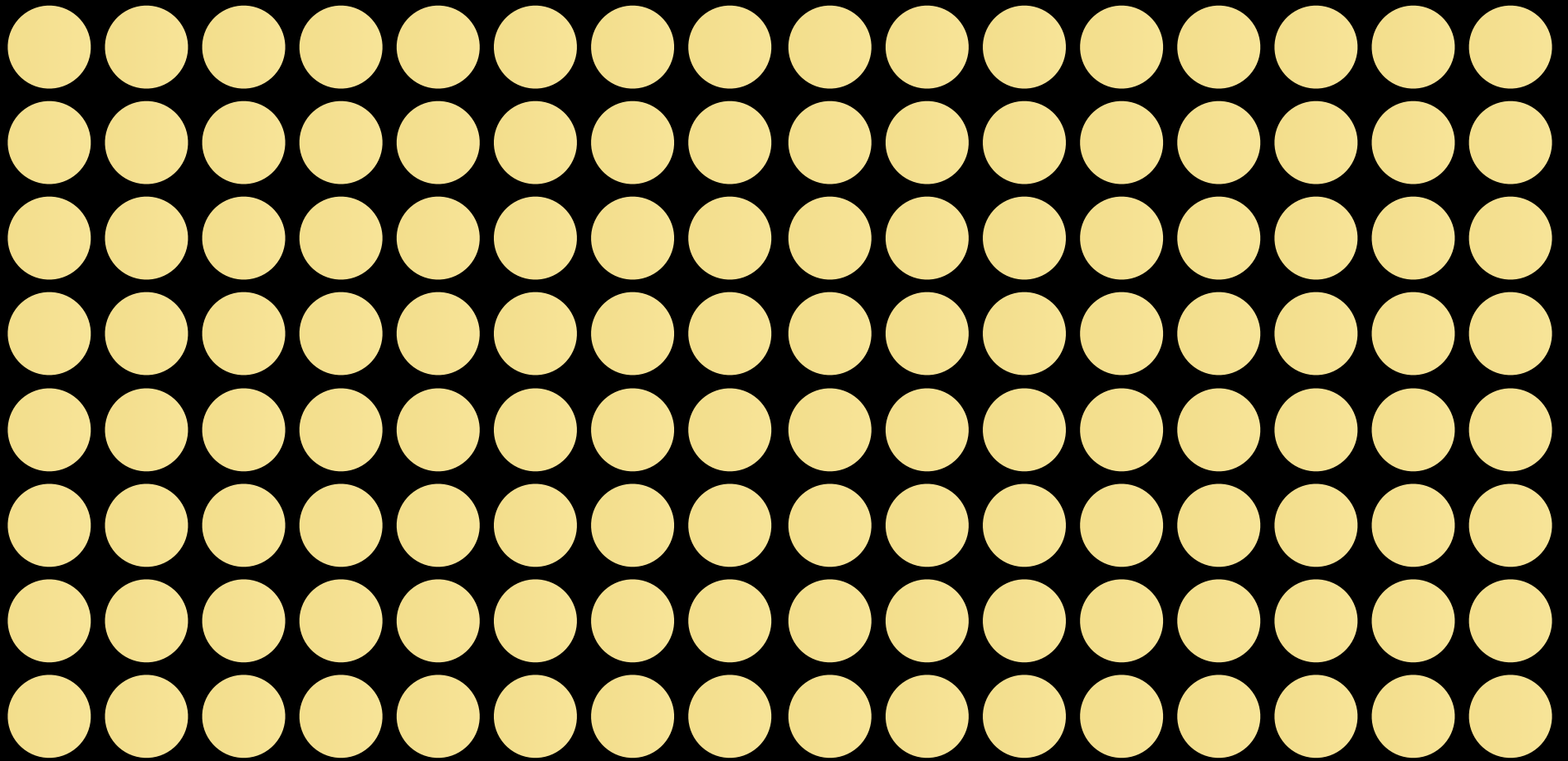


MEETMARKET

FIND YOUR CROWD*

***JUST YOU WAIT, WE'RE COVERING THAT**



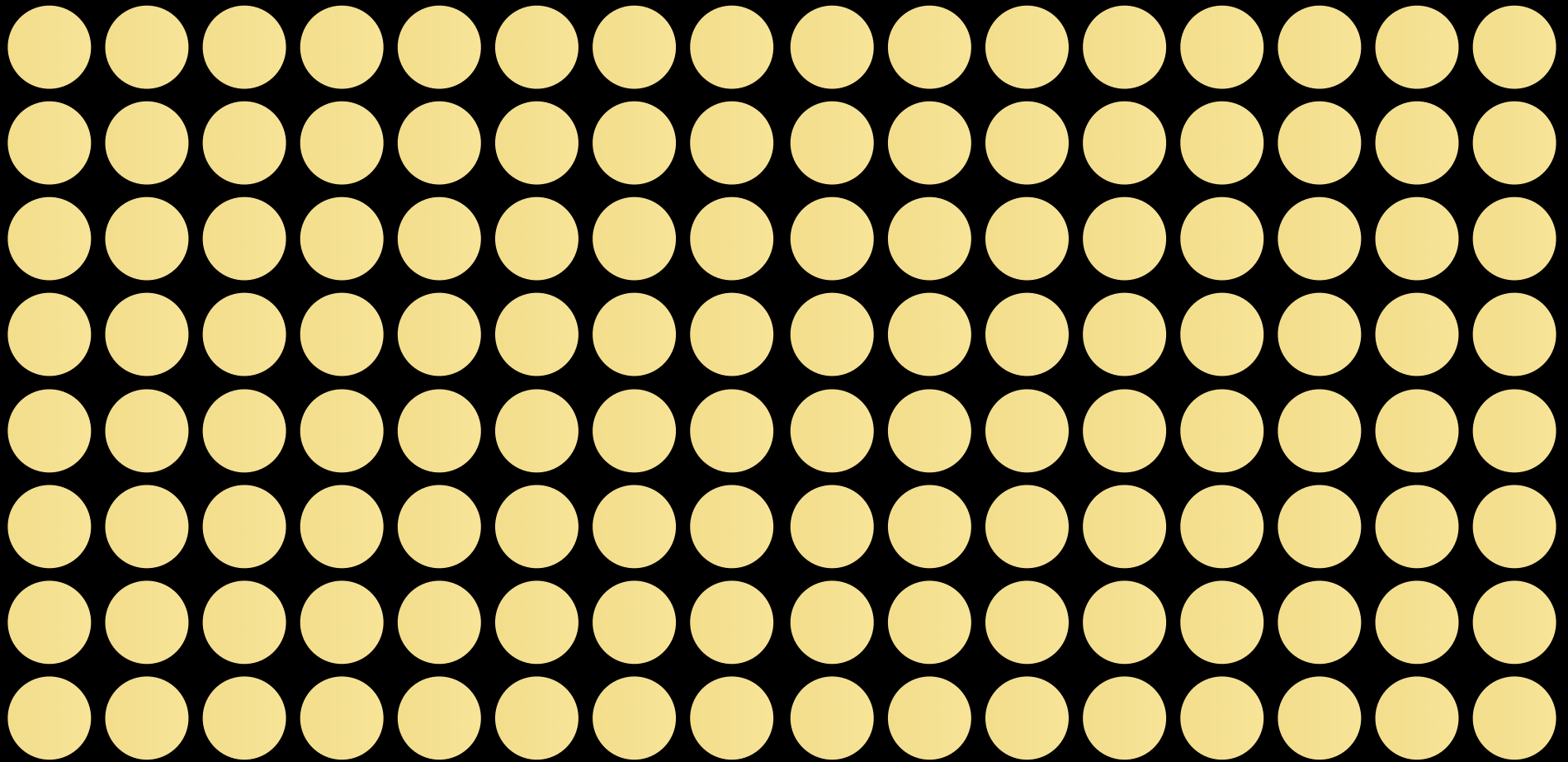
YOU →





MEETING PEOPLE

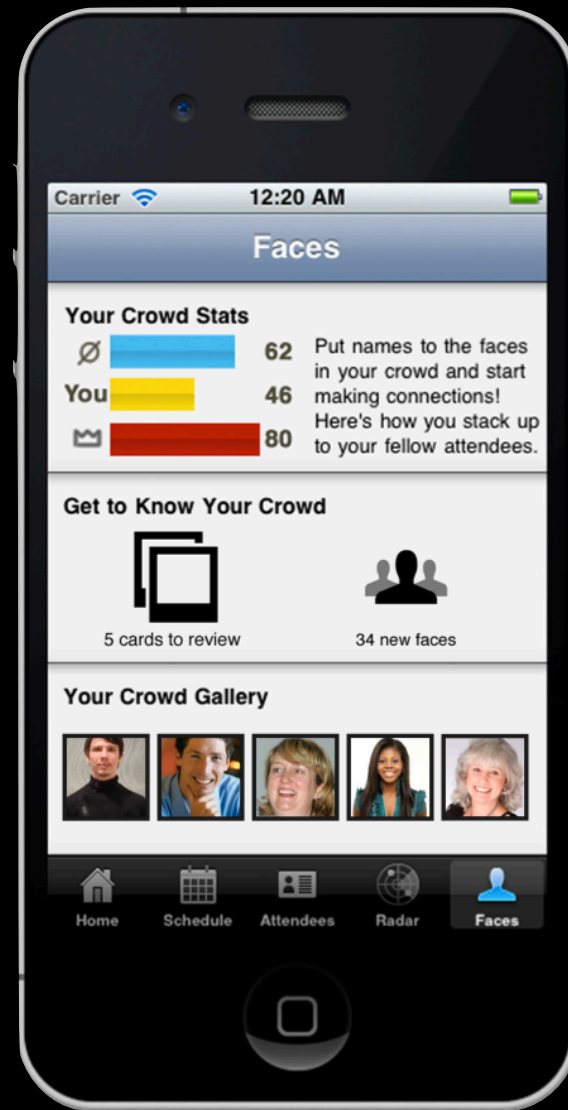
Flickr credit: craigmod



FEELS LOST → ●

“At any of these giant conferences, 95% of the people are going to be completely worthless to you.”

