

Research for the Project aura :

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Mii Channel

Summary : Create avatars(Miis) that look like you, your friends or even celebrities.

Target Audience : Wii user demographic ("7 to 77")

Features :

* Customization

- A screenshot of creating a Mii



* Transferrable to Other Consoles

- Created Miis can be used in many games (Wii Sports, Wii Fit, Wii Play, Mario Kart Wii)

- Up to 100 Miis can be stored on Wii Console

- Wiimote can hold up to 10 Miis

- Miis Can be transferred supported Nintendo DS games.

- Miis Can be exchanged via WiiConnect24 service (Wi-fi for Wil), allowing Miis to appear on other people's consoles

* **Social Space on the Internet**

- "Check Mii Out!" Channel (Or "Mii Contest Channel" in some countries): People can share their Miis and enter them into a popularity contest

- Its feature "Mii Artisan" kind of serves as a Leaderboard.

* **"Easter Eggs"**

- Gamers can make various funny-looking Miis such as Alien Mii, Faceless Mii, or Flower-face Mii etc.

- You can send an email to a Wii by sending the email to w0000000000000000@wii.com, replacing the 0s with the Wii's serial number.

- Hold A+B on the channel menu, on the message board or on the Mii channel to pick up something and move it around. This can be useful for sorting messages and ordering your channels.

- Grab the cat in the photo channel's Fun mode by pressing A+B.

- Also on the photo channel, in Fun mode choose to do a jigsaw, move the cursor over 48 pieces and hold 1 to unlock the option to do a 192-piece puzzle. It's pretty hectic.

Shortcomings :

- Wii's friend system is very complicated, making it hard to exchange Miis between gamers.

- There is a limit on the number of Miis you can send to other users.

- "Check Mii Out!" Channel had some copycat issues that made the original creator disqualified.

Reference :

<http://en.wikipedia.org/wiki/Mii>

http://uk.wii.com/wii/en_GB/channel/mii_channel_interview_880.html

<http://www.gamesradar.com/wii/wii/cheats-guides-faqs/g-20060308165433320026>

<http://www.supercheats.com/wii/miichannelcheats.htm>

<http://www.frihost.com/forums/vt-63958.html>

<http://www.gamecritics.com/why-the-check-mii-out-channel-is-a-complete-sham>

Twitter

Summary :

- A free social networking and microblogging service that enables its users to send and read messages known as tweets.

- “SMS of the Internet”

Target Audience : (source: Pew Research Center)

* Median Age :

- median age of a twitter user is 31

- median age of a myspace user is 27

- media age of a facebook user is 26

- media age of a linkedin user is 40

* Interesting Facts

- 35% of twitter users live in urban areas

- 9% live in rural areas

- online american who live in lower income housing are more likely to use twitter

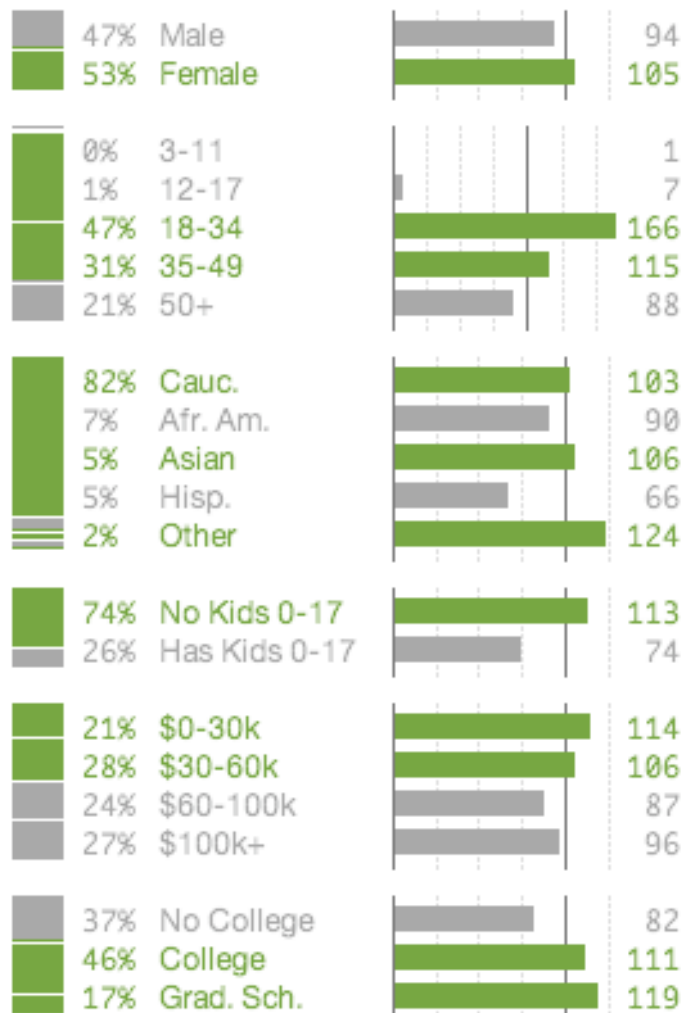
- 17% of internet users in households earning less than \$30,000 tweet

