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# Faculty Summit 2010

## Design Expo 2010 – *Service meets Social*

*Designing Services with Social Networking technologies*

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# Faculty Summit 2010

**Curtis Wong**

Principal Researcher

eScience research group

Chair, Design Expo 2010

**Design Expo 2010 – *Service meets Social***

*Designing Services with Social Networking technologies*

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# Faculty Summit 2010

**An overview of Design Expo:** what and why

**Design Expo 2010 – *Service meets Social***

*Designing Services with Social Networking technologies*

# Design Expo

## What is Design Expo?

- Annual Theme
- Top Design schools engage students in teams with semester project
  - Work with faculty and Microsoft product group design liaisons
  - One project selected to be presented at Design Expo

## Why do we do this?

- Engaging design schools and raising awareness of MS design
- Opportunity to directly engage with MS designers
- Student opportunity to develop design solutions – common theme
- Design Expo community
- Scavenger Hunt Game
- Informal design network

# Clueless in Seattle – Scavenger Hunt game

Facebook comments yesterday from students from earlier years about the game happening again on Sunday

*“Awe, my four year anniversary since my year doing the game. I loved it!”*

*“that was so much fun!”*

*“the best scavenger hunt ever”*

*“that was the best!!!”*



# Service meets Social – Shelley Evenson

## *Designing Services with Social Networking technologies*

What's a service? Think everything from getting a coffee at Starbucks to being treated at your local hospital, from government services to financial services.

Social is all about people building and connecting through communities and sharing information and influence.

This year's challenge was to ask—What happens when service meets social?

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*Designing services at the intersection of Social Networking technologies*

**Art Center College of Design**

Microsoft Liaison: Craig Hally

Professors: Steve Kim & Todd Masilko

# The Neighborhood

- Connects seniors with volunteer children
- Breaks isolation, builds social responsibility
- Great research and thoughtful presentation



# Journey Share

- To coordinate, track and share transportation options
- Real-time data/itinerary updates
- Info sharing and member feedback
- Payment infrastructure, Ad model, viral growth
- Nice, clean UI presentation

# Reflect

- Digitized wardrobe and personal stylist
- Online community where people and professionals interact
- Uses Natal-like interface to superimpose wardrobe on user
- Excellent, ambitious prototyping effort

# Steps

## software



### TEACHER SHARING WEBSITE

- teachers can share lesson plans
- teachers can review students' work
- better communication between teachers and parents is developed

FOR TEACHERS



### BOOKSHELF

- various learning applications can be downloaded for use in the classroom
- teachers can build their reputation and earn money by creating new applications
- schools will be rewarded when the applications are downloaded

## hardware



### STEP1

- is designed to be used in class
- students can easily read, write, draw and paint on it
- teachers can monitor the students' progress in real time

abc



FOR STUDENTS

### STEP2

- is designed to be used for group activities such as games and puzzles
- students can learn social skills from interacting with other students



### Edit Lesson : Alphabets Try typing

Save

**Structure**

A total of 6 sessions:

Session 1: A, B, C

Session 2: D, E, F, G, H

Session 3: I, J, K, L

Session 4: M, N, O, P

Session 5: Q, R, S, T, U

Session 6: V, W, X, Y, Z

45 minutes per session

First 15 minutes: review previous alphabets

Next 30 minutes: new alphabets

**Today's exercise**

Aa Bb Cc Dd

**Archives**

Apr 2, 2010	Mar 12, 2010	Sep 29, 2010

**Students' Work**

Amir	Amanda	Billy	Conor

Wednesday, April 21

5:00 AM 9:00 10:00 11:00 12:00 PM Lunch and Rest 1:00 2:00 3:00

**Lessons**

<a href="#">Matching Shapes (Preview)</a>	<a href="#">123 Jumbo (Preview)</a>	<a href="#">What's Missing (Preview)</a>
<a href="#">Alphabets (Preview)</a>	<a href="#">Animal Sounds (Preview)</a>	<a href="#">Picture This (Preview)</a>
<a href="#">Sherlock Holmes (Preview)</a>	<a href="#">Kid's Story 1 (Preview)</a>	<a href="#">Kid's Story 2 (Preview)</a>

**Lesson Preview** 2

**Example**

**Objective**

Using pen, write alphabets A,a,B,b,C,c,D,d. Show example words. A for Apple, B for Boy, C for Cat, D for Dog.

