MEETMARKET
FIND YOUR CROWD*

*JUST YOU WAIT, WE’RE COVERING THAT
MEETING PEOPLE
“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
ETHNOGRAPHIC APPROACH
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DIARY STUDY
AFFINITY DIAGRAMS
ANALYSIS
FINDINGS
WHAT PEOPLE DO TO BE ‘SOCIAL’

85% of attendees’ tweets found to be conference-related! (Stankovic et al. 2010)
USELESS CONVERSATION  SIMULTANEOUSLY STRATEGIZE, EXTRACT VALUE
TOO MANY IMPRESSIONS  COMPETITION FOR INTEREST
LACK OF PARITY

PAIN ⇋ POINTS

LIMITED TIME → HIGH COST OF WASTED TIME  HORROR OF ORGANIZED NETWORKING
GETTING THE "IN"  FEELING ALONE
ORGANIZE FOLLOW-UP  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
SUCCESS FACTORS

BREAK DOWN FORMALITY

PARTICIPATE IN BACKCHANNEL

"BEING KNOWN"

BEING INVOLVED

SUPPRESS YOUR FEARS

PREPARE IN ADVANCE

PRIORITIZE FOR VALUE

GAIN EXPERIENCE
YOUR CROWD (AND YOU!)
SOCIAL MAKEUP OF THE CROWD

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

The masses
- People I might be interested in
- People I want to meet
- People I know
- My buddies

Who are they?
How are we connected?

DESIGN CHALLENGE

Relevant uncertainties

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

= DESIGN CHALLENGE
DESIGN
popularity =? interestingness

- What are they up to?
- How are we connected?
- Social
- Who cares what you say?

RT = rephrse = create
gossips = Twitter

Do not expose!

Socially

Conference

#1: Yay...

#2: Boo...

Researchers:

Social
Interact

IDEATION
SKETCHES

Different values indicate different levels of involvement.
Next on my schedule
3:00 pm Room 2
Title of session with truncation if n...

4:00 pm Room 352
Title of session with truncation if n...

On my radar

Attendee name
Far far away, behind the word mountains, far from the
countries Vokalia and Consonantia, there live the blind texts.
Separated they live in Bookranger, right at the heart of the Semantics, a large language screen.

Section Title

Attendee Photo

Featured face

Your Faces stats

3

7

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WALK-THROUGH
**IDEATION**

**SKETCHES**

**WIREFRAMES**

**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

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YOUR SCHEDULE can be viewed by tapping this button

STARRING EVENTS puts them on your personal schedule
SCHEDULE START SCREEN

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CROWD FACTOR

STARRING EVENTS puts them on your personal schedule
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.

MusicBrainz is a 'community music metadata' and an 'open music encyclopedia' to which users contribute information about artists, releases, tracks, and other aspects of music toward the goal of creating a 'comprehensive music site' [1,2]. As a peer-produced music metadata database, MusicBrainz is a constructed cultural commons where users develop and distribute musical knowledge through the community website, an institution that supports and manages the pooling of metadata into a database [3].
IDEATION

SKETCHES

WIREFRAMES

WALK-THROUGH

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