

# Evaluating Software

Social

Mobile

WiFi - Specific

Location - Specific

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# Overview

Interactive social software

Augment localized communication and exchange

Bring outside value to mesh networking

Red Hook is going well

**Goal #1:** Engaging interface that incentivizes users to install mesh software before communication shutdown

**Goal #2:** Do neighbors / community groups / institutions communicate directly between each other? Does it make sense to route around the world or communicate direct between each other?

# Top Down, Neigh-boring

Hyper local websites attempt to create meaningful connections between neighbors

-----> Have failed to engage over and over again

## Clichés:

- Can borrow a ladder from a neighbor
- Assumptions about aesthetic/layout of neighborhood  
-----> Suburban/Western - style homes
- Meet new local friends, finally know neighbors name.
- Take local civic action, but without incentive

# i-Neighbors

2004

Success measured in critical mass adoption in local neighborhoods, local information exchange

The screenshot shows the i-Neighbors website interface. At the top left is the logo with the tagline "Bringing your neighbors together." To the right is a blue sign-in box with fields for "Email address" and "Password", and a "Login" button. Below the sign-in box is a "New users create account:" section with a sub-header "Always free for you and your community". This section contains input fields for "First Name", "Your Email", "Password", and "Your Zip Code", along with a dropdown menu for "How did you hear of us?". A "Sign Up" button is located below these fields, with a note: "By clicking Sign Up you are indicating that you have read and agree with the Terms of Use and Privacy Policy". To the right of the sign-up form is a search area with "Your Zip Code" and "Neighborhood Search" fields, and a link "Or create a neighborhood group for free.". Below the search area is a map of the New York City area, showing various neighborhoods and highways. The map includes navigation controls and map style options (Map, Satellite, Hybrid). At the bottom of the page, there is a section titled "Where neighbors come to meet, plan, and stay informed" with the text "Hosting neighborhoods for over 7 years — and more than 100,000 users". Below this text are four icons representing different features: "Discussion Forums", "neighborhood Directory", "Share Links & Files", and "Photo Galleries".

# Front Porch Forum

2006

Success measured in critical mass adoption in local neighborhoods, local connections

