Phase 1: Strategic Conversations

Article: A bit of history behind sociagram
http://freshwatercleveland.com/innovationnews/sociagram042513.aspx

Summary:
Ryan O'Donnell has created an online cloud-based platform to create customized personal video messages. People enjoy sending e-cards and adding other personal touches when they send online gifts. Ryan started Let’s Gift It in 2011, an online group gifting site. However, they realized the market wasn’t there and Ryan started Sociagram in 2012. Retailers can incorporate Sociagram into their gift options. Their clients include 1-800-Bakery, Ashland Addison Florist Company and Mak-a·boo Personalized Gifts. The company currently employs two software developers and two marketing and sales people.

Article: Jumpstart invests $250,000 in Sociagram

Summary:
Sociagram, a Lakewood, Ohio-based company developing a social video messaging platform, has received a $250,000 investment commitment from nonprofit venture development organization JumpStart Inc. The company's cloud-based, web and mobile platform enables users to create customized personal video greetings. “The continued popularity of e-cards, when coupled with how easy it is now for anyone to film high-quality video using their smart phone, makes Sociagram’s product a potential game-changer,” says JumpStart Venture Partner Lee Poseidon. “Sociagram’s intuitive grasp of video’s role in complementing communication and e-commerce, as well as its ease of deployment, makes the platform a promising one.”

Using video to increase conversion from product pages - Smart Insights Digital Marketing Advice

5 real-world examples showing the value of rich media in Ecommerce Ecommerce professionals and conversion rate experts have been lauding the benefits of ri. Marketing topic(s):Merchandising, Product page optimisation, Video marketing. Advice by Paul Rogers.

Conclusion of Research

Sociagram - Current Info
- Online video recording platform that easily integrates into websites and is hosted by Sociagram?
- ecommerce gifting integration - security features?
Current other uses of video sharing, even small niche markets
● Youtube, snapchat…

Current Gifting Option
● Gyft, Facebook …
● JibJab for Amazon gift cards:
http://www.amazon.com/b?ie=UTF8&node=5971438011

People Needs? What are some things that people want that aren’t done well or exist yet
Ideas on additional markets / products
● Linking with facebook monitoring birthdays and holidays to send video messages and gifts via email
● recording videos to be emailed at a later time to friends, groups, etc.
● social cause video + funding platform
● Alternative to Facebook? - people are leaving due to privacy concerns and antisocial nature - focus on private video sharing within small select groups
● sales website that allows directly recording product demos upon posting items like ebay

1/13/2014 - 1/20/2014 Report
Dear team,
Please add/update the team progress report:

Accomplished:
1. Tumblr chosen as record-keeping/thought-sharing forum
2. Google doc initiated to accumulate basic research uncovered on Sociagram
3. Contact with Ryan initiated and company info document received via email

Problems faced:
1. Tumblr does not support pdf file posting - problem circumvented using google docs
2. Not much information on company available online
3. Hard to find a time to visit with Ryan that does not conflict with any of the team member’s schedule (finally decided that depending on Ryan’s convenience, those members that are available meet with him while the ones that have a time-conflict pass on their comments/questions/thoughts to those that will meet with Ryan.

Lessons learned:
1. Prioritise CEO’s availability over team’s collective time-convenience.

To do:
1. Meet with Ryan and gather as much background information as possible.
2. Meet with a technical developer at Sociagram to dig into any technological constraints/platform dependencies of the product
3. Research more into the customer advantages purported by video merchandising especially with respective to ‘emotive connection’ and ‘customer engagement’.
4. Design brief due 1/27/2014 !!
Add any research/relevant/background info about Sociagram or other web-based video sharing plug-ins/websites.
Who uses video’s? Why would they use it?

1/21/2014:
A little bit of Sociagram history:
http://freshwatercleveland.com/innovationnews/sociagram042513.aspx
The funding behind Sociagram:
Some benefits of video merchandising:
Noteworthy concepts ‘emotive connection’ ‘customer engagement’ ‘customer education’ ‘conversion rate’ (http://en.wikipedia.org/wiki/Conversion_marketing#Conversion_rate)

1/21/2014:
How it works

1/27
The video marketing industry overview, analysis and the future
https://www.distilled.net/training/video-marketing-guide/

USPS, are you interested?
It’s snippets like these that guided our thought process while having our strategic conversations
Australia Post uses QR codes to link video messages to parcels
“Australia Post is urging gift senders to shoot a 15 second video of themselves speaking to the recipient which can be viewed via a QR code on the parcel.
The “video stamp” has been developed by creative agency Clemenger BBDO Melbourne. The new feature is being promoted with a national TV, digital, print, online video and outdoor campaign, as well as a website and Apple and Android apps.”

