

FLink!

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*Project: Designing Social Interactions in Public Places
Industrial Design, TU/e - January 2014*



Abstract

FLink! is a service designed to increase the social climate at flex workspace Seats2Meet, located in Strijp-S Eindhoven.

It is a combination of a physical Meeting Point that triggers flex workers who can interact with it by using their tokens. With this interaction other possible interesting people are presented to the flex worker, through the Mix& Match system.

If the flex worker decides to address another person, they can easily connect their LinkedIn accounts by FLinking. This interaction is similar to performing a high five.

Playful yet functional, FLink! motivates people to interact with each other.

“Have you already FLinked someone today?”



Introduction

I am Yasemin Arslan, currently a first years -M1.1- master student Industrial Design at the university of Technology in Eindhoven.

This report you are looking in right now visualizes my design process for the project "Designing Social Interaction in Public Spaces."

Please do enjoy reading my documentation about a project I enjoyed designing !

Yasemin Arslan



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1: Vision on Design

“As designers, we should take the responsibility for the way society is developing and influence these changes through our designs.” Yasemin Arslan

responding to a changing society.

I believe that communication is the antidote to prejudices. I feel that we should take the responsibility for the way in which we are developing. Through our designs we can respond and influence these changes. I want to create bridges between people and increase our understanding of each other to contribute to a more social community.

As a designer I want to be able to give an honest answer to the true needs of our changing society. Currently I perceive that products are becoming meaningless things, objects which can easily be replaced over time. I believe that design should create a bond with its user, which becomes possible through valuable interaction.

“Any intelligent fool can invent further complications, but it takes a genius to retain, or recapture, simplicity”

-E. F. Schumacher

Designing meaningful interactions for a more social society.

Having been grown up with the Turkish and Dutch culture, traditions and utilizations play an important role within my life. I am fascinated by the different ways we perceive, behave and react to our environment and each other. Designing is my tool to make us become aware of our differences and use these as means to learn from each other. By migrating and rethinking values into new situations I can design products which create value for its users and stimulate more social interactions. I see similarities to the work of designer duo Doshi Levien, who uses stories, cultures and craftsmanship to become inspired for new designs.

The path to a meaningful design.

I direct myself by the inspiring design philosophy of Dieter Rams: “good design is as little design as possible.” I believe that the most important foundation of good design, is a true understanding of the need or value there is designed for. The methodology of phenomenological design is for me one of the ways through which I learn to experience from within contexts and how value (and meaning) is created within interaction. I feel that form and function should be given equal value as they are inseparably linked to how we interact with our environment and products.

I would like to design products that create a personal bond with its user through the interaction, while stimulating more social behaviour between users and their environment.

2: Project brief

Design Brief

"Designing Social Interactions in Public Spaces is a project about finding ways to design a physical locus of interaction, a specific, physical device that opens the "digital" action possibilities of a city to the physical. While the context is the city it is up to the designer to focus on a certain context and the related design challenge. The big challenge of course is to let a 'generic' device grow into different meaningful forms and shapes dependent on the context of use, or the specific location in a city. Operationalize the concept of context dependent action possibilities.

System and service design is a new challenge in the field of Industrial Design. It breaks the "one person-one product" dictum in a favor of a system of interactive products consisting of many nodes. The systems under investigation are woven into the social fabric of our lives and form, more than ever before and integral part of it. Social relevance is not optional but a necessity for this new field of design."



3: Social interaction & public spaces

To create a foundation for the project it was necessary to get more understanding of “public spaces” and how humans interact with each other in these places. Through different papers about these subjects several findings were made, of which the most important ones can be read in this chapter.

Social interaction

Social interaction is not defined by type of physical relation or behavior, or by physical distance. It is a matter of a mutual subjective orientation towards each other. Even when no physical behavior is involved, as with two rivals deliberately ignoring each other’s professional work, there is social interaction. Social interactions can be differentiated into accidental, repeated, regular and regulated. [1]

Social connectedness refers to the relationships people have with others and the benefits these bring to individuals and society. There can be many barriers to social connectedness. The tendency to make such connections outside the family varies between cultures and communities, and factors such as language differences, high levels of inequality, and tensions between ethnic groups can create barriers between people. [2]

Public spaces

It is acknowledged that public spaces can play a role in encouraging healthy lifestyles or benefiting emotional health. Public spaces can be highly valued for social interaction, but they also offer chances for people to be alone. People will need a variety of spaces within an area to meet a range of everyday needs, spaces to linger as well as spaces of transit; spaces that bring people together and spaces for escape. [Cattel, Dines, Gesler & Curtis, 2007]

There are different types of behavior people & different types of public spaces:

- Public-sphere <> public behavior: these are acts that belong in the public sphere and engages people that have not been part of the group before the act begins.
- Private-sphere <> public behavior: acts that engage people from the outside world; however the acts themselves are about the presentation and expressing of ideas, cultural, political etc.
- Public-spaces <> private behavior: couples meeting, people walking, shopping etc. This is the type of behavior that is encountered most often. [Liao, Rule, Ardichana, Knisher, 2012]



Conclusion

As every public space has a different purpose, it is not desired that one single location has to meet every goal. Thus the type of possible interactions on a specific place varies, and each public space can offer different opportunities for social interaction. It also means that people are not waiting for social interaction when they are coming to a space with a different reason.

These insights indicated that the choice for the context would have a great influence on the outcome of the process. As this project is partly about creating social interactions, it needed to be considered which context provided the most interesting design opportunities. In the next chapter there can be read about the choice for the specific place.

4: A specific context

The different possible contexts varied from indoor and outdoor locations throughout Eindhoven:

1. Heuvel Galery (Indoor shopping mall)
2. Genneper Park
3. Market Square
4. 18 September Square
5. Public library, in the Witte Dame building
6. Seats2Meet
7. IJzeren mann (lake side)

To be able to narrow down and make a good choice there were set up several requirements. These were based on previous experiences in designing in a social context [A], advices from different lecturers of the faculty [Tomiko & Smit] and findings of the research.

It would be favorable if the context would be a place where people are open for interaction and are available to get input from. Furthermore there had to be taken in mind whether the location would benefit from more interaction. Next to that it would be easier to have an indoor place, as it is easier to reach users for a longer time and to explore and work with non-waterproof prototypes.

The indoor precondition led to the public library, the indoor shopping mall and Seats2Meet as possible options. The mall however is in general not a location that is visited by people with the goal to have meaningful social interaction with unknown people. Seats2Meet sparked the attention since this is a flex workplace where people deliberately choose to work in a social environment. This, and the existing link between the digital and physical world through the workers and their online networks made this place a seemingly more interesting location to design for interaction.

About Seats2Meet

Seats2Meet is the product of the book Society 3.0, written by Ronal van den Hoff. He believes that in our current society exchanging knowledge and networking is crucial. Although this is intensively happening in the online world, there are very few physical places where people can gather, be & become inspired and share information. Seats2Meet is one of the unique locations where such things are stimulated and can be found in various cities in the Netherlands. They offer free Wi-Fi, lunch and coffee. In return you have to pay with Social Capital, this means that you have to be open for new encounters and exchange knowledge with the other people at the. They earn money by renting meeting rooms within the same location and do not spend anything on PR as their network of flex workers promotes the as the best public workspace. [3]

Seats2meet Strijp-S

werken, ontmoeten, vergaderen | working and meeting space

Seats2meet is een dynamische omgeving waar mensen kunnen werken, elkaar ontmoeten en vergaderen. In de Apparatenfabriek zijn stoelen in diverse inspirerende ontwikkelende ruimtes te boeken voor bijvoorbeeld vergaderingen en brainstormsessies. En op het 'Plein' -bare ruimte - is iedereen vrij om er kosteloos te werken. Daarbij staat het uitwisselen van apparatenfabriek, maar ook in de fysieke ruimte creëert Seats2meet een zo- community die co-creatie stimuleert. Mensen kunnen hun energie delen bij Seats2meet en op die manier waarde toevoegen ook eens langs om Het Nieuwe Werken te ervaren!



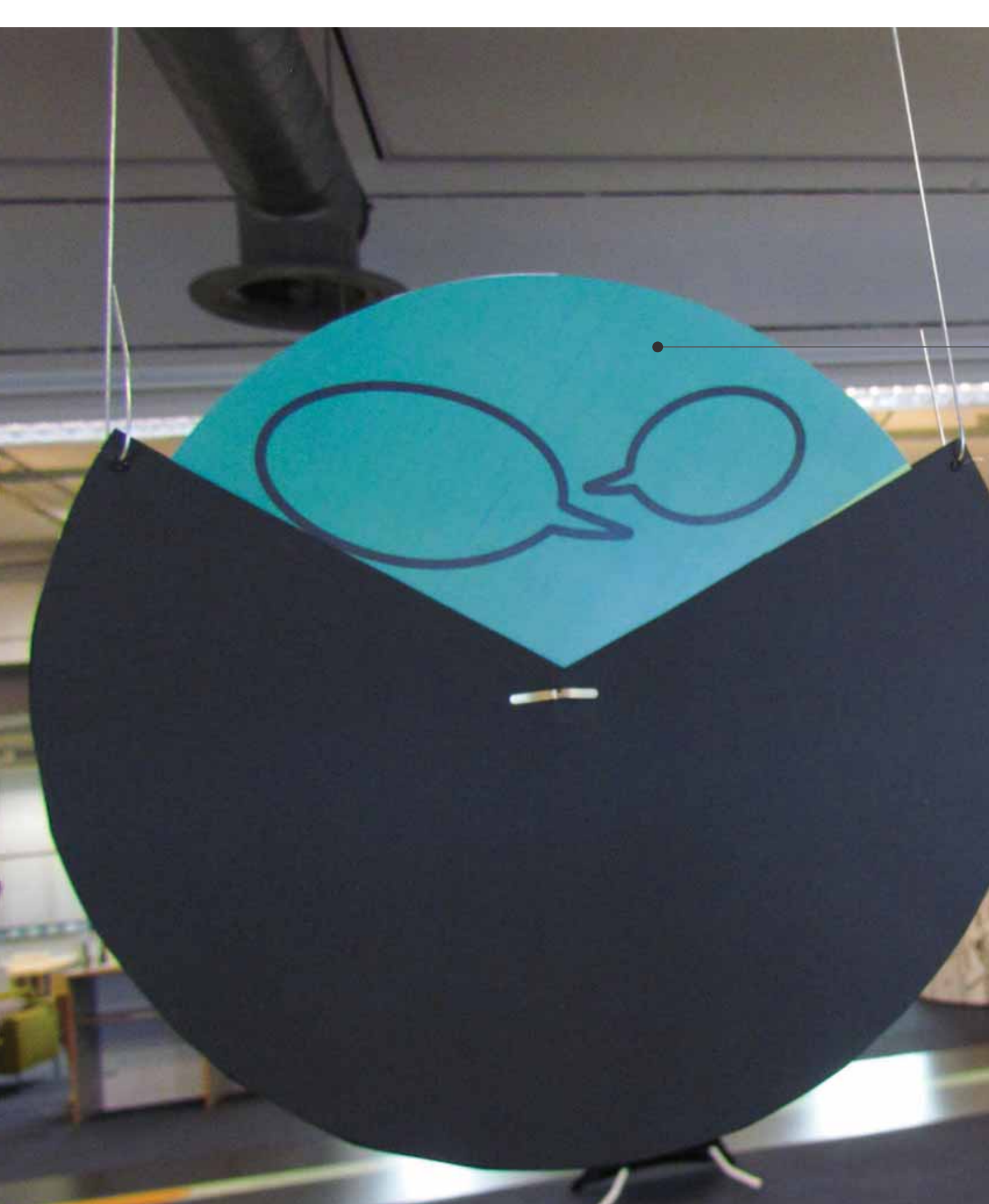
Roger van den Berg, Luc Van der Keilen en Marcel Nicolaas

where guests can work, meet and gather. Chairs are meeting spaces in the Apparatenfabriek, for meetings welcome to use the 'Plein' area - a public space - of knowledge comes first. Not only in the but also in the virtual world. Seats2meet encourages co-creation. People can Seats2meet, and thereby add value to Smart Working!

Seats2meet-StrijpS-Eindhoven-3745501



SEATS2MEET
STRIP-S EINDHOVEN





5: *Pressure cooker*

Meaning is about making sense, and it is created in the interaction we have with our environment. Interaction itself is again only meaningful in a specific context. A context can be understood best when perceived and experienced from different perspectives, throughout different actions. [B] To get more understanding of the context of Seats2Meet there was set up a pressure cooker. During this, I was partly supported by fellow master student Fiona Jongejans.

In order to achieve this, there were used various tools as contextual storytelling with various flex workers, observations of the space by personal descriptions and an expert meeting with the owners Marcel Nicolaas and Luc van der Keilen.

part one: Understanding & Experiencing

The interior

On Strijp-S location, the interior plays an important role to trigger people to have more interaction with each other. As there are only long tables available the flex workers have to sit with others and cannot completely hide away.

