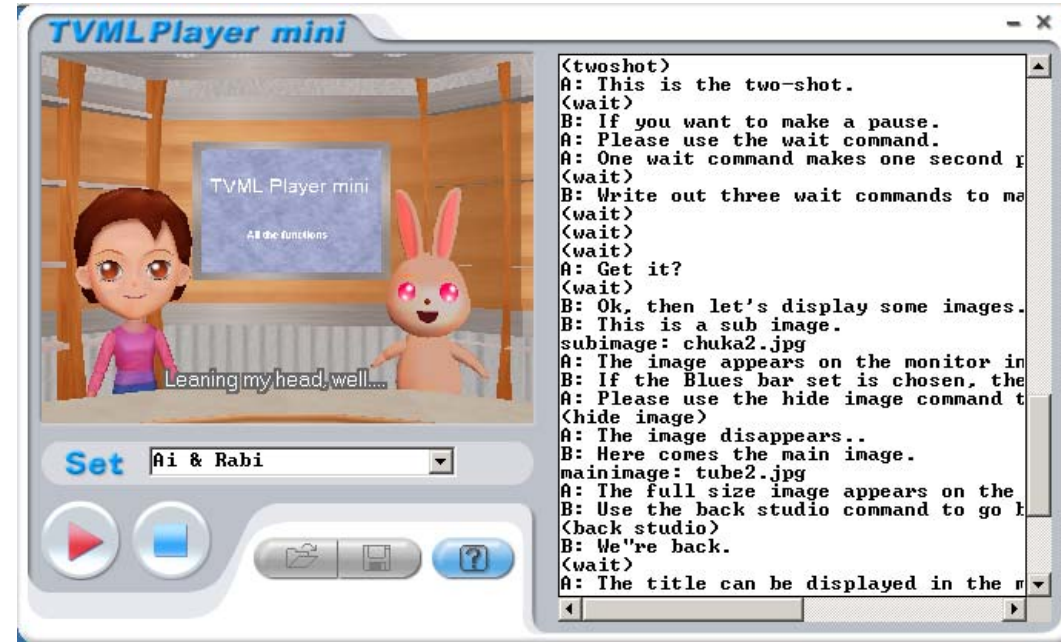
From social interaction to communities

- Long-term (*game/chat*) / short-term (*abiturient-, wedding forum*)?
- A group, a team, a clan, a community or a mass of people?
- Passive – Proactive - Reactive – interactive?
- Users as co-creators, participants, actors?
- Massive multiplayer, single online, "our thing", something else?
- What is the motivation (for whom)?



Users as co-creators of content

- Mods
- Fan sites / art / fandom
- Hacking
- Participatory design
- Blogs
- Sharing (of what)
- Collaborative environments



TVML editor (NHK)



MobiTip (SICS)