Article: Visual Merchandising: Video Helps You Tell More to Sell More
Using video to showcase items like cars has been on the rise and based on a 2007 Kelsey Group study, 55% of consumers visit a website after watching a video advertisement. Of those, 30% go to the company’s store and 24% make a purchase.

“If a picture tells a thousand words, video tells the whole story.”
“Car buyers look for more information about the vehicles and dealerships they are considering, video allows you to provide the detail shoppers want in a compelling format. It also creates differentiation between you and other competitors who rely on static images to merchandise their inventory—an edge, that can help you close the deal.”

Research - Google Drive

**Just a few areas to get our thinking going, hopefully this will lead to a good problem statement**

**Ideas on additional markets / products**
- Linking with facebook monitoring birthdays and holidays to send video messages and gifts via email
- Recording videos to be emailed at a later time to friends, groups, etc.
- Social cause video + funding platform
- Alternative to Facebook? - people are leaving due to privacy concerns and antisocial nature - focus on private video sharing within small select groups
- Sales website that allows directly recording product demos upon posting items like ebay

**Sociagram**

Here is the facebook link of sociagram. As I've mentioned yesterday, they have posted almost all news related to them on that. In addition, they have posted the overview of their gifting market there too.

**phase 2: Explore the Brief**

1/20/14-1/27/2014 weekly report

Things done:
1. Continued research on video messaging applications
2. Started work on design brief
3. Confirmed meeting time with Sociagram CEO
4. Identified questions on the application that needs clarification from Ryan

Problems faced:
1. Problem statement identification - need input from Ryan

Lessons learned:
1. Multiple problem statements could be identified for one underlying issue. Strategic conversation needs to be steered towards unveiling the problems despite the tendency to jump at solutions

Tasks for next week:
1. Meet with Ryan
2. Get to a more specific problem statement after weighing in Ryan’s inputs
3. Complete design brief
Update 1/27 - 2/5

We had an insightful meeting with Ryan on Thursday (1/30) that gave a better understanding of the issue at hand and the position of the company as a whole. We outlined an initial problem statement and used it to craft the design brief. We were also successfully able to co-ordinate with Ryan and get his input, and consequently his stamp of approval on the brief.

However, we maintain that our design brief is a continually improving document. Your feedback on Monday, coupled with the discussions that surrounded crafting a problem statement, gave us a lot of insight into drilling down further on our existing problem statement. One avenue where we have started working on is to explore ‘out of the box’ or ‘disruptive’ applications of online video messaging/sharing.

Interview Ryan - Google Drive (1/30)

What do we want to do
  Practical involvement
  What do we expect from him

Here is what we do
  core tech in black box - make it easy for end user to capture photo video on mobile device store to a cloud and deliver to another user.
  what we do for consumer:
    make it easy, not new stuff, just like facebook, snapchat, etc.
    Put in filters and more beautiful
    Why don’t I use youtube? Because we build a wall garden around the concept. Youtube is a broadcast engine - one person to the world.
    We create a service integrated, for brands that tie into existing web UX
    The administrator have to videos, and archived. It is not weird because there is always admins
    company and mobile products that are mobile based.
    Customer doesn’t know we are there. We make it seamless and unbranded. level of trust
    Flash media server (FMS) 500$ to 1000$/month a month how to handle the video and change flash to mp4 (30MB) + variable storage in GBs
    99$/month because all on the same server for the service, cheaper and quicker

    If BB&B is not going through - He needs to be ready to move to a less variable thing might be a life saver application for businesses sites are down

Look for path of least resistance.

  Might become tinder of recruiting.
  !!! Distribution !!! this tech in front of as many people as possible
  If 1 (commerce) doesn't work what is 2,3,4 Education (what about applications), health care, politics (donations, community activism), storytelling western reserve historical, car sales,
Look for sports, NFL context instead of gift recognition it might be a context (to get paid - win something, laid or made - recognition)

What is the issue?
Lack a dig dataset to say why it is going to work. There is data on video
- They did a poor job on content marketing
- Downwards sales curve - sales planning for the whole year in gifting market are the first several month of the year. Making them extremely busy till April/May and has not much to do in the following months. Smooth it out through car or healthcare sales in may?

