

## PROBLEM SETTING

Social networking websites are being used regularly by millions of people where individuals, groups, friends, colleagues etc. communicate & share information by means of using websites such as facebook, orkut, twitter, my space, linkedin and many more.

BUT..

there's one solid gold feature that none yet have:

**“physical presence detection and information exchange with other users”**

## WHY NOT?

1. When you peep in a friend's office & find her busy in a meeting, you quietly close the door & leave..  
**Yet, you do not do that with a phone.**
2. You may have hundreds of “friends” on facebook.. even thousands..  
**Yet, on a lonely Friday evening you can't figure out which of them is nearby**
3. You know where your friend hides his home key (in the potted plant above the ledge) & a couple of times you have borrowed his vacuum clearer by letting yourself in..  
**Yet, you can't access his MP3 without bugging him**

## USER STATEMENTS (WHAT IS SOCIAL NETWORKING ??)

“I am always updated about what is happening in my friend’s life.”

“If someone is gone somewhere, I am aware of it. If someone has done something, I know what is happening.”

“It is very interesting to know what is happening in other people’s lives”

“Social networking is a way one does a permanent small talk”

“It is about connecting to people even if I am at my private space”

“When you are frustrated, when you do not want to work anymore then you chat, gossip, make fun, talk sense, talk interesting things, hobbies...”

“Social networking is something where you make friends, find your lost or school friends...”

“Social networking term is coming from the human ability to make friends with each other”

## WHAT IF..

1. Imagine yourself walking into a sea beach, party, bar, subway station, air plane, etc. and seeing your friends around & physically meeting them.
2. Imagine yourself going into someone’s phone, taking a song or a contact information without disturbing that person depending upon user defined privacy settings.
3. Imagine a system which helps you to understand your friend’s activities like meeting, party, office etc. and helps you to behave accordingly.
4. Imagine yourself into a complete new paradigm of playing through your phone book, look at pictures of contacts instead of text, send a message, mail, call, view real time location, share media contents & other relevant information on just a single tap.

Well, your imagination is here...

## "MY WORLD"

A complete new path for social sharing & networking

### MY WORLD CONCEPT:

This is a mobile application that has two interesting features - a touch-based 3D interface and phone-book-based social networking. The contacts in the phonebook are arranged around a 3-D cylinder in several layers - each representing a social network of the user. The user can define what information can be shared with which social networks. An intuitive user interface allows user to view several options like call, message, location, email, share on just a single tap. These activities have been detailed out so:

#### 1. Activity Sharing

In real life, if you notice that your friend is busy in an important meeting, you avoid disturbing him. This is a way to bring in a similar behaviour on the phone (which has a tendency to ring at critical times when one is seeking some privacy). This system behaves according to the activity shared by the user. For example, if user is in a meeting, system recognizes her activity and does not allow 'merely social' calls. A system aided application which helps user to understand other user's activities & behaves accordingly.

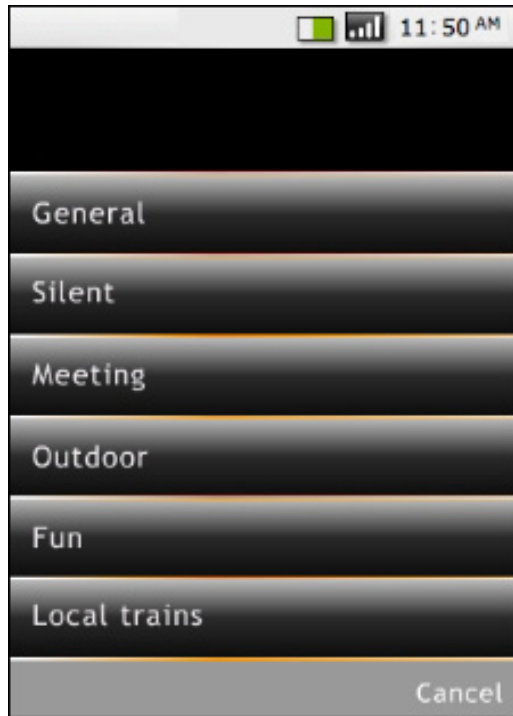
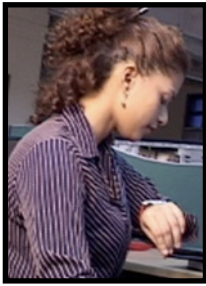
#### 2. Location Sharing

It explores the idea of sharing real time location with phone book contacts. User can see phone book contacts in her area, send message/chat with them & encourage physical meeting between them.