MEET: YOUR CROWD



RESEARCH

FINDINGS

DESIGN

IMPLEMENTATION

RESEARCH



Flickr credit: furwillfly



ETHNOGRAPHIC APPROACH



DIARY STUDY

DIARY STUDY

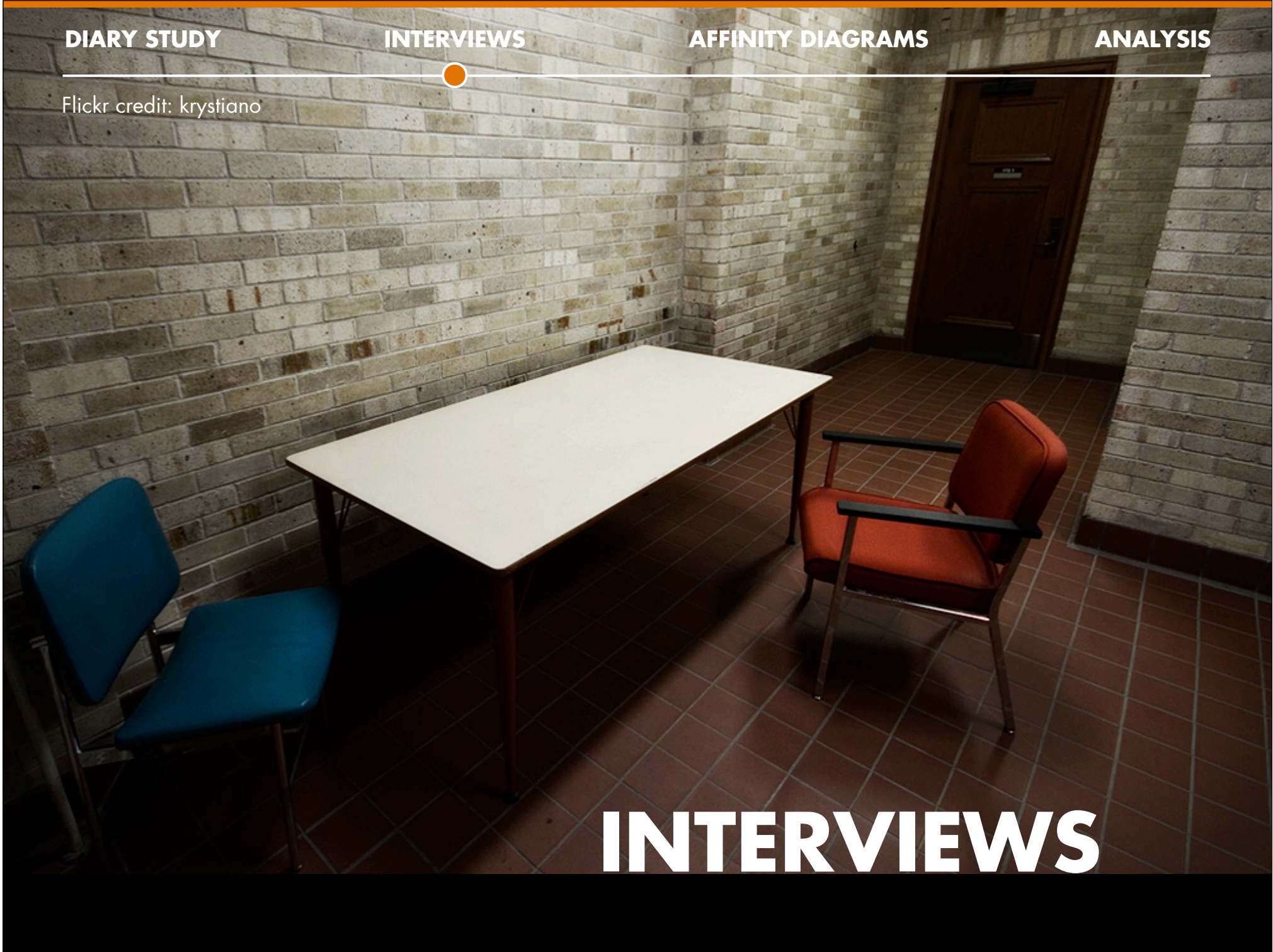
INTERVIEWS

AFFINITY DIAGRAMS

ANALYSIS

Flickr credit: krystiano

INTERVIEWS

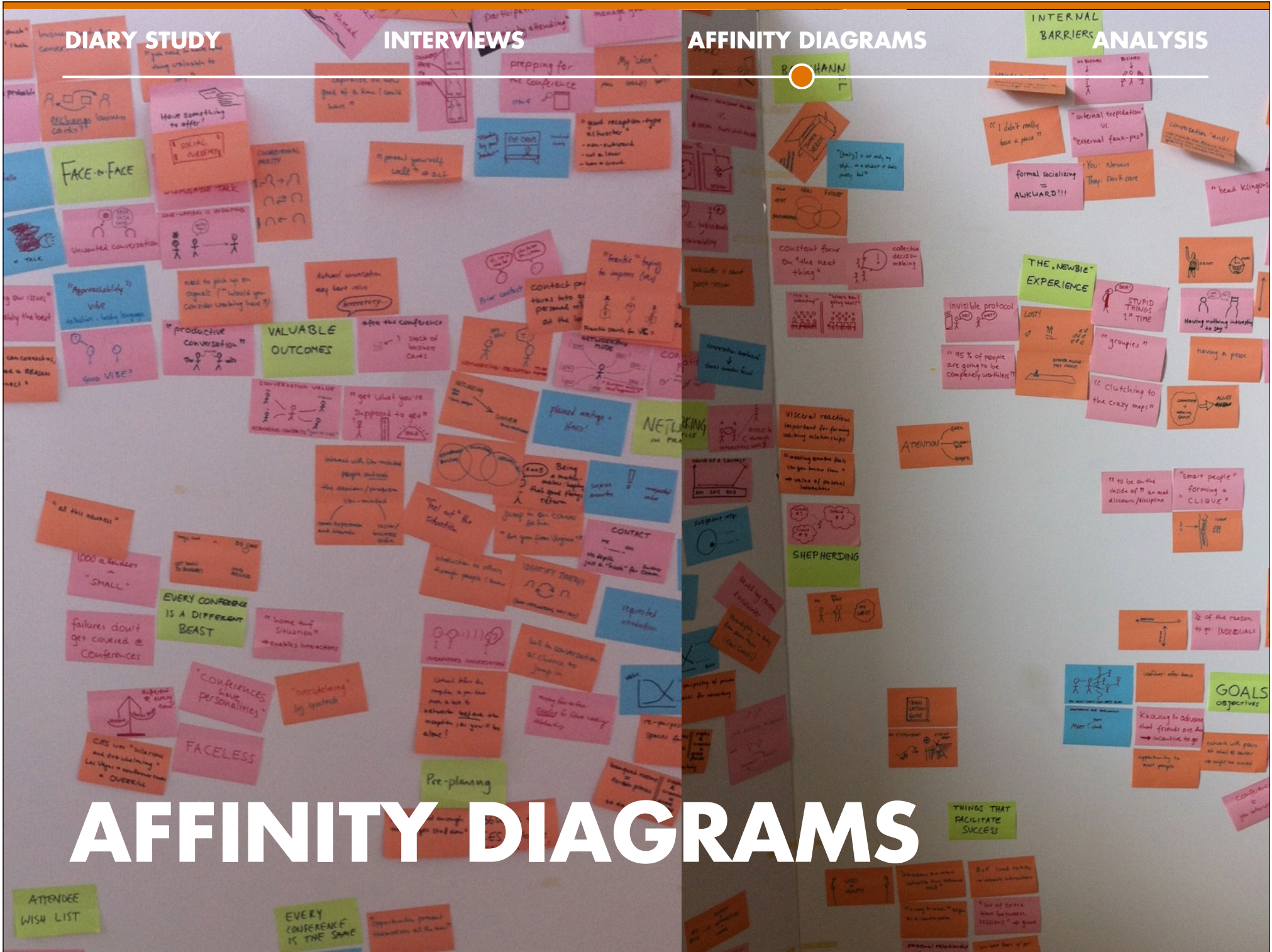


DIARY STUDY

INTERVIEWS

AFFINITY DIAGRAMS

INTERNAL BARRIERS ANALYSIS



AFFINITY DIAGRAMS

ATTENDEE WISH LIST

EVERY CONFERENCE IS THE SAME

THINGS THAT FACILITATE SUCCESS

GOALS objectives

"to be on the inside of" an actual discussion/discipline

"smart people" forming a CLIQUE

"95% of people are going to be completely worthless!"

"groupies"

STUPID THINGS 1st TIME

THE "NEWBIE" EXPERIENCE

invisible protocol

LOST!

"clutching to the crazy maps"

having a posse

having nothing interesting to say

Having nothing interesting to say

head kings

"internal trepidation" vs. "external faux-pass"

"I don't really have a place"

formal socializing = AWKWARD!!!

You: Nervous They: Don't care

B. HANN

"[being] is not only my job... it's a hobby of this party, but"

constant focus on "the next thing"

collective decision-making

collective decision-making

networking phase

visceral reactions important for forming lasting relationships

forming equal facts like you know them

SHEPHERDING

requesting introduction

requesting introduction

requesting introduction

requesting introduction

requesting introduction

requesting introduction

requesting introduction

requesting introduction

Pre-planning

FACELESS

"conferences have personalities"

EVERY CONFERENCE IS A DIFFERENT BEAST

failures don't get covered @ Conferences

"small"

"all this rehearsal"

VALUABLE OUTCOMES

"productive conversation"

need to pick up on signals ("would you consider working here?")

