

# The Need for freeFormed.org

Yonatan Kelib, Jung-Min Oh, Nanna Halinen, Megan MacMurray, Catherine Colman,

## Mobile Phones Statistics

- Two million mobile phone subscribers
- Out of the Two Billion mobile phone subscribers, 850 million have camera phones and this is estimated to grow to reach 1.5 Billion by 2010, this will exceed those who have access to digital cameras and the 180 million who own PCS
- Out of the One Billion Internet User in 2005, nearly 59% accessed the web from a cell phone
- Africa in five years experienced a 58% increase in mobile subscribers, making it the world fastest growing cellphone market followed by Asia

## The Positive Impact Of Mobile Phones

- The creation and rise of grassroots journalism, in which the individual user become a broadcaster of information to his community and the world. This was witnessed during the London bombing
- The social and economic empowerment of rural areas in countries like Bangladesh, Uganda, Rwanda by The Grameen Village Phone Foundation
- Research has shown a link between social and economic development and the establishment of mobile phone network
- The political power of simple SMS messages, has been witnessed in The Philippines, Korea (Moo-Hyun election), Spain, Ukraine, and Ethiopia

## Concerns Of Using Mobile Phones

- Government censorship can be extended onto the mobile platform
- Lack of privacy, governments can review usage, monitor phone calls and intercept e-mails:  
People's Republic Of China, Vietnam, Iran  
Uzbekistan, Tunisia, Syria, Myanmar, Maldives,  
Cuba, North Korea, Saudi Arabia, UAE
- Lack of wide service area range
- Cost of feature rich mobile phones
- High illiteracy rate in some developing nations

## Current State Of Social Networking

- Social networking sites grew 47 percent since the previous year
- They collectively account for 45 percent of active web users
- MySpace #1 in these rankings also #8 US web property
- Proves that desire to create online identity as part of larger community exists
- Google acquires YouTube.com
- 46% of U.S visitors to MySpace are now 30 years and older



## What freeFormed.org will address

- Poor GUI design
- No efficient way to classify relationships
- Manageability of media assets
- A delivery mechanism for personalized content



# Site Functionality



## Media Commenting

- Users communicate using media itself and also comment on other's media
- Manifesting communication paralleling that of natural interaction in real world
- An environment that fosters communal interaction via multimedia

The screenshot displays a video player interface with an orange border. At the top left, the title "flight" is shown in blue. To the right, it says "Uploaded by Nanna Oct.30.2006". Below the title is a video player showing an airplane on a tarmac. To the right of the video player, there are two sections: "Tags" with "Incheon" and "airplain", and "Circle" with "itp" and "freeformed". Below the video player, there is a comment section titled "Cat replied" with a video thumbnail showing a cat. At the bottom, there is a "Voice Comments" section with a video player.

# Privacy Level

- Privacy Settings In Circles
  - Public/Private/Semi-Private
- Anonymous Posting
  - Protects those publishing sensitive information



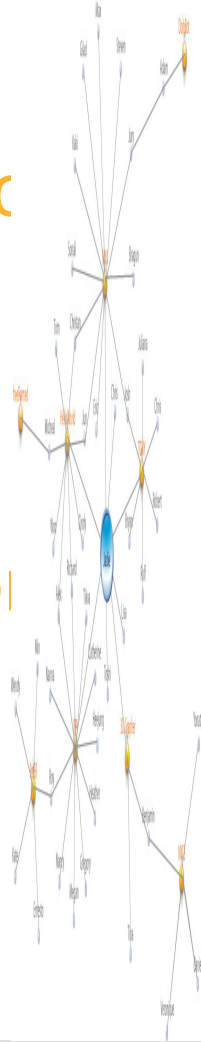
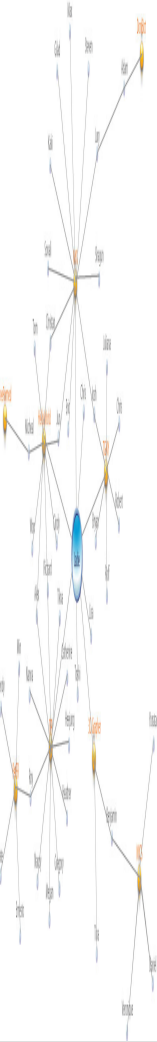
## Distinguishable Relationships

- Unique groups to identify relationship
- Contacts may be reused in several groups
- Public/Private



# Blast Network

- Sending photo/video to all contacts in specific group - simultaneously upload to site
- Users can call in and voice comment on media received
- Text message notification - listen on phone or profile
- Public/Private



## freeFormed MOBILE

- J2ME Application
- Easier/cheaper posting of media to freeFormed.org
- Post videos/photos to their subscribed circles/personal profile/blast network groups with various privacy setting
- Deletion of the media
- Possibility of anonymity (Tor/Java Encryption)



## Future Functionality

- RSS Feeds - view updates
- WAP URL - access site functionality from phone
- Frame Tagging - allows for ease of search ability



Thank You

[www.freeFormed.org](http://www.freeFormed.org)