In the work area there is only one single coffee and hot water machine present. It is put in a strategic place in the middle with a good overview the tables. During the free lunch people have to stand in line for the buffet after which they can decide whether they will sit at a lunch table or behind their laptop.

Next to these triggers, there are several signs that remind people of the principle of Social Capital. The numerous couches with low tables add up to the comfortable atmosphere.



Online

Dashboard: Seats2Meet works with a website on which people have to book their free working space. Everyone flex worker has a personal profile where he needs to give insight in his skills and expertise by using tags. The dashboard shows who is present and what their expertise are. This website has furthermore multiple functionalities to trigger people:

- "Coffee Requests" where one can invite someone to have a cup of coffee.
- "Community Questions" As sharing knowledge is greatly valued; there is an "ask a question" option where people can ask other flex workers questions.
- "Knowledge overview" in this subsection people can search for specific expertise of others and find out whether there are ones present who are of their interest. On the homepage there is also a general overview of the flex workers who are present, including information about their skills.
- Via a TV in the working area this dashboard can be seen although it is relatively small and therefore is a dysfunctional trigger.



part one: Understanding & Experiencing

Personal observations: Fiona & I

The most insightful experiences can be seen in this section. The complete list is in the appendix. The same counts for the information received from the flex workers.



The dashboard is experienced as chaotic and unfriendly to use. Many photos are missing which makes it more difficult to find a certain interesting person.

There is no relation between the digital triggers and the physical working area.

Some people invite others to have lunch together, while there remains a vast group who prefers eating behind their laptops.

Many flex workers have their own company, or are looking for a job. The expertise information about the flex workers on the website is used, although not frequently.

The majority of the people that were addressed are very open and helpful.

Flex workers

By conversing with other flex workers more understanding was achieved. Their experiences had overlaps with the observations that were made before. The most important findings were:

Most of the interactions with new people are initiated while being in line for a coffee or lunch.

Everyone is aware of the "Social Capital" and many believe that they fulfill this.

A threshold to address unknown flex workers is experienced. The assumptions people make about the mood/state of other workers are a hindrance in to start an interaction.



Flex workers prefer Seats2Meet for its comfortable working climate and the possibility to network.

Although people check the dashboard with the expertise overview, the site does not trigger to address these persons.

Story Canvas & flex workers

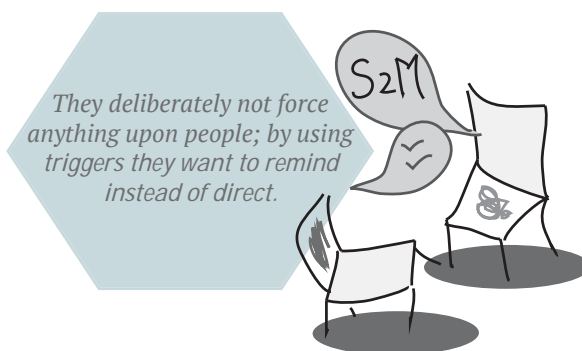
Through the story telling canvas [4] created by Denise Withers there was obtained more insight in the perspective of the flex workers regarding the social climate. Flex worker Norbert Konicks was asked to talk about his experiences. There was found that he and other flex workers tend to forget about the principle of Social Capital. After a while people become used to all the free things they receive and are less conscious about their social behavior. Norbert was in favor of something similar to an ambassador service that would remind people of the ethics.



contextual storytelling with Norbert Konicks to more insight in the experiences of the flex workers

Insights by the owners

- It was explained that there has never been controlled, nor there would be plans for this in the future. They believe that people should act upon their own responsibility.
- Marcel and Luc observe that people become lazy regarding the principle of being social. They would be in favor of more effective triggers that stimulate people in social interactions.
- They are aware of the problems with the website and currently improving it.



Conclusion

It could be concluded that the most common problem was the threshold to engage with others, the assumptions that people make about their fellow workers and the deliberate lack of social control within the space. Contrary the presented work ethic (including the Social Capital principle) and the overall social attitude of people offered interesting chances to stimulate people into more social behavior.

Part two: A design direction

To prevent spending too much time analyzing and collecting information that was already known, it was necessary to become practical and continue learning by doing in context. This second part of the pressure cooker was about finding design opportunities and creating a more defined direction.

One of the findings from the contextual mapping had been the assumptions flex workers make about the people surrounding them. These assumptions are made as person A is not aware of the mind state of person B, and does not know whether he is busy working and/or available for interaction. If it is possible to take away such presumptions, it should become easier to address unfamiliar people and create a more open, social climate.



Goal

The goal of this experiment was to find out whether such a system would support people social interaction by thus taking away assumptions person "A" makes about "B". Another learning objective was to experience how people reacted on a change in their environment that introduced a more explicit trigger. While hanging the disks several flex workers were given information about the system.

"Assumption eraser"

There are roughly said three different actions people have at Seats2Meet (except for the lunch break). These are: working, drinking coffee and talking/networking. Most of the time people do not like to be disturbed when they are working, but are open for interaction when they feel like getting a coffee. Other times they want to take a real break or discuss ideas.

By making a simple rotating disk that contained the three different states, the specific flex worker could indicate others his mood. These disks were hanged at certain spots at various tables. There was chosen to use colors and simple recognizable icons to suggest a state and for the colors there was consciously not chosen for the standard green, red and orange. Reason for this was that there was no "wrong or right" in this scenario, it was only about taking away the assumptions and thus lowering the threshold for interaction.

Conclusion

From this small experiment it was concluded that people have a positive approach to changes at the location and don't mind being introduced to new systems. The disk did not help to take away assumptions but the experiment taught insightful lessons about increasing the chance for a successful trigger. There was found that a trigger worked best when it was clear what the function was, without too much room for wrong interpretations. Next to that it would helpful to design something in the eyesight of people to prevent it from being forgotten.



Boel!
my



Part two: A design direction

Being Your Own System

While hanging the disks a flex worker explained that a long time ago a few students had also been “hanging stuff”. It turned out to be an experiment set up by ID students during the module: Being Your Own System, given by Joep Frens and Oscar Tomico [C]. To get more information about their activities and insights there was arranged a meeting with graduate student Karin Niemandsverdriet.

Amongst other experiments, they had placed whiteboards on which people could leave behind a question, remark or message to the community. They had experienced similar results as with the rotating disk; people forgot about them. The whiteboards are still hanging at Seats2Meet (picture on the previous page).

Advice: “focus on the existing triggers and use these as input for the design”

Het NETWERKKLEED

While looking for other inspiring designs for social interaction there was stumbled upon The NETWERKKLEED; a design by Daphne van Mourik. [5] This is a game in the shape of a tablecloth that carries out a network experience through an effective yet informative way. It stimulates people to talk about their expertise by asking questions that generate concrete output while making the users enthusiastic while breaking the ice.


The design had been based on the fact that people who are unfamiliar with each other often have difficulties to start a conversation. In this scenario the people are already together, thus it is not about the initiative to start an interaction but moreover a tool to start and continue a fruitful discussion. Although it is a different scenario, it offered informative and new aspects that could be taken into account within the design. There was assumed that designing something that included an icebreaker “result” would lead to the same thing as an assumption eraser. The challenge was to get the unfamiliar people together and give them a reason to interact.





Pressure cooker conclusion

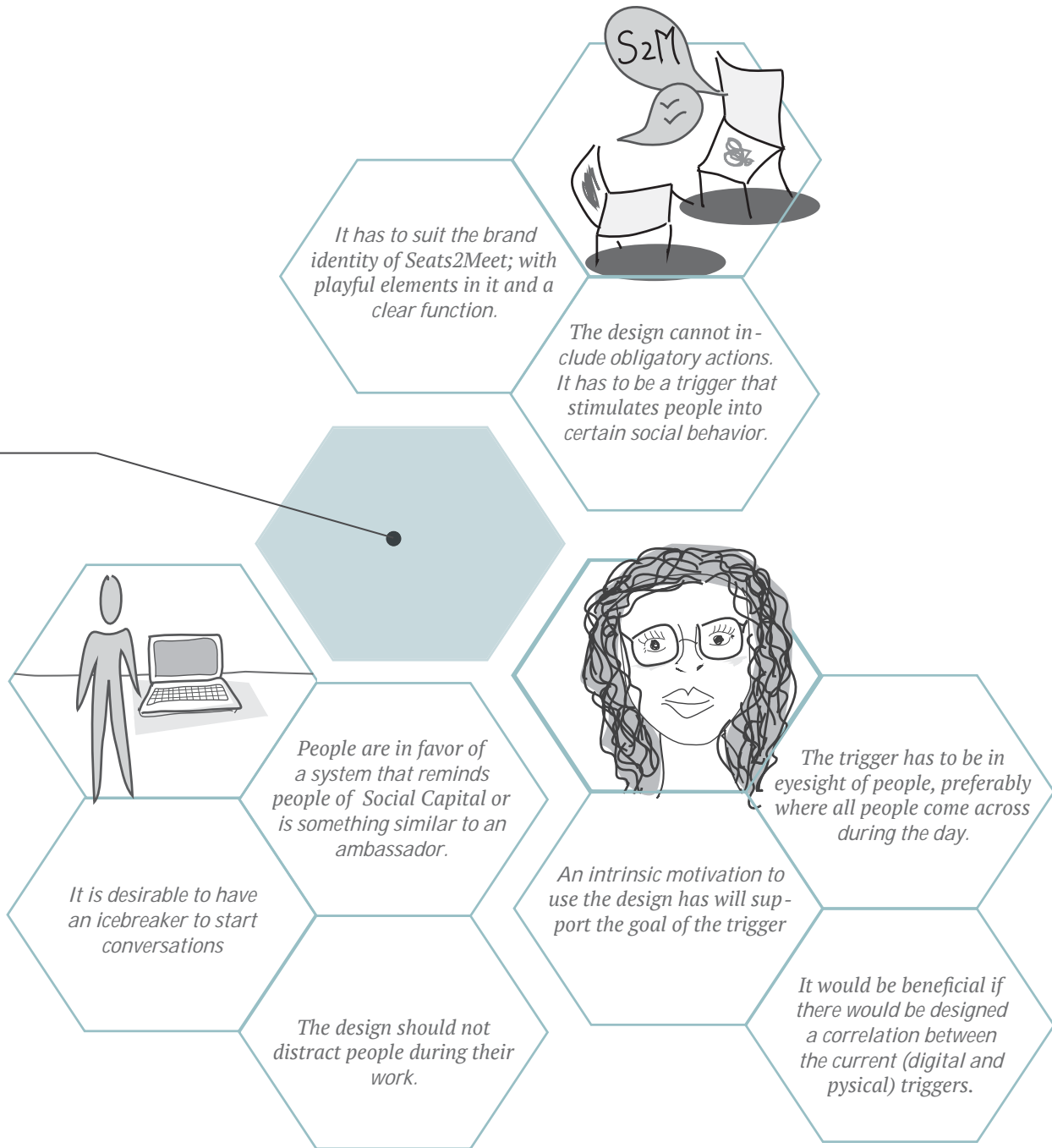
It was remarkable that all current triggers were very implicit and mostly digital, such as the dashboard and the Social Capital signs. As people tended to forget about the social principle, it would be beneficial for both the flex workers as well as Seats2Meet if people would be motivated to have more interaction with each other. This resulted into the following design brief:



“Design a trigger to motivate people to have more social interaction with each other, in order to support the work ethics at Seats2Meet.”

6: Design Requirements

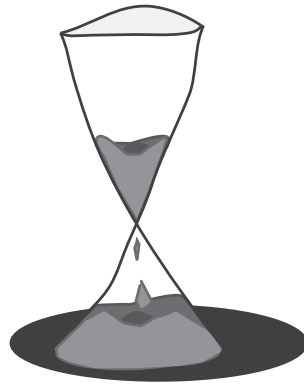
To ensure that the design would fulfill the goal of supporting the social climate several requirements were set. These were based on the findings during the pressure cooker.



7: A little bit of brainstorming

Hourglass

With this idea every seat has an hourglass integrated in the table. The only thing that is happening is time passing by, which is a physical "mirror" for the flex workers of their behavior. When there is no time left the hourglass lights up and reminds to be social. At this point it is up to the user to decide to grab a coffee (and have a conversation with someone) or to flip the hourglass and continue working.



Human Grabber

This (funny) idea came into existence after noticing the vast amount of people who prefer to have lunch behind their laptops. The Human Grabber is little robot that pulls people out of their chairs and assigns people to have lunch together, based on their shared or opposite skills and expertise. People will kind of be forced, as their chairs will be hold and pushed against the table trough magnets.

Ambassadorship

To remind people of their payment by social capital there could be introduced a system through which certain frequent visitors are assigned as ambassadors of Seats2Meet. These people will make a round several times a day and motivate people to make use of the dashboard and to have new encounters with people. If the flex workers become more conscious about the benefits of having this whole web of expertise around them, it will be easier to stimulate them for more interaction.



Saving System

People can be motivated for more interaction by introducing a system through which people can increase their Social Status in the community. With easy and fun assignments as “invite someone for a coffee break” or “exchange you business cards with three other flex workers” people can earn social points. Though this system there is made use of the consciousness and responsibility of people regarding Social Capital. By using the personal profile people can keep up their social activities.