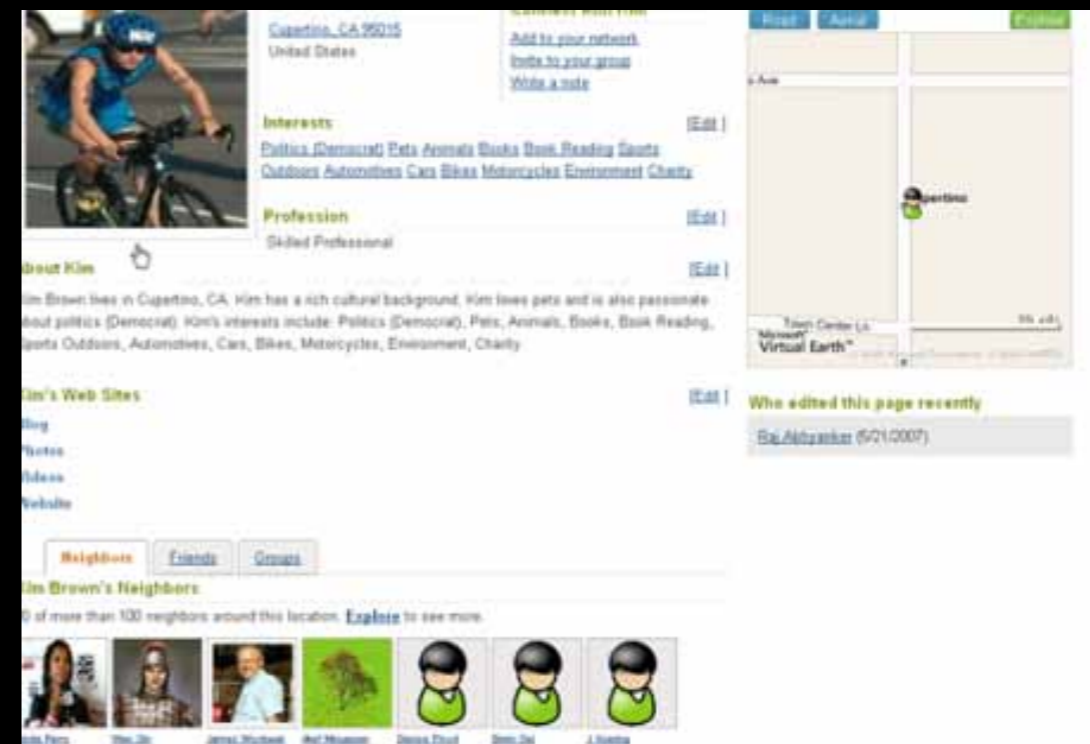
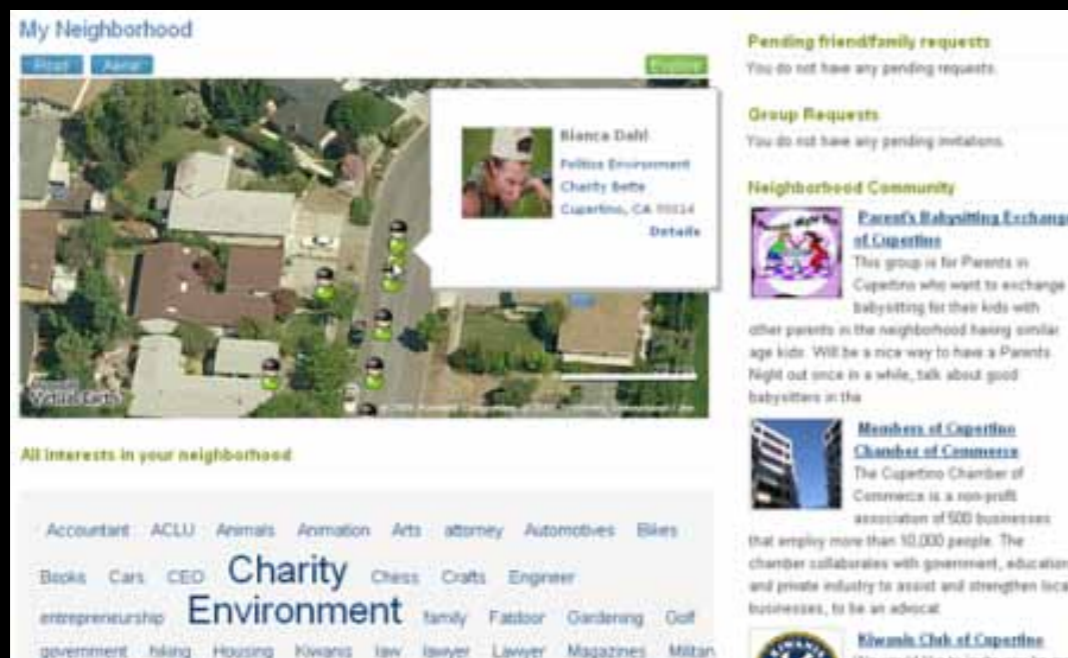
The screenshot displays the Front Porch Forum website interface. At the top left is the logo with the text "front porch forum™" and a small icon of three people. To the right are links for "SIGN UP" and "LOGIN". A navigation menu includes "Home", "FAQ", "Media", "About Us", and "Contact". The main heading is "Helping Neighbors Connect", followed by a descriptive paragraph: "Front Porch Forum is a free community-building service. Your neighborhood's forum is only open to the people who live there. It's all about helping neighbors connect." Below this is a "Join the conversation" sign-up form with fields for "STREET NO.", "STREET NAME", "CITY", and "STATE/PROVINCE" (set to "Vermont"). A "Sign Up" button and a "LOGIN HERE" link are at the bottom of the form. On the right, a testimonial is presented in a speech bubble illustration, stating: "It was humbling and heartwarming to have 36 neighbors show up in response to our posting, and move all our things down the street into our new home in 1.5 hours!" attributed to "— JOSH BROWN".

# Fat Door

...that name?

2007

Success measured in critical mass adoption in local neighborhoods, local information exchange & connections