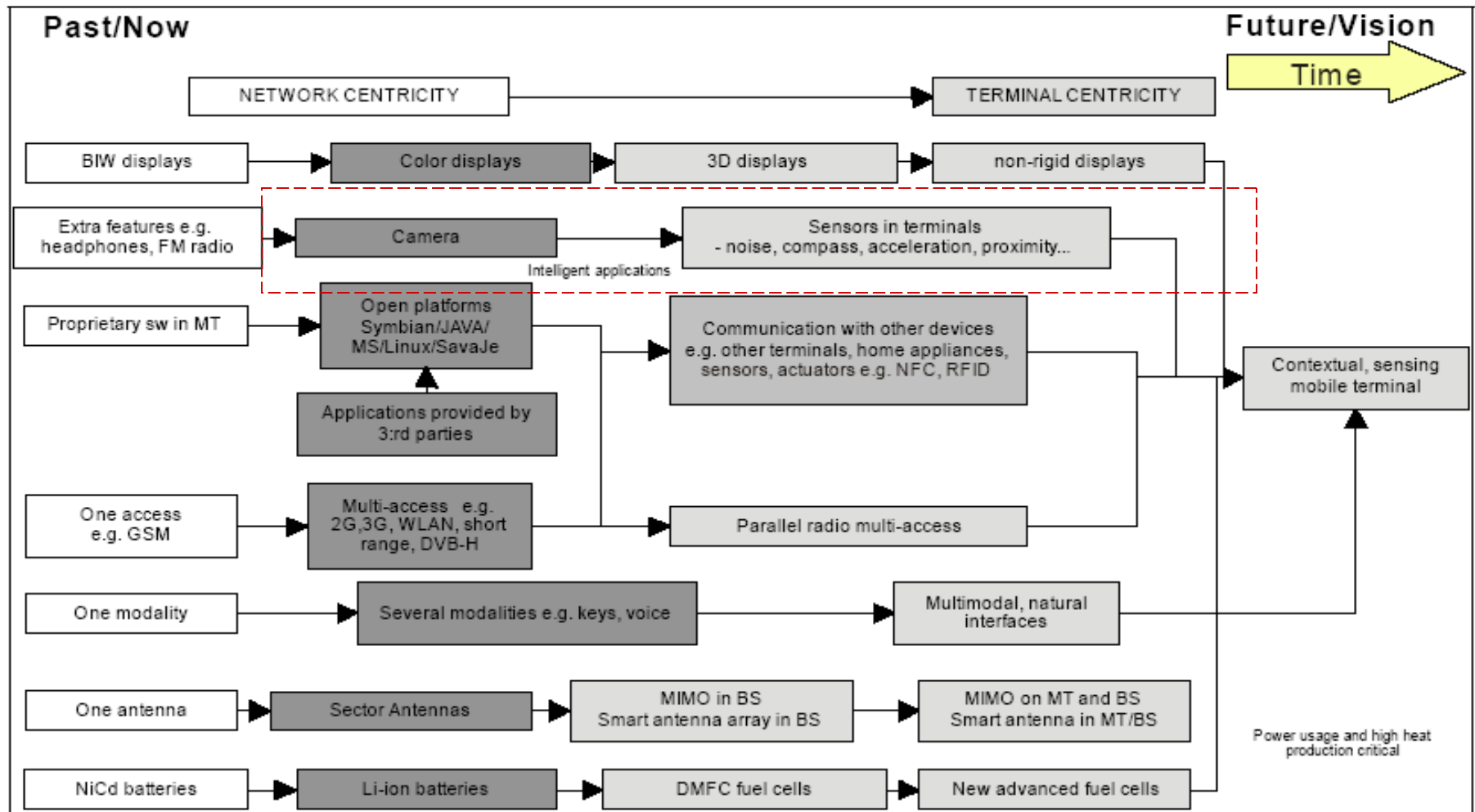


Some solutions

- Geotagging
- Mo Blogging
- GPS
- RFID
- 2D matrix codes
- Bar codes
- Mobile Augmented Reality
- UPnP, home network / cross media (e.g. sports community)
- Bluetooth (Java BT)
- Easy editors, New languages (TVML)
- Sensors
- [...]