Question we need to get answered:

Give us an update on where Sociagram stands now. Is it where you saw the company 2 years ago?
40 small retailers as of March 15th BB&B the Tech is build, biggest challenge is as small start-up how to sell.
What is your competitive advantage?
Do you get revenue? Is anything profitable?
How do you want to grow and expand? Where do you want to be in 5 years?
Need few 100 extra current clients to scale to BB&B

To which extent do you see your technology being used? Different applications.
What is the current strategy to gain customers and find new
How is Sociagram performing based on its initial projections(Kickstarter data)
Explain relationship with current clients? Are they happy with the product? Do they have long term contracts?
Use as gift messaging (ECO market - retail eco products) - does bring in some money, small retailers use it.

Which possible markets are you targeting?
What is your user profile? Who is your product/website designed for? (age/social status/technological capability/financial capability)
primarily 30+ female but also lot of mails.
Does Sociagram prefer a B2B or a B2C strategy? Or a hybrid of both?
This is negotiable, depends on the contract
Do you want us to help improve the current appeal of your product to attract new customers OR find "new/disruptive" applications of the video embedding technology in the market?
Do you want us to conduct some sort of a market trend study surrounding the Feb 14th Valentines Day gifting season? Does he have any strategy outlined for Sociagram?
Outlook on the past trends?
Can you explain the recent changes on your website? Is it targeted towards any particular customer?
Phase 3: Conception of solution

Week 4 Class Meeting notes (Feb 5th)
Here is a brief note of what has been discussed in the class:
1. Try to figure out a way to humanize the technology.
2. It is important that we should think outside of the box. Thus Kip has suggested that we should gather some time and figure out all conventional and obvious ideas/solutions, then we get those solutions out of the way.
3. It is encouraged that we should do some user experience research, maybe include some interviews.

Some ideas to share
Inspired by Ryan’s talk, I have some ideas about what aspects we can dig into. Videos can contain more information (also more direct) than texts or images, I think there are some opportunities in replacing traditional contexts with videos.
1. Video Comment
Currently the comments part of most websites only support text. Working together with websites such as Twitter and enable people to post video comments would be interesting.
2. Hotel online booking
When we try to book hotels, we tend to look into the images and comments from the customers. However, images are most selected by the hotel and thus can't really reflect the reality. Working with famous intermediary booking websites and enable people to post video so that we can see what the hotel really looks like. The concept can also be transferred to restaurant, and working with websites like Yelp.

3. Video Instructions
Some people have difficulties in understanding the procedures in the instructions. So maybe working together with IKEA, and create video clip of instructions for furniture assembly. The instructions will be sent to the buyer’s email when the product arrive, just like gifting message.

4. Enhanced Customer Service
When something is broken, customers need to describe the problem and situations, while service providers should present solutions. However, this is a hard process and communication on this is often poor. Enable customers to send a video clip showing exactly what's wrong may help the company to understand the problem better.

Photo: Possible industries and User segments (Feb 11th)
Brianstorm - Google Drive (2/16)

Very easy to implement
It is cheaper than doing it yourself

Doctor
People who aren’t able to get personal or close to eachother
Video is history

Hotel reviews - third party visualization

Can’t write or read can’t see - visual and audio explanation at the same time
Conversation based → recurring customers

How does the competitive field look? Who is out there? What do they do?
Send a note asking for an introduction on Meredith of Hello World
Outsource something to other people when you have a personal

What do people use images for? Who uses images?
Photographers, Movies, Nat Geo, Students, Sporters, ...
Korea, GoPro, ...
Start talking to random people with these questions:
What do you do for valentine?
What about easter?
Probe people!
Family museum.

Look for insight! One little thing that is new (flikker)
Maybe use the 4 orders.
Museum of art - gallery 1 (tap images)

Research the possibilities and extreme behaviours of Moving Images
Sales
Education (foreign language and child/senior care) - Deepa
Customer service - Suraj

Sports - Mathias
short clips right now are uploaded directly to the web and friends. For extreme sports it is still being filmed edited and uploaded later.
Many sport films are very high resolution leading to huge data files, a way to avoid data upload and downloads might be super helpful.
Short clips for commercials or something.

Health care
Gratitude
Politics
Fashion - color, patterns on streets, design

they are trapped in their technology
How to go forward.