ONE-UPPING IS SWEEPING

UNPUSHABLE TALK

Have something to offer!

FACE-TO-FACE

exchange business cards?

DIARY STUDY

INTERVIEWS

AFFINITY DIAGRAMS

INTERNAL BARRIERS ANALYSIS

DIARY STUDY

INTERVIEWS

AFFINITY DIAGRAMS

ANALYSIS

"We think

in ge
bu

North White

PAIN POINTS

- useless conversation
- getting the "in"
- lack of parity
- limited time → high cost to wasted time
- competition for interest
- too many impressions productively retain
- horror of organizing networking
- feeling alone
- strategize & extract value @ same time
- invisible social barriers
- organizing follow-up

ASPIRATIONS

- have productive conversations
- enhance your reputation
- meet people on all levels of hierarchy → immed & future value
- learn
- feel a part of a community
- see friends/reconnect

SUCCESS FACTORS

- breaking down formality
- gaining experience
- being known
- being involved
- suppress your fears
- prepare
- prioritizing for value
- participate in backchannel

GOALS

How might we ... ?

value	10	2	2	2
in my head	5	2		
interpersonal		9	5	0
community status			12	1
info/log outside				5

ANALYSIS

FINDINGS

85% of attendees' tweets found to be conference-related!
(Stankovic et al. 2010)

WHAT PEOPLE DO TO BE 'SOCIAL'

USELESS CONVERSATION

**TOO MANY
IMPRESSIONS**

LACK OF PARITY

**SIMULTANEOUSLY
STRATEGIZE,
EXTRACT VALUE**

**COMPETITION FOR
INTEREST**

PAIN ⚡ POINTS

**LIMITED TIME → HIGH
COST OF WASTED TIME**

GETTING THE "IN"

**ORGANIZE
FOLLOW-UP**

**HORROR OF
ORGANIZED
NETWORKING**

FEELING ALONE

**INVISIBLE SOCIAL
BARRIERS**

HAVE PRODUCTIVE CONVERSATIONS

SEE AND RECONNECT WITH FRIENDS

LEARN

ASPIRATIONS

ENHANCE YOUR REPUTATION

FEEL AS PART OF A COMMUNITY

MEET PEOPLE ON ALL LEVELS OF SOCIAL HIERARCHY

BREAK DOWN FORMALITY

**PARTICIPATE IN
BACKCHANNEL**

“BEING KNOWN”