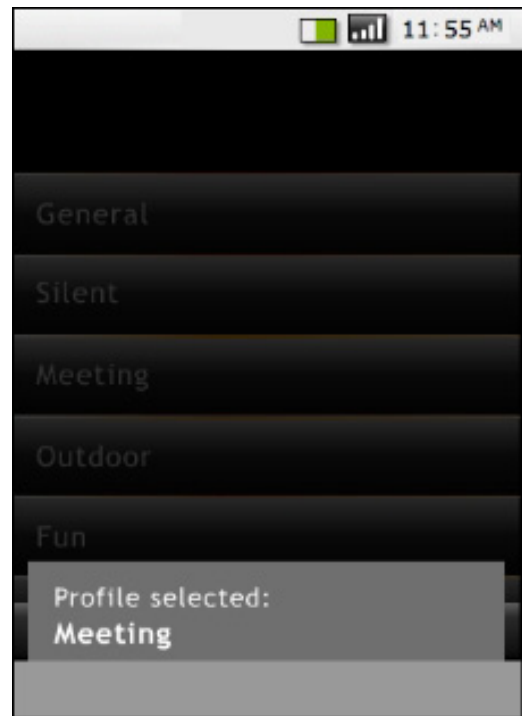
#### 3. Media Sharing

Media sharing allows user to share media contents like images, videos & music with single/multiple phone book contacts and groups. It also includes a new feature called "my access" which helps user to navigate through other contact's phone and add contents to user's phone.

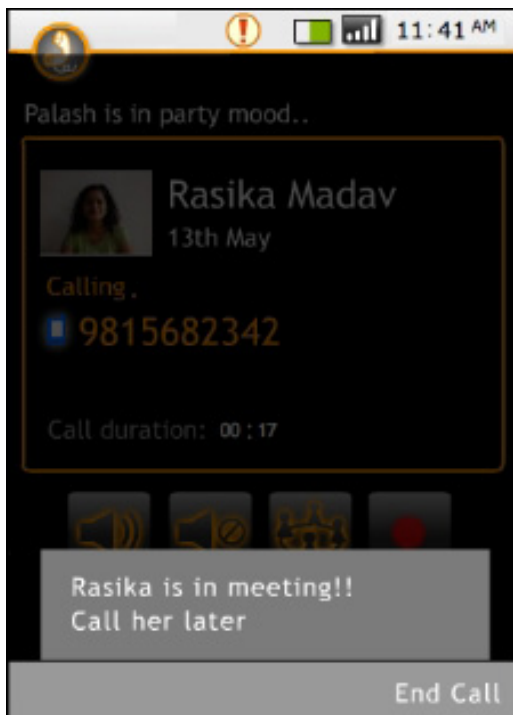
# 1. Activity Sharing



As usual, Rasika (above picture) selects her profile according to her activity. Here, she selects "Meeting " mode