Article: Using Video Messaging as a Tool to Develop Students’ Speaking Ability: A Preliminary Study
http://www.academia.edu/1559978/Using_video_messaging_as_a_tool_to_develop_students_speaking_ability_a_preliminary_study

Using Computer-Assisted Language Learning (CALL) in the classroom environment has not only continued to increase in popularity in the last 20 years, but become a reality for a growing number of teachers. Despite the growing popularity of CALL, literature that provides us with conclusive evidence on its positive effects on second language acquisition is relatively recent (Lyth, 2008). And while CALL has often been used to promote listening strategies and vocabulary acquisition, little has been done to work on students’ speaking ability. To answer this need, a CALL-based activity using web-based video messages sent to the teacher as weekly online journals was developed. Initially, a literature review on the popularity and effectiveness of CALL and foreign language study is outlined. Secondly, the setting for the development of this activity, the need out of which it arose, and its implementation are introduced. Issues such as technical difficulties, required materials, and knowledge to implement this activity are examined, as well as a survey administered to students at the end of the semester. Finally, the article concludes with a discussion on other uses for this tool and a call for future research.
Compelling Reasons to Add Video to Your Website
http://davidmcbee.com/compelling-reasons-to-add-video-to-your-website-infographic/

15 Stats Brands Should Know About Online Video - Digiday
Video is becoming a must-have for brands that want to make an impression on consumers.

- **89 million people** in the United States are going to watch 1.2 billion online videos today. *(ComScore)*
- Online video users are expected to double to **1.5 billion** in 2016. *(Cisco)*
- Only about **24 percent** of national brands are using online video to market to consumers. *(Kantar Media)*
- Online video now accounts for **50 percent** of all mobile traffic and up to **69 percent** of traffic on certain networks. *(Bytemobile Mobile Analytics Report)*
- Consumers give up on an online video if it doesn’t load in **two seconds**. *(University of Massachusetts Amherst and Akamai Technologies)*
- Users sharing video on retail and brand sites chose Facebook **46 percent** of the time, with email accounting for **40 percent** and Twitter capturing **14 percent** of shares. *(Invodo)*
- Globally, online video traffic will be **55 percent** of all consumer Internet traffic in 2016. *(Cisco)*
- **52 percent** of consumers say that watching product videos makes them more confident in online purchase decisions. *(Invodo)*
- Mobile and tablet shoppers are **three times as likely** to view a video as laptop or desktop users. *(NPD)*
- Mobile video ads that include social media buttons drive **36 percent** higher engagement. *(Rhythm NewMedia)*.
- Online video production will account for more than **one-third** of all online advertising spending within the next five years. *(Borrell Associates)*
- **76 percent** of marketers plan to add video to their sites, making it a higher priority than Facebook, Twitter and blog integration. *(Social Media Examiner)*
- **92 percent** of mobile video viewers share videos with others. *(Invodo)*
- More than **1 billion** unique users visit YouTube each month, spending more than **4 billion** hours watching videos *(YouTube)*.
- **2 billion** video views per week are monetized on YouTube, and every auto-shared tweet results in six new YouTube browsing sessions (ReelSEO).

**ECpod, Video-sharing Can Be Used For Language Learning**

**ECpod.com** is a web site that allows members to teach each other English and Chinese using videos. They contribute videos on this site and members can watch it for free. ECpod also has social networking features, so the users can make friends with each other and build communities for learning languages.

**User response to videos (Feb 16th)**

Some of the things that stood out in my interviews on the user experience of videos are:
1. Increases ‘engagement’ with the subject content
2. Makes it more ‘personal’
3. Shorter videos preferred over longer ones (microvideos?)
4. Vibrant ‘colors’ preferred by kids over monochromatic images
5. Audio-visuals valued above mere audio
6. Kids enjoy the interaction with the gadget (in which they receive/store the video) at the time of viewing the video (pressing buttons, flipping screens)
7. The idea of ‘playing back’ the video at any time desired is appealing
8. Makes the receiver feel ‘special’, ‘valued’
9. Always elicit an emotional response
The outcome of last Mondays brainstorm session. We are still at high altitudes but managed to narrow our options a little bit down. We tried to use a mind map to come up with interesting concepts that we would like to explore. The concepts that came out are 1) an automated response recorder that enables a candid reaction of the receiver to be send as a reply. 2) instant replays of life special events on television or in real life using the server to store sort clips of the broadcast. 3) the interaction of a person with the software (user experience with software, access, etc.)

**Stalking in the name of user research**

A discussion with Dick this morning confirmed our fears- we need to observe people using/interacting with videos/images much more than what we did last week. The good news is that we are on the right path. The insights from last week’s interviews could lead us somewhere beneficial - automated user response capturing???