BEING INVOLVED

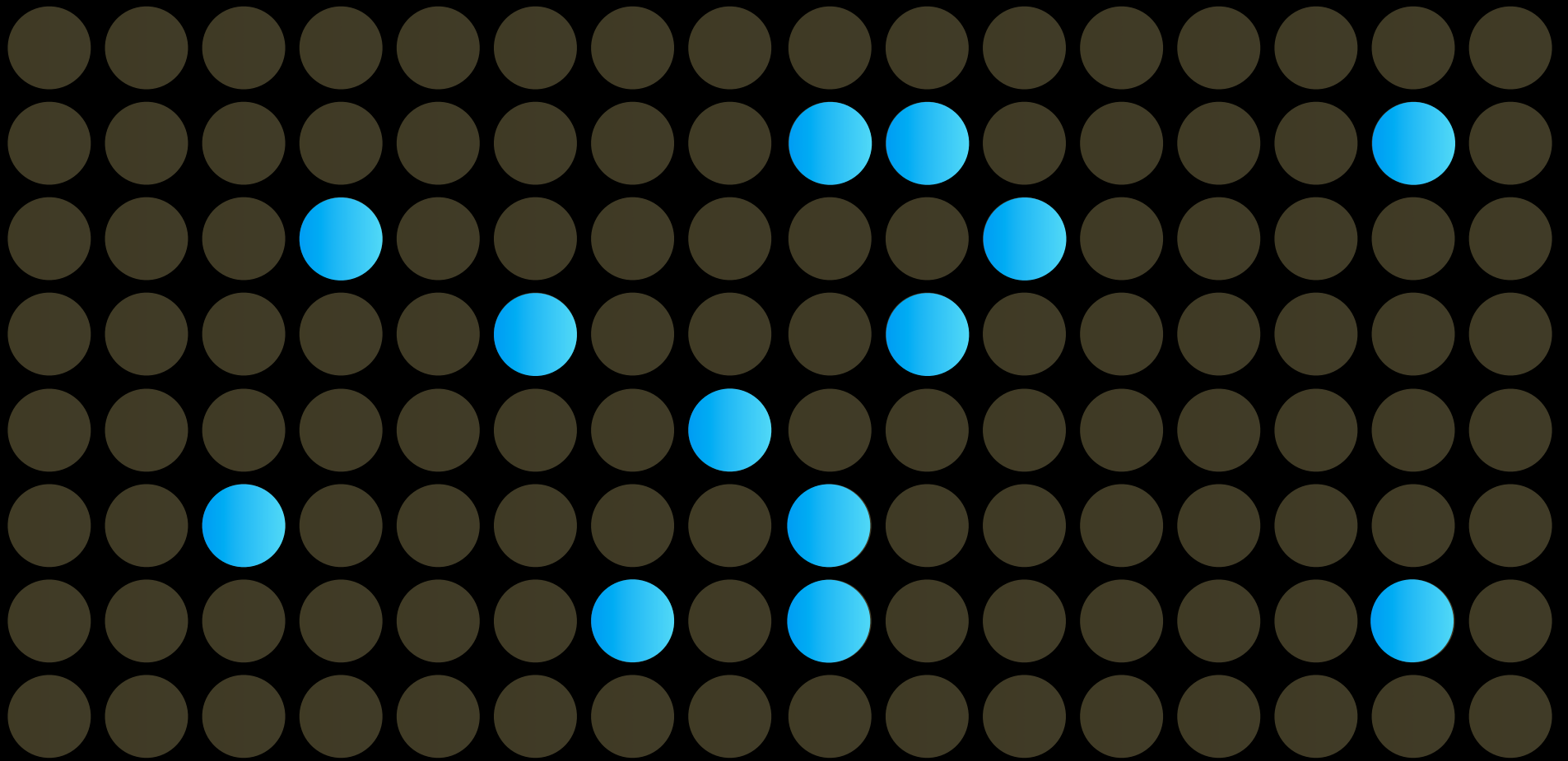
SUCCESS FACTORS

**SUPPRESS
YOUR FEARS**

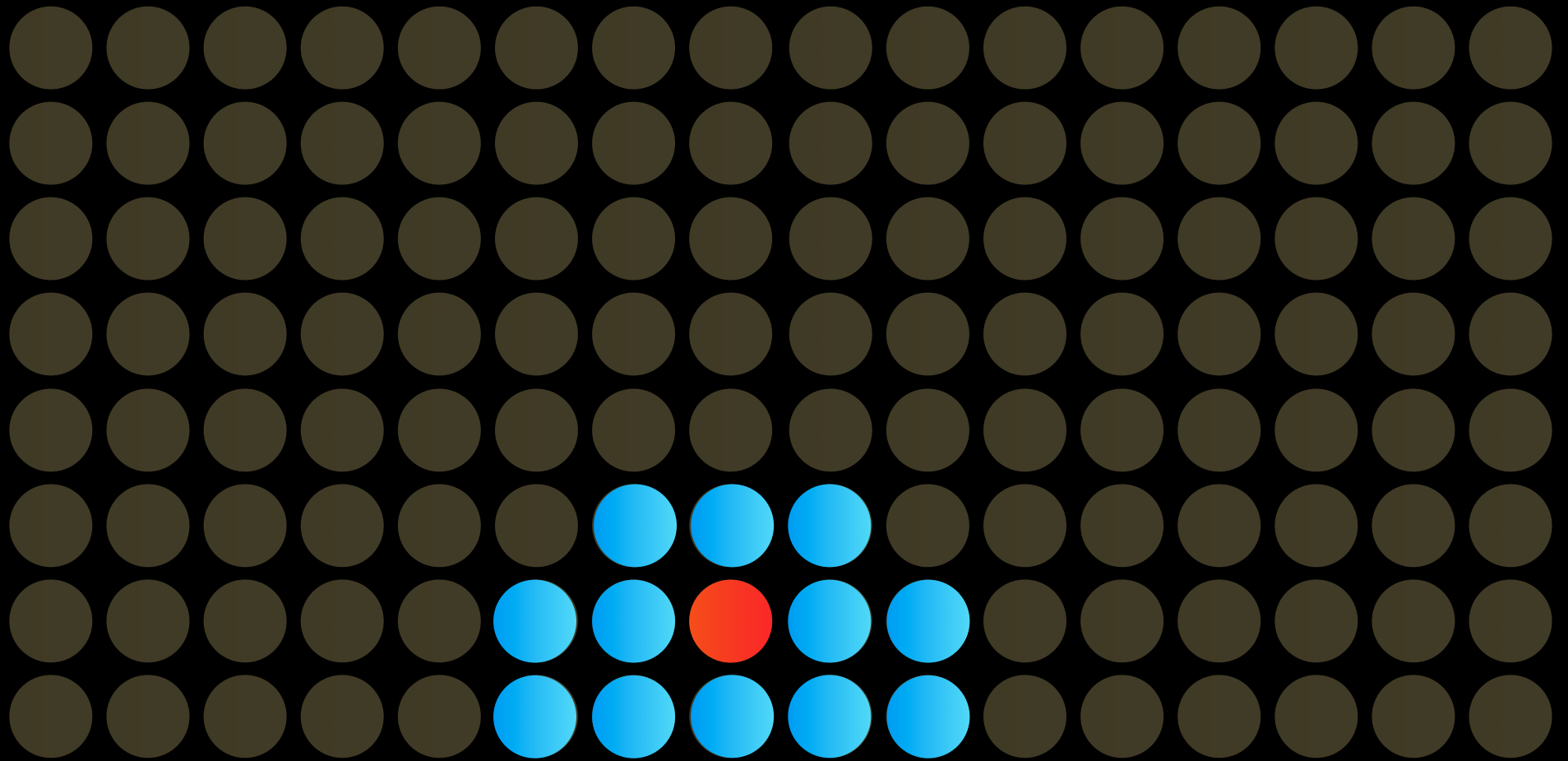
**PREPARE
IN ADVANCE**

**PRIORITIZE
FOR VALUE**

**GAIN
EXPERIENCE**



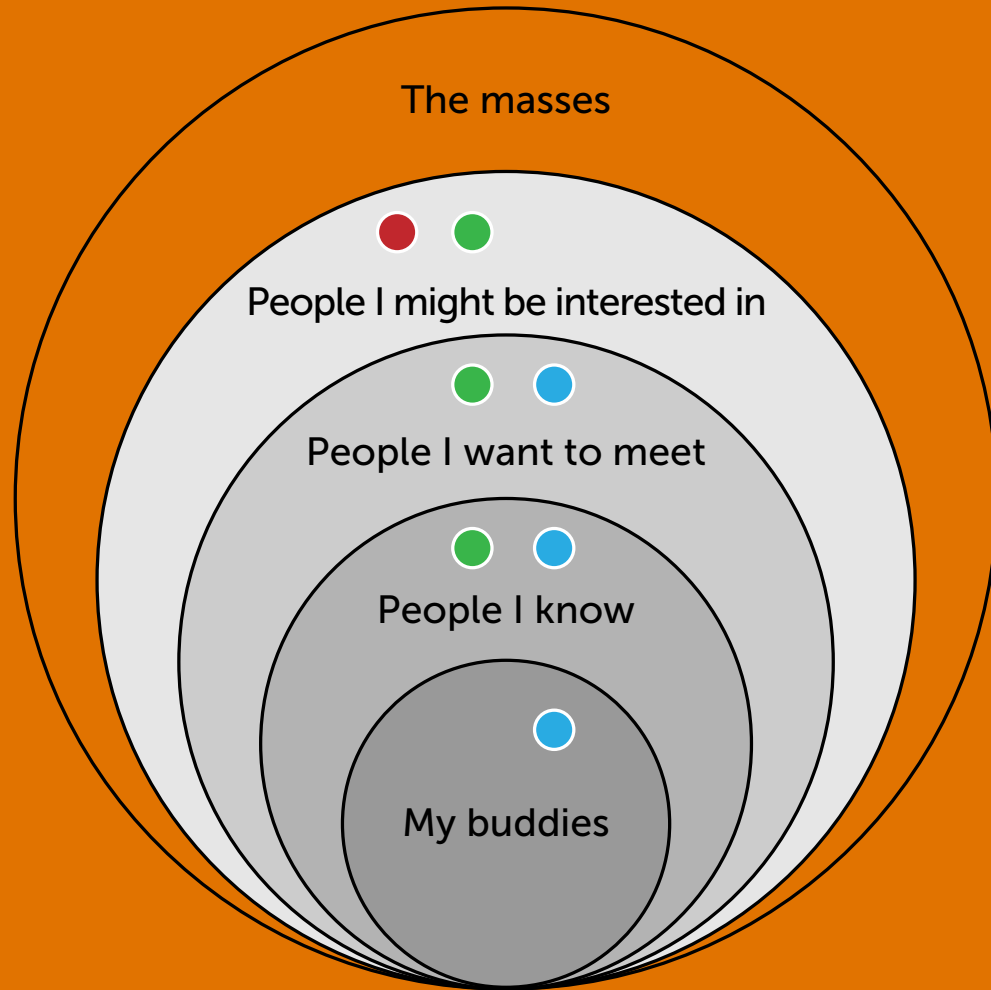
YOUR CROWD ●



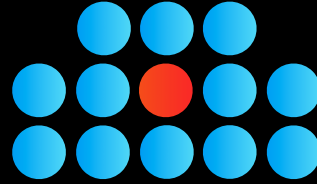
YOUR CROWD (AND YOU!)

Relevant uncertainties

- What are they up to?
- How are we connected?
- Who are they?



SOCIAL MAKEUP OF THE CROWD



+

Relevant uncertainties

- What are they up to?
- How are we connected?
- Who are they?

=

**DESIGN
CHALLENGE**

DESIGN

popularity $\hat{=}$ interestingness

- What are they up to?
- How are we connected?
- Who are they?