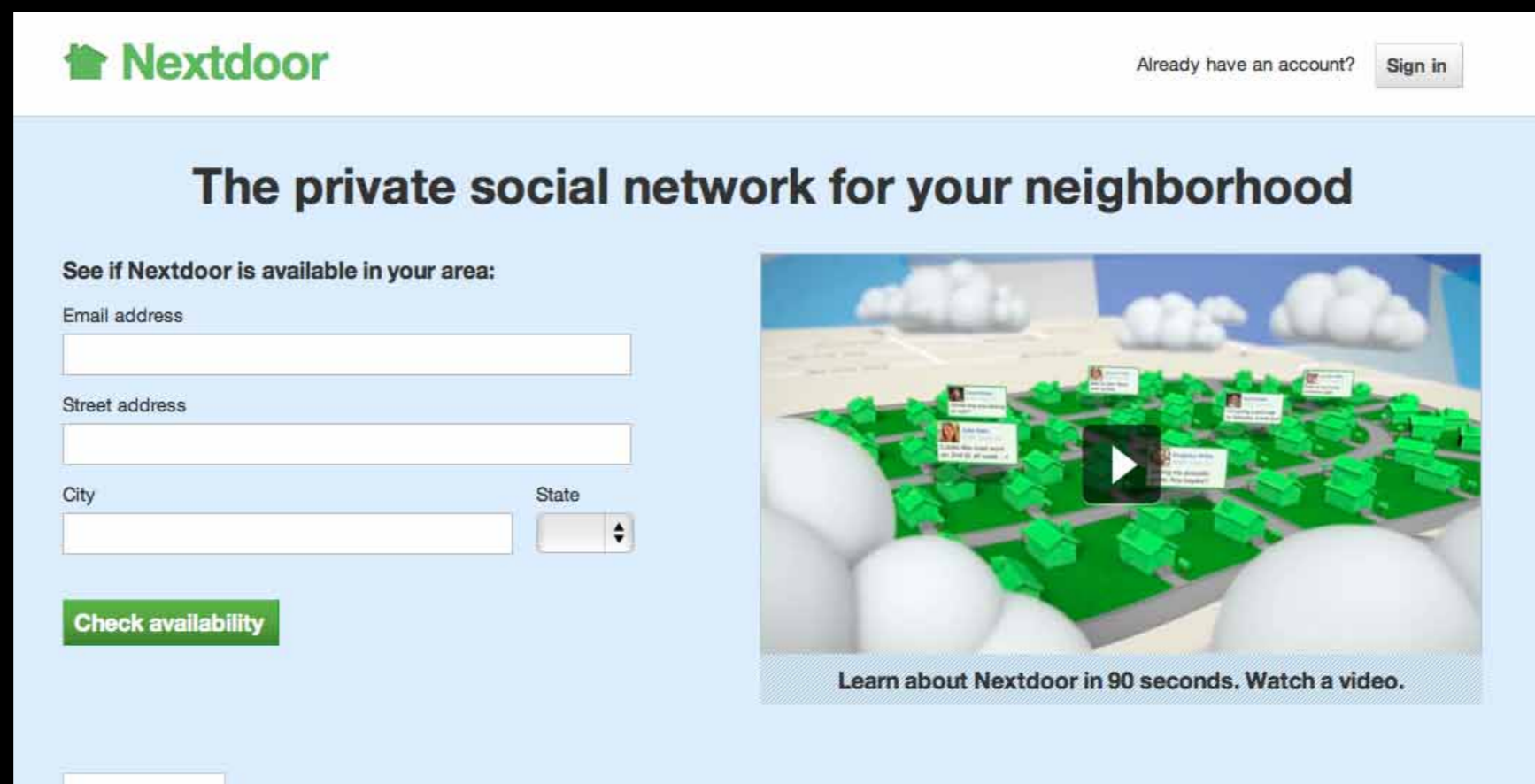
# Next Door

2011

--> Fat Door founder suing them now...not very neighbourly

Success measured in critical mass adoption in local neighborhoods, local recommendations

Need to show proof of location for trust – do geographical borders align with social borders?



The screenshot shows the Nextdoor website interface. At the top left is the Nextdoor logo, and at the top right is a "Sign in" button with the text "Already have an account?". The main heading reads "The private social network for your neighborhood". Below this is a form titled "See if Nextdoor is available in your area:" with input fields for "Email address", "Street address", "City", and "State". A green "Check availability" button is positioned below the form. To the right of the form is a video player showing a 3D map of a neighborhood with green buildings and a play button. Below the video player is the text "Learn about Nextdoor in 90 seconds. Watch a video."