**Video use insights**

1. Quality of video affects viewing behavior
2. Live streaming videos preferred
3. **92% of video viewers share the video with others**

**Determine our main topic (Feb 23rd)**

Out of three possible topics (Record Response, Instant Replay, and Interaction of People and Videos), we decided to focus on Recording the instant response. Looked a little bit into the market and identified our solution.
Feb 24th. Email Exchange between Ryan and Team Sociagram

“Hi Team,
Please find my feedback in line. I’m open to a call should you have any additional feedback.

Ryan

On Mon, Feb 24, 2014 at 11:40 AM, Mathias Ellegiers <mxe147@case.edu> wrote:
Dear Ryan,

We came up with three major concepts or ideas that might be of interest. We would like to have your opinion on the feasibility and value of these.

1. Automatically recording the viewer's facial expressions (candid response) on receiving the video message. (RO - Love this. Captures the immediate reaction and relieves pressure of someone being forced to come up with something to say and
relying on the re-record option to make sure their message is on point. This is a way to remove that potential friction. I have a big meeting next week and I will make this a part of the discussion.)

2. Providing website support enabling on demand instant replay of any second on broadcasted events (e.g. Sport events) only available for cable users right now (RO - how do you see this playing out? Seems to me that we would have to capture and index a constant stream from broadcaster. This also seems to be accomplished on DVR which had ~40% penetration in 2011:
http://tvbythenumbers.zap2it.com/2011/03/23/dvr-penetration-grows-to-39-7-of-households-42-2-of-viewers/86819/ This functionality is probably out of scope on technical ability, time, money to execute.)

3. Online video editing app/interface. Helping people to edit, or cut and paste etc. making it easy to create creative short movies. (RO - we looked at this. There are a lot of folks like Animoto who do this really well.)

RO - I'd suggest you think within the the current architecture or easy multimedia capture, cloud storage and playback. Taking into consideration the cost that anyone who wants to build this is looking at a minimum of $1k per month and 3-6 months time wasted to build as opposed to folding our tech into their existing apps and services. You've focused a lot on other applications of video related tech as opposed to other markets where video could make an impact (education, healthcare, customer service (look at new kindle tech). I'd urge you to focus more on what's achievable with the tech available as opposed to suggesting we incur additional technical debt in building something new.

Thoughts?

Regards.
Sociagram design team”

Kip’s Help
When the group was stuck in the idea and not sure how to pursue with the prototype, Kip gave us great helps. He mentioned that we have missed an “emotional elements” within our solution. By recording instant response, we actually closed the loop of conversation and also integrate emotions into the system. He helped us realized that closing the emotional loop can greatly enhance user experiences and make our arguments very strong. This was the part we always have a sense that “something is there but we are not sure exactly”. He actually made everything clear. Then we started building our prototype around applications where “instant response” matter. And find out that this feature can actually be integrated into Socigram’s current services.
**Phase 5: Delivery of Solution**

**First Poster**  
The first poster we built focused on elaborating our ideas and solution. It was based on cellphone application.
Photo: The Draft

Photo: The Poster, Where we are going

First Presentation - Google Drive (Mar 30th)
The first presentation is where we started organizing everything we got so far and tried to build a strong argument towards our idea. Following is the discussion document.

Had a few minutes to take a look and add stuff, will be away from computer all day tomorrow too so don’t rely on me too much. Good luck with monday and text me if you need anything.

Lots of great stuff, i think you really got most of the major points and i added a little more. My opinion is that this should be presented in a series of pictures and maybe a short reaction video to build a good case and simply talk about these ideas as it progresses.

Example ->

Describe basic example,

Here is a woman, she receives a box in the mail, opens it, reads the card and calls or sends letter thanking the buyer.

Show what's missing

The describe a better scenario

Now, receives video notifying of gift, gives option to record self, opens gift and shows shock, sending back video to buyer that gift was really appreciated.

go into other examples…

discuss rest of themes, significance, ect.

What’s the problem?

Sociagram is looking for a problem to their solution. The technology they have is not amazing, but has some potential. They are currently having some revenue and the CEO, who is a sales person, is a bit caught up in the idea of gifting. Like Prof. Buchanan has put it, they are the victim of their own success. Being the victim here, means that they miss out on several opportunities that are closely related to their core business.