(Enabling) technologies

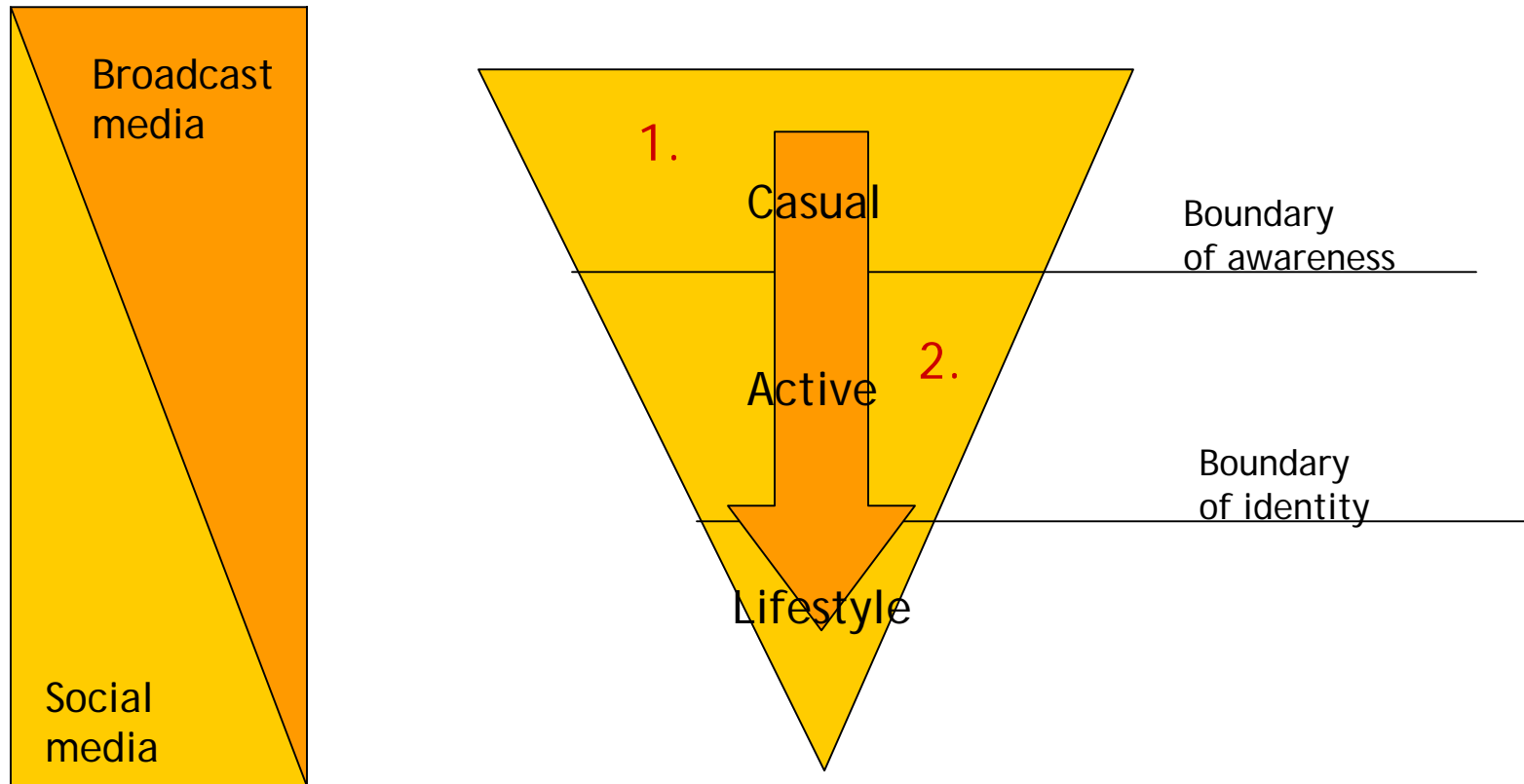


<http://www.tekes.fi/julkaisut/Roadmap.pdf>

Figure 10. Mobile terminals



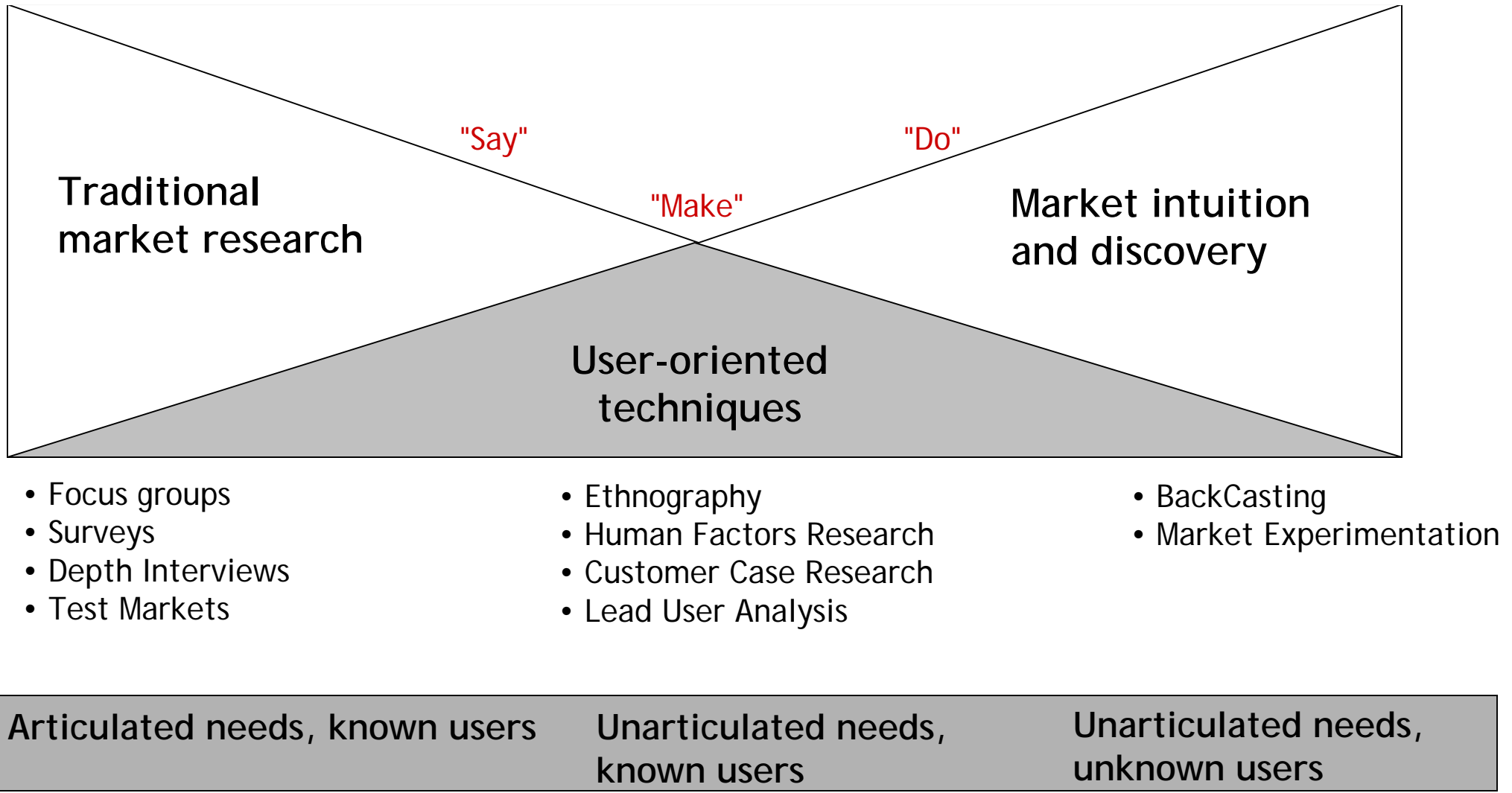
Methods: Deepening the media experience and involvement



1. Tools and services for supporting active following of a certain activity, development of expertise
2. Tools and services for expressing identity, expertise and participating in on-going activities around a selected topic