**Estimated time** 45 minutes



© In Case of Confusion

Learn more at [www.stepsapp.com](http://www.stepsapp.com) and [stepsforstudents.com](http://stepsforstudents.com)

Project Members  
 Nancy Choi  
 Kevin Seah  
 Wayne Tang  
 Rachel Teal  
 Maria Yee

Project Sponsors  
 Steve Kim  
 Todd Macle  
 Blomack Project Leaders  
 Ong Hui

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## Design Expo 2010 – *Service meets Social*

*Designing services at the intersection of Social Networking technologies*

**Carnegie Mellon University**

Microsoft Liaison: Shelley Evenson

Professors: Chris Kasabach, Vanessa Sica & Bruce Hanington

# Carnegie Mellon University teams



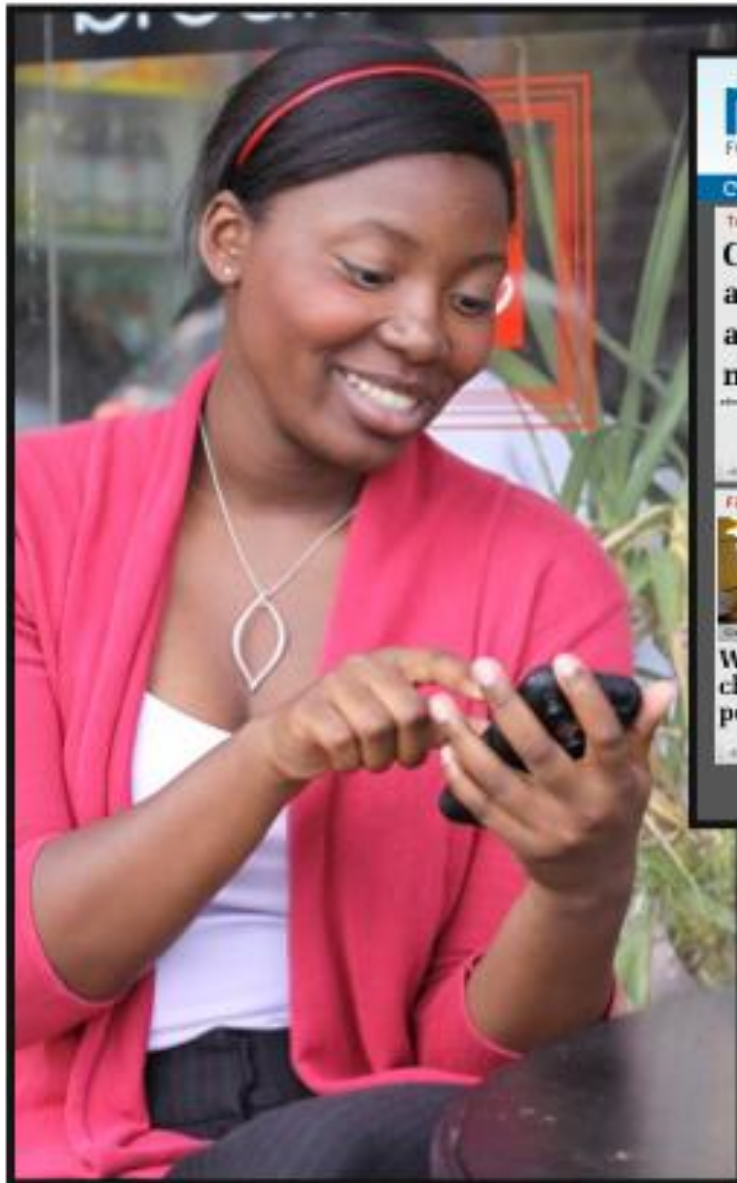
go play



current-c



synchronicity



The screenshot shows the nus FORYOU.COM mobile news app interface. At the top, it displays the date "5 MAY WEDNESDAY 2009" and the weather "64°". A personalized greeting "Hello Vanessa." is visible in the top right corner. The main content area is a grid of news tiles, each with a category label, a headline, and a small image. The categories include Technology, International, Finance, Arts, Politics, and Business. A navigation bar at the bottom features three circular icons: a globe, a smartphone, and a trash can.