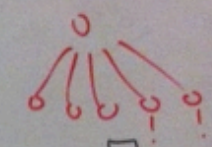
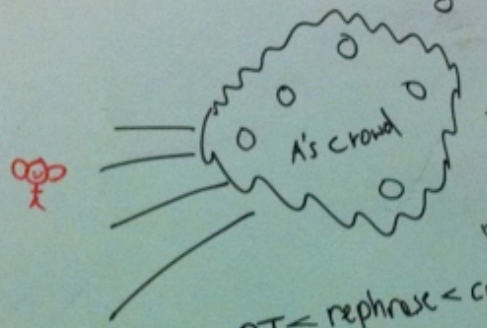
interests
social

who cares what you say?

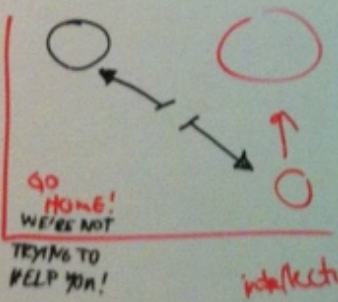
private gathering & PG. 3

organized Party A Party B

Event A Event B



socially connected

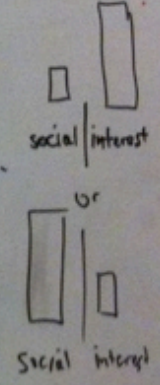


RT < rephrase < create

gossips = Twitter
idiots =

Do not expose!

Conference
4 & Yay...
...
#1, 202 & Bos...



intellectually engaged

locator

crowd

"I'm looking for jobs"

buy you a beer (could be a drink)

mutual bookmark?

have beer create debate

face bingol

user search cam

agreed changes

Releigh: []

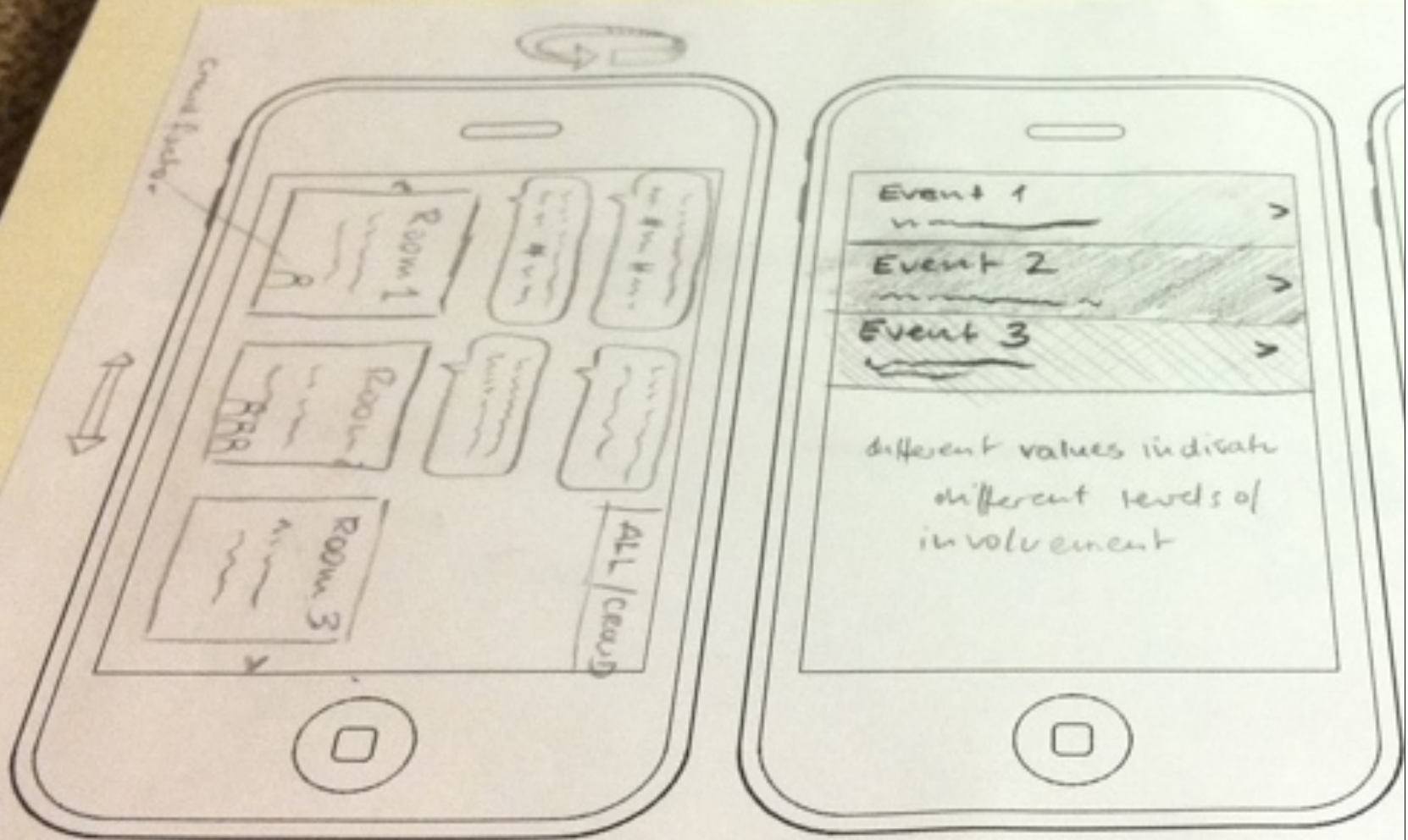
Scoble []

SASW []