Selecting the good stuff

The interesting aspect of the hourglass idea was that it gave people a very conscious moment where they had to choose for their subsequent action, namely to be social or not. If people become more aware of these choices, there is a good chance that their feeling of responsibility towards the work ethics will be triggered.

With the human grabber the use of people their expertise and eventually the dashboard would be stimulated. The skills of people can function as useful subjects in the sense of an icebreaker.

Although a service that was depending on person was not in favor, the interesting aspect of the ambassador service was that it reminded people multiple times a day. People might not start behaving more social instantly but if they are triggered more frequently there will be a point where they will feel responsible to give something back to Seats2Meet.

The Saving System had as interesting direction that it stimulated the online community. Currently the website is not frequently visited, which is hindrance in the goal of exchanging knowledge.

These aspects were used as input for the second idea generation to create ideas that would meet up to the requirements. This session lead to the concept **Buzz You!**

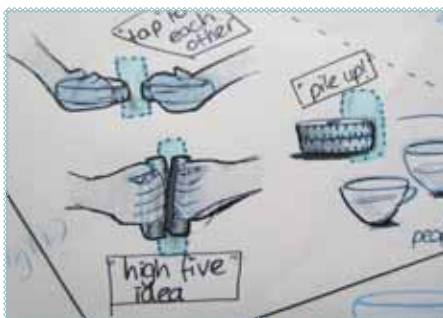
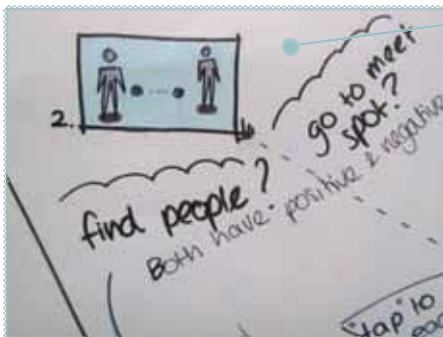
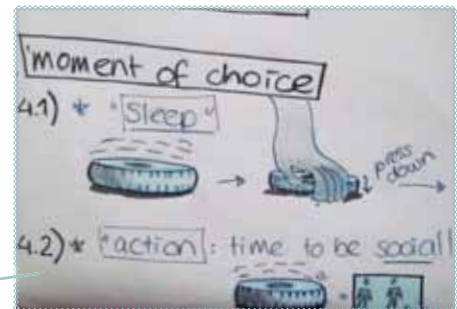
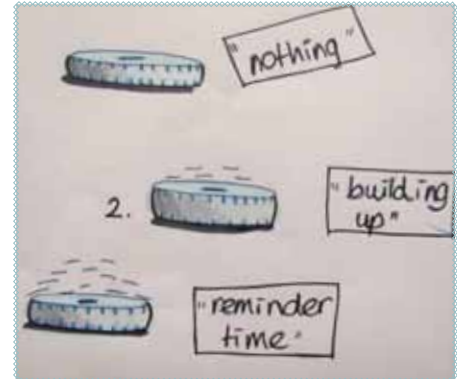
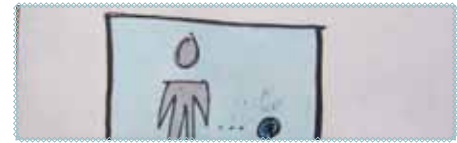
8: Buzz You!

Buzz You!

Buzz You! is a personal object that is a physical reminder of the Social Capital. It exists of phase-1 & phase-2 and has a moment of choice in between. The object is given to every flex worker when they enter the building and new people get a quick explained by the owners at the reception.

Phase 1: As people start working they place the "Buzz You!" next to themselves. After an amount of time, for example two hours, the object starts lighting up. At this moment people will need to make a simple choice to go to the Wall, which is a physical wall located next to the coffee machine. Or they simply turn off the "Buzz You!" and continue working.

Phase 2: The person who decides to go to the Wall can meet other flex workers who are open for social interaction. By putting two Buzzers on top of each other, which is called "Buzzing", their light is shut off and the users have a funny moment of physical interaction that breaks the ice for a real conversation.



Evaluation & advises from the project Coach

This idea took into account certain requirements as the physical triggers in eyesight of people and the deliberate choices of the flex workers between working or having a social moment. It also had a playful element within it including an icebreaker and a moment of physical interaction.

However, during a feedback meeting with Jun Hu it became clear that people would not have an intrinsic motivation to make use of the "Buzz You!" He advised to design to motivate instead of remind. Furthermore it would be useful if the design would take into account multiple triggers as was stated in the requirements.

9: Concept development

In order to reframe “Buzz You!” and to find new ways to implement the existing triggers it was necessary to take a step back into the context. By going back to the context with the requirements, values and Buzz You! in mind it, became easier to link the existing triggers. Through this action there was seen an interesting opportunity to link the entrance to the working area. Instead of reminding people, it would be more useful to motivate flex workers by giving them an intrinsic motivation. As one of the main goals at Seats2meet is networking, it would be a missed opportunity if this would not be integrated in the improved concept. This motivation (meeting new interesting people) could easily be linked to the existing website with the personal expertise profiles of the flex workers.

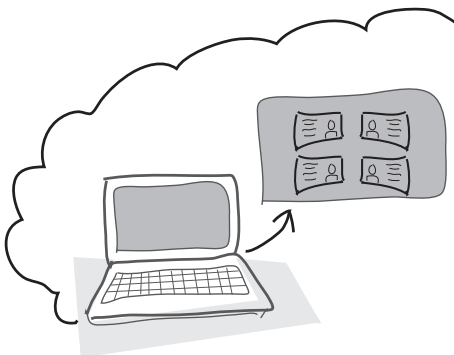
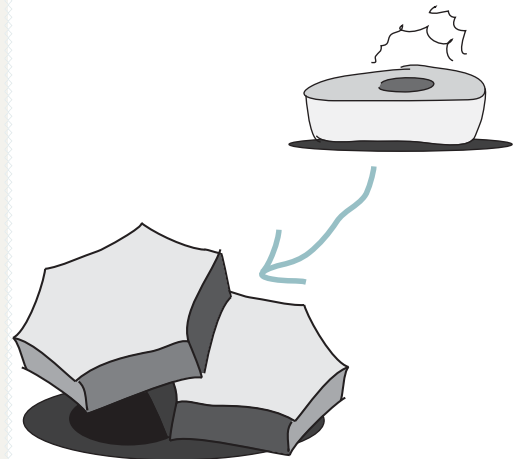
This insight eventually led to FLink! in which these elements were integrated into a holistic concept that met the design requirements. In this section the biggest developments are discussed. The subsequent part will explain the final idea.

From Buzzing to FLinking!

The playful aspect of Buzz You! was translated by implementing it in a token that would be connected to the service.

By placing the token on the screen, several “interesting” people would be presented, together with a photo and the expertise the user had in common with the other (presented) one. After this, it would be the decision of the flex worker to address one of the suggested persons. As with Buzz You! The concept existed of a moment where the user is offered a deliberate choice.

Thus instead of reminding people through a buzzer, they would now be motivated for interaction by offering them an easy and simple way to meet new people.



To get feedback on and improve the concept there was arranged an expert meeting with coach and freelancer Cindy van den Bremen. This resulted into the following adaptations:

- The overview of interesting people would consist of similar but also opposite interests. The motivation behind this was that the goal was stimulating a more social environment without restricting people to meet only certain workers.
- As freelancers and flexible workers meet a lot of people, it would be beneficial for them if there would be created an overview of the Seats2Meet persons they have “FLinked” with. This would also give a boost to the use of the Seats2Meet website.

10: FLink! 1.0



FLink! is a service that motivates flex workers at Seats2Meet Strijp-s to have more social interaction with each other. It is a combination of physical objects (tokens and the Meeting Point), and a Mix& Match service that is connected to the existing website. To explain the concept more thoroughly these different elements are discussed shortly.

Token

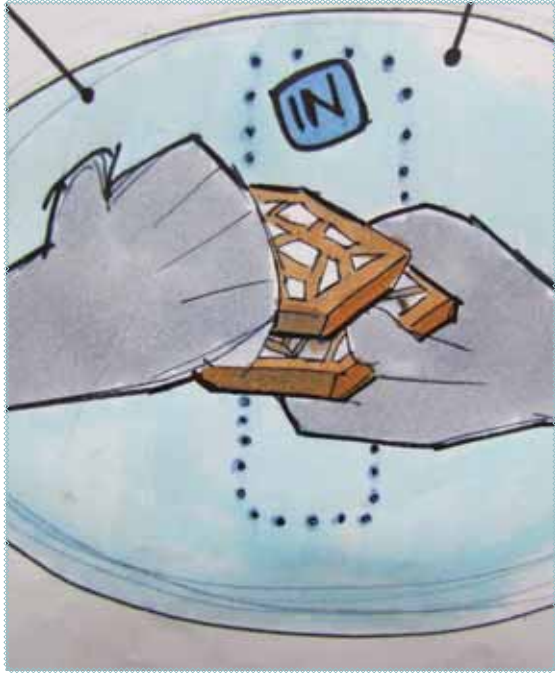
The intelligent FLink! token is part of the check-in system at the entrance of Seats2Meet. This system exists of token holders and small screens that are showing the people who have booked a workspace for that current day. As people enter the location, they have to check-in by taking the token that is lying next to their nametag. After this action the flex worker is noted as "present" on the website and the token is connected to that person's specific profile. This means that the token holds information about the expertise of this individual. After his workday has ended, the flex worker checks out by placing the token back in the holder, which is also functioning as the charge.



Meeting Point

The Meeting Point is the (eye height) physical object located immediately next to the coffee machine. By its prominent design it triggers people to take a closer look, as they have nothing else to do than waiting for their coffee or tea to be ready. It is a combination of a wooden frame with a screen built in it. The Meeting Point is directly connected to the Seats2Meet website and thus "knows" who is present at the location.





FLink! 'e Mix and Match

The screen of the Meeting Point always presents the following question: "FLink! 'e mix or match? Place your token and find out!" Next to this state, the Meeting Point has a Mix and a Match option. By placing the token the flex worker is presented several people whom he has a match (something in common) or a mix (different expertises) with. By alternating with placing the front or backside of the token, the flex worker can choose to Mix or Match. Next to a photo of the presented persons, the Meeting Point also shows the expertise on which these people are selected.

In order to prevent people from forgetting their token when they are standing at the coffee machine there is chosen for a Coffee Sensor next to it. By putting the token in sensor the machine is activated and the flex worker.

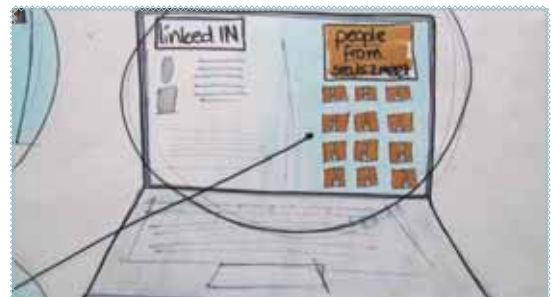
FLinken!

If the flex worker decided to address one of the presented people, and when they decide to add each other to their online network all they have to do is "FLinken!" Through this action the LinkedIn profiles of both flex workers will be connected, without having to take out smartphones and the hassle that comes along with LinkedIn invitations.

FLinken! is a playful physical interaction that requires to hold the tokens to each other as if the flex workers are performing a high five or a handshake. All tokens have little magnets inside that will thus ensure for an attraction during the FLinken. When the LinkedIn profiles are connected, the magnets in both tokens will shortly become dysfunctional and will indicate a successful FLink!

FLink! community

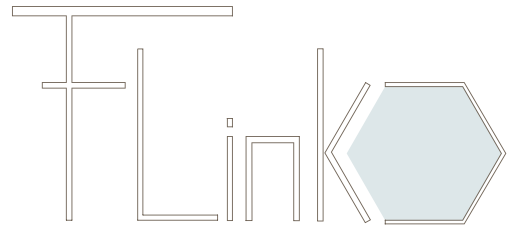
Each person with whom the flex worker has FLinked, will be added to his personal Seats2Meet profile page under the section "FLinkerd's." In this FLink! community section the flex worker will be able to easily find data of and come into contact with these people as it is part of the Seats2Meet website.



10: FLink! 1.0

The Design

FLink! is in the middle line between a playful and yet professional service. It is thus important that the design incorporates both values, including the brand identity of Seats2Meet.

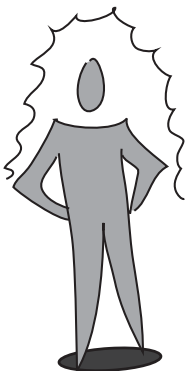
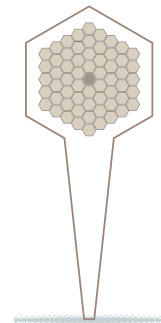


Tokens

The tokens are a physical reminder of Social Capital. As this is a value that shouldn't be expressed in terms of money it will be inappropriate if the token would resemble to a coin. From my interest in geometrical shapes, a hexagon was chosen as a good representation for the social value. Through the subtle angles it would be easy to hold in the hand during the FLink! interaction. The inner part of the token is an abstract representation of a network. The token will be made from a light colored wood as this matches the cozy yet modern interior of Seats2Meet.