- 10% of internet users in households earning more than \$75,000 tweet

- 76% of twitter users use the internet wirelessly

US Demographics ?

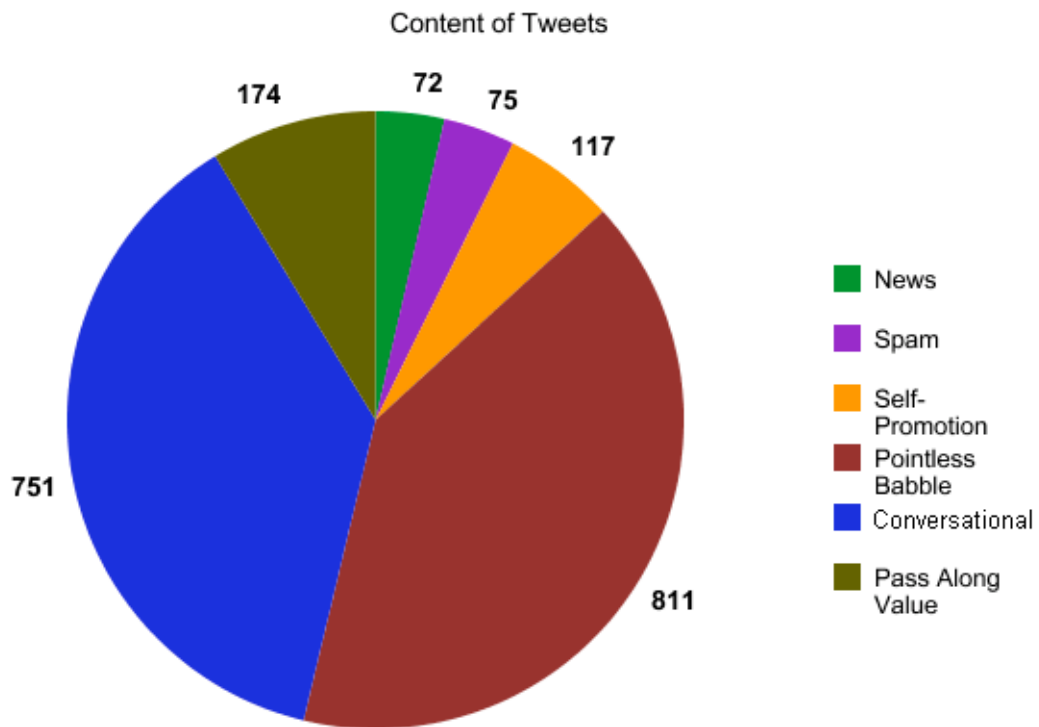
Jan 2009



In conclusion, Twitter users engage with news and own technology at the same rates as other internet users, but the ways in which they use the technology – to communicate, gather and share information – reveals their affinity for mobile, untethered and social opportunities for interaction. Moreover, Twitter as an application allows for and enhances these opportunities, so it is not so surprising that users would engage in these kinds of activities and also be drawn to an online application that expands those opportunities.

Features :

- Updating status of what the user is currently up to
- Following tweets of other users
- Searching for certain hashtags (e.g. #gamedesign)
- Contents of tweets seen below in the pie chart



Kelly, Ryan, ed. (2009-08-12), "Twitter Study - August 2009" (PDF), Twitter Study Reveals Interesting Results About Usage, San Antonio, Texas: Pear Analytics. <http://www.pearanalytics.com/wp-content/uploads/2009/08/Twitter-Study-August-2009.pdf>

Reference :

<http://en.wikipedia.org/wiki/Twitter>

<http://www.jmorganmarketing.com/twitter-demographics>

Morgan Stanley Special Report : How Teenagers Consumes Media

Interesting findings :

- Teenagers are consuming more media than adults.
- They are not prepared to pay for it.
- They resent intrusive advertising on billboards, TV and internet.
- They are happy to chase content and music across platforms and devices (iPods, mobiles, streaming sites)
- Print media(newspapers) are viewed as irrelevant.
- The convergence of gaming, TV, mobile and Internet is accelerating with huge implications for Pay-TV.
- For mobiles, price is key.
- Mid-range feature phones still dominate.
- Texting is still key.
- Wi-fi is more popular than 3G.