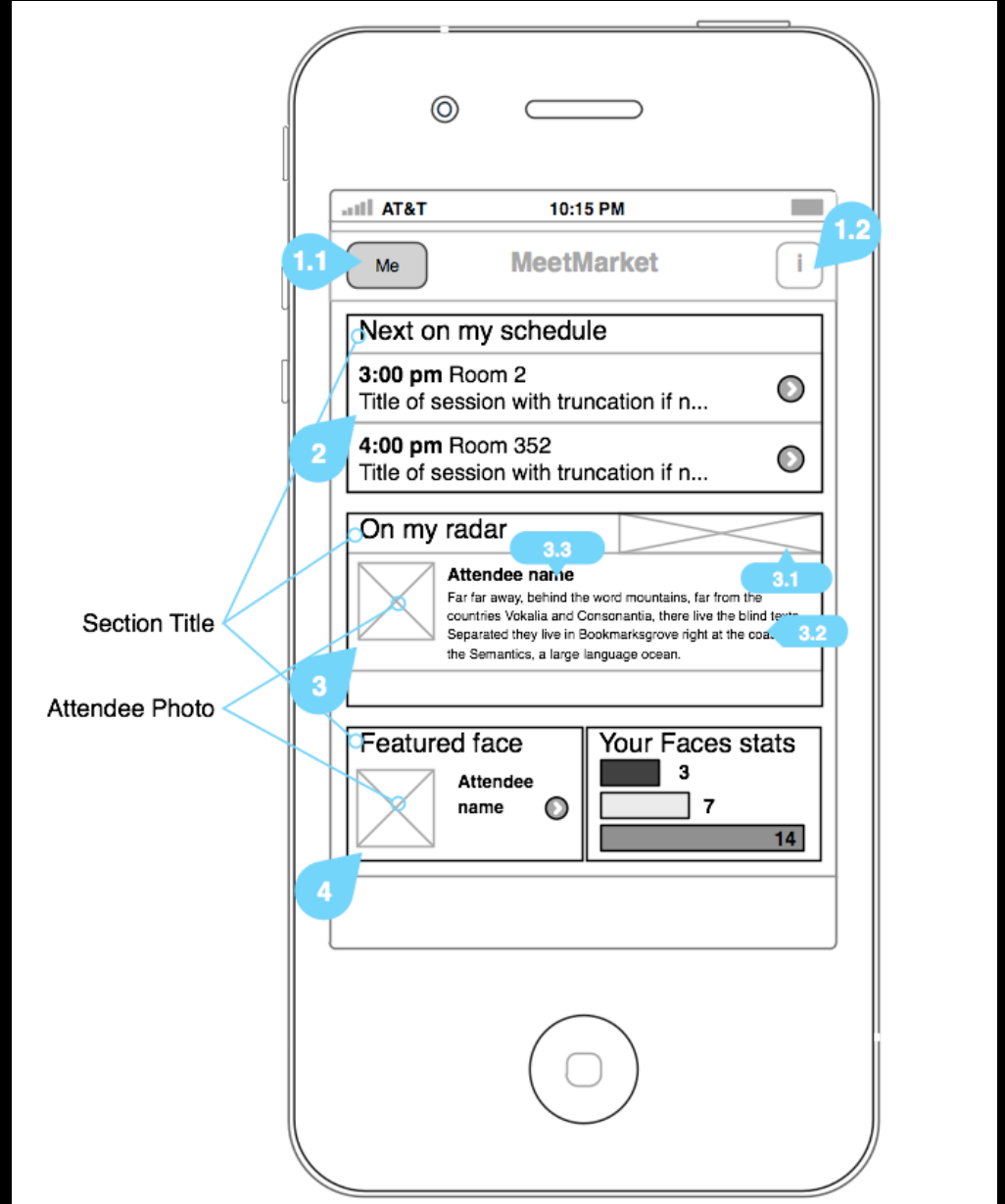
Twitter []

IDEATION

SKETCHES



WIREFRAMES



IDEATION

SKETCHES

WIREFRAMES

WALK-THROUGH

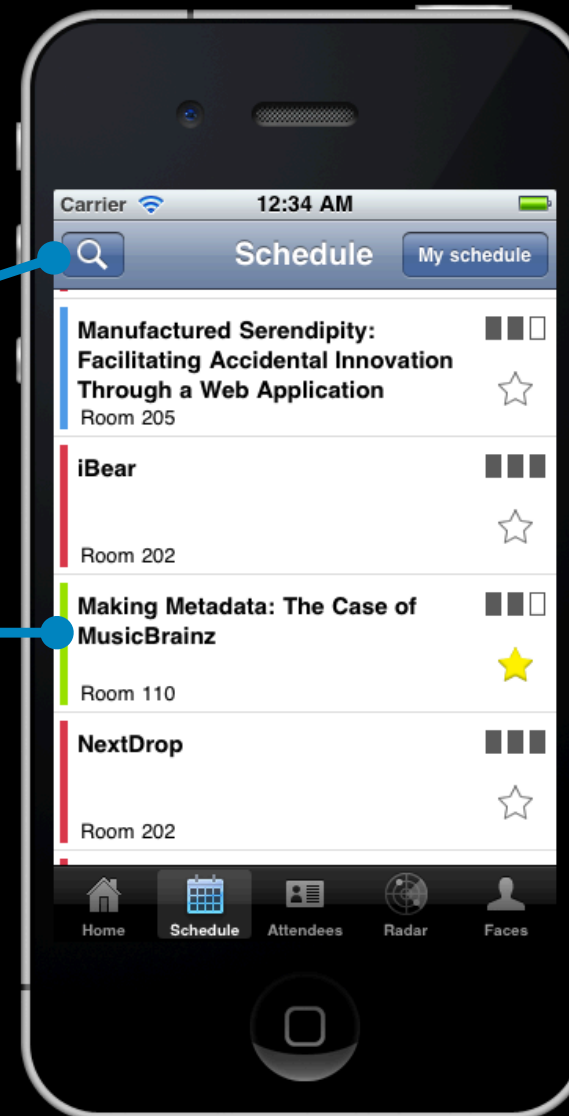


WALK-THROUGH

SCHEDULE START SCREEN

SEARCH SCHEDULE
for keywords and speakers

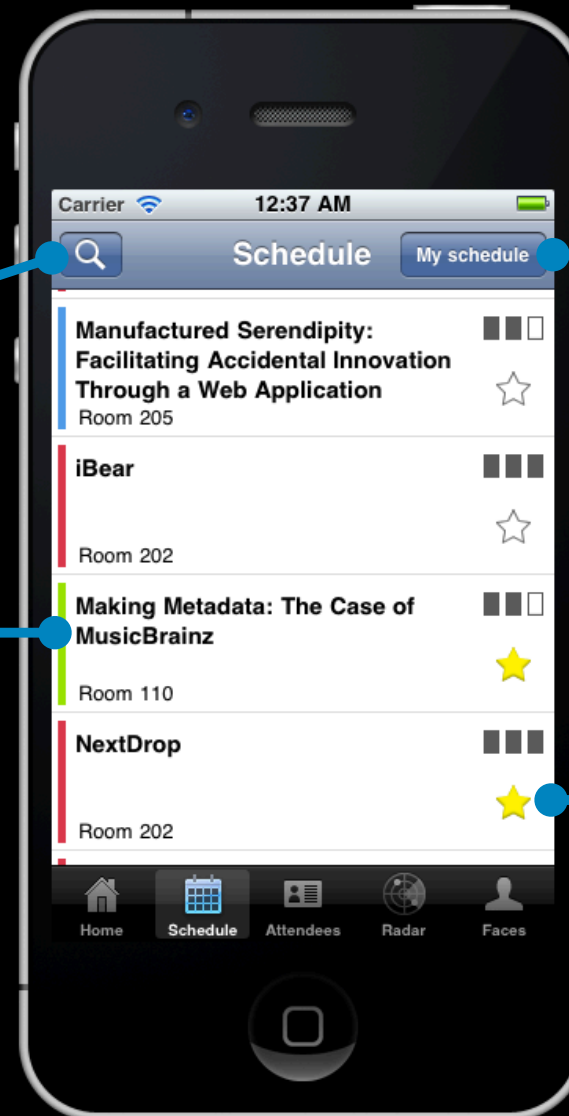
SCHEDULE EVENT
Each event has a detail screen
in the application. Tapping an
event brings up the details



SCHEDULE START SCREEN

SEARCH SCHEDULE
for keywords and speakers

SCHEDULE EVENT
Each event has a detail screen in the application. Tapping an event brings up the details