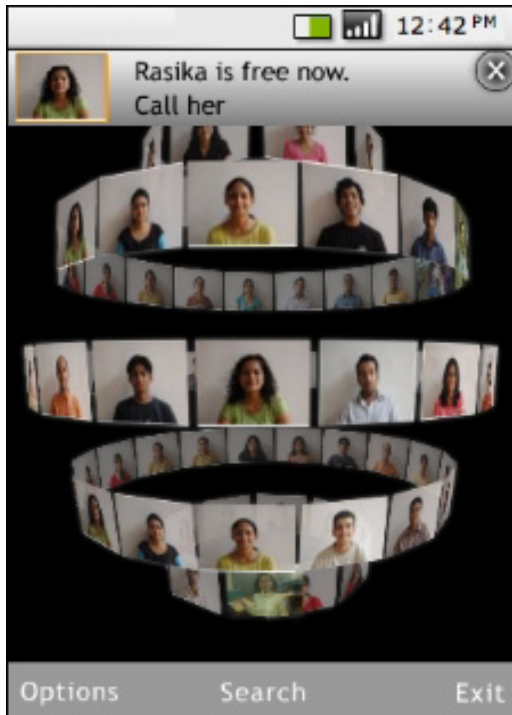


System understand the activity shared by Rasika

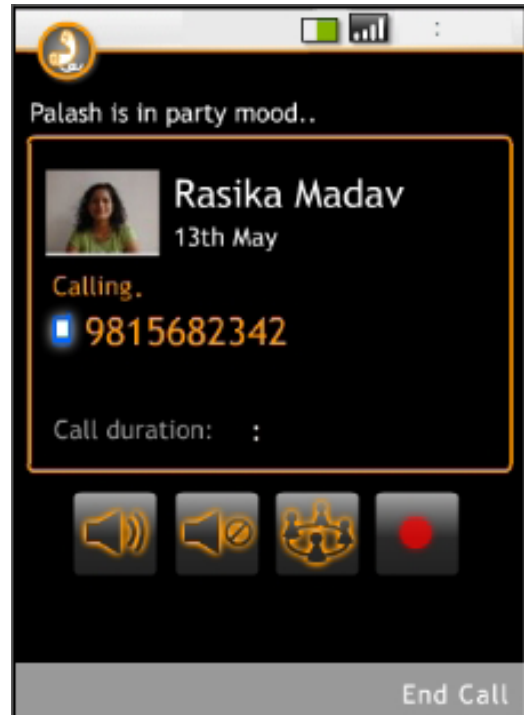


When Dipesh, one of her social friend (above image) calls, his phone gives him feedback sharing Rasika's activity

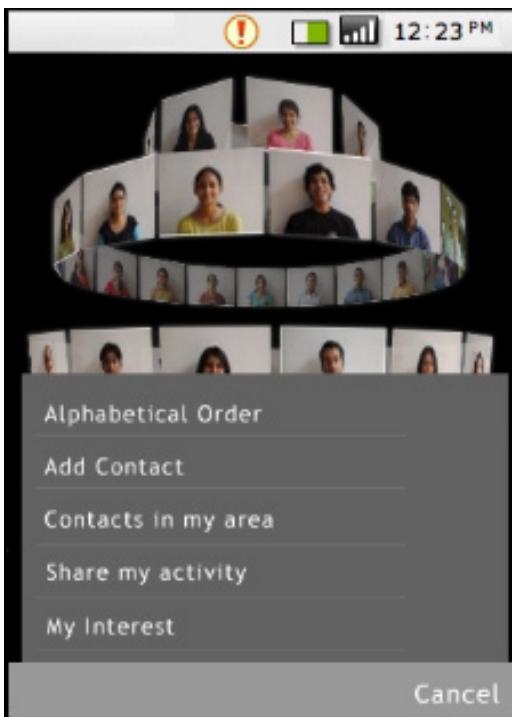
# 1. Activity Sharing



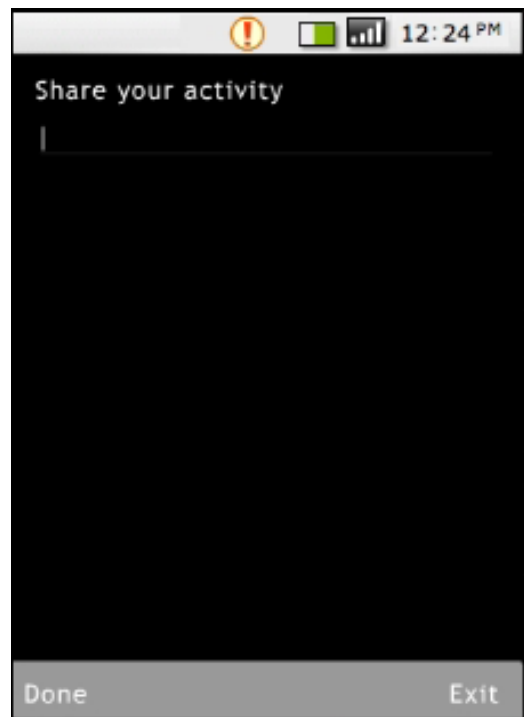
After Meeting, when Rasika puts her phone on general mode, phone shares Rasika's activity & sends him notification