Teens on Gaming :

- Most common console : Wii > Xbox360 > PS3
- Most teens with a games colsole tend to game not in short bursts, but in long stints (upwards of an hour)
- Console's Voice-chat feature is very popular among teens.
(Because they can speak for free over the console and would be unwilling to pay to use a phone)
- PC gaming has little or no place in the teenage market.
(PC games require expensive setups to ensure a game will play smoothly)

Teens on Internet :

- Teens love to use Facebook since one can interact with friends on a wide scale.

- Teens do not use twitter a lot. Most have signed up for the service, but they just leave it as they realize that they are not going to update it (mostly because texting on twitter uses up credit, and they would rather text friends with that credit). In addition, they realize that no one is viewing their profile, so their 'tweets' are pointless.

=> Bragging-right is not a very dominant feature in Twitter!

- Teens use Google for searching the web and use YouTube to watch animes or use it as a music player.

Teens on Viral/Outdoor Marketing :

- Most teenagers enjoy and support viral marketing, as often it creates humorous and interesting content.

- They see ads on websites (pop-ups, banner ads) as extremely annoying and pointless.

Teens on Music :

- Teenagers listen to a lot of music, mostly whilst doing something else.

- They are VERY reluctant to pay for it (most never having bought a CD).

- Large majority(8/10) download it illegally from file sharing sites.

- They prefer hard copy of the music that can be stored on their computer and be transferred to portable music players and share it with friends.

Teens on Cinema :

- Teens visit the cinema quite often (it's not about the film but the experience and getting together with friends)

Teens on Mobile phones :

- Teens only use their phone for texting or calling.

- They do not upgrade their phone very often, with most upgrading every two years.

Teens on TV :

- Most teenagers own a TV, with more and more upgrading to HD ready flat screens.

Teens on TV :

- Most teenagers computers are systems capable of only everyday tasks.
- Nearly all teenagers use PCs (9/10) that have Microsoft Office installed.

Teens on Console :

- Wii (50%), Xbox360 (40%), PS3 (10%)
- The Wii's dominance is due to younger brothers and sisters, they have a Wii and parents are not willing to pay for another console.

What is Hot?

- Anything with a touch screen is desirable.
- Mobile phones with large capacities for music
- Portable devices that can connect to the Internet (iPhones)
- Really big TVs

What is Not?

- Anything with wires
- Phones with black and white screens
- Clunky 'brick' phones
- Devices with less than ten-hour battery life

Reference :

<http://media.ft.com/cms/c3852b2e-6f9a-11de-bfc5-00144feabdc0.pdf>

Tweetie

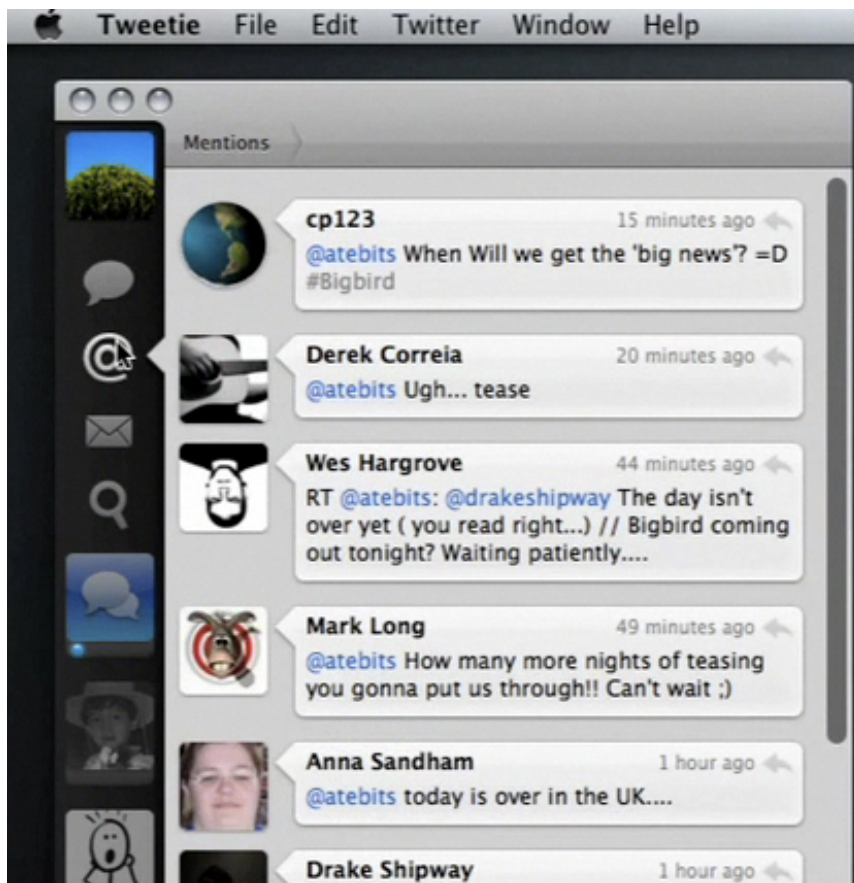
Summary : A standalone app for using Twitter (platform : Mac / iPhone)