To our believe, Sociagram is doing OK but should get a boost in revenue by creating something catchy, something amazing. Observations have identified that in their current technology, just like any other messaging technology out there, the one thing that makes an emotional message so valuable is not being addressed. Facial response and body language convey about 70% of the message. Imagine you tell a joke but your audience is completely indifferent. Imagine telling exciting news like “we're getting married” or “we're having a baby” and the reaction you get is a paper saying congratulations. That's how internet conversations are today!

Problem: too flat and emotionless, no feedback loop in conversation, show we care

Like everything here, hope you’re not planning on sending this to anyone.
Insight or hypothesis

So if you draw out the insight previously described you would present the current situation by a one way flow. The opportunity lays at the end of that information loop. The receiver holds a valuable asset that has not yet been addressed. (Picture of Kip drawing)

In many cases, there is also a value of time involved. When do you get a reaction, or when do you receive someone’s information? Some conversations or decisions are very time sensitive. There is a sweet spot in time limit for personal recognition of emotions. Emotions fade, and if not captured at the right moment, will never live up to the value they actually have. This would lead us into a completely different maker of time bounded messaging. How many times have you gotten an email that you open and decide to reply on later but then completely forget about it? This also happens with gratitude or excitement. If you decide to congratulate a week later, and didn’t forget by then, it will be a fake and weak emotional expression.

Another example is the Healthcare industry. Two weeks After being released people have to fill out a survey. How correct is the survey if the memory faded? What if you would get a message from the doctor after two weeks asking how you are doing. Personal, not just a number. And then even reply. 30 second for example.

This can be seen as well in the gifting and political fields as well. A response is appreciated but timing and emotion is key. For example, if a politician receives questions from prospective voters, it may be ideal to follow up with a response close to election time. With gifts, capturing the moment of opening or sharing the experience of using a gift can create a whole nother meaning to the person that purchased the gift. For example if a grandmother sends a toy to their grandkids, catching the moment of opening and plating are more important than the mother calling and thanking her for the gift. Overall, the way people react is much more valuable than the initial action.

Theme

Sociagram is currently closely involved with American greetings. AG has an online scars service for birthdays or whatever occasion. We would like to use this opportunity to focus our insights on this market and try to come up with a concept that would benefit every party involved in messaging of any kind.

Our main theme is creating features to “capture the moment”. For AG, first of all, this function is technologically available. The sender of the ecards/greetings will be able to get the direct response by capturing the immediate facial response of the receiver. On the other hand, the receiver can use this function as an immediate genuine “thank you” note. As a result, this function can motivate both side of the loop to use the online greetings. This could make a great difference. Just imagine the emotional difference when you send out a text message and get immediate response, compared to get a response after two hours.

Compared to live video, merely capturing the facial response doesn’t have the pressure of
arranging time and setting up meetings, especially for those who are not so familiar to each other. And there is no reason for setting up a live video just to get “the moment”. We would like to emphasize on the simplicity of the function, which also incorporates with Sociagram’s value proposition. People will complete the communication loop without any further concern, the feature finishes it for them.

**Significance? Why are you doing this or what will be the influence?**

As described earlier, this concept can stretch into multiple industries and might be beneficial for any person using the internet. We focus on this specific issue because the internet has become the most important medium for exchanging information and it has a very impersonal touch. Internet currently misses out in high tech high touch and that's where our concept becomes important. There are many moments and uses where a little bit of personality would be very beneficial to fulfill personal feelings and build confidence.

The difference between real live communication and online one is the emotional flow. By recording the immediate response, receivers deliver their genuine emotion back to the senders. This could be valuable to both the sender and the receiver. We are making the communication more “real” and vivid.

**Examples**

- HCAP in health care surveys. See the doctor before survey and send 30sec response going well. Bringing back personality to high volume impersonal surgeries.

- There is something about the freshness, when do they receive it? Honeymoon thank you message

- Recording opening of gifts received in mail? I believe can easily be integrated into API

- Politicians answering questions at the right moment

- reaction videos on Youtube going viral - red wedding

- Tie into ancestry project of his?

**What is the core idea?**

*Deepa - Sociagram needs to tap into the timing of the emotional responses of recipients elicited by the video messages. In terms of gifting, this window is pretty short with the unfiltered response happening at the very moment of viewing the video message. In other markets like healthcare or politics, this window is longer - just before filling hcap surveys, just before elections, etc.*
**Suraj** - *(adding to Deepa’s para)* We want Sociagram to provide the ultimate gifting experience. We look to generate a positive response for the sender and the receiver. By completing the “conversation” between the sender and the receiver, we harness the power of online video plugins to provide a much more enriching experience.

Is it the surprise?