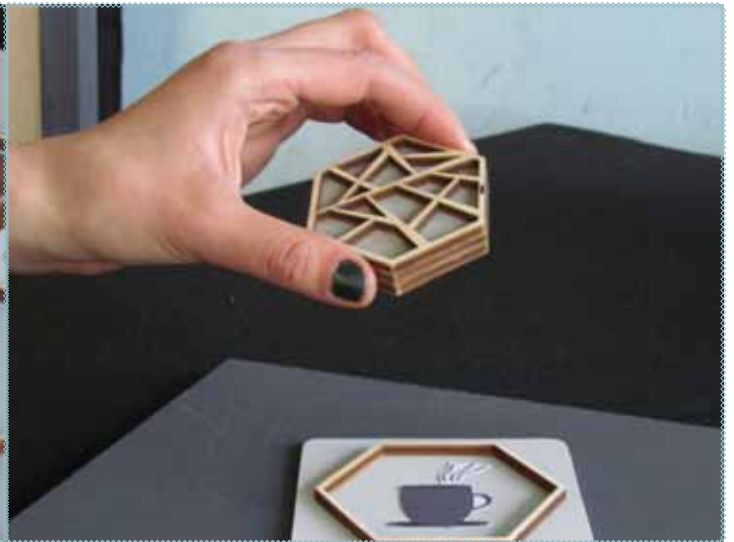
Meeting Point

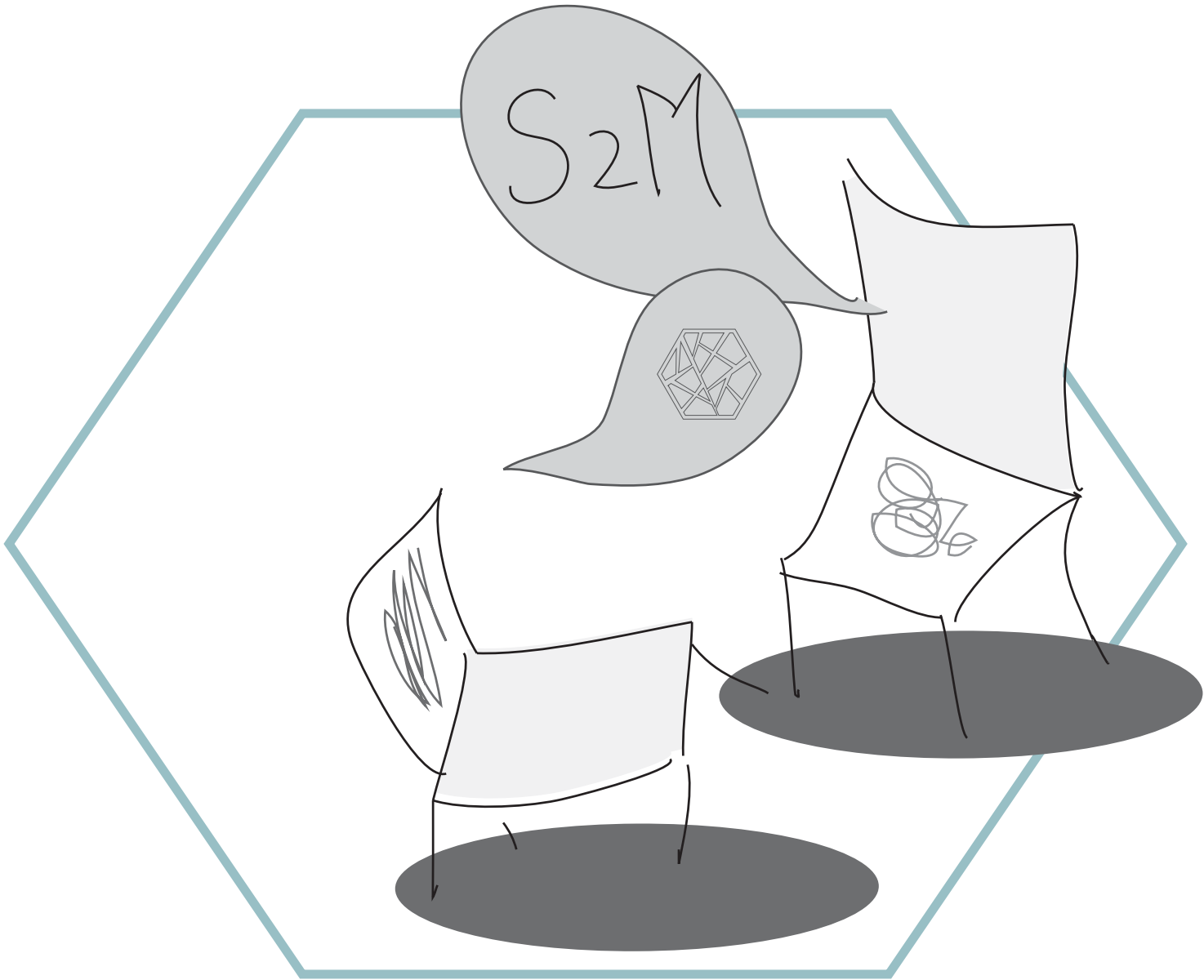
It is important that the Meeting Point has a playful and prominent design, while remaining a unity with the interior. The location pointer in Google maps [6] and an abstract human figure has been the inspiration for the shape. The height is taken from the average eye height of Dutch Women. Because the interaction with the screen requires an action where the token is hold against it, each flex worker has to be able to do freely. [7] By integrating hexagons in which the presented people would appear on the Meeting Point screen more unity was created.



Name

Another important aspect of the design has been the choice for a name. Even though the concept motivates and makes it easier to converse with others, it still takes an effort to overcome the threshold for interaction. The flex worker had to be "brave" to address people, while the Meeting Point and the FLink interaction had something of a business flirt. These aspects led to the choice for the name FLink!, which exists of not only the Dutch word flink (brave), but also the world flirt and link. By introducing the term "Flinken" there could be created catchy phrases to promote the social interaction, such as "did you FLink today?"





11: *Implementation in context*

One of the design requirements was that the design would make use of the existing triggers and a better integration of the current website. FLink! is designed in such a way that it can easily be implemented within the context of Seats2Meet.

As explained, the concept exists of physical objects that are connected to the existing expertise profiles of the flex workers through the intelligent tokens. The FLink! check-in system with the nametags of the present people is also a physical translation of the existing "Available Knowledge" overview on the website.

Regarding the technology behind the FLinken! I was told about a similar idea named Poken [8] during a discussion with Sander Mulder about the interaction with tokens. This is an event industry company that provides tools to create interactive events. They have mobile applications and special tokens through which people can collect digital content in the real world. Even though the system is relatively expensive (see chapter Future) the technology is available and easy to connect to the Meeting Point and existing Seats2Meet community.

Introduction

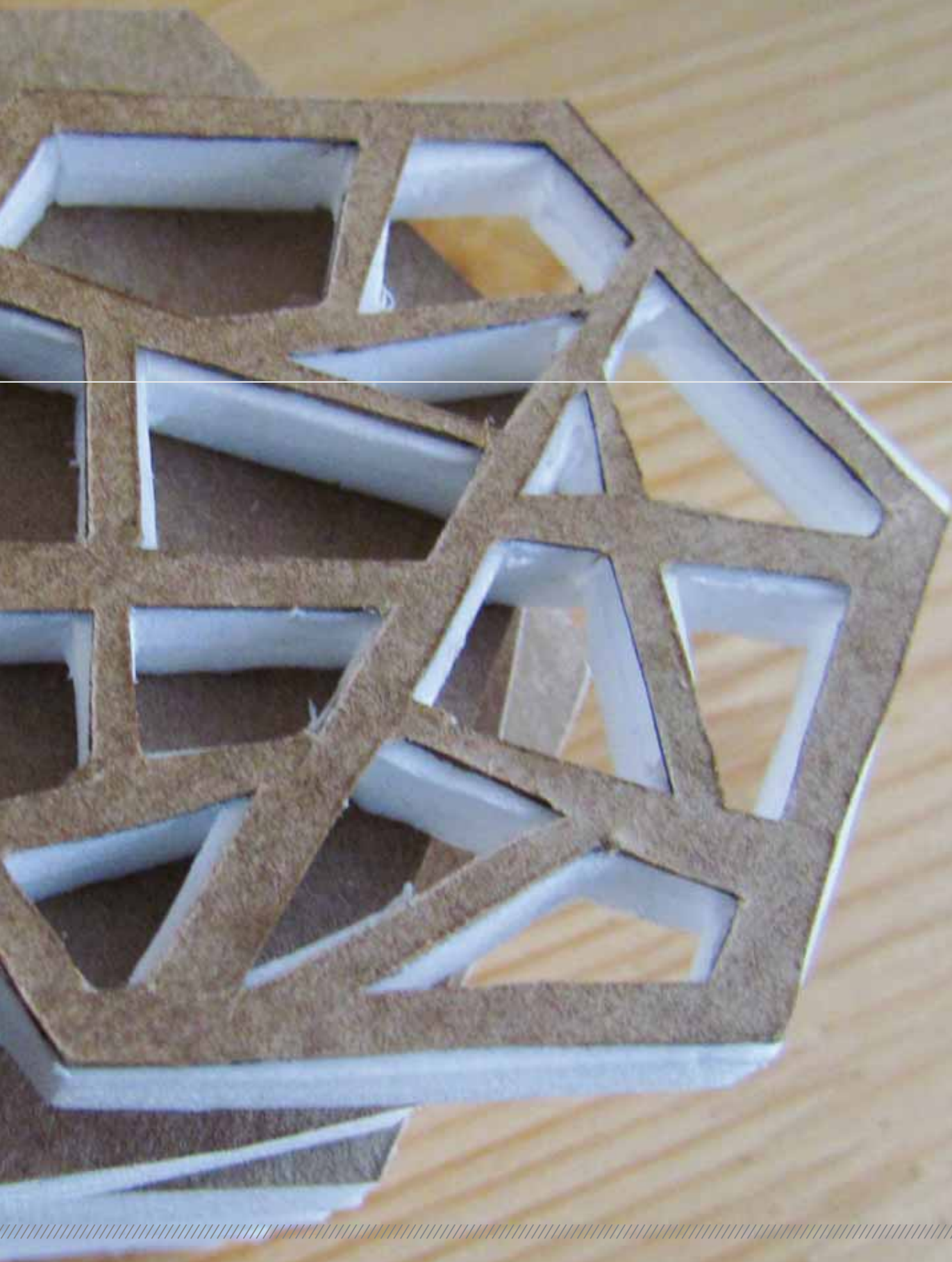
From previous experiences during the pressure cooker it was found that the flex workers have an open attitude towards new implementations in space. Assumed is that also with implementation of FLink! in Seats2Meet, people will have a constructive approach. By hanging posters as "How many people have you FLinked!?" people can grow used to the term and system. Another useful element of the concept is that users will need to check-in when they enter the location, which opens the way for a personal explanation by the owners.

12: Prototyping

To be able to evaluate and present the concept there was chosen to make a non-functional, representative prototype. This prototype included the Meeting Point, a few tokens, a "check-in" and a Coffee Sensor.

The program Processing was used to visualize the Mix and Match system, for which Mathias Funk helped to write the code. By using a beamer to project on the Meeting Point it would be possible to stay closer to the concept.

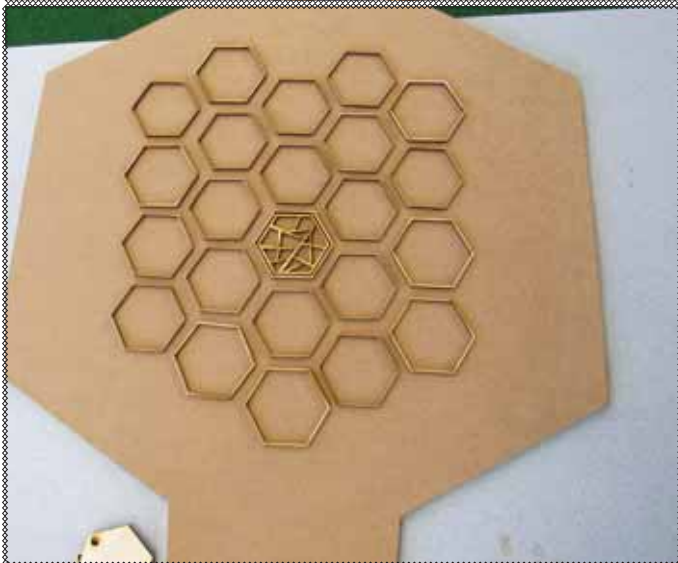
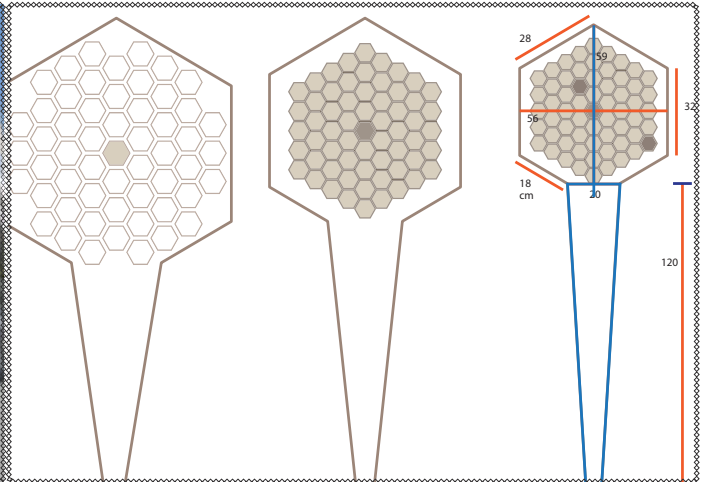
The Mix& Match system was simulated by collecting information regarding the design direction, interest within design and three best skills of different students. By comparing the results to my own answers, there were selected five or six people that would be presented during Mix or Match.