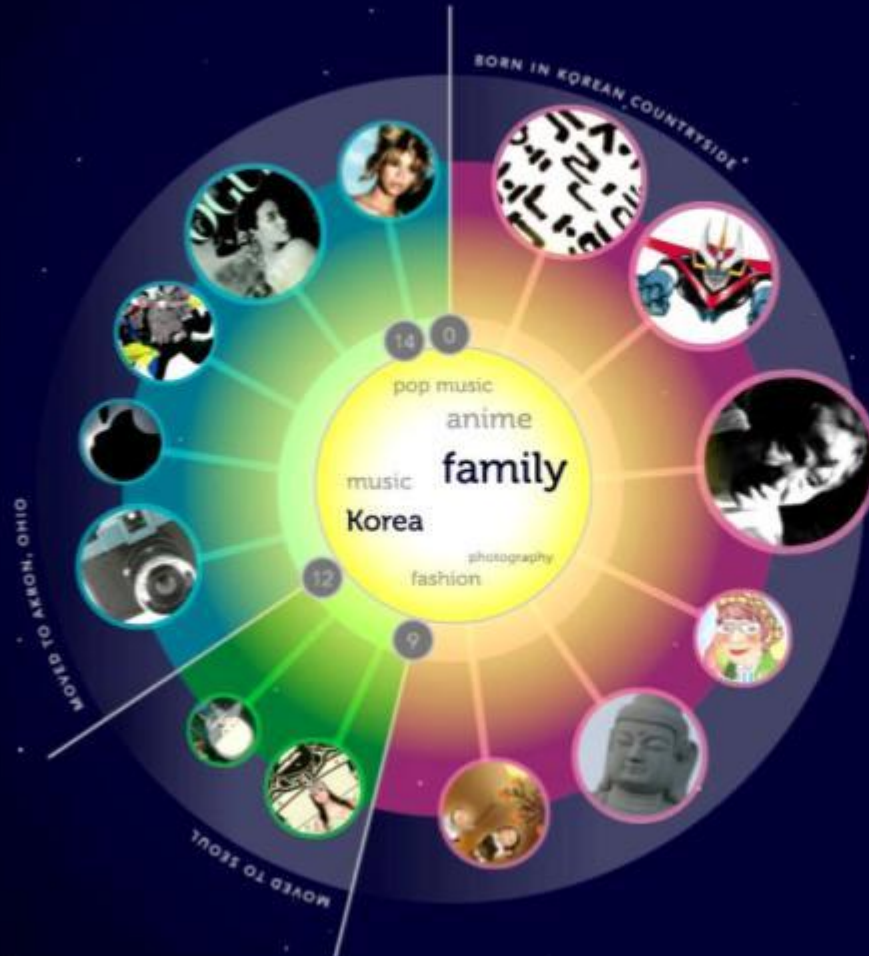
Category	Headline	Source
Technology	Cloud cost arguments are too narrow	enr.com
International	Volcano closes airspace across Europe	CBC News
Finance	U.S. Accuses Goldman Sachs of Fraud in Mortgage Deal	New York Times
International	China quake death toll passes 1,000	The Washington Post
Arts	Davis	Philadelphia Inquirer
Arts	Honk Jr. Opens May 14 at 7:00 p.m.	
Finance	Water works chief nets \$128k pen	Chicago Tribune
Arts	[Image of a person]	
Local	Franklin county backyard poultry owners	Wikipedia
Politics	MPs urge new Guergis ethics, lobbying probes	CBC News
Business	Why are Airlines Always Merging?	