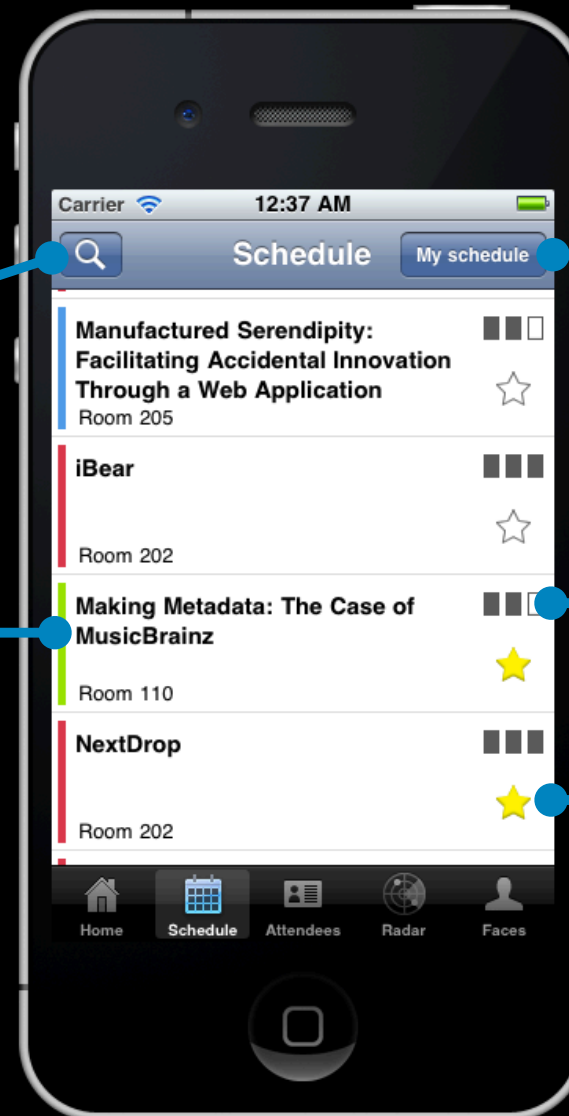
YOUR SCHEDULE
can be viewed by tapping this button

STARRING EVENTS
puts them on your personal schedule

SCHEDULE START SCREEN

SEARCH SCHEDULE
for keywords and speakers

SCHEDULE EVENT
Each event has a detail screen in the application. Tapping an event brings up the details



YOUR SCHEDULE
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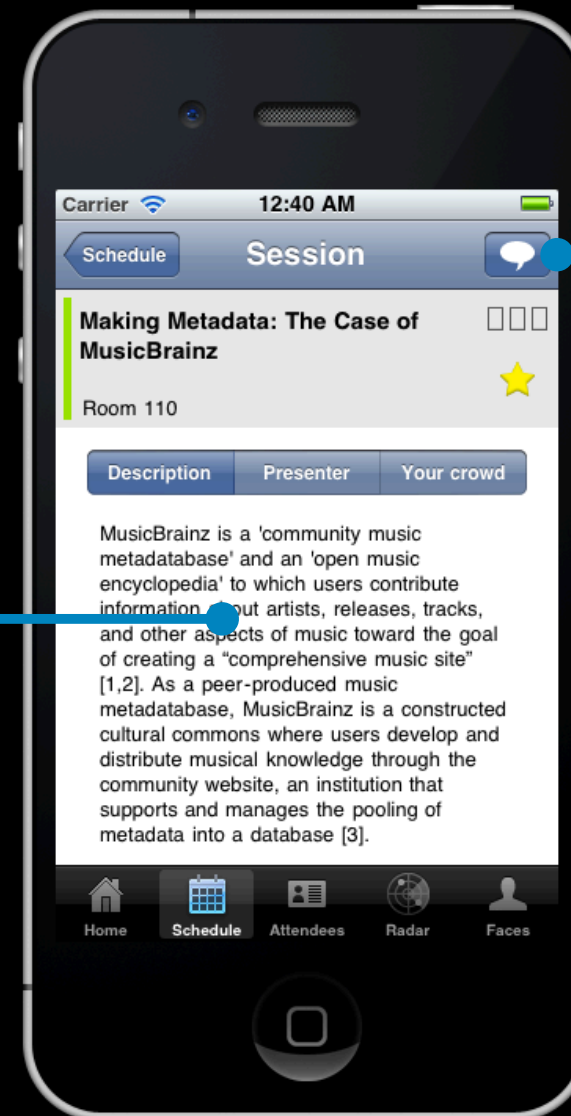
CROWD FACTOR

STARRING EVENTS
puts them on your personal schedule

SCHEDULE DETAIL SCREEN

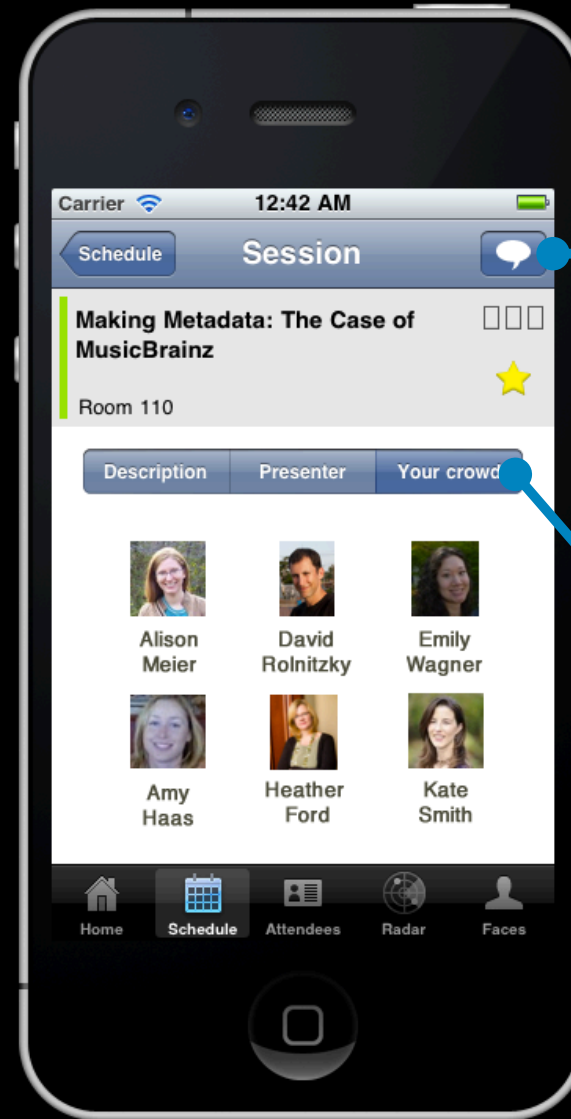
EVENT INFORMATION

Learn more about the content of the event and the presenters. Presenters can have profiles on MeetMarket too



DISCUSSION
Follow the social media stream for this event and participate

SCHEDULE DETAIL SCREEN



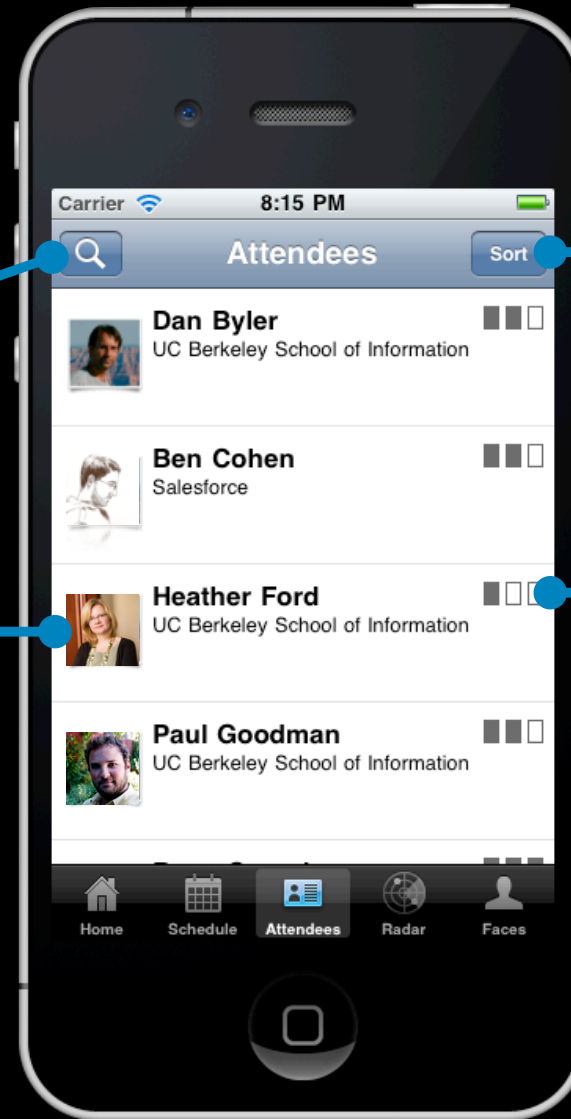
DISCUSSION
Follow the social media stream for this event and participate

YOUR CROWD
Know who's going.