By tapping on the notification, Dipesh can call Rasika



Further more, user can share other activities by tapping on "share my activity"



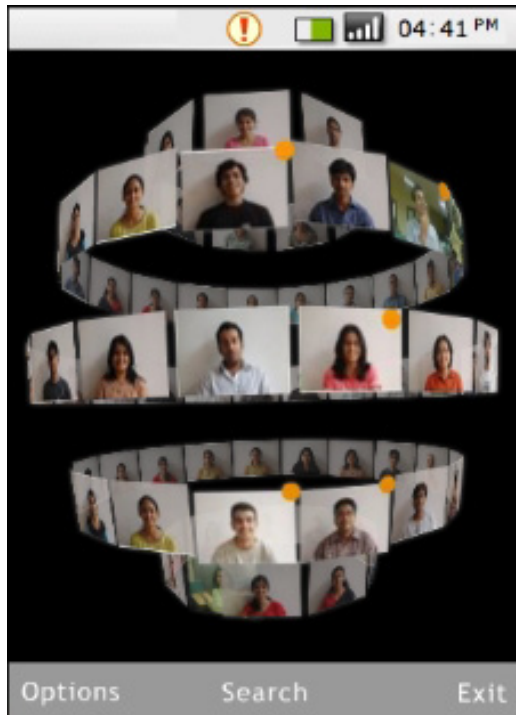
User can type the activity she wants to share

# 1. Activity Sharing

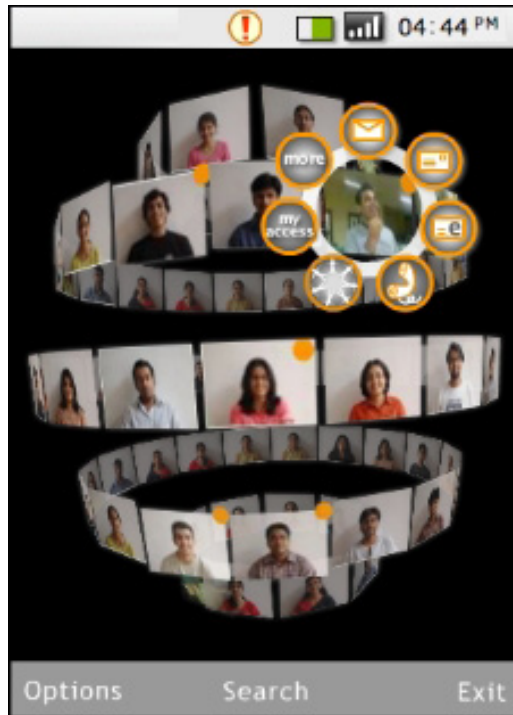


Activity shared by user is displayed to caller, which may create a topic of discussion

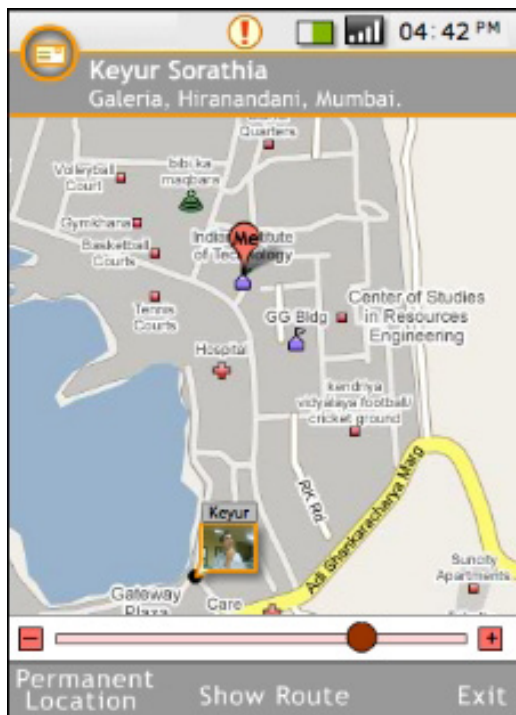
## 2. Location Sharing



Orange circle above the face represents contacts in user's area



Tapping on the contact picture displays the menu, from where user taps on address