Chung Hei



HOME COUNTRY  
South Korea  
AGE  
14  
CURRENT CITY  
Akron, OH



BUILD  
FAVORITES  
ACTIVITY  
CHAT

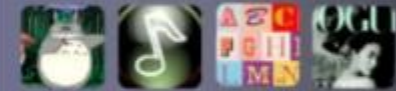
## build myStar

### ADD IMAGES

Drag thumbnails below to add to your map.

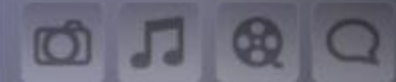


Featured images



### ADD WORDS

### UPLOAD YOUR OWN MEDIA



go back

publish

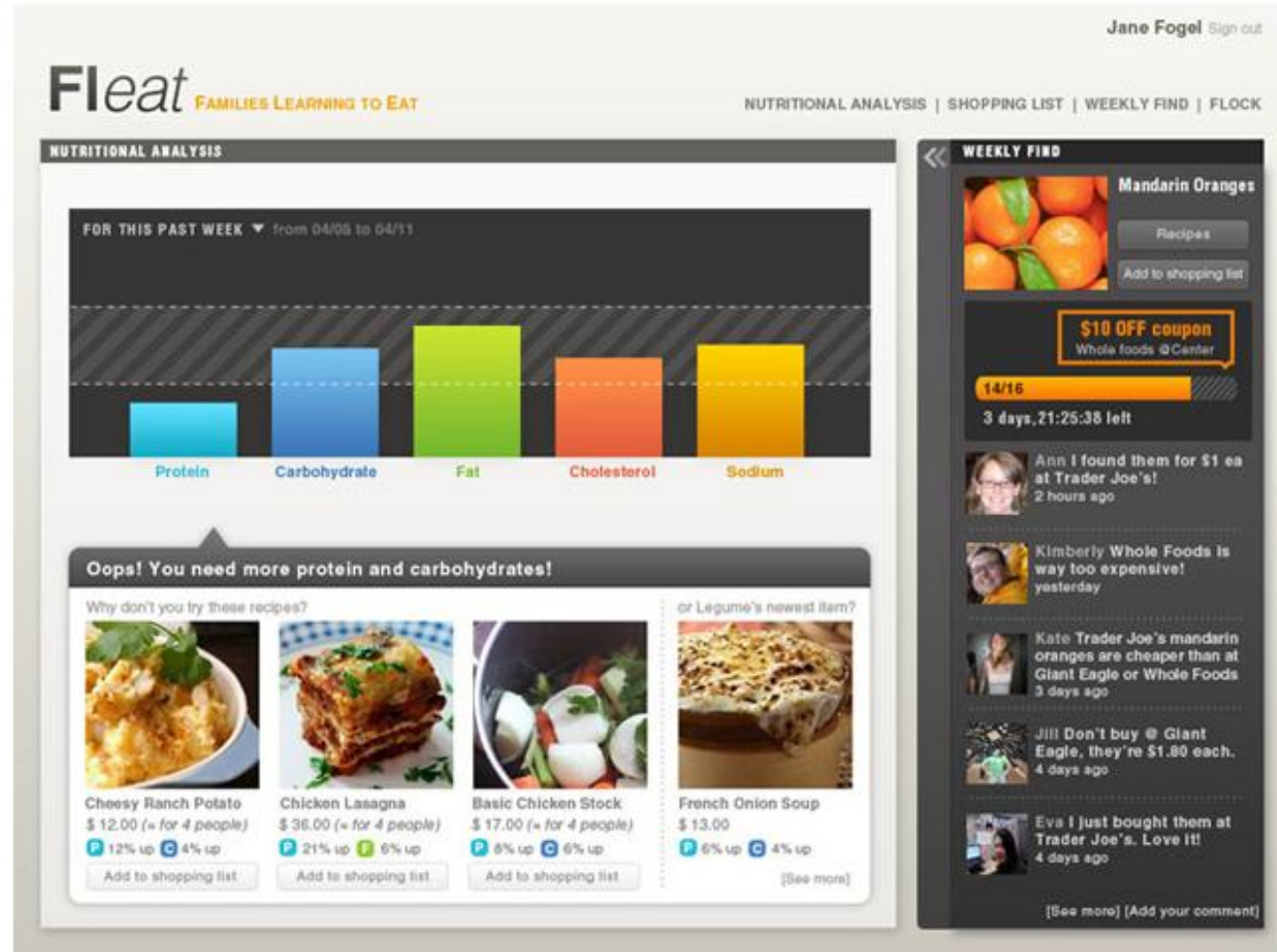


# Fleat

## MOBILE

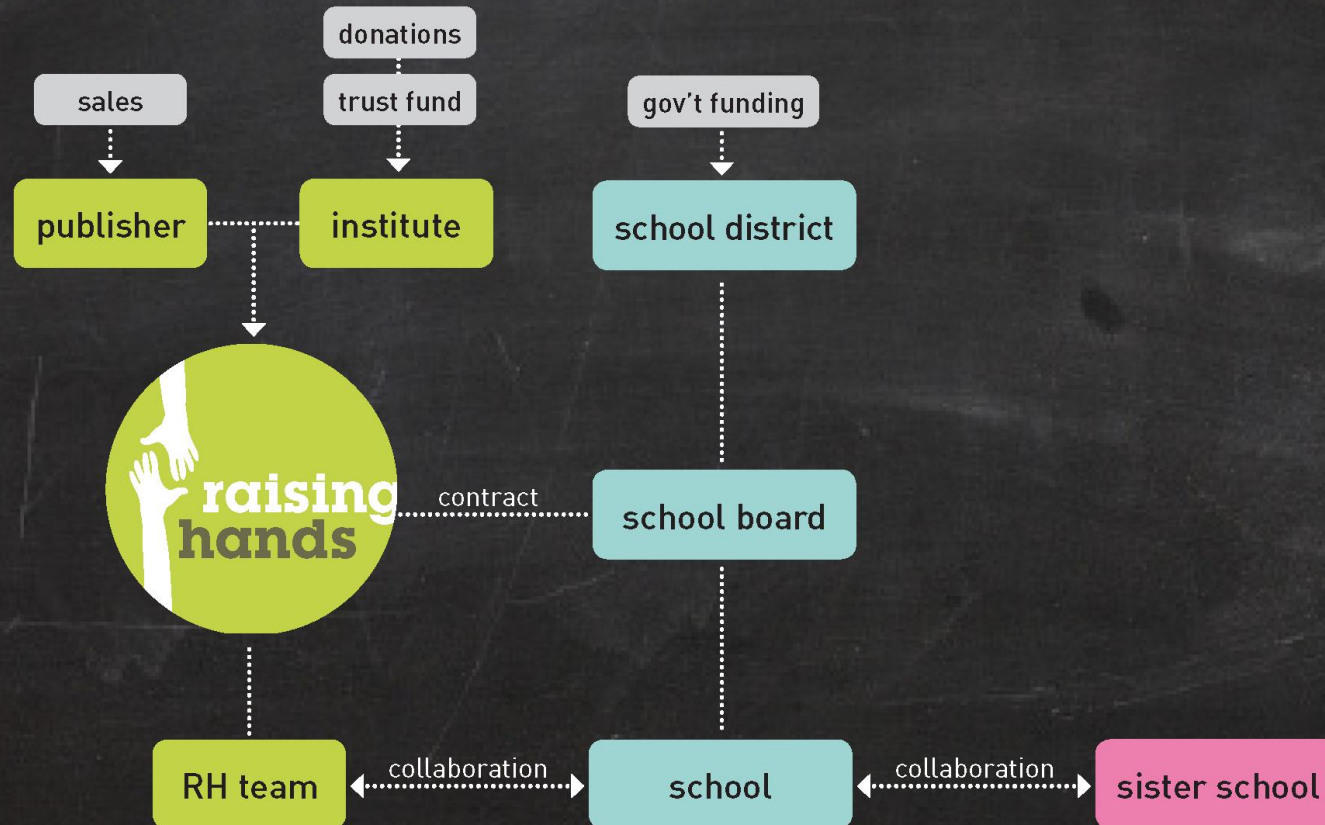


## WEB



# raising hands

## Meet Raising Hands





cumulus<sup>®</sup>

A Research Revolution



Collaborate



Connect



Filter

The screenshot displays the Cumulus web interface with several key components:

- Top Navigation:** Dashboard, Home, Clouds, People, Research.
- Your Clouds:** A section for managing research clouds, featuring a cloud named "Sustainable Engineering" with associated documents and activity.
- Activity Feed:** A central feed showing user activities, including a recommendation for a paper titled "A next generation smart energy technology" by Aurobi Das and V. Balakrishnan, and a connection by Adam Howard.
- Recommendations:** A pop-up window showing "Recommended Reading" and "Recommended Connections" for Dr. Javier DeSilva.
- Profile:** A user profile for Emmett Brown, a Professor at Carnegie Mellon University in the Architecture department.