# Craigslist

Local exchange, buy/selling, satisfies real need

---> Not good at lasting connections

---> Semi-Anonymous

---> Success measured in ability to spread worldwide,  
modular, open interface/accessible for needs/wants

The screenshot shows the Craigslist website for New York City. The top left features the Craigslist logo and navigation links like 'post to classifieds' and 'my account'. A search bar is present with a dropdown menu currently showing 'for sale'. Below the search bar is an event calendar for the week of August 13-19, 2007, with the 18th highlighted. The main content area is divided into three columns: 'community', 'housing', and 'jobs'. The 'community' column lists categories like 'activities', 'artists', and 'childcare'. The 'housing' column lists 'apts / housing', 'rooms / shared', and 'sublets / temporary'. The 'jobs' column lists 'accounting+finance', 'admin / office', and 'arch / engineering'. A 'for sale' section is also visible at the bottom of the housing column, listing 'appliances', 'antiques', and 'barter'. On the right side, there is a 'nearby cl' section listing other cities like 'allentown', 'catskills', and 'central nj'.

**craigslist**

post to classifieds  
my account  
help, faq, abuse, legal

search craigslist

for sale

**event calendar**

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

**new york city** <sup>w</sup> mnh brk que brx stn jsy lgi wch fct

**community**

- activities
- artists
- childcare
- general
- groups
- pets
- events
- lost+found
- musicians
- local news
- politics
- rideshare
- volunteers
- classes

**housing**

- apts / housing
- rooms / shared
- sublets / temporary
- housing wanted
- housing swap
- vacation rentals
- parking / storage
- office / commercial
- real estate for sale

**for sale**

- appliances
- antiques
- barter
- arts+crafts
- auto parts
- baby+kids

**jobs**

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- food / bev / hosp
- general labor
- government
- human resources
- internet engineers
- legal / paralegal

**nearby cl**

- allentown
- catskills
- central nj
- delaware
- eastern ct
- hartford
- hudson valley
- jersey shore
- lancaster
- long island
- new haven
- new york
- north jersey
- northwest ct
- oneonta
- philadelphia
- reading
- scranton



# WiFi as Localization

# WiFi Dog

Captive portal / authentication server from IIS Sans Fi

Focus on local portals for each routers

----> i.e. Cafe with list of people connected, showing local art/music

---> Success measured in local cafe and park users interacting with others on same WiFi internet connection. but hasn't been very effective



```
BusyBox v1.00 (2004.11.01-17:08+0000) Built-in shell (ash)
Enter 'help' for a list of built-in commands.
```



```
root@OpenWrt:~# █
```

# L Train Not Work

View local art from Bushwick artists, chat with others on L train. New media introduced through one week exhibition  
---> Success measured in users riding train through week to experience differences, active chatting/sharing  
-----> only works as a limited experience?



