P1: Matchmaking Process Book

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Overview

Questions asked in matchmaking:

- What is the matchmaking process for making ideas?
- How can we organize these ideas into groups?
- What is the ranking of these ideas based off of subranks?
- What is the base process of making and filtering ideas?
- How do we pick the best possible ideas in a basic form?

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Ideating for Different Topics

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3 Topics

1. Technical Advance: Touch-Sensitive 3D Surface
2. Dataset inferences: Airbnb Host and Guest Data
3. Platform Capability: Smartphone with LiDAR

Ideating for Different Topics

Simple descriptions of those 3 Topics

- Technical Advance: Touch-Sensitive 3D Surface
  - Touching a surface in order to turn into some kind of signal for an action; needs 3D surface; cannot be long distance; needs some kind of power source
- Dataset inferences: Airbnb Host and Guest Data
  - Data (demographics, interests, etc.) collected from guests and hosts from airbnb; think about what kind of people host and rent; how does this relate to hotel owners?
- Platform Capability: Smartphone with LiDAR
  - Laser scanning 3D objects or distance; can use in the dark; needs some kind of scanning device in order to work; needs to be able to have space in order to work

Questions to Ask:

- What role do these topics play?
- What encompasses this topic?

Categorization

Categorization

Made 15+ ideas for each topic (can be more!)

- Thought about what kinds of problems or inconveniences that can be solved with making these ideas
- Categorized 5 of those ideas per topic in order to create subtopics to have 3 subtopics
- Tip: don’t think about if an idea is bad or good, just write all the ideas down
- Example: creating an ergonomic mouse that uses touch-sensitive surfaces instead of buttons

Categorization

Resulting users

- Think about who the users of the product/idea are *after* writing down the 15+ ideas
- *Who* is going to use this product?
- Who is going to *profit* from this product?
- Thinking about the consumers and the producers
- Example: computer or laptop users will be interested in a touch-sensitive ergonomic mouse; people who don't need accessibility accommodations will more so like a touch-sensitive ergonomic mouse

Categorization

Resulting location of use

- *Where* will this product/idea be used? What is the context of use?
- Thinking about what kind of company will use this product
- Thinking about what location this product will be used
- Thinking about where this product will be made
- Example: a touch-sensitive ergonomic mouse will be used personally or at work inside of buildings most likely

Ranking the Ideas

Ranking the Ideas

Introductory level of ranking

- Use gut feeling to think about what you *believe* is more popular or will bring a better experience in general
- Rank based on financial viability, technical feasibility, and desire/acceptance (3 rankings for each idea)
- Rank from 1-5 for each subtopic where 5 is best and 1 is worst
- Example: a touch-sensitive ergonomic mouse might be more popular in general than a touch-sensitive controller for virtual reality gaming

Ranking the Ideas

Add up the total from each ranking

- Ranking total should be ranging from 3-15
- Picked out the best ranked for each section
- The best ranking is the best matchmaking starting point!

Summary of Findings

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Main two ideas with higher rankings

Technical Advance: Touch-Sensitive 3D Surface	Dataset Inferences: Airbnb Host and Guest Data	Platform Capability: Smartphone with LiDAR
(15 Points) Controlling sound and haptics with touch sensitive feature (i.e. next song, lower volume)	(14 Points) An application that sells data to help surrounding markets to tweak their product to favor Airbnb guests	(15 Points) AR application to see if an object can fit in a certain location based on its demographics
(14 Points) Light fixtures have 3D sensitive controls rather than switches or buttons	(14 Points) An application or feature that shows high traffic areas and prediction models of the next 24 hours	(13 Points) Program that scans and collects limitations to human movement for the purpose of service design and human-efficiency

Summary of Findings

Notes

- The more popular ideas are simpler ideas or ideas that is a base for building a more complex idea
- It is always best to tick off from the list of simple ideas first and then build upward instead of trying to find what is “most attractive”
    - “Most attractive” as in something people *want* to build due to its attraction or complexity, rather than thinking about what consumers *need*