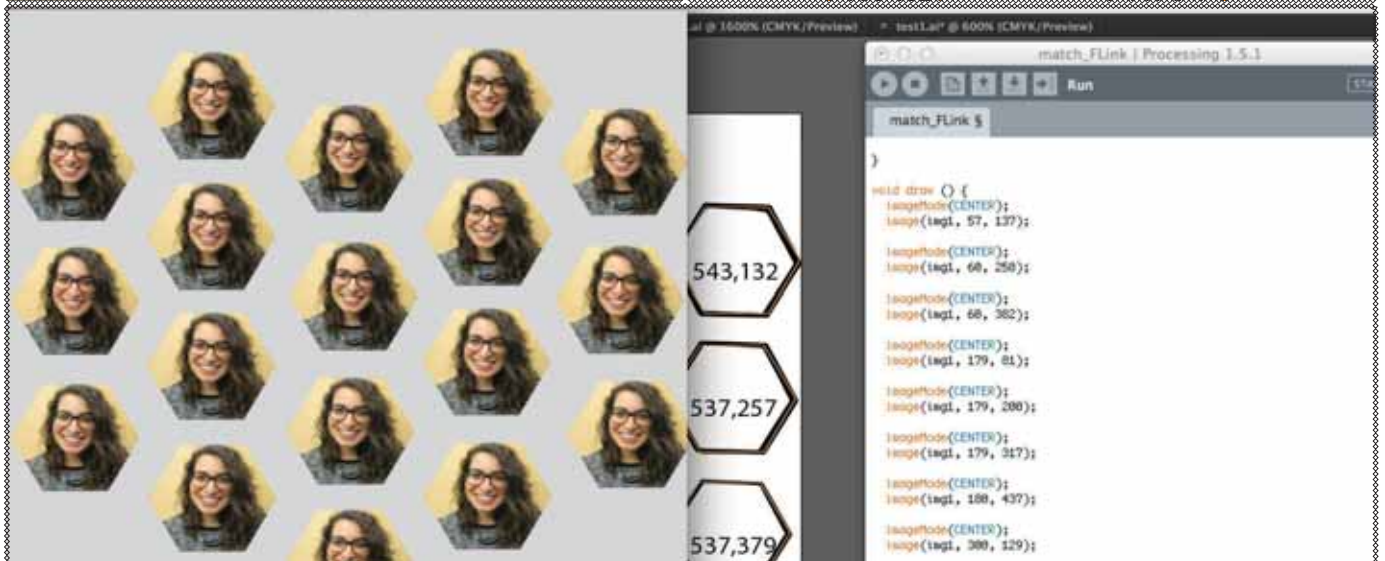
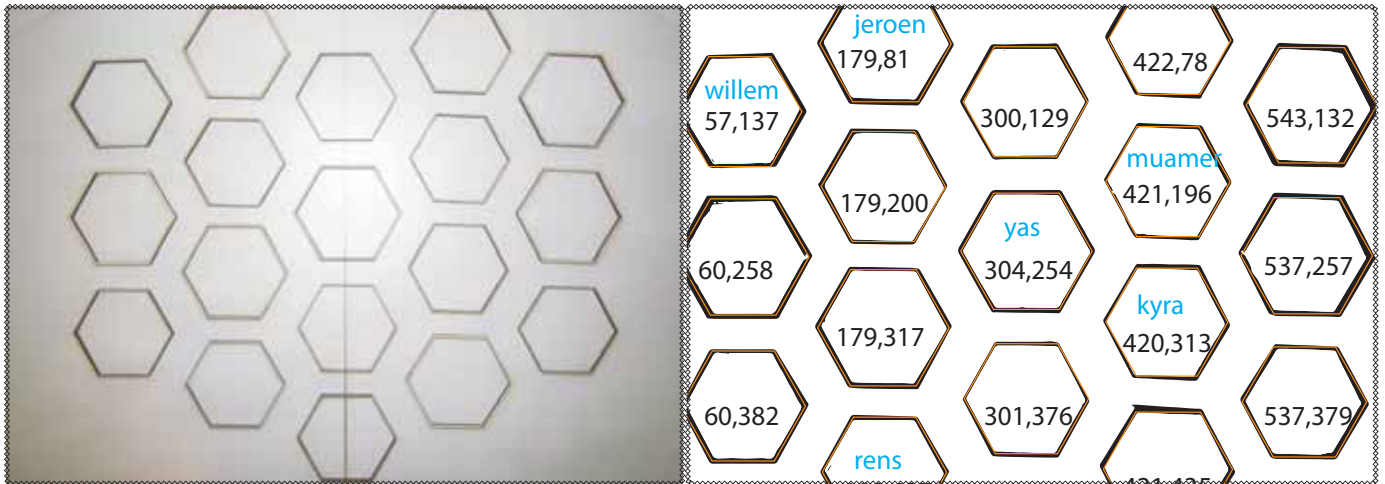
Prototyping: Token & Check-in

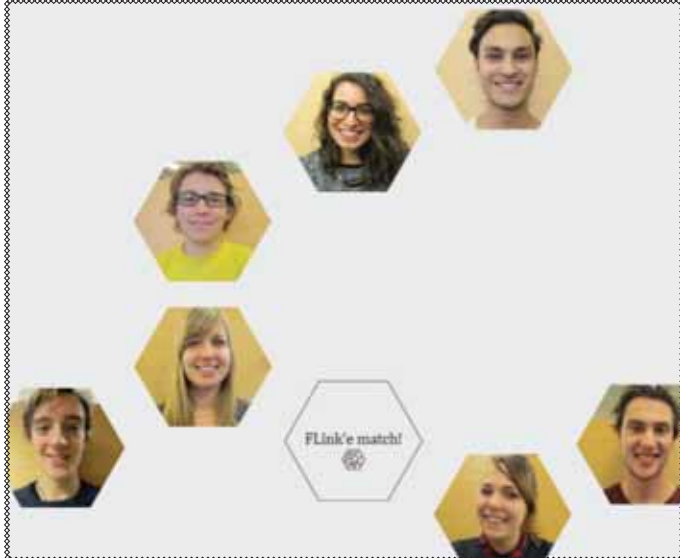
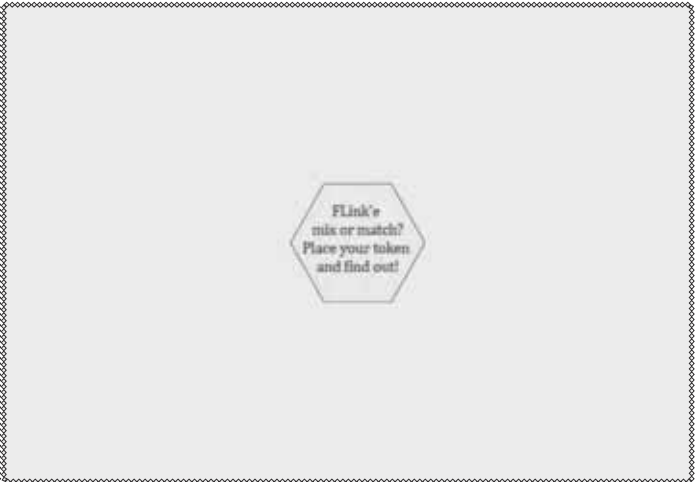


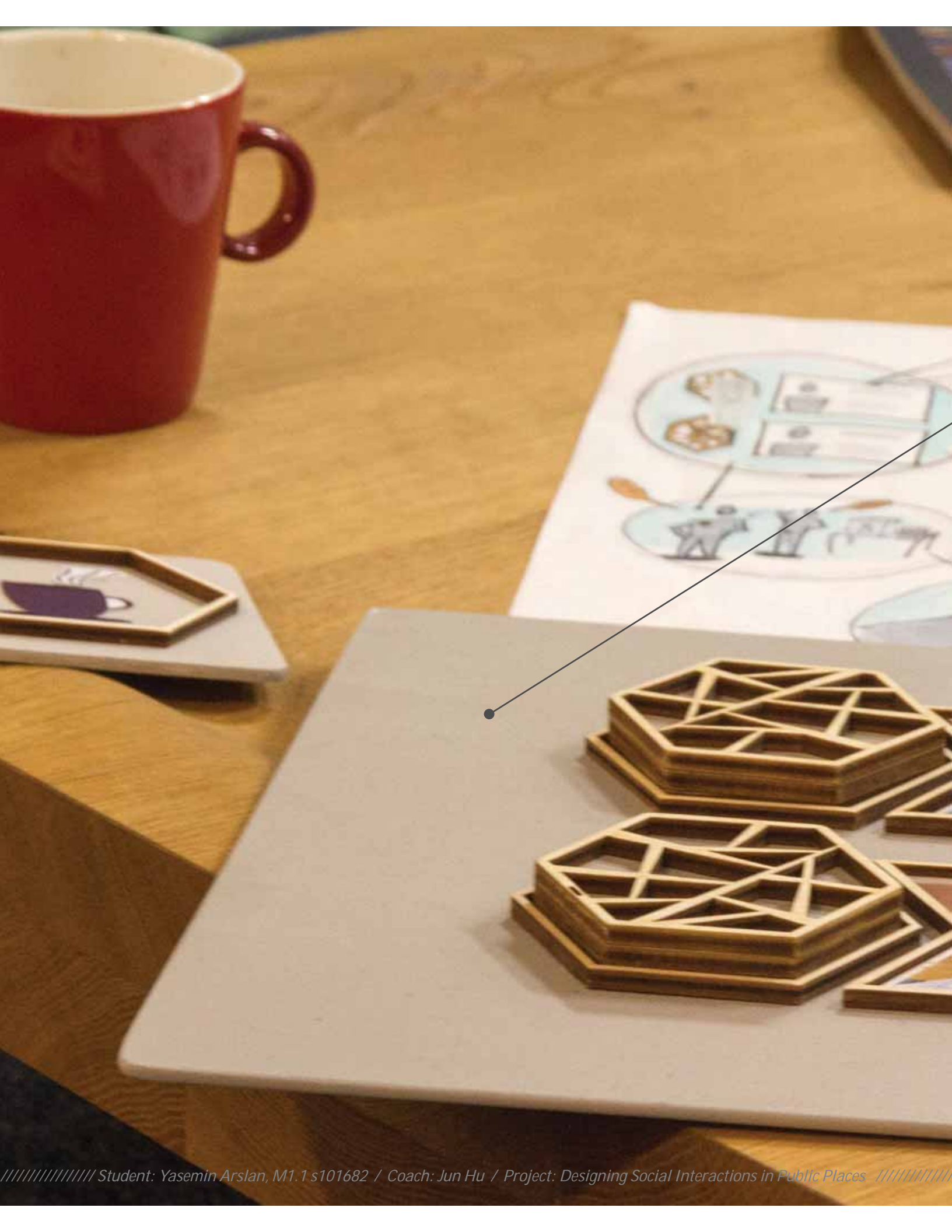
Prototyping: Meeting Point



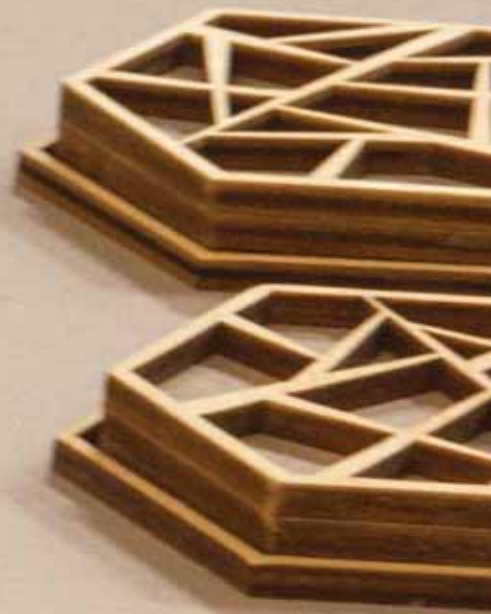
Prototyping: Mix & Match







13: Evaluation



Evaluation

Final demo days

During the final demo days FLink! has received mainly positive feedback with a lot of interest in the “FLinking!” and Meeting Point and the integration to the existing triggers at Seats2Meet. Regarding the Coffee Sensors, people were not sure whether this had to be necessary or that there could be found another way to ensure people to carry the token.