The map shows contact's real time location. User can explore map to find other contacts



Tapping on contact's picture opens up a chat box, from where two users can start chatting

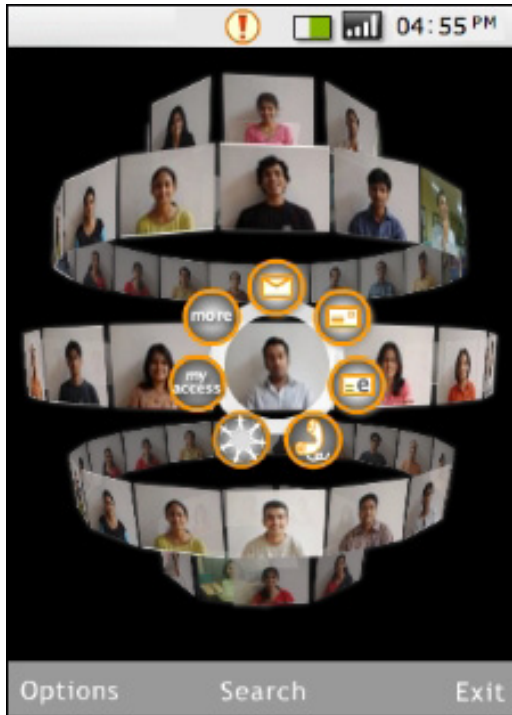
## 2. Location Sharing



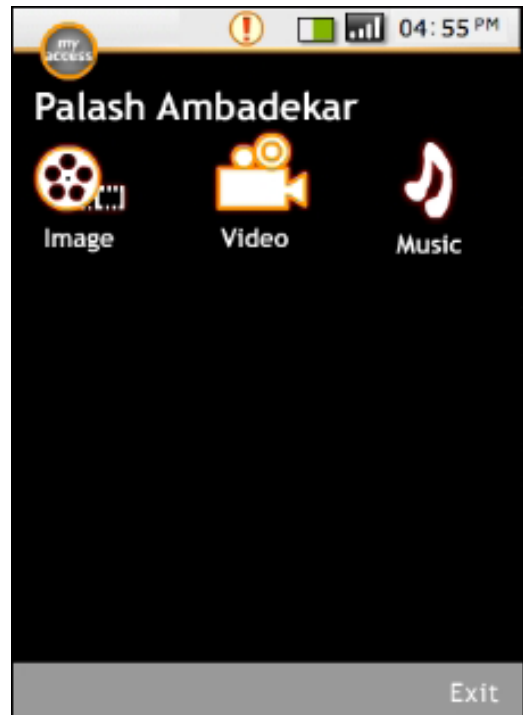
Orange circle above the face represents contacts in user's area