- Cumulus Trends:** A section with "My Trends" and "System Trends" charts, showing data for Biomedical Engineering with a 100% change.

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**Central Saint Martins College of Art & Design**

Microsoft Liaison: Tim Regan & Richard Banks

Professor: Caroline Till

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**NYU Interactive Telecommunications Program**

Microsoft Liaison: Georg Petschnigg

Professor: Nancy Hechinger



Design Expo 2010  
New York University  
Interactive Telecommunications Program



455









# Our Process

## **Additional Criteria**

*Three D's*

## **Class Structure**

*Collaboration + Competition*

## **Outside Judges**

*VCs, Entrepreneurs, CEO, a Dean, an artist*

## Good Old Days in the North Country

### Add your memory

Man I forgot how awesome those summers were ... riding bikes, swimming in swimming holes, making bows and arrows, playing every sport known to man, hiking up Tuckerman's, playing "guns" in the Tassy's woods, going up to camp ... man, those days were so fun ... we didn't even know how good we had it!



### Add Media



Photo



Phone



Link



Audio



Video

### Chat



Michael Mabes



Bruno Perez Pacieri



Carolina Lazo



Yvonne Gonzalez



Paloma Baytelman



Manuela Viera-Gallo



Gabriel Monje Cocco



Pilar Troncoso