One very important remark was about expenses of the system. Currently FLink! is quite an expensive system as tokens are costly to purchase. In order to make the concept more attractive to invest in, it was advised to elaborate in the emotional value there could be created with the concept. Expanding on the possibilities with the existing community could achieve such a results. These inputs are taken into consideration in the next, concluding chapter.





Seats2Meet

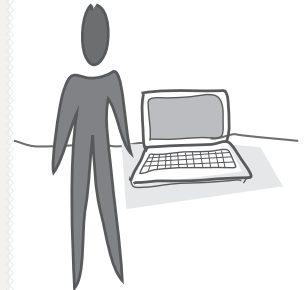
To find out whether the concept suited the philosophy and the vision of Seats2Meet there was arranged a feedback session with one of the owners, Marcel Nicolaas. FLink! was received very positively and there have been made plans for a follow up meeting to discuss possible integration of certain elements. On the left a summary of the feedback can be read.



Evaluation

Flex workers

Since FLink! is based on several requirements that were set up through contextual mapping it is assumed that the concept meets the goal to stimulate social interaction. In order to find out whether this assumption is correct, there has been done an evaluation with eight flex workers. During these sessions the prototype was brought to Seats2Meet. The Meeting Point was placed next to the coffee machine, as would be the case with the real deal. The check-in representation was put on a table near the Point. Again a beamer was used to project the Mix and Match service.



The questions

The evaluation existed of two parts of which the first phase was executed before FLink! was explained. This was done to find out whether the person is aware of Social Capital and has an idea how he was fulfilling in this. Next to that it was important to know whether the user had the need to meet new people, why this was and how he momentarily achieved this. The last question was about their awareness of the current triggers to motivate flex workers into more social behavior.

After this the concept FLink! was explained by a storyboard and walk through the concept. During the second part, questions about the concept itself were asked. These were based on the most important assumptions the concept was build upon:

- The intrinsic motivation of people to network
- The integration of a prominent physical trigger in the working area.

Important to find out was if the flex worker is currently using the website to find people, and what they think of the physical triggers. Through questions about the strongest/weakest aspect of FLink! and the addition of other functionalities, there could be evaluated if the design met its requirements.



Everyone is aware of the term social capital. It is interesting that the majority was talking about “being open when someone asks me a question..” instead of the mutual traffic that is desired at Seats2Meet.

Although not everyone has gotten a project/business idea or other professional benefit out of it, the flex workers were all interested in broadening their network. People value exchanging knowledge and helping each other out when necessary.

Not many flex workers are actively using the website to find interesting people. They check it a few times a day, but their new interactions are initiated through the lines for coffee/lunch. Some actively walk across to workplaces to decide who to address.

Interestingly enough, half of the people that were addressed are not aware of the existing triggers such as the coffee machine and the lunch.

People were very enthusiastic about the playfulness through which there is being FLinked and appreciated the hexagonal shape that was easy to hold.

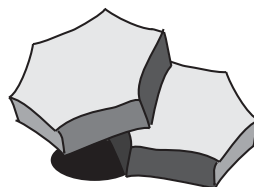
This physical object has gotten the most positive reactions during the user evaluation. The flex workers were in favor its prominent appearance and its location next to the coffee machine.

One people claimed she would not use the Meeting Point very often, she was interested in using the FLink tokens to connect LinkedIn accounts. Contrarily, another person stated that she would check the Meeting Point but not actively use the token to connect with others.

Some thought that it could lead into the scenario where people would be busy with it, whereby they would forget chatting with people in line. Others are curious how people in line will react to the system and the conversations that can start through it.

Not everyone is sure whether it is handy to carry the token all day long. A lot of people thought that it was a personal token. One flex worker suggested a Loyalty System through which people could “save social points” and increase their social status. This could lead to more emotional bonding to FLink.

The fact that the Meeting Point presented you people instead of the user himself selecting these, was perceived as interesting and triggering.



People would like to see an extra functionality where they can insert a certain tag (expertise) that is also taken into account. They would like to see this in combination with the “presentation” system that is used now.

Conclusion: FLink! 2.0

From the findings of the evaluation it could be concluded that FLink! meets the majority of the requirements. It is a connection between the online community and the existing triggers. Furthermore it grabs the attention of the flex workers through its design and location near the coffee machine. It gives people a choice to be social without directing them and offers the possibility to design a loyalty service around it, through which people will feel more bonded with Seats2Meet. As the system is designed to be integrated with the existing service, FLink! is easy to implement.

Currently the system is very expensive and it has to be explored whether there is cheaper and equally effective way around it. The interaction between tokens can be more rich and meaningful. Another aspect that needs to be developed is the Mix and Match system, as the users favor a functionality to add tags. It can be interesting to explore whether a system as FLink could be implemented into different contexts, such as libraries. FLink! could become a service through which every individual can make use of certain services.



14: Conclusion

The initial brief was focused on “the design of a physical locus of interaction, a specific, physical device that opens the “digital” action possibilities of a city to the physical.”

This direction was mainly concerning the outside areas of a city and the choice for Seats2Meet, as a context has been crucial in the further development of the project. The end result FLink! does not have many relations with a “generic device that grows into meaningful forms and shapes dependent on the context of use.”

Yet the outcome of the project has been an interesting connection between our direct physical world and our digital network (within the context of Seats2Meet). Through designing from within the context it has been possible to design something that answers to the needs of both the flex workers as well as the owners of Seats2Meet.

Thanks to its relation between the digital and the physical world, and multiple people using the system it is possible to create a community around it that is dynamic and fitting with the knowledge-sharing era. In our current society collaborating, sharing knowledge and communicating has become more important than ever before. It is interesting to explore how design can contribute to people their motivation to interact with others.

References

Persons

- Jun Hu (project Coach)
- Oscar Tomiko (lecturer module: designing contextual interactions - September 2013)
- Patrizia Marti (lecturer module: cultural sensitivity - September 2013)
- Norbert Konicks (frequent flex worker at Seats2Meet)
- Karin Niemandsverdriet (Current M2.2 student; was part of the Being Your Own System module and wrote a Self-ethnographic report about a communication system at Seats2Meet Strijp-S)
- Sander Mulder (expert regarding "Online/Community/Services")
- Mathias Funk (Processing, Programming and IT expert)
- Jorge Alves Lino (coach and service designer at ING bank Amsterdam)

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- Cattel, V., Dines, N., Gesler, W., Curtis, S. (2007) *Mingling, Observing, and Lingering: Everyday Public Spaces and their Implications for Well-Being and Social Relations, Elsevier LTD London*

Educational

[A] B2.1 project: Design Out Crime, Coach: Vera Winthagen

[B] Module: Designing Contextual Interactions (Oscar Tomiko & Jelle Smit)

[C] Module: Being Your Own System (Joep Frens & Oscar Tomiko)

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[3]: retrieved on 26-09-2013

<http://www.omroepbrabant.nl/?news/1897831303/+%E2%80%98Seats2meet+in+Eindhoven+beste+buiten-de-deur-werkplek+van+Nederland%E2%80%99.aspx>

[4]: retrieved on 29-09-2013

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<http://www.daphnevanmourik.nl/work/netwerkkleed/>

[6] retrieved on 11-12-2014

<http://www.jonkragh.com/wp-content/uploads/google-map-marker-google-io-20091.jpg>

[7] retrieved on 11-12-2014
<http://dined.io.tudelft.nl/nl,dutchstudents,4>

[8] retrieved on 16-12-2014
<http://www.poken.nl/>

Appendix

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Contextual mapping

Experiences from Fiona and I

There is a certain threshold that needs to be overcome when talking to unfamiliar people. It is easier to address persons who are sitting closer than ones at other tables. One of the reasons is that it is not very clear whether the certain person is working or still open for questions or small talk. These assumptions make it more difficult to interact with new people.

Chitchats about coffee sometimes led to discussions about work and shared or opposite expertise. It turned out to be that it is easier to address someone when there is a subject to talk about.

Flexworkers:

1. They find it easier to address people who are sitting in their direct environment instead of flex workers at other tables.
2. Many people explained that most of their social activities with new people are initiated while being in line for a coffee or during lunch break.
3. Everyone is aware of the principle of Social Capital and many people believe that they fulfill this work ethic.
4. Regarding the Seats2Meet website, people experience various issues:
5. With the coffee request, the flex worker will get a notification, but only if the dashboard is active in the browser. Due to this requirement many people miss the notification and which results into a vast majority of the requests being left unanswered. The same counts for the "Ask a Question to the Community" service.
6. Many flex workers find the overview of skills and expertise very chaotic and not user friendly. They check the dashboard a few times a day but are not very triggered to find new people.
7. People experience a threshold to address unknown flex workers. The assumptions about they make about the mood/state of other workers are another hindrance in the step towards interaction.
8. People come to Seats2Meet for its social and comfortable working climate, and to broaden their professional network.

Assumption eraser experiment

- The next two days were spent observing the behavior of people and eventually talking with them about the disks, which led to the following outcomes:
- No flex worker had something against the placement of the disks, they were curious and asked questions about it. Most of the people agreed that the assumptions were one of the reasons that made new interactions more difficult.
- Only a few people turned the disk, and they were the one who are aware of its purpose. In the first few hours some icons shifted from coffee to working, but it appeared that people simply forgot about it. Reason for this was that it was not hanging in their direct sight and that it was not clear to whom the disk belonged.
- Many people thought that the icons indicated what type of working area it was and that it had been a new idea from the owners, instead of a tool to give information about your state.

Appendix

Value proposition

A small value proposition for the flex workers and Seats2Meet was made to find useful links between the current motivators.

Flex workers

- Flex workers come to Seats2Meet to be able to work in a comfortable and social environment.
- They have benefits with an improved social climate, as this will motivate them to get into contact with other people and broaden their network. This is the second important intrinsic motivation of people to choose for Seats2Meet.

Seats2Meet

Through an improved social climate Seats2Meet will grow closer to their company vision and philosophy.

- An improved social climate will lead to a more pleasant working environment, which will lead to contented workers and thus more positive (free) promotion. If more people know about Seats2Meet, they will have more chance to rent meeting rooms and this will eventually increase their money flow. It is beneficial for them if their website is used more frequently

Processing Code

```
/// test sketch for time and image loading  
/// FLink processing stuff  
/// 16-12-13  
/// Yasemin Arslan & Mathias Funk  
////////////////////////////////////
```

```
int savedTime;  
int totalTime = 5000;
```

```
int stage = 0;  
int substage = 1;
```

```
int tintVal1 = 0;  
int tintVal2 = 0;
```

```
// pictures of people  
PImage img1;  
PImage img2;  
PImage img3;  
PImage img4;  
PImage img5;  
PImage img6;  
PImage img7;  
PImage img8;  
PImage img9;  
PImage img10;  
PImage img11;  
PImage img12;  
PImage img13;  
PImage img27;
```

```
// expertise of people  
PImage img14;  
PImage img15;  
PImage img16;  
PImage img17;  
PImage img18;  
PImage img19;  
PImage img20;  
PImage img21;  
PImage img22;  
PImage img23;  
PImage img24;  
PImage img25;  
PImage img26;
```

Appendix

```
PImage img28; //flink'e match
PImage img29; //flink'e mix
PImage img30; //Flinke standaard
PImage img31; //flip for match
PImage img32; //flip for mix
```

```
void setup () {
  size (600, 600);
  imageMode(CENTER);
  savedTime = millis();

  // pictures of people
  img1 = loadImage("Doenja.png");
  img2 = loadImage("Ineke.png");
  img3 = loadImage("Jelle.png");
  img4 = loadImage("JelleCoffee.png");
  img5 = loadImage("Kyra.png");
  img6 = loadImage("Michiel.png");
  img7 = loadImage("mitchell.png");
  img8 = loadImage("Muamer.png");
  img9 = loadImage("Rens.png");
  img10 = loadImage("Rick.png");
  img11 = loadImage("Rob.png");
  img12 = loadImage("Willem.png");
  img13 = loadImage("Yas3.png");
  img27 = loadImage("Jeroen.png");

  // expertise of people
  img14 = loadImage("InekeEX.png");
  img15 = loadImage("mitchellEX.png");
  img16 = loadImage("JelleEX.png");
  img17 = loadImage("JelleCoffeeEX.png");
  img18 = loadImage("DoenjaEX.png");
  img19 = loadImage("RobEX.png");

  img20 = loadImage("MuamerEX.png");
  img21 = loadImage("MichielEX.png");
  img22 = loadImage("RickEX.png");
  img23 = loadImage("WillemEX.png");
  img24 = loadImage("RensEX.png");
  img25 = loadImage("JeroenEX.png");
  img26 = loadImage("KyraEX.png");
```

```

img28 = loadImage("match.png");
img29 = loadImage("mix.png");
img30 = loadImage("FLinkeStandaard.png");
img31 = loadImage("flipforMAX.png");
img32 = loadImage("flipforMIX.png");
}

void draw () {
  // control moving between stages
  if (millis() - savedTime < 1000) {
    // fade in substage 1
    tintVal1 += 5;
    // fade out substage 2
    tintVal2 -= 5;
  }
  else if (millis() - savedTime > 1000 && millis() - savedTime < 9000) {
    // keep substage 1 same
    tintVal1 = 255;
    tintVal2 = 0;
  }
  else if (millis() - savedTime > 9000 && millis() - savedTime < 10000) {
    // fade out substage 1
    tintVal1 -= 5;
    // fade in substage 2
    tintVal2 += 5;
  }
  else if (millis() - savedTime > 10000 && millis() - savedTime < 11000) {
    // fade out substage 1
    tintVal1 -= 5;
    // fade in substage 2
    tintVal2 += 5;
  }
  else if (millis() - savedTime > 11000 && millis() - savedTime < 19000) {
    // keep substage 2 same
    tintVal1 = 0;
    tintVal2 = 255;
  }
  else if (millis() - savedTime > 19000 && millis() - savedTime < 20000) {
    // fade in substage 1
    tintVal1 += 5;
    // fade out substage 2
    tintVal2 -= 5;
  }
  else if (millis() - savedTime > 20000) {
    savedTime = millis();
  }
}

