

Preliminary Workshop / VILLAGER

SUMMARY / Meeting between directors Brent Ferreira and Julie Patterson regarding brainstorm and speculative design for VILLAGER platform. 10 Am - 11Am.

MINUTES /

- 10:03 | Attendance. Brent Ferreira / Julie Patterson.
- 10:05 | General discussion about social networks. Brent points out recent op-ed in the LA Times. Both discuss the failure of social networks to connect people in the real world.
- 10:10 | Brent talks about his college thesis about how online networks act in many the same ways as tribes.
- 10:16| Brent brainstorms the "VILLAGER" idea. Julie: "How can we use the web to get people to share / interact in the real world?"
- 10:19 | Both discuss taxonomy in relation to household items. Dividing locations in the house as areas that require different kinds of sharing.
- 10:24 | Trust is decided to be a vital issue for an application. How to build trust. Brent propose the idea of having new users share an item before they ask other "villagers" to borrow. Julie proposes a one-time fee.
- 10:30 | Neighborhoods. Both agree the platform should be used to connect people in close proximity to one another. They discuss imposing a limit to the number of a people in each village. A distance limit is also proposed.
- 10:40 | Julie sketches some speculative designs.
- 10:45 | Both brainstorm ideas about logo and branding.
- 10:50 | Wrap-up. Next meeting decided to commence at the same time, Thursday, March 18th. Decided deliverables for next meeting: desktop prototypes (Julie) / mobile wireframes (Brent) / Logo Sketches (Both) /. Both also agree to test some preliminary copy for homescreen / registration screen.
- 11:04 | Meeting adjourned.