## Featured

### Missed Connections

Chat and Connect with other interesting commuters

## Sections

### Words

### Images

### Feeds



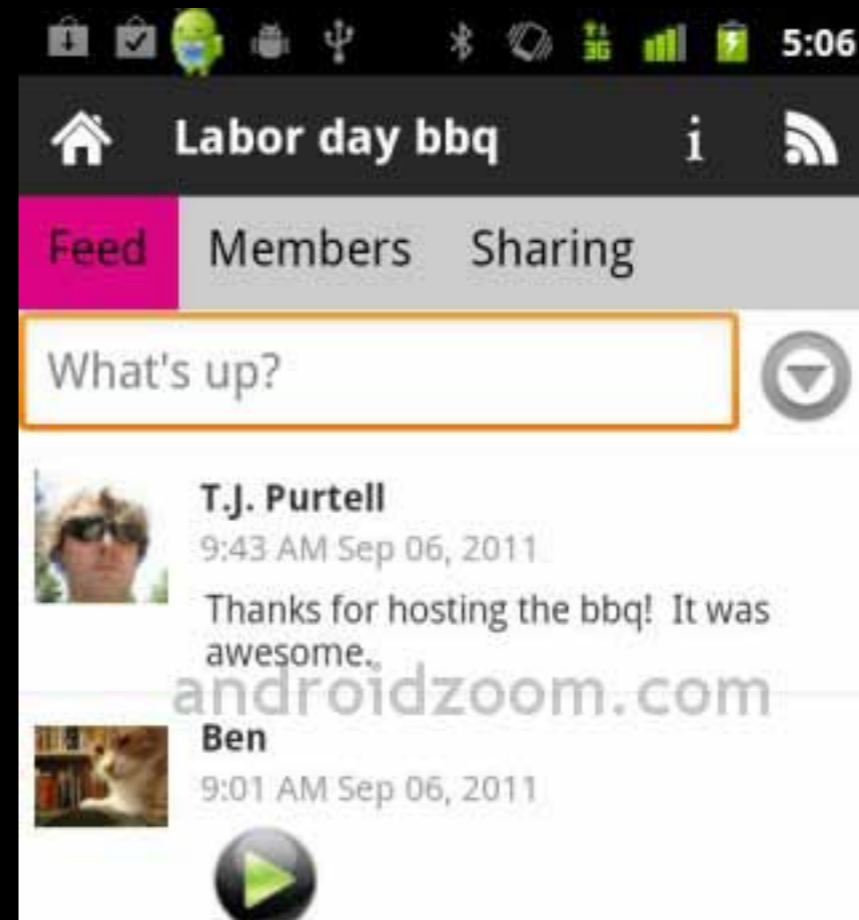
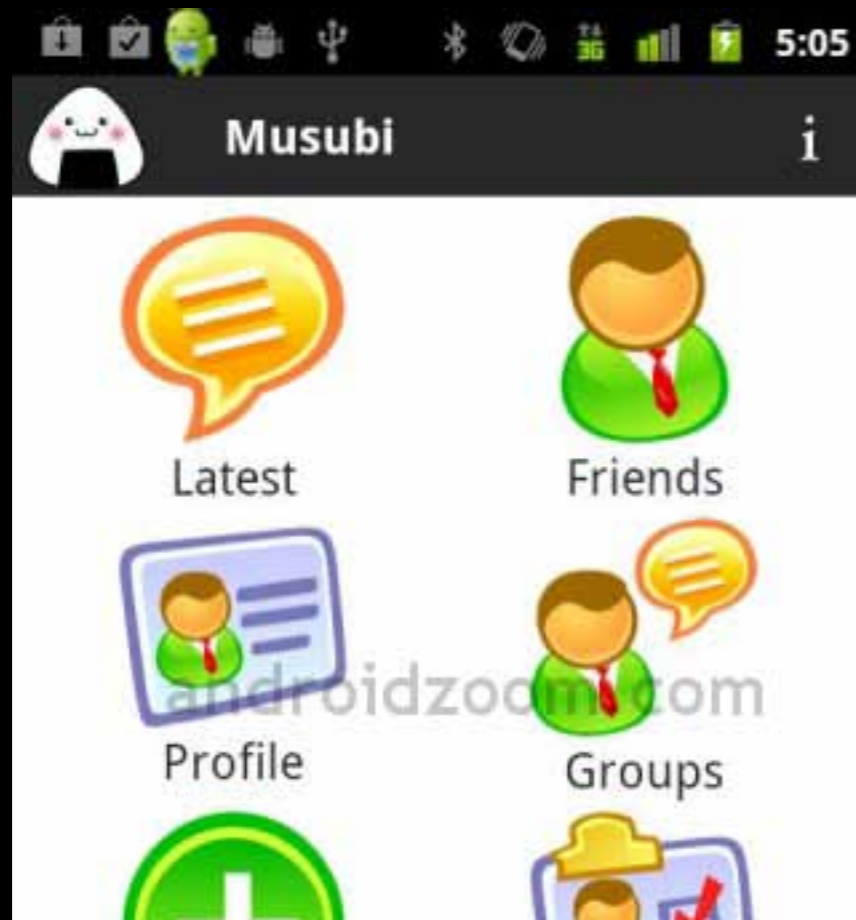
# Mobility as Localization

# Musubi

Stanford Mobile and Social Computing Research Group

---> Ad Hoc, Mobile Social Network

---> Success measured as smartphones/tablets scale up in adoption. Very good for certain situations, but strong incentive?