Target Audience : Same as Twitter

Features :

*** Cool-looking Interface**

- Icons well aligned on the left
- Fits the general theme of Mac interface



*** Tracking the conversation between two users (like Facebook's Wall-to-wall)**

*** Access the hot trends of Twitter with a single click or use search box**

*** Bookmarklet makes it easy to share a link with the world**

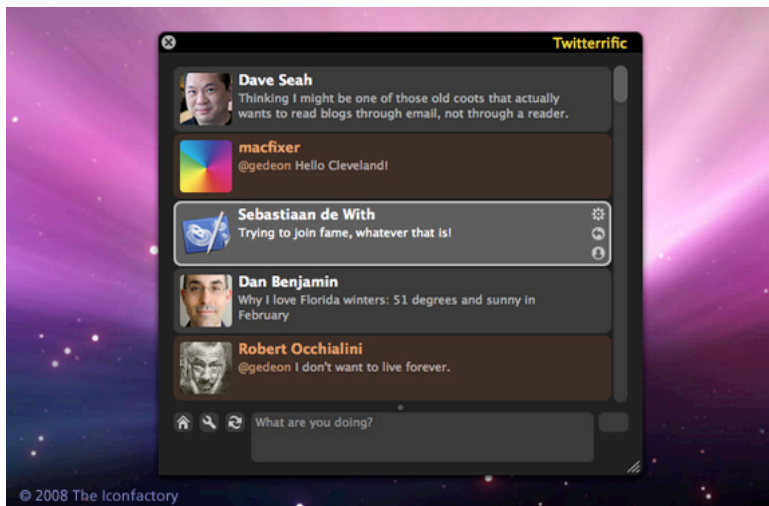
Twitterrific

Summary : A standalone app for using Twitter (platform : Mac / iPhone)

Target Audience : Same as Twitter

Features :

*** Minimalistic Interface**



*** Clean, concise UI with small desktop footprint**

*** Supports multiple Twitter accounts**

*** Auto refreshing at user defined intervals**

*** Replies and direct messages are displayed inline**

*** Number of unread tweets shown in the Dock**

*** Delete tweets from Twitter quickly and easily**

*** Auto show / hide when new tweets arrive**

*** Control over window layering and priority**

*** Single click access to user profile pages**

*** Switch between friend and public tweets easily**

- * **Keyboard shortcuts for list navigation and more**
- * **Control Twitterrific with AppleScript**
- * **Audio notification for new tweets**
- * **Hotkey to show / hide tweets**

TweetDeck

Summary : A standalone app for using Twitter (platform : Mac / iPhone)

Target Audience : Same as Twitter

Features :



- * **Adobe Air application : Very light and versatile**
- * **Update Twitter, Facebook, MySpace, and LinkedIn at the same time**

* Columns make it easier to display other people's tweet or follow a certain hashtag