**Allan Carpenter** April 15 at 11:07pm

You guys remember the first time we biked up to Emerald Pool? We couldn't have been more than, what, 12? It was like this mystical swimming hole we had only heard about ... I don't even know if we knew if it was real, right? Biking up like 10 miles of hot winding dirt roads on a rumor ... wouldn't catch me doing that these days! I remember feeling so psyched when we actually rolled up to it! It was like Indiana Jones times. And then it was ... who's going to jump off that ledge first ... and OF COURSE Mike did it. I took my kids to the pool here in St. Louis the other day, and I was thinking how different it was when I was a kid. Next time we're back up north, I'm gonna take these kids to Emerald.


**Michael Cleary** April 15 at 11:12pm

# STREAMLINE

helping those who help the homeless

Project Streamline helps those who help the homeless by providing outreach workers with communication tools that facilitate:

- Knowledge sharing across organizations
- Smarter methods of reaching the homeless
- Simplifying paperwork

Project Streamline consists of:

- Mobile Phone Application
- Common sharable database
- Social Networking Site

Bunmi Adeleke, Dharmarajan R Ayakkad  
Lisa Maria, Peiyu Liu

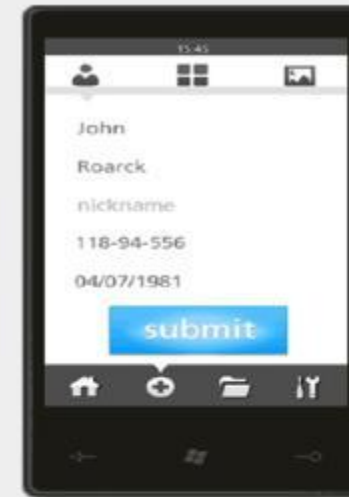
Project Streamline  
streamline.org@gmail.com