```

Appendix

```
// stage 1 ////////////////////////////////////////
if (stage == 1) {

    background(230);

    tint(255, tintVal1);
    image(img13, 300, 129); //My own photo above the hexagon
    image(img28, 301, 376); //match image

    image(img2, 179, 317); //ineke
    image(img7, 422, 78); //mitchell
    image(img3, 537, 379); //jelle
    image(img4, 179, 200); //jelleCoffee
    image(img1, 421, 435); //doenja
    image(img11, 60, 382); //rob

    tint(255, tintVal2);
    image(img13, 300, 129);
    image(img32, 301, 376);
    image(img14, 179, 317); //ineke expertise
    image(img15, 422, 78); //mitchell expertise
    image(img16, 537, 379); //jelle
    image(img17, 179, 200); //jelleCoffee
    image(img18, 421, 435); //doenja
    image(img19, 60, 382); //rob

}

// stage 2 ////////////////////////////////////////
else if (stage == 2) {

    background(230);

    tint(255, tintVal1);
    image(img13, 300, 129); //My own photo above the hexagon
    image(img29, 301, 376); //mix image

    image(img8, 421, 196); //muamer
    image(img5, 420, 313); //kyra
    image(img6, 300, 496); //michiel
    image(img9, 180, 437); //rens
    image(img12, 57, 137); //willem
    image(img27, 179, 81); //jeroen
```



```

tint(255, tintVal2);
  image(img13, 300, 129); // own photo
  image(img31, 301, 376); //mix image

  image(img20, 421, 196); //muamer
  image(img26, 420, 313); //kyra
  image(img21, 300, 496); //michiel
  image(img24, 180, 437); //rens
  image(img23, 57, 137); //willem
  image(img25, 179, 81); //jeroen

}

// nothing!!!!!! ////////////////////////////////////////
else {
  background(230);
  tint(255);
  image(img30, 304, 254);
}
}

void keyPressed() {
  if (keyCode == '1') {
    stage = 1;
  }
  else if (keyCode == '2') {
    stage = 2;
  }
  else {
    stage = 0;
  }

}

// always start in substage 1
substage = 1;
savedTime = millis();

}

```

Appendix

Concept Validation
User Tests at Seats2Meet
09-01-2014

User:

Questions

1. Are you aware of the term social capital?
 - a. Yes; what is this and do you believe you fulfil this?
 - b. No; How do you think it comes you have never heard of this before? (Website, explanation owners)
2. Do you feel the need to meet (possibly) new interesting people for your network?
 - a. Yes/No; why?
 - b. Does this succeed? How do you do this currently?
3. Are you aware of the triggers at this location to motivate people into more social behaviour (name a few)?

Explain FLink.

4. What do you think of the aspects that you can find people through a physical object?
 - a. Do you ever use the website for this?
 - b. Would you like to be able to influence the people you see appearing on the screen?
5. What do you think of the LinkedIn connection two tokens can make?
6. Would you use the Wall if it is located next tot the coffee machine?
7. FLINK
 - a. What do you believe is the strongest aspect of FLink?
 - b. And the least? What would you change?
8. Other remarks/questions etc.

User: Ward Overeem, 41 jaar

1. Ben je je bewust van de term sociaal kapitaal?
 - a. Zo Ja; wat houdt dit in en voldoe jij hieraan voor je gevoel?
Ja! Dat je kennis en informatie of contacten met elkaar uitwisselt zonder dat je er per se iets voor terug wilt meteen. Ik voldoe hieraan; spreekt hier ook wel eens af; met de lunch met nieuwe mensen zitten. Als je hier vaker komt, tref je wel vaak die mensen.
2. Heb je hier behoefte aan het ontmoeten van nieuwe eventueel interessante mensen voor je netwerk?
 - a. Ja/Nee; waarom? JA! Leuk en nuttig, meestal haal ik er niks uit
3. Ben je je bewust van de huidige aanwezige triggers om flexwerkers aan te moedigen voor meer sociaal gedrag?
Ja; de lunch en het koffiezetapparaat. De inrichting is ook gemaakt dat je altijd wel naast iemand zit. Dat werkt allemaal prima.
4. Wat vind je van het aspect dat je mensen kan opzoeken via een fysiek object? Ja goed, omdat en internet website toch een bepaalde afstand met zich meebrengt. Je krijgt hier meteen mensen
 - a. Doe je dit wel eens via de website? Ja; uit nieuwsgierigheid of specifiek iemand nodig hebt.
 - b. Zou je zelf invloed willen hebben op de mensen die verschijnen? Eventueel een zoekfunctie op een specifieke interesse? Een tag zou prettiger zijn, een deel random
 - c. Zou je de Wall gebruiken als het naast het koffiezetapparaat staat? Ik ben nieuwsgierig aangelegd, dus ik denk het wel. Juist omdat het centraal staat om kennis uit te wisselen.
5. Wat vind je de LinkedIN connectie die twee tokens kunnen maken?
// het is sowieso handig want dat vraag je nu ook.
6. Zou je gebruik maken van FLINK? Waarom wel/niet? Denk je dat FLINK je zal ondersteunen in het benaderen van nieuwe mensen?
// Ja, omdat het ook bij de filosofie van seats2meet past.
7. FLINK
 - a. Wat vind je het sterkste aspect van FLINK?
// de Wall; trekt de aandacht. Fijn dat er geen geluid zit! Lekker simpel.
 - b. En het minst sterkst? Wat zou je veranderen?
// Hoe zit het met de privacy?
8. Opmerkingen; feedback etc.
De token is fijn; ligt goed in de hand en voegt een speels element toe. Ook leuk dat de Wall zo opvallend is! Iedereen kijkt ernaar; trekt de aandacht.

Appendix

User : jonna ten Caten; 17 jaar

1. Ben je je bewust van de term sociaal kapitaal?
 - a. Zo Ja; wat houdt dit in en voldoe jij hieraan voor je gevoel?
// dat je open moet staan voor nieuwe ontmoetingen. Dat je open moet staan als mensen je benaderen maar zelf benadert ze niet vo veel mensen.
2. Heb je hier behoefte aan het ontmoeten van nieuwe eventueel interessante mensen voor je netwerk?
 - a. Ja/Nee; waarom? // Ik zit hier maar een kort aantal uur per dag dus dan heb ik niet veel tijd om te gaan netwerken.
3. Ben je je bewust van de huidig aanwezige triggers om flexwerkers aan te moedigen voor meer sociaal gedrag? Ja de banken en de opstelling zelf.
4. Wat vind je van het aspect dat je mensen kan opzoeken via een fysiek object? // Ik denk dat het zo wel duidelijker is
 - a. Doe je dit wel eens via de website? // ik zoek nu zelf geen mensen op (ik heb nu zelf niet veel nodig)
 - b. Zou je zelf invloed willen hebben op de mensen die verschijnen? Eventueel een zoekfunctie op een specifieke interesse? // toevallige is misschien juist beter; anders kies je misschien altijd dezelfde mensen.
 - c. Zou je de Wall gebruiken als het naast het koffiezetapparaat staat? // Ik zou het wel sneller gebruiken juist omdat het voor je neus staat en voor het koffiezetapparaat staat.
5. Wat vind je de LinkedIN connectie die twee tokens kunnen maken?
// toch een leuke toevoeging van een fysiek onderdeel
6. Zou je gebruik maken van FLINK? Waarom wel/niet? Denk je dat FLINK je zal ondersteunen in het benaderen van nieuwe mensen?
// als je hier helemaal nieuw bent dan is het is het wel fijn dat er mensen worden voorgesteld via een fysiek
7. FLINK
 - a. Wat vind je het sterkste aspect van FLINK? // omdat het fysiek is en het is makkelijk in gebruik; nu wordt je niet gelinkt je moet nu zelf een koppeling maken.
 - b. En het minst sterkst? //
 - c. Wat zou je veranderen aan het concept?
8. Opmerkingen; feedback etc.
// thnks!!

User: Naomi Woltring, 29 jaar
Politologie& filosofie

1. Ben je je bewust van de term sociaal kapitaal?

Ja, Robert Putnam (sociologie) tegenwoordig vertrouwd dat tussen mensen heerst dat de maatschappij goed verloopt (economie). Grappig dat ze dat hier gebruiken. Netwerken hoort ook bij die van Putnam, dus cool dat ze sociaal kapitaal als economisch betaalmiddel wordt gebruikt. Ik probeer het wel, maar er is hier minder vraag naar mijn expertise.

2. Heb je hier behoefte aan het ontmoeten van nieuwe eventueel interessante mensen voor je netwerk?

a. Ja/Nee; waarom? Ja, liefst mensen die in dezelfde hoek werken als ik in Eindhoven.

b. Lukt dit? Hoe pak je dit momenteel aan? Drie manieren; tijdens de lunch nieuwe mensen aanspreken, tweede: specifieke kennis kijk ik op het dashboard. Derde: aantal mensen aanspreken die hier al langer komen. Ambassadeurs.

3. Ben je je bewust van de huidige aanwezige triggers om flexwerkers aan te moedigen voor meer sociaal gedrag?

Dat tv scherm hoort erbij denk ik, de lunch, de free friday.

4. Wat vind je van het aspect dat je mensen kan opzoeken via een fysiek object? Ik vind het wel grappig. Ik weet niet of ik er zelf gebruik van kan maken. Ik zou tijdens de lunch wel iemand aanspreken

a. Doe je dit wel eens via de website? Af en toe wel.

b. Zou je zelf invloed willen hebben op de mensen die verschijnen? Dat lijkt me handig, tenzij het voor random gedrag is. Maar dat zie ik mezelf niet direct doen.

5. Wat vind je de LinkedIn connectie die twee tokens kunnen maken?

Dat vind ik grappig. Dat zou ik wel zeker gebruiken. Makkelijker dan iemand z'n naam onthouden en weer moet opzoeken..

6. Zou je de Wall gebruiken als het naast het koffiezetapparaat staat?

Misschien zou het overkomen als een soort voyeurisme; ik zou het eerder op mijn computer doen dan hier.

7. FLINK

a. Wat vind je het sterkste aspect van FLINK?

Dat hij laat zien welke mensen wat met je in overeenstemming hebt. Soort van dating site idee.

b. En het minst sterkst? Wat zou je veranderen aan het concept?

Ik zou het zelf minder snel gebruiken, ik ben zelf meer een volger met betrekking tot technologie. Ik zou echt een drempel over moeten om mensen aan te spreken. Als iedereen het doet is het natuurlijk heel anders. Dan zou ik er wel eerder aan meedoen.

8. Opmerkingen; feedback etc.

Dacht dat de draaischijven ook hierbij hoorden. Zet hem meestal op stilte omdat ze wil werken. Sommige mensen zouden graag meer werk willen dan ze hebben. Het is een leuke interactie om de tokens aan elkaar te koppelen. Dat zou ik los zelfs nog gebruiken. Dat je zo'n ding in je zak hebt!

Appendix

User: Djamella Mies 22 jaar
Communicatie dashboard

Vragen

1. Ben je je bewust van de term sociaal kapitaal?
 - a. Zo Ja; wat houdt dit in en voldoe jij hieraan voor je gevoel?
// Ja; eerste keer dat wij hier kwamen hebben we bewust nog niet onderzoek gedaan naar het concept zodat we open stonden voor het concept. Kregen we uitleg van "zo gaan wij te werk". Je ziet dat mensen elkaar niet kennen en toch is er iets. Je doet ook graag wat terug omdat je zoveel krijgt.