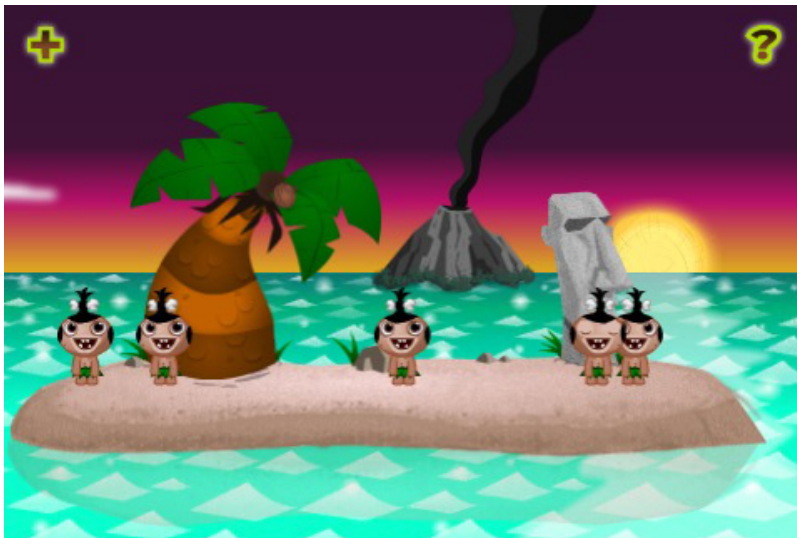
* If the user has a TweetDeck account, the desktop/iPhone app's settings can be synched.

Pocket god

Summary : An iPhone god game

Target Audience : teens

Features :



* **Giving your Pygmies a hard time**

- Most fun comes from doing this.

- User can kill a Pygmie in various ways to feed your friends
(such as feeding him to volcano, put lightening on him)

* **Reference**

<http://www.youtube.com/watch?v=46r40RKgP8k>

<http://www.appcraver.com/pocket-god/>

Sims

Summary : A sandbox game that simulates lives of people

Target Audience : teens (females)

Features :



*** Achieving the lifelong goal of your Sims**

- All sims have wants and fears, so user can try to achieve all the wants and lifetime goals of them and avoid what they are afraid of.
- Or some users enjoy torturing their sims by giving them a hard time.

*** Watching them play (Auto simulation mode)**

- The high quality graphic gives users an opportunity to take a peek at other people's lives.

*** Various themes (University, Nightlife etc.)**

- Various venues and events made the game look much like the real-world life

=> **Make-believe play on PC**

*** High-level of customization (user-generated content)**

- The game lets users creates various content using its character and item creation tool.

- “The Sims 2 Body Shop” : A stand-alone PC software application for creating Sims

Spore

Summary : A god game that lets users create their own species and make them evolve

Target Audience : teens

Features :



*** Evolution (from cell to space-age)**

- The game starts from the “cell stage” where the creature a user created is in a shape of a cell.

- It gradually moves onto Creature Stage -> Tribal Stage -> Civilization Stage -> Space Stage

*** Sporepedia : A place to upload or download your creatures**

- <http://www.spore.com/sporepedia>

- It serves as a community and showcase for users to exchange creatures they make

*** High-level customization**

- Users can generate in-game objects like creatures or buildings in every possible way.

Reference :

http://en.wikipedia.org/wiki/Spore_%282008_video_game%29

iPhone User demographics

13-17 : 5%

18-24 : 13%

25-34 : 29%

35-54 : 36%

55 + : 17%

source : TechCrunch (<http://techcrunchies.com/age-demographics-of-iphone-users/>)

Number of Twitter Users in the US

2008 : 6 million (3.8% of all adult internet users)

2009 : 18 million (11.1%)

2010 : 26 million (15.5%)

source : TechCrunch (<http://techcrunchies.com/number-of-twitter-users-in-usa/>)

Most Popular Twitter Clients

1, TweetDeck : 4% of users

2. Tweetfon : 3%
3. TwitterBerry : 2%
4. Tweetie : 2%
5. Twitterific : 2%

source : TechCrunch (<http://techcrunchies.com/most-popular-twitter-clients/>)

How Twitter Can Help You Become a Media Darling?

What if you are a professor no student cares about or own a market research agency no client comes to? You can still become a media darling with the help of Twitter, as yet another 'study' on Twitter has shown. This time, it is two profs from Rutgers University, Mor Naaman and Jeffrey Boase (see, even I am contributing to their popularity).

They collected 3000 tweets from the public timeline on Twitter (hundreds of tweets are posted every minute, so shouldn't be much), classified each of those tweets into one of these categories :

- Information Sharing
- Self Promotion
- Opinions/Complaints
- Random thoughts
- Me Now
- Question to followers
- Presence maintenance
- Anecdote me, anecdote others

In the end, they "realized" that 80% of the users are 'Meformers' or simply talking about themselves.