# 3. Media Sharing

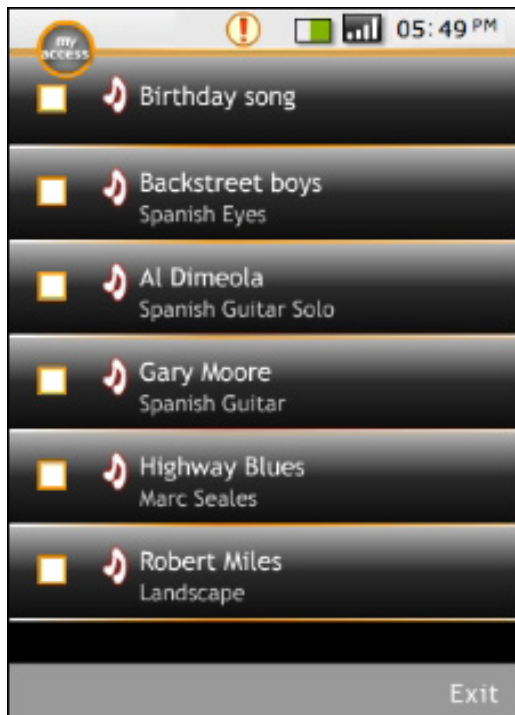
## 1. My Access



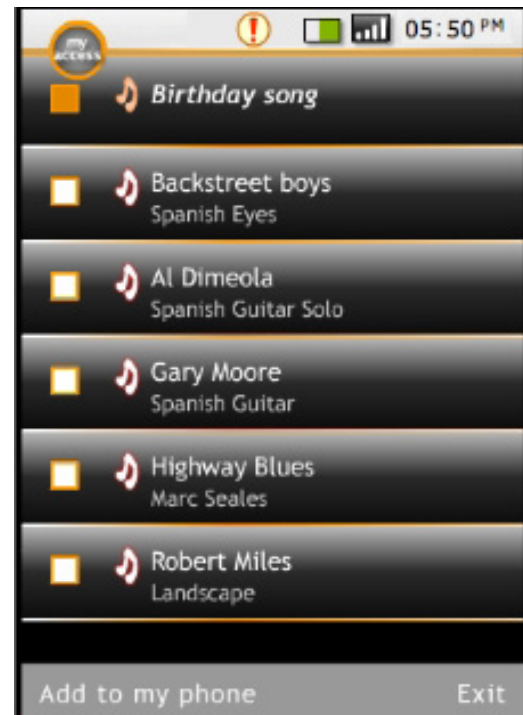
To get songs, Megha (shown above) taps in Mahesh's image & selects "My access"



It opens contents shared by Palash. Here it shows image, video & music



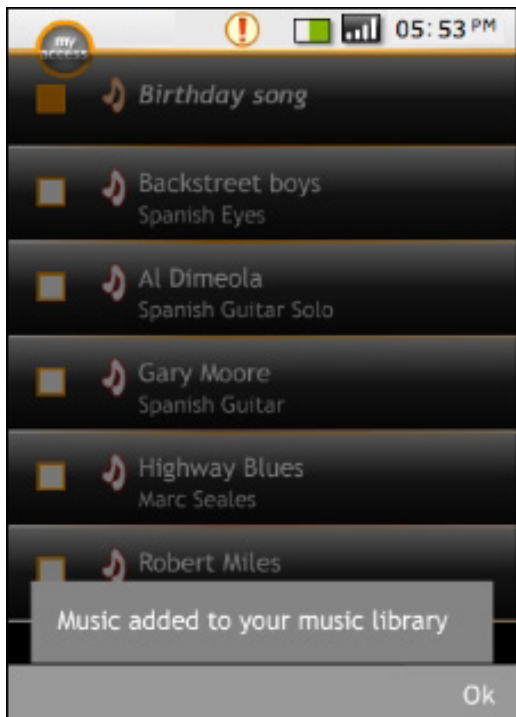
Megha taps on music, which opens Mahesh's music library



Megha selects the song taps on "Add to my phone"

