

Design Process

The concept generation phase was done in parallel with the research and focus-area phase in a constant loop for refreshing and validating the ideas. At the beginning of the process the initial concepts started from a broad point of view, emerging from the research focuses that were: identity and personality, ad-hoc communities, and knowledge management. The main interest was concentrated on enhancing the community values such as communication, cooperation, endorsement and mediation through a series of tools or models following the knowledge management and social learning framework, the high resolution of information of existing web services filtered with the timely delivery of abbreviated information of the mobile and finally the identity management and the self representation between spaces.

Following this main interest a series of areas of focuses were established, narrowing the concepts and bringing some opportunity in terms of interaction. Whatever I say or how I behave will influence the space or the community around me. How can I share knowledge inside a community or spaces? How can I or any other member of this community appropriate any space? How can mediation occur by activity either by the community or by the spaces? How can my identities change the knowledge that I want from this community? How can I be part of an ad-hoc community around me that I don't know?

In a second iteration of the design process after going again through the research resources and filtering sources the interest was centered on unknown ad-hoc communities and the way to reach them by creating specific queries for information or knowledge retrieval. The value brought by these unknown communities is clear when the user is not in his/her territory, outside his/her social and geographical boundaries. In this phase the context of traveling was introduced bringing new focus areas and interaction modalities such as: deciding the next step of your trip based on the people (or the recommendations they might suggest), using people knowledge versus planned itineraries to acquire a personalized enhanced path, being able to save traveling paths and linking traveling gathered data with other communication media. A user research¹ was made on 23 different people from different nationalities addressing questions related to traveling and its related issues.

After the user research the first defined thought of what the concept Wanderlust arose: "A platform or a service that uses your identities for allowing you be immersed in new/unexplored spaces or places using a knowledge sharing model within ad-hoc communities." The aspiration for this idea was that this platform or service will make you feel like a "local" in a given place through your community recommendations. A new user research² was done focusing on the subtleties of having a "known" or a friend in a city and what role does that person took to make the stay more pleasant and enjoyable. The research was done with travelers, especially backpackers traveling around Europe. The key findings revealed that most of the backpackers travel in their own peculiar way is aiming to share other backpackers (ad-hoc community) experiences and then decide some of their future destinations based on these recommendations.

"Wanderlust, It is commonly defined as a strong desire to travel, or by having an itch to get out and see the world" (Wikipedia, 2006). The first version of scenarios³ shows situations in which the information came from the people and the service was simply enhancing community behaviors. The service finds appropriate and similar communities of interest in unknown places for you. On the second iteration of scenario generation⁴ the key aspects and values proving a more specific/detailed aspect of the interaction of the users with the service were: time and location based query, picture-based interaction, giving a personality to an abstract identity, personal channel management, dynamic availability management, and physical landmarks for temporal location based interactions. The third generation of scenarios⁵ brought the vertical approach of Wanderlust. Initially there was no context in which the service was deployed. The primary facets explored were: the space identity changes according to the people within it (i.e. IKEA on Saturday's becomes a "MAKE-craft-DIY-design" space), visualizations within time. The context decided was to focus on creative people: architects, designers, photographers, and artists.

1,2,3,4,5 Available at <http://www.thejaguarhouse.com/blog/>