ATTENDEES START SCREEN

SEARCH FOR ATTENDEES
by name, organization and notes content

ATTENDEES
Each attendee has a profile in the application. Tapping an attendee brings up the profile



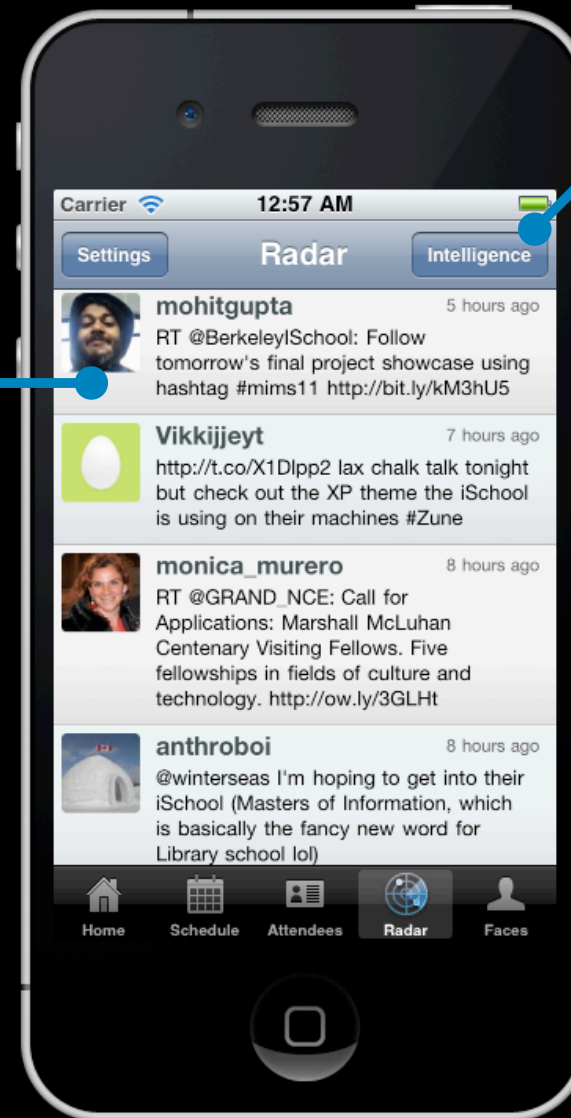
SORT ATTENDEE LIST
by first name, last name, organization

CROWD FACTOR
How likely are the in your crowd?

RADAR SCREEN

SHORT ITEMS AGGREGATED FROM VARIOUS SOURCES

Attendees can connect their social media accounts with MeetMarket to be on other people's radar



INTELLIGENCE
Look for specific topics or trends in the conference buzz

FACES START SCREEN

CROWD STATS

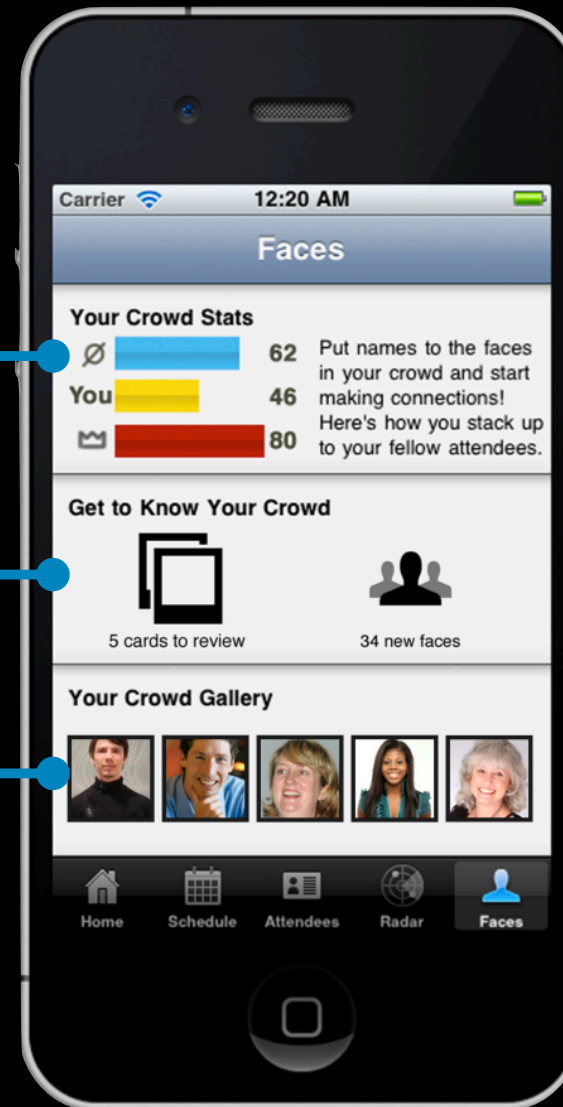
Shows how your 'face recognition' stacks up to the rest of the conference

GET TO KNOW YOUR CROWD

Tap to play a quick round of FaceCards

CROWD GALLERY

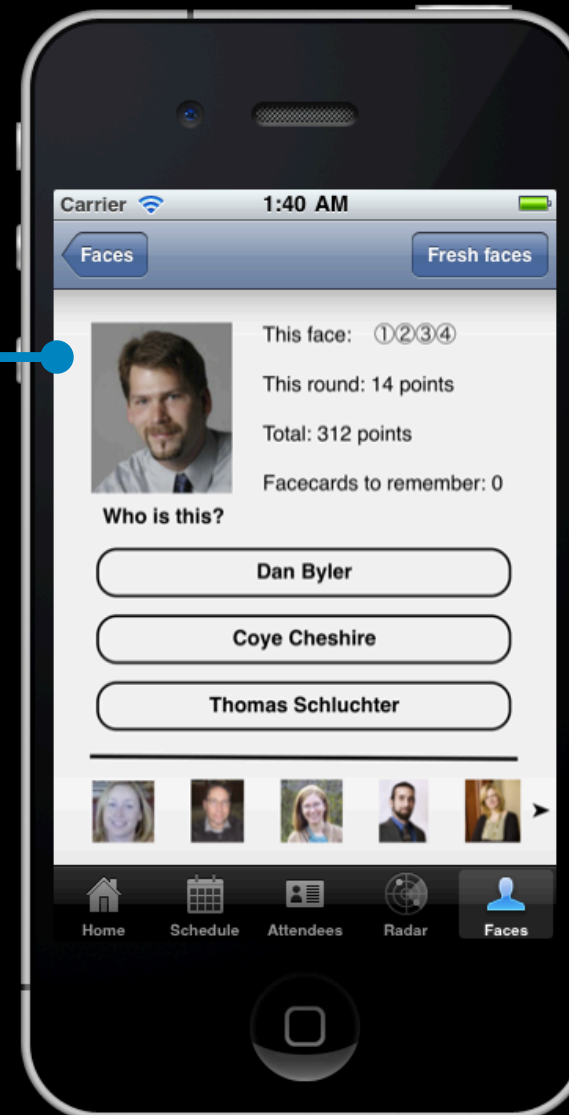
Attendees whose faces you have successfully learned show up in the gallery





FACES GAME

REVIEW YOUR CROWD'S FACES
Attendees are selected based on recommendation, but also can be added manually



FINDING YOUR CROWD

MEETMARKET HELPS YOU TO...

DISCOVER INTERESTING ATTENDEES

BE WHERE THEY ARE

GET TO 'HELLO'

MEETMARKET*

**THOMAS SCHLUCHTER, DAN BYLER
ADVISOR: COYE CHESHIRE**

***NOW 100% MORE EXPLAINED**

IMPLEMENTATION