**Deepa** - *It is a combination of the nature of emotional response and the shelf-life of those emotions.*

Don’t limit to B2C, what is it about people? What is the value? Is it limited to gifts or is this the top of the iceberg

**Deepa** - *It is purely about people - their emotions, timing of emotions, the effects of these emotions on the sender. It can be extended to a variety of contexts - healthcare, politics, narratives, etc.*

How does it tap into sales?

**Deepa** - *Positive impact if the connections between emotional responses and their shelf-life are perceived accurately.*

It is synchronized communication. What is the heart of the idea?

**Deepa** - *Synchronous when it comes to gifting but asynchronous when it is healthcare or politics. The heart of the idea - complete the communication loop between sender and receiver with feedback at the exact point in time when the emotional response if most genuine and valuable.*

**Suraj** - *We aim to integrate the use of “time” to our advantage. For instance, the timing of the response, time taken to receive is integral to contribute towards the overall experience*

An app that is aligned with the direction are headed in - Samba


“*The app, which is very well-designed for a first release, lets you record a video for a friend, then record their reaction to that video, which is shared back with you. The idea, the company explains, is to offer the convenience of asynchronous communication, with the power of face-to-face communication.*”

We are not alone. This is a powerful concept that has not gone unnoticed. When we decided to focus on recording responses, we found this pretty new iphone application that pretty much incorporate the same concept. The application was released three weeks before our decision and we believe it is still not too late to enter the market. This is somewhere full of possibilities.

**Feedback and Plan for final (Apr. 9th)**

It's a new vision, it's a shift in corporate structure and business plan. Build a nice case
and argument around it.

Maybe the reaction cams at sport events. Michaels feedback, the people that got in and the ones that didn't.

Come up with a prototype and a video on how it works. I have a camera and we might film it ourselves when we use the alternative app right now.

Can we show an emotional video and record the class and replaying their own reactions?

Sally Schriner: ex- american greetings contact from Michael
1) Build a main persona
2) Explain the prototype
3) Show the power of facial interaction

The final presentation will consist of a short explanation by us and a display of american greetings template for sending a video ecard. and how they would get a reaction and how the reaction is recorded. Then we can show a video on how it works through a mobile app.

2 prototypes:
- Web plug-in or mobile plug-in based on current sociagram business using American Greeting as a framework
- A stand alone video of a mobile app showing the user experience outlining the value of capturing reactions.

Final Poster Preparation (Apr. 16th)
We discussed how to make our final poster for Apr. 21st. The photo shows what we came up with. The group spent rest of that week trying to realize the post through Photoshop and InDesign.
**Problem:**

When a video message is sent virtually, the sender is left in an emotionally unfulfilled state by receiving a disproportionate response from the receiver, resulting in an incomplete conversation.

**Solution:**

To provide feedback in the form of a video response from the receiver to the original sender so as to complete the social exchange between the two users.

**Statistics:**

- 61 Billion cards purchased per year in the United States
- Valentine’s Day cards are the most commonly sent
- 1.8 billion cards sent on Christmas
- 144 million cards sent on Valentine’s Day
- Average Card cost: $3 - $4
- Younger people tend to use the internet more often for giving cards
- 22% believe giving gift cards is too impersonal

**Executive Summary:**

Currently, Snippet has developed a simple solution for virtual cards in online retail. The product allows users to easily inhabit the virtual nature of gifting through a simple and seamless interaction. The product is designed to convey feelings and emotions during the interaction between people, even when separated in time. As Christopher McCullough from Snippet says, "Greetings is only one step in the communication, and feedback is essential to complete the exchange."

**Feedback Loop:**

Opening is simply a way to present information with an individual sending a virtual gift with links to an e-receipt. With modern technologies, the emotional aspect is lost and is replaced with neutrals, fine print, and emails. With the added personal touch of gift cards, a more interactive medium is needed to convey emotions through visuals that complete a simple gifting package and motion without text.
Final Presentation Preparation (Apr. 22nd - 27th)
According to the response we got from our poster section, we decided to make changes in our final presentation. Originally the loop was left out of the presentation because it didn’t convey our message strongly. We emphasize on our prototype instead. We did a mock presentation on Apr. 23rd and got further feedback. As shown beneath:

Photo: Final presentation comments

According to these feedback, we made modifications to our presentation. A text script was being built to give us a clue of exactly what we should include.