Source: INCCOM 2004

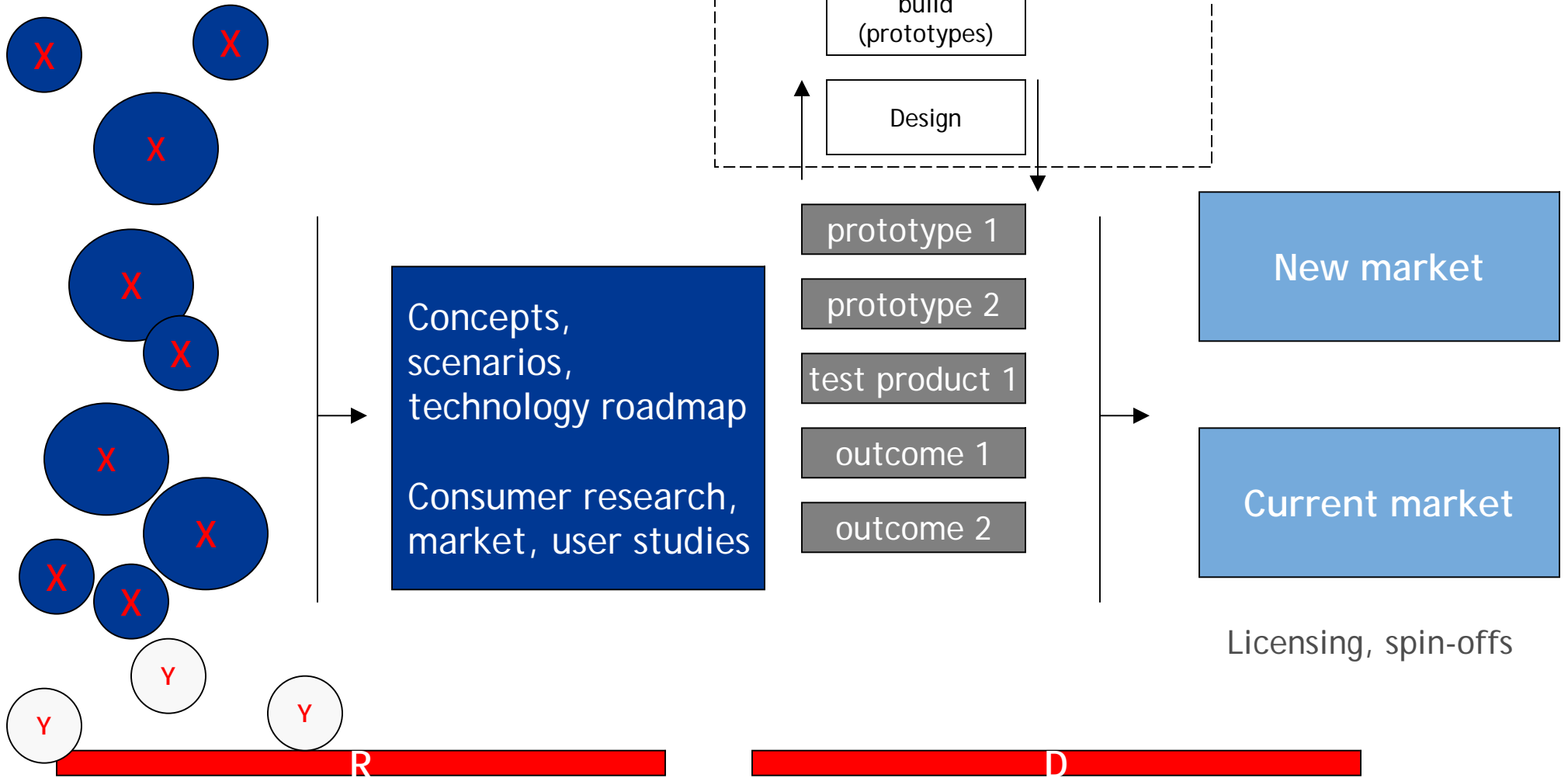
Techniques to understand user needs



Users as innovators

- The "need" information (what the customer wants) resides with the customer, and the "solution" information (how to satisfy those needs) lies with the manufacturer
- Customers don't fully understand their needs until they try out prototypes
- With the customers-as-innovators approach, a supplier provides customers with tools so that they can design and develop the application-specific part of a product on their own
- Market segments are shrinking and customers are increasingly asking for customized products
- Developers use computer-based simulations and rapid prototyping tools internally. How to turn that into a tool kit for the customers?
- Lead Users <-> mass market
- Interactive design process

Open innovation



Sources (modified): Henry Chesbrough, Markku Maula, Eric von Hippel

4

Summary



Mobile Communities in short (replay)

- Enrichment of internet-based platforms with mobile services
- Can be accessed by mobile device
- New communication services (mobile networks)
- Always on, always with
- Services can be localised
- Clear identification of users
- Different usage patterns in comparison to existing virtual communities
- Smaller communities (around a single mobile-telephony customer)
- Establish by talks/sharing within groups of friends (=needs)

- Value to users and how it differs from those of key competitors
- Awarding the users for being active (in a community)
- Community is never stabile or passive



Where to go from here?

- User expectation and usage change, user needs don't
- Values and significance of different devices [trendy (iPod), life organising tool (mobile phone), game/date (internet), spending time (TV), on the road (radio)...]
- Evaluate different ways to allow the users to participate (in a controlled way)
- Niché markets or mass market through broadcast media
- Extending the experience: before - during - after "the show"
- What makes the community exist [long, short time / anonymous, myself?]
- What motivates the users/participants/audience to be there?



Contact

sonja.kangas@vtt.fi

<http://www.vtt.fi/tte/multiplemedia>

To be continued at...

* MIND TREK 2005
ITI conference
10.11.2005 Tampere

* NGP06
23.11.2005 Malmö

* VIRTAHEPO-project 2005-2006 (TEKES Fenix)