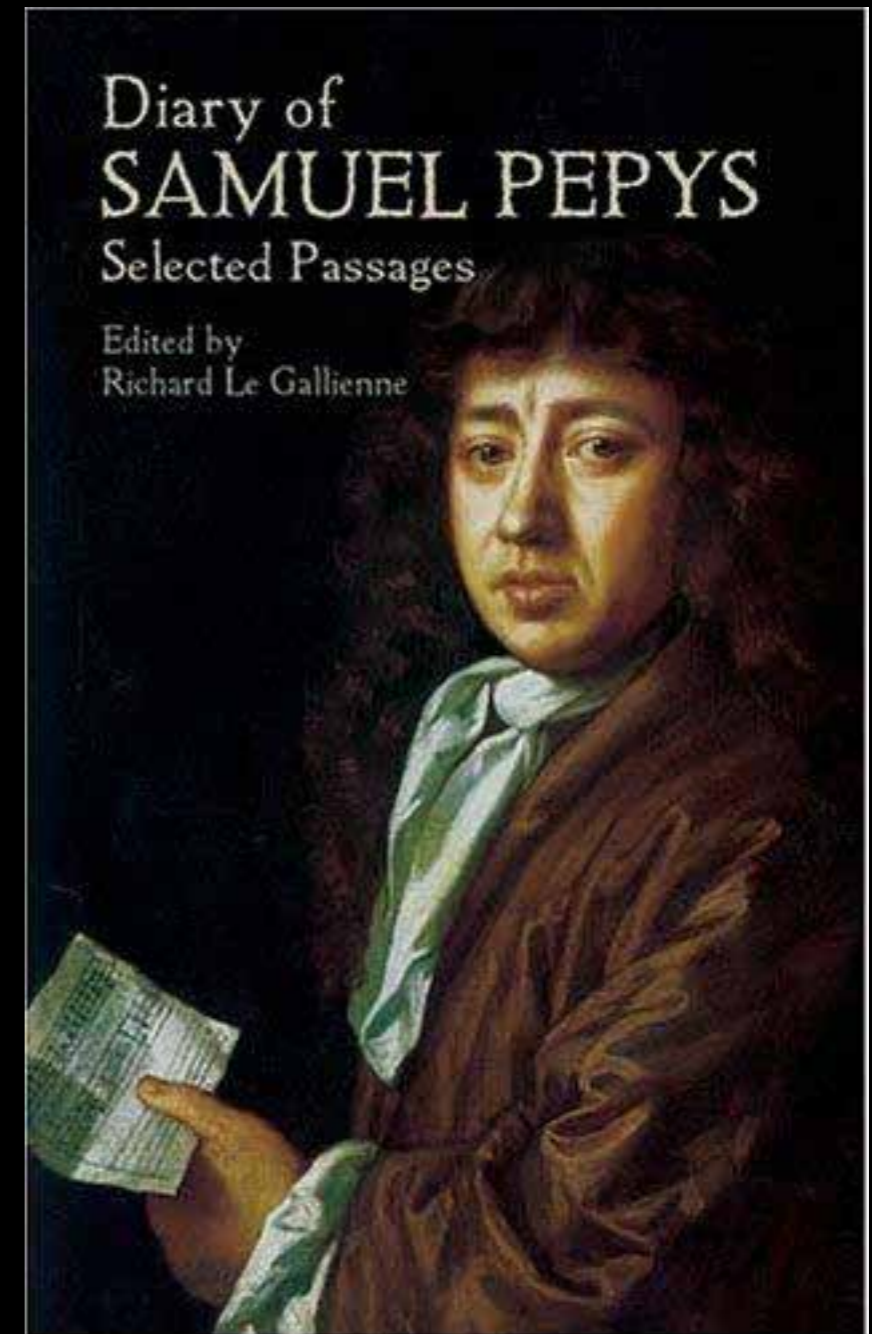
# Pepys

Old school, IR activated interface

Auto generates diary entries when researchers in physical location together

Recording time, space as catalyst

---> Success measured in usefulness  
But some researchers rebelled  
against monitoring system



# Can You See Me Now?

Urban street / GPS virtual overlay game

-----> real world user has to “catch” virtual user

---> Success measured in bridging to practical applications,  
more of a framework than end product



So, where to now?



# Interface Direction

Focus on mobile / smartphone app + browser

----> Red Hook Housing Projects, high Android use

----> Exploit transient nature of WiFi

Need more incentive than just connecting to neighbors

----> Tap into urges, curiosities, new spaces of intimacy

----> Mysterious, alternative, personal, customizable world  
entered through “gateways” (APs) on mesh

-----> Italo Calvino, David Lynch, Haruki Murakami

-----> Alison Powell’s “counter publics”

# Interface Direction

Dourish & Bell propose a non-cartesian mobile interface

----> Maps human activities and events

----> Exact location not important, just know you can walk there if need to

Spaces/worlds:

private (self)

intimate (few people)

group

public

location has own world,  
own personality,  
people can leave stuff behind (USB  
deaddrops)

feedback loops (in house, light dim-  
ming, temperature,  
at club song requests,  
at conference -> schedule of events,  
open interface for customization

# Interface Direction

Junction - platform for creating programs that work across multiple devices. (iphone, android, java, javascript)

Simplified Layers:

4 My interface

3 Junction

2 Mesh / router software + OS

1 Hardware

Incentives?

Needs?

Desires?

Are these satisfied?