This is a simple 'study' that can get people famous. It has been tried and tested. All you need is to find a catchy phrase to conclude with – like in this case, it is

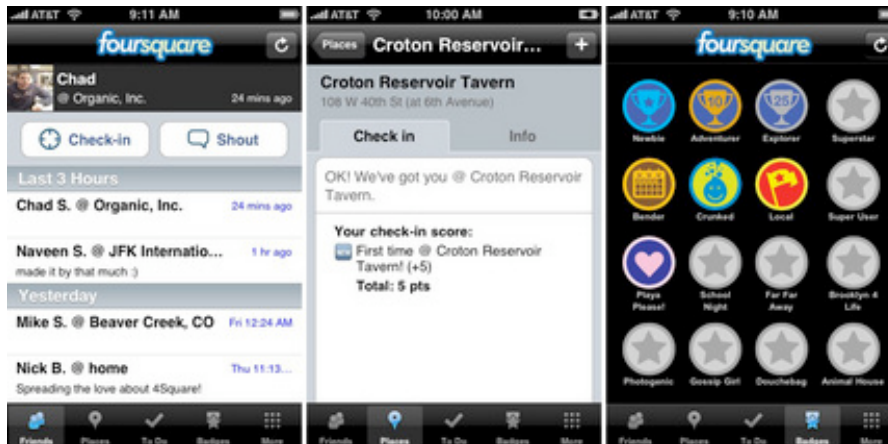
reformers. In a 'study' conducted last month, the phrase that caught media attention was '40% of tweets are pointless babble'.

Source : TechCrunch (<http://techcrunchies.com/how-twitter-can-help-you-become-a-media-darling/>)

FourSquare

Summary : A location-based social network service (website, iPhone app)

Target Audience : iPhone users ()



Features :

*** Location-based service**

This service puts a virtual layer of google map on top of real geographical location.

*** Check-in system**

Users can check in at venues using text message or iPhone app.

=> They can send out a message on both Facebook and Twitter to let friends know where they are.

=> Each time they check in, they are awarded with points.

=> Based on the points, a leaderboard for the user and his/her friends is managed (it is reset on every Monday)

*** Mayor system**

If they check in more often than anyone else, they become the “mayor” of that venue.

=> A facebook notification is sent out at that moment.

=> Notice that anyone can take over the mayor position if s/he checks in more frequent than the current mayor.

=> Some restaurants/shops have “mayor specials” service that gives mayors special deal for their food or products.

*** Badge system**

Just like Xbox 360’s achievement system, the service awards users who satisfy a certain condition (e.g. check in at 5 venues on one day -> ‘Crunk’ badge is awarded)

*** Spin-off services**

- Social Great (Tracking venue trends and popularity based on foursquare checkins)

- Layar (An augmented reality browser that can overlay foursquare data on top of a display of the physical world)

- Foursquare local specials tracker (Berkeley, Oakland, Emeryville CA)

- Where do you go (Generates a visual heat map of checkins for a specific user)

Reference :

http://en.wikipedia.org/wiki/Foursquare_%28service%29

Hottie Spotter

Summary : A social network service that helps people find and talk about hotties(both man and woman) around them

Target Audience : 20 – 35

Features :

Hottie Spotter helps you spot hotties, geotag them on a map, post a hottie blog about them, and share your info with friends. Privately share your maps and hottie blogs with select friends by posting a link to your map in Facebook, Twitter, Email or SMS. Your spots are anonymously posted to our website for public viewing, so please don't write personal names in your hottie blogs! Friends from Russia, Israel and America made Hottie Spotter just for fun... We hope you enjoy it too! Visit our website for more info and tech support.

=> Someone put it, “Collaborative Stalking App”

=> With some tweak, it could be used for good purpose.



Reference :

<http://appshopper.com/social-networking/hottie-spotter>

TweetDeck vs Tweetie comparison

<http://mashable.com/2009/06/16/tweetdeck-vs-tweetie/>

* Summary of the article

- Tweetie : high usability
- Tweetdeck : lots of novel features

TweetStat : Stats on twitter client usage

<http://twitstat.com/twitterclientusers.html>

As of 9 Feb 2010, the top 3 are :

1. Web (19.95%)
2. TweetDeck (11.54%)
3. Tweetie (7.73%)

Twitter Visualization

<http://flowingdata.com/2008/03/12/17-ways-to-visualize-the-twitter-universe/>

<http://mashable.com/2009/06/30/gorgeous-twitter-visualizations/>

<http://mashable.com/2009/03/16/twitter-visualizations/>

<http://twistori.com>

<http://tweetstats.com/>

<http://hashtags.org/>

<http://www.dipity.com/>