# 3. Media Sharing

## 1. My Access



It adds music to Megha's music library

# 3. Media Sharing

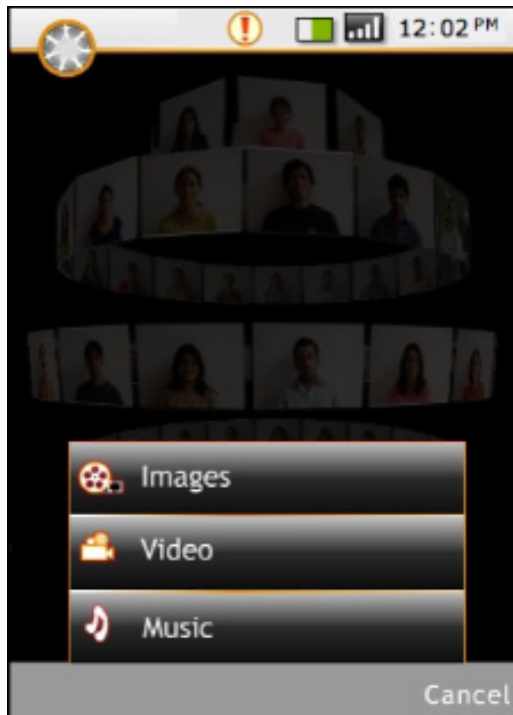
## 1. Share



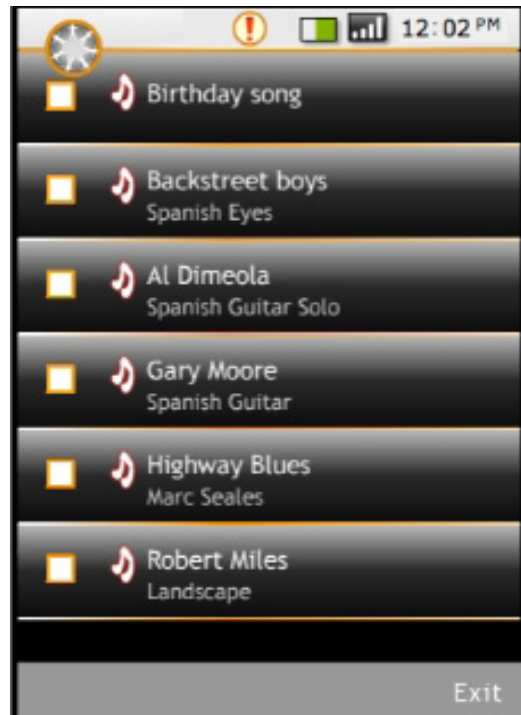
To share songs with Ruchika, Palash (above image) on Ruchika's image which opens menu



Here, Palash taps on Share icon which opens up his media contents



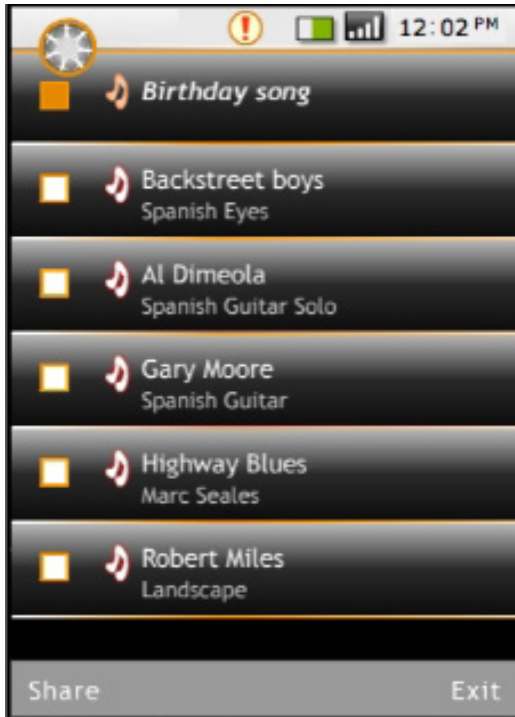
Palash taps on "Music"



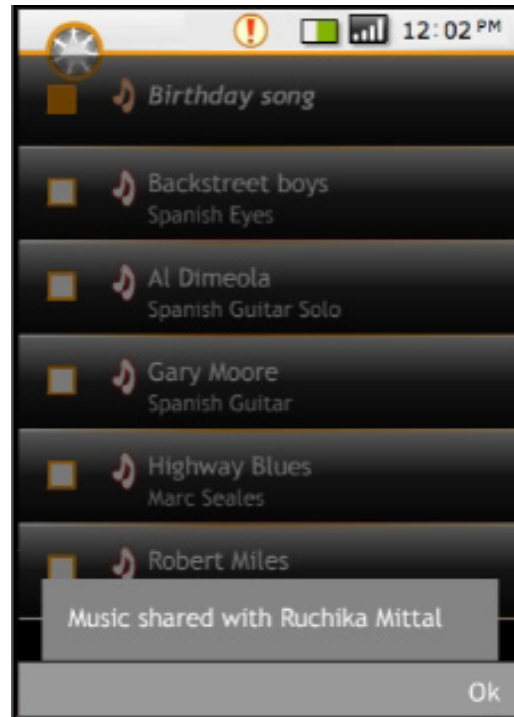
Palash checks the songs he want to share with Ruchika