SIMPLIFY + CONNECT

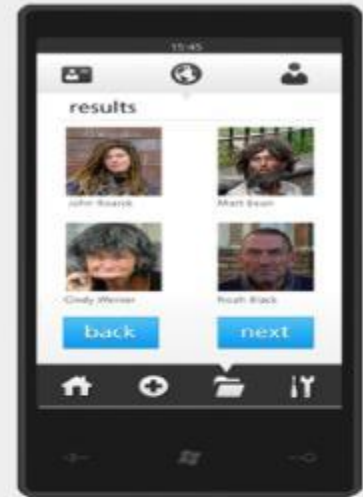
## Mobile App for Capturing Data



Photo Capture



Profile Capture




Search Results


## Social Networking Site for Organizations

[RECORD](#) | [SUPPORT](#) | [SHARE](#)

Hello, Julia  
[SETTING](#) [LOGOUT](#)



Name: John Roarck  
Nickname: Beany  
Gender: Male  
DOB: 15/05/1985  
SSN: 292-121-3433  
Ethnicity: White  
Vulnerability Index: 4  
Location (before becoming homeless): Brooklyn Heights, NY 10021  
Length of time on street: 8 months  
Number of times homeless and housed again (in last 3 years): 2



Last known location:  
Astor Place, NY 10003

# What Makes a Winner?





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**Universidad Iberoamericana**

Microsoft Liaison: Vincent Ball & Joe Fletcher

Professor: Jorge Meza, Ariel Mendez & Georgina Duran

# PYXIS helpnet

Pyxis is a social network that functions as a new channel to request and provide help, this could be a question, a service, a recommendation or anything you might need.



W E R T Y  
F G H  
Z

If you are  
in a hurry,  
DON'T WORRY!



# Synopsis





# kueponi

Teens who are not able to attend school need a chance to improve their knowledge and skills without relying on government run school which simply cannot scale to the population growth of México; this leaves many without education. Kueponi is a system that creates and facilitates partnership between universities and companies that provide teens with a chance to obtain competitive and technical skills in place of school.



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**University of Washington**

Microsoft Liaison: Yong Rhee & Sander Viegars

Professor: Axel Roesler



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# Design Expo 2010 website

- Expo Details
- Participating School Projects
- Video presentations

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Home > Events > Faculty Summit 2010 > Design Expo 2010: Where Service Meets Social

## Design Expo 2010: Where Service Meets Social

Home | About the Event | Agenda | DemoFest | FAQ | Speakers | Design Expo



The Microsoft Research Design Expo is a forum where student teams from top graduate design institutions showcase their prototype interaction-design ideas. This year's theme, "Service meets Social," focuses on the marriage of exceptional process and ideas.

### On This Page

- [2010 Teams and Presentations](#)
- [About the Design Expo](#)
- [2009 Project Videos](#)

### 2010 Teams and Presentations

### Related Links

- [Faculty Summit 2010](#)
- [Faculty Summit 2009](#)
- [Faculty Summits at Microsoft Research](#)
- [About External Research](#)

<http://research.microsoft.com/en-us/events/fs2010/designexpo.aspx>

# Closing thoughts

## Demofest 2010

**TOMORROW** - Tuesday July, 12 10:15 am - 12:45 pm  
Microsoft Conference Center – McKinley room

*Come talk to the students and see the demos of the prototypes up close!*

### ***Acknowledgements:***

*Co-Chairs Shelley Evenson & Mike Kaspro*

*Tremendous help from MSR team: Susan Dawson, Heather Mitchell,  
William Dangel, Jenifer Carlson, and Tom McMail*

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## Q&A

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