

## Elito Analysis - SmartPhone App for Strategic Networkers

Key Metaphor	Observation	Judgments	Value	Concept/Criteria	Image/Sketch
Lights! Action! Camera!	It's SHOWTIME! Multiple media devices e.g. small TV's, video, pamphlets/brochures, product info, PPT	Cameo performance Need to cycle through these - avoid redundancy; consider serial presentations	Efficiency, Simplicity, Consistency	Consider multiple modes of information presentation w/in the new device/application	OCR / Phone calls / Wikify
Merry-go-round	A-hunting we will go... Account Mgr attends trade shows regularly; exchanges B-cards; unable to track success	Tag - You're it! Need a way to track for success and anticipate the needs of clients	Efficiency, Proactive	Explore new forms/add-on technologies for Outlook	Flick via smartphone
Miss Manners	Meet-up PCM networks via websites, newsletters; was there to promote her services; meet other vendors	Your place or mine? Send out brochures, B-cards etc via email in advance of the event	Proactive, Anticipatory, Organized	Investigate interactive technologies, smart phone apps	Share information via wiki
Classroom without Walls	Open Door Policy Artists gather casually, share their work openly; class interaction is unstructured and members move around rather than sit as in a formal classroom setting	Easy does it Casual atmosphere more conducive to increased communication / collaboration	Trust, Generosity	Networking is primarily social and when a casual atmosphere is maintained, there is a likelihood of increased sociability; any technology that is designed for networking may prove most successful if it is built with socialization in mind	Smartphone application
Seeing is believing	More experienced artists bring journals, examples or photos of their work; experienced artists bring journals, examples of their work, photos	Lead by Example Experienced artists lead by showing their work, techniques/mentoring	Forthright, Generous	Visual input is highly valued in the act of communicating and collaborating; technology should provide strong visual components	ContactMap
Free form	Individuals work on projects alternating among themselves and/or clustering in groups; group clusters reconfigure frequently	Free for all Members highly collaborative when share goal appeals strongly	Interactive	Communication/networking device and/or technology should allow multiple users a high level of interactivity in real time	Filtering ContactMap

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A Thing of Beauty is a Joy...	Artist Trading Cards (ATC's) are exchanged instead of business cards. These are business-card sized pieces of artwork with the artist's information written/printed on the back	Outside the Box Artists enjoy the creativity of producing more personalized "business cards" that highlight their respective styles	Innovative, Creative	Technology/device should be unique, artistic, individualized and pleasurable to use	Flick via smartphone / share via wiki
Busy Barry	Concerned with operational tasks. Participates in strategic networking but only sporadically and not in any organized manner	May do more strategic networking if the content could be more organized	Disorganized, overwhelmed	Add the ability to send "my" wiki page to my contacts so they can have my contact info; import contact info from address book on wiki pop-up box	Flick via smartphone / share via wiki / Wikify
Forward-thinking Floyd	Floyd is currently between consulting jobs and often networks strategically in order to keep learning skills relating to his specialty	Needs to stay in touch easily with a large, active network	Curious, motivated	Ability to find users in network who have similar interests	Filtering ContactMap
Flustered Frank	Easily frustrated or confused by computer programs. Networks strategically a few times a year to stay updated w/current HR trends	Might be more inclined to network strategically if the contacts were easy to find/add. Might benefit from a system/repository for HR trends	Confused, low frustration threshold	Instead of displaying contact map via web metaphor, have each contact record include a field that indicate relationship to user	Wiki profile pages
Reluctant Rhonda	Only uses her computer when she has to. Networks strategically once a year on average. Mostly tries to stay updated on industry events, and reads periodicals/blogs	May network more strategically and more often if events, periodicals and blogs could be easily catalogued and linked for relevant content	Ambivalent, novice	Ability to bulk edit; automated grouping contacts by date, or geo-tagging.	Filtering by interest in ContactMap
Techie Tim	Spends most of his time on the computer. Very savvy with all types of programming applications. Never	Not sure if this guy would benefit from any type of content organization - he'd rather build his own system	Innovative, individualist, artistic	Make contact map available as a stand-alone app for smart phones	Smartphone application (page 20)

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Social Stella	Her networks are mostly operational and personal. She does not network strategically	Might see the benefit of strategic networking if contacts could be organized on a social level.	Social, analytical	Be able to add photos to contact page e.g. snap a photo w/cell phone and upload to contact record - some sort of phone app; birthday tracking and reminders using calendar	Smartphone application / Wikify