List of Ideas

Technical Advance: Touch-Sensitive 3D Surface

1. Touch sensitive walls that can do different features like change to different wallpaper features/moving wallpaper features (even digitally draw to creat your own wallpaper)
2. Drawing board that doubles as a keyboard and other accessories that can connect to the computer
3. Light fixture switches that is a slider imbedded into the wall instead of a switch that sticks out
4. Use as a large digital canvas to paint paintings that can all be stored into one location
5. Medical controls panels, machines, and screens have no buttons and just touch-sensitive features in order to eliminate potential germs in the physical buttons
6. Control panels for moving around a crane remotely to avoid dangers of actually being inside of the crane
7. Remote controls have touch-sensitive features and a light up screen instead of buttons. You can switch to different presets and customize the layout of the "buttons" as well as color
8. Controller for FPS games where it is in the shape of a gun that has touch features to show UI in game and act like a real gun (reloading can be like swiping on the controller's magazine)
9. Control sounds and haptics on earphones, headphones, or earbuds with touch-sensitive surfaces
10. Walls being a surface that is touch-sensitive where the walls double as a screen that "follows" you around
11. Pressure recognition where the intensity is measured for, say, speed on a car or vehicle
12. Safety precaution that instantly cools the stovetop when it is hot and a hand touches it
13. Touch sensitive floors that show which room a person is in inside their house to change the lighting and temperature control based on preferences (if it gets hot out then maybe someone medically sensitive to hotness needs more cooling in a certain way immediately)
14. Ergonomically shaped mouse that fits the hand better than a normal mouse with its own specific controls on the touch-sensitive parts of the mouse that will help with wrist problems or shoulder problems
15. A small pad that acts as a touch-sensitive writing pad that you can write out one letter at a time for someone who can't move their arm or body except their fingers

Dataset Inferences: Airbnb Host and Guest Data

1. Recommendations for Airbnb app users to see locations that will fit their own interests based on previous trips and other information gathered from third party resources
2. Show reviews on satisfaction with the app on other sites
3. App data configuration to change layout/structure of the app in order to show something the users would interact with more
4. Real estate recommendations for agents to sell homes in certain areas that have more traffic (people who are selling their homes to consider if they want to sell or not and maybe think about doing airbnb)
5. Selling information to other providers to have random advertisements pop up on other applications
6. Use the data to sell information for setting up locations for Airbnb convenience, effectiveness, and higher sales for people who are putting their own homes on the platform
7. Sell information to nearby popular markets (restaurants, home construction companies, decoration companies) that want to change their product to fit the people coming in to stay at the Airbnb locations
8. Government being able to improve living areas where there are more people coming in through Airbnb (alongside other information realistically)
9. Create competition through hotels moving in (Airbnb selling their information to those hotels vs keeping that information to themselves to keep their sales higher)
10. Better changes can be made on streets, street lights, stop lights, and more in order to accommodate for higher traffic
11. Navigation algorithms showing prediction traffic to show where there is higher loads of traffic in general and where there could be potentially more traffic based on how many people live in a certain area
12. Home owners knowing what kind or how many of people are visiting in their neighborhood through Airbnb on the app, which is represented in a more general format to avoid targeting (like general demeanor, being something that the guests are willing to share, or just showing the general height of people coming in)
13. Nearby homeowners knowing which areas generally have more Airbnb locations through a heat map, for example, to know which areas they can avoid or not, which is shown on the app or even on other navigation maps
14. Having live high traffic locations available on the app in order to avoid those areas
15. A new navigation/map app that collects major to all renting platforms that show how traffic is through calculating how many people are staying in those different locations

Platform Capability: Smartphone with LiDAR

1. Seeing the surroundings in order to track human features to use for better human service design (like face recognition or human body movement limitations)
2. Scanning your own body for getting your own demographics through a default app like the measuring tape on an iPhone
3. Smart glasses that let you customize yourself (like an avatar) that shows up on other people's smart glasses; for example you can change your hair to another color or give yourself a fancy hat
4. A program in criminology that scans videos to see the body language behind people who are going to, say, rob a bank
5. A base platform that is for designers to create things that is highly ergonomic from seeing the motion and limitations of a human body's joints and muscles
6. An app on an iPhone (Apple, Google, etc.) that scans the surroundings to store 3D models of the real world in order to have a 3D map of the world rather than only a 2D or fake 3D map for a more realistic experience
7. A platform (smart glasses, implants, pass-through screens) where the scanned surroundings can be used as a base for advertisement, news, or entertainment
8. An app or platform that uses this feature where it can scan an area to see if something will fit into that location or not
9. Having touch-sensitive furniture/floors/walls that interacts with LiDAR in order to try on an outfit through mixed reality (like projections or through smart goggles/glasses)
10. Play an invisible instrument based on laser scanning of hand and arm movement that can be configured to have different movements mean different functions for preferences and accessibility settings (like moving your feet around will act as moving your virtual bow and play sound on a violin
11. Navigation app that shows the layout of inside and outside of buildings to represent directions efficiently, like in shopping or safety in crossing roads
12. Medical feature on a new EMT device or an app on the phone to scan and show the status of a shallow surface injury
13. An app that finds things in the dark as an accessibility feature or if there is no good enough light source
14. Check through implemented features in a car or bike to see your vehicle can fit through or ride on a certain spot to save your vehicle from getting potentially damaged
15. Show on an app your health record, like sleeping patterns or movement patterns, to recommend certain activities or a certain diet to improve state of living

Conclusion

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- We went over the ideation process for different topics that will then lead to subtopics
- Those subtopics will have consumers and producers, who may or may not be interested
- That interest is then ranked based from 1-5 within each subtopic
- The ranking is then added up in total for each idea
- The total ranking is then compared to other ideas to see the *starting point* for *matchmaking*
- Sometimes simpler is better