# 3. Media Sharing

## 1. Share

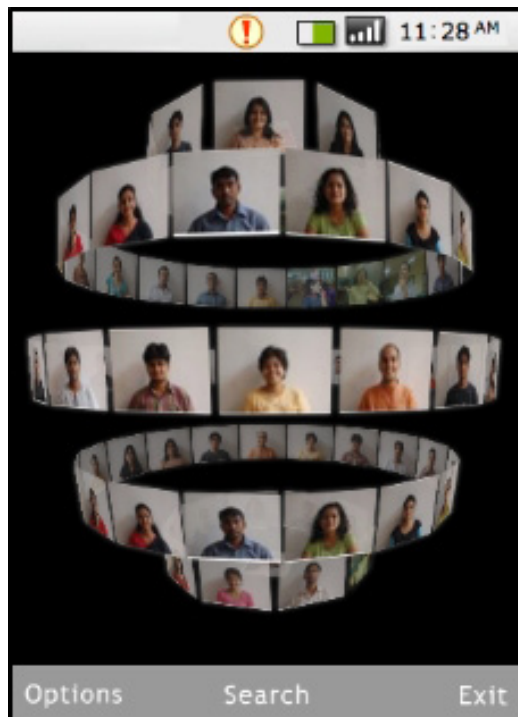


Palash selects the birthday song & taps on "Share"

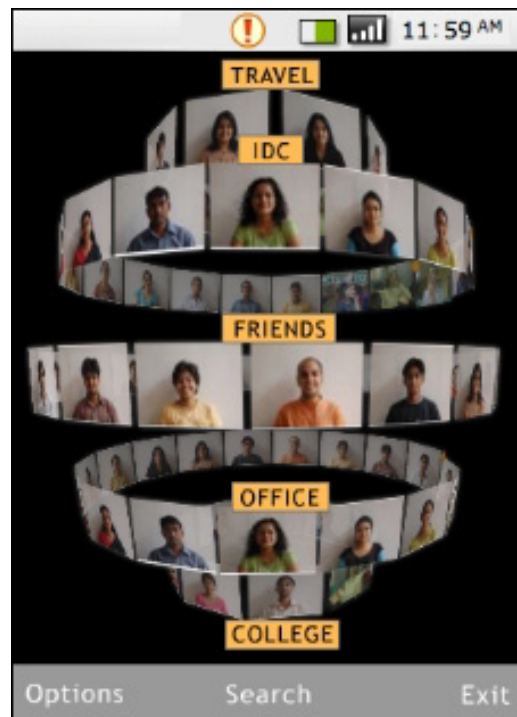


Birthday song is shared with Ruchika

## 4. 3D Phonebook Interface



A 3D structured phonebook is represented through images instead of text



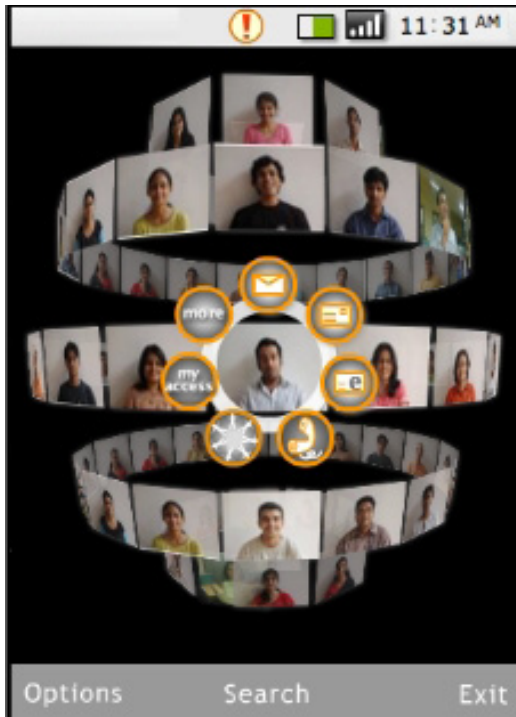
Here, 5 horizontal circles represents user's social network







It allows user to navigate freely in 3D space, which is a new & playful way of searching contacts



In addition to this, it also gives conventional search option to find contacts



-  Call
-  Message
-  Address
-  Email
-  Share
-  My access

Tapping on a contact opens up a menu consisting of 7 options, which allows user to view 7 features on just a single tap