2. Heb je hier behoefte aan het ontmoeten van nieuwe eventueel interessante mensen voor je netwerk?
 - a. Ja/Nee; waarom? Indirect wel; als we zelf vast liepen waar we mee bezig waren weet je dat je mensen op kunt zoeken die jou wel kunnen helpen. Op school mis je die contacten. Mensen gaan hier professioneel om.
 - b. Lukt dit? Hoe pak je dit momenteel aan? Vaak gaan we toch kijken op het dashboard. Soms gebruiken we ook kopje koffie; maar daar wordt niet altijd op gereageerd. Je sluit je dashboard af en als je dan iemand vraagt of gevraagd wordt duurt het langer voor antwoord krijgt.

3. Ben je je bewust van de huidig aanwezige triggers om flexwerkers aan te moedigen voor meer sociaal gedrag? Ik denk dat er meer dingen zijn dan dat er mensen zich van bewust zijn. Je wordt bijvoorbeeld door de lange tafels gedwongen om bij elkaar te zitten.

4. Wat vind je van het aspect dat je mensen kan opzoeken via een fysiek object? // Ik ben zelf heel fysiek en visueel ingesteld dus dit voegt zeker wat toe. Je merkt dat er iets nieuws zijn en mensen zijn erin geïnteresseerd en gaan erover praten.
 - a. Doe je dit wel eens via de website?
// Ik zoek zelf wel mensen op via de website.
 - b. Zou je zelf invloed willen hebben op de mensen die verschijnen? Eventueel een zoekfunctie op een specifieke interesse?
// een combinatie van tags en toevallige mensen zou heel interessant zijn.

- c. Zou je de Wall gebruiken als het naast het koffiezetapparaat staat?
// Je staat toch te wachten tot je koffie klaar is, dus dan kun je in de tussentijd toch mooi wat doen. Dus ik denk het wel. Maar misschien gaat dan wel de interactie weg van dat je gaat praten met de mensen die om je heen staat. Het kan twee kanten op.
5. Wat vind je de LinkedIn connectie die twee tokens kunnen maken?
// het is een goed idee, maar ik maak zelf niet meteen contact. Wil ik meteen met iedereen een connectie maken? Je voegt niet iemand meteen toe.
6. Zou je gebruik maken van FLINK? Waarom wel/niet? Denk je dat FLINK je zal ondersteunen in het benaderen van nieuwe mensen?
Jep.
7. FLINK
- a. Wat vind je het sterkste aspect van FLINK?
Vooral het visuele aspects; dat je niet per se via je vaste veilige laptop hoeft te werken. Je bent in de ruimte zelf ermee bezig.
- b. En het minst sterkst? Wat zou je veranderen?
// het inchecken met het dashboard zou dus anders kunnen.
8. Opmerkingen; feedback etc.
// aanmeld procedure duurt nu heel erg lang; misschien zou je hiermee de aanmeld procedure kunnen verkorten.

Er komen mensen bij staan praten. Het trekt de aandacht.
Er hangt ook echt al een social klimaat hier.

Appendix

User: Martijn Sanders, 26 jaar
Consumer technology; marketing strategies

Vragen

1. Ben je je bewust van de term sociaal kapitaal?

Ja, ik heb mn eigen definitie hiervan gevormd; antwoorden voor vragen van anderen. Ik heb maar een keer iemand iets uitgelegd.

2. Heb je hier behoefte aan het ontmoeten van nieuwe eventueel interessante mensen voor je netwerk?

a. Ja/Nee; waarom? Ja absoluut, ik werk in een klein bedrijf dus ik heb ook vaak mensen nodig voor adviezen enzo.

b. Lukt dit? Hoe pak je dit momenteel aan? Hier heb ik dat nog niet nodig gehad, **ondernemers rijk Den Bosch

3. Ben je je bewust van de huidig aanwezige triggers om flexwerkers aan te moedigen voor meer sociaal gedrag?

Eerder gezegd nee, ik merk dat ik er nu pas over na gaan denken. Nu je het zegt zie ik het pas.

4. Wat vind je van het aspect dat je mensen kan opzoeken via een fysiek object? Het is veel uitnodigender, het word meer in je gezicht gedrukt. Nu gebeurt er iets naast je wat interessant is an de aandacht trekt.

a. Doe je dit wel eens via de website? Nee, er gebeurt niks. Het is heel statisch.

b. Zou je zelf invloed willen hebben op de mensen die verschijnen? Wat nou als je iets in je token kunt laden waar je op kunt zetten wat je zoekt. Als je erin kunt bladeren zou het wel fijn zijn. Maar dus wel op deze fysieke

5. Wat vind je de LinkedIn connectie die twee tokens kunnen maken?

Cool

6. Zou je de Wall gebruiken als het naast het koffiezetapparaat staat?

Ten eerste wordt het een beetje opgedwongen, je hebt dit ding al nodig om koffie te gaan gebruiken. Ik zou wel gaan kijken wat er bij mij wordt voorgesteld. Je staat er zelf niet bij stil maar op zo'n wijze wordt het naar je toegebracht en wordt je extra getriggerd

7. FLINK

a. Wat vind je het sterkste aspect van FLINK?

Het kost geen extra tijd, het gebeurt terwijl je staat te wachten

b. En het minst sterkst? Wat zou je veranderen aan het concept?

Ik zou kijken meer naar het gebruik van de token (loyalty kant); heb jij al "geFLINKT" vandaag?

8. Opmerkingen; feedback etc.

Soort van spaarpunten system; persoonlijke token. Gratis koffie bij Café Alee of iets. Zoveel connecties gemaakt etc. Ook om meer sponsoren enzo te creeren.

User: Maurice Rienks, 42 jaar

Vragen

1. Ben je je bewust van de term sociaal kapitaal?
 - a. Zo Ja; wat houdt dit in en voldoe jij hieraan voor je gevoel?
Ja; die hoor je zo nu en dan vallen. Het houdt in dat je wat je als individu kan bijdragen aan de groep. Ik doe dat ook door af en toe gesprekken aan te gaan met mensen.

2. Heb je hier behoefte aan het ontmoeten van nieuwe eventueel interessante mensen voor je netwerk?
 - a. Ja/Nee; waarom? Dat is altijd goed!
 - b. Lukt dit? Hoe pak je dit momenteel aan? Bij de lunch of de mensen bij wie ik in de buurt zit.

3. Ben je je bewust van de huidig aanwezige triggers om flexwerkers aan te moedigen voor meer sociaal gedrag?
Ik heb daar nooit over nagedacht.

4. Wat vind je van het aspect dat je mensen kan opzoeken via een fysiek object? Op zich wel een verbetering. Dat Dashboard gebruik ik zelden, dit is toegankelijker.
 - a. Doe dit wel eens via de website? De website gebruik ik bijna nooit, ik ben niet vaak specifiek op zoek naar een bepaalde kennis.
 - b. Zou je zelf invloed willen hebben op de mensen die verschijnen? Eventueel een zoekfunctie op een specifieke interesse?
Dat zou wel handig zijn, maar het bredere is ook wel fijn om te behouden.
 - c. Zou je de Wall gebruiken als het naast het koffiezetapparaat staat?
Ik denk het wel, zo nu en dan.

5. Wat vind je de LinkedIn connectie die twee tokens kunnen maken?
Ja dat is op zich wel grappig.

6. FLINK
 - a. Wat vind je het sterkste aspect van FLINK?
Dat het toch toegankelijker is dan via de website. Omdat het gewoon fysiek is. Alle elementen zijn boeiend. De website is een grotere drempel.
 - b. En het minst sterkst? Wat zou je veranderen aan het concept?

7. Opmerkingen; feedback etc.

Appendix

User: Mark Deiss, 44 jaar

Vragen

1. Ben je je bewust van de term sociaal kapitaal?
 - a. Zo Ja; wat houdt dit in en voldoe jij hieraan voor je gevoel?
Ja; hebben ze uitlegd; dat je betaald met sociaal te zijn, ja ik praat wel eens met mensen.
 2. Heb je hier behoefte aan het ontmoeten van nieuwe eventueel interessante mensen voor je netwerk?
 - a. Ja/Nee; waarom? Ja absoluut wel! Je leert hier heel veel mensen kennen.
 - b. Lukt dit? Hoe pak je dit momenteel aan? Het feit dat je bij elkaar zit te werken en samen zit te eten werkt heel goed.
 3. Ben je je bewust van de huidig aanwezige triggers om flexwerkers aan te moedigen voor meer sociaal gedrag? Ja zeker, als ze de bar wel eens zouden openstellen.
 4. Wat vind je van het aspect dat je mensen kan opzoeken via een fysiek object? Het dashboard moet je zelf open zetten wat resulteert in het feit dat het niet altijd werkt. Fysieker maken werkt goed. Het huidige scherm trekt niet veel aandacht nu.
 - a. Doe je dit wel eens via de website? Gister heb ik toevallig nog gekeken of er mensen met dezelfde interesses zijn.
 - b. Zou je zelf invloed willen hebben op de mensen die verschijnen? Eventueel een zoekfunctie op een specifieke interesse? Als je zelf zoektermen kunt invoeren heeft het wel een voordeel. Dat je misschien door de mensen heen kunt scrollen; als je tags die je hebt met een knopje door kunt sturen en daar meer inzicht in kan krijgen.
 - c. Zou je de Wall gebruiken als het naast het koffiezetapparaat staat? // Als het gek of raar is dan vinden mensen het interessant. Dit is een boeiende vorm het prikkelt.
 5. Wat vind je de LinkedIN connectie die twee tokens kunnen maken? Dat gaat mij een stapje te ver (security achtergrond). Het is makkelijker maar ik zou het zelf niet doen. Je laat weer iets extra's toe wat voor jou beslissingen maakt.
 6. Zou je gebruik maken van FLINK? Waarom wel/niet? Denk je dat FLINK je zal ondersteunen in het benaderen van nieuwe mensen?
Ik zou er wel gebruik van maken, maar ik zou zelf niet de connectie met de token maken.
 7. FLINK
 - a. Wat vind je het sterkste aspect van FLINK?
// Het visuele, het wordt naar je toe gebracht. Je wordt er wel de hele tijd zo aan herinnerd.
 - b. En het minst sterkst? Wat zou je veranderen aan het concept?
- NIKs
8. Opmerkingen; feedback etc.
--

User: Kees Pardoel 34 JAAR

Vragen

1. Ben je je bewust van de term sociaal kapitaal?
 - a. Zo Ja; wat houdt dit in en voldoe jij hieraan voor je gevoel?
Ja; fictieve vorm van waarden dat je beschikbaar bent. Voldoet hier ruim aan ☑ mensen komen hem benaderen vanwege zn skills& expertises. Met Marcel en Luc gespard over de stroom

2. Heb je hier behoefte aan het ontmoeten van nieuwe eventueel interessante mensen voor je netwerk?
 - a. Ja;/ waarom ☑ heel erg; nieuwe mensen zijn echt interessant. Niet echt werk aan overgehouden maar wel veel kennisdeling en verwijzing naar andere mensen.
 - b. Lukt dit? Hoe pak je dit momenteel aan?
meestal face to face; (niet echt het dashboard) tijdens de lunch mensen aanspreken en op verschillende plekken zitten.
Dashboard werkt ontzettend klote, het is onoverzichtelijk en niet functioneel.

3. Ben je je bewust van de huidig aanwezige triggers om flexwerkers aan te moedigen voor meer sociaal gedrag?
Inrichting en koffiezetautomaat doen zn werk. Verder zijn er weinig triggers.

4. Wat vind je van het aspect dat je mensen kan opzoeken via een fysiek object? // hoe meer triggers voor interactie des te beter; combinatie
 - a. Doe je dit wel eens via de website?
 - b. Zou je zelf invloed willen hebben op de mensen die verschijnen? Eventueel een zoekfunctie op een specifieke interesse? // goed dat het random gebeurt;
 - c. Zou je de Wall gebruiken als het naast het koffiezetapparaat staat? // als je vaak dezelfde gezichten ziet wordt je wel meer getriggerd om mensen aan te spreken.
 - i. Iemand komt nooit bij hetzelfde koffiezetapparaat..

5. Wat vind je de LinkedIn connectie die twee tokens kunnen maken?
Handig! Het is een goede ondersteuning voor het gebruik van de tokens.

6. Zou je gebruik maken van FLINK? Waarom wel/niet? Denk je dat FLINK je zal ondersteunen in het benaderen van nieuwe mensen?
Ik vind het erg interessant dat er mensen worden voorgesteld die nuttig zijn om mee te praten. Ik zie hier zeker een voordeel van in. Zelf zijn wij bezig met het verbeteren van het dashboard..

7. FLINK
 - a. Wat vind je het sterkste aspect van FLINK?
// community building& netwerken; vergroot imago van seats2meet. Voorop lopen in nieuwe dingetjes.
 - b. En het minst sterkst?
// principe ijsbreker zal voor andere wel goed werken (zelf is hij een goede ijsbreker)
 - c. Wat zou je veranderen aan het concept?
// niks verplicht maken; dat je koffie ook zonder token kunt halen. Door het concept goed te blijven promoten zullen mensen eraan herinnerd worden.