Presentation Text - Google Drive (Apr. 25th)

Slide 1
Good morning everyone!
We are Yuhao Suraj Maksim Deepa and myself, Mathias. over the last few months we were lucky to apply design thinking to an interesting start-up named Sociagram. Sociagram has been around for roughly 3 year and is providing a video messaging service to businesses with an online store. The current technology is a video recording and processing system that is amazingly easy to plug into you current website and let people attach a personal message to their purchase. It is very simple yet powerful and has no brand or commercials that interfere with the core goal of sending a personal message.
Currently Sociagram is generating revenue and growing steadily. Their sales however are very seasonal and that's where this project comes in. Can we design a product service or structure that would help balance out and strengthen the companies sales? Well, we believe the following presentation might be a beginning of a revolution in virtual communication and the video industry.

Slide 2
For the people who read the book or have seen the movie Into the wild, this will sound familiar:
It was just before his death after 3 months of complete solitude in Alaska that Christopher McCandless wrote:
Although I very much agree with this statement, we would like to build on this by citing Antonio Porchia

Slide 3
I know what I’ve given you ...
I don’t know what you’ve received.
We can tell that Porchia, early on, realized that the value of sharing something is in the interpretation and reaction of the person receiving it. Your intention is not just to throw it out there, your intention is to generate a reaction, whatever that might be.

Slide 4
So, back to Sociagram, sharing your personal feelings and making any digital conversation personal is exactly what they do. They make a gift, a card or just a message so much more powerful and meaningful. But as Porchia said, the person sending the message doesn’t know what the other side is receiving.

Slide 5
The process of design thinking took us through many ideas and concepts, something to push the limits of the Power of Video (fact that the average attention span of an internet user is 8seconds). We also tried to channel the power of video through the lens of Sociagram (next slide)

Slide 6
It gradually took shape when internet research and personal observations provided us insights and inspiration.

Slide 7
And this brought us to the problem statement that dominated our project. (Presentation tip: Explain and make sure that the audience understands it. Emphasize each word/group of words)
They say an action speaks thousand words. Its even proven according to a study at UCLA 93% of information and emotion is conveyed through non verbal communication. We found this powerful nugget of information and tried to integrate it with a video application. Here goes:

The current system is part of a previously unidentified loop that was never addressed before. Which resulted in an incomplete conversations

I am sure that most of you remember sending a gift or a text message and didn’t receive the expected response or none at all? (Example of how you send a message and receive an “LOL”) or just a smiley. You are left

How did that feel?

Like this?

Our proposition is to finally complete the loop, just like it happens in real life, leveraging the real power of video. How are we going to do this? We look to bring this feedback look into the exchange and continue the conversation. We bring to the fore that the sender deserves recognition and gratification too.

Well, its not all that difficult.

Let me explain it by using a story:
A recent mother is alone at home for christmas because her husband is overseas for a military operation.
She uses an American Greetings gift card with the Sociagram plugin incorporated to send her counterpart her blessings and showing how big their son is.
When the father received the card in his email or on facebook, before opening the video a pop-up asks you to allow your own camera to be used. You don’t have to allow it to see the video but your response will not be recorded if you deny. The father clicks Allow, (next slide)

And His reaction is automatically recorded while he views the video for the first time. This system will capture the most honest and valuable reaction possible and can later be send back as a response.

A little pop-up then gives you the option of sending or discarding the video of your response.

It is important to mention that very recently, and this means a month ago, a mobile app was launched addressing the same vision we just discussed. The next video is a commercial of that particular app and shows a different shape this concept could take on.

Give 1 or 2 other industries it can apply to
- health care
  Family, friends, doctor/Patient, Nurse telepresence?
- Politics
  See how people react to a viewpoint?

And an argument where the value is
(we can add some slides)

How Sociagram would have a competitive advantage by using this concept and why this concept is different from anything out there.

This prototype can be easily implemented in the existing service, Sociagram is offering. This new feature like we proposed it is device irrelevant and has the potential to create an
expectation or habit where it hasn’t been before. We believe we are talking about a need that is not yet recognized. This “idea” is worth investing in. With the growing outreach of the internet and video across the world, Sociagram is investing in the future and will be one of the first companies to leverage this “personalized” communication loop in the B2B, and later on B2C sector.

Last slide
Thank you for your attention

Final Presentation Determined (Apr. 27th)

A final version of presentation was being determined on Apr. 27th. Compared to previous version, the final version:
1. Introduce the emotional loop back but tell the story more clear and accurate
2. Include a refined prototype.

Final Report (Apr. 26th)

A final report was being developed by April 26th. Finished modification by 29th.