

Solomo – tässä ja nyt

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SMAL/Matkatieto 18.1.2013

Yhteistyössä Helsingin Sanomat

Mikä solomo?

Sijaintia ja sosiaalisia verkostoja hyödyntävät mobiilipalvelut

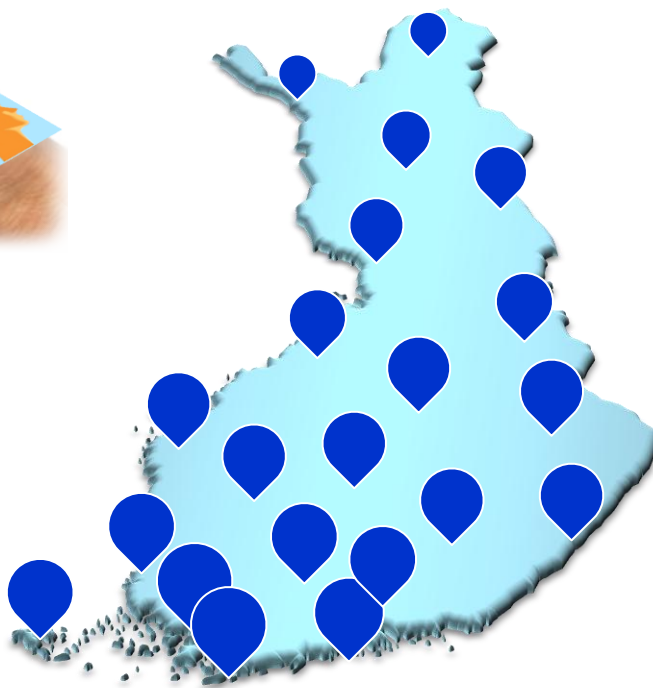
Social



Mobile



Local



MOBILE LUMAscape

MARKETER

CONSUMER



For more info reference the MMA's Mobile Marketing Industry Directory at www.mmaglobal.com



Denotes acquired company

© LUMA Partners LLC 2012

Solomo - yleisimmät sovellukset

Utilizing the three A snapshot of the ways a few companies are innovating:

	GOOGLE	FACEBOOK	GROUPON	FOURSQUARE	YELP	ZYNGA
MOBILE	The Android mobile operating system is rivaling Apple's iOS for smartphone dominance.	The mobile website was revamped in March and the company has more than 250 million active mobile users.	The new Groupon Now mobile app delivers deals to consumers based on their location.	Consumers "check in" to businesses on their phones.	The Yelp application allows "check-ins" to local businesses and integrates with OpenTable for mobile restaurant reservations.	Acquired mobile game developer Newtoy Inc. last year for an undisclosed sum.
SOCIAL	Social Search organizes results by content that's important to an individual's social network, while Latitude allows users to share their location with friends.	More than 2.5 million websites are integrated with Facebook via plug-ins such as the "Like" button and the ability to register using a Facebook account.	Deals are activated only when a minimum number of people sign up, so consumers are encouraged to tell their friends about offers.	Users can share their location with friends, as well as recommendations for what to do or eat at certain places.	Active community members can join the "Elite Squad," which earns them a special badge on their profiles and invitations to special events.	Signed a five-year strategic agreement with Facebook that, among other initiatives, expanded the use of Facebook Credits in games.
LOCAL COMMERCE	Places helps local businesses establish a Web presence and Offers was recently launched in Portland.	Consumers can get local deals by "checking in" to a business via the Places feature.	Group-buying platforms provide an alternative to traditional forms of local advertising.	Businesses can use the platform to offer special perks to users and build loyalty programs.	The review site now offers city-specific and national deals.	Inked a deal with American Express allowing card members to use rewards points for virtual goods.

<http://socialcommercetoday.com/wp-content/uploads/2011/05/61597048.jpg>

Social - Statusta ja sosiaalista pääomaa

“By 2014, there will be 1 billion people accessing social networks on their mobile devices.” - Gartner

“in 2020 you will have so much social media data that you can ask your device to do the booking based on your circles reviews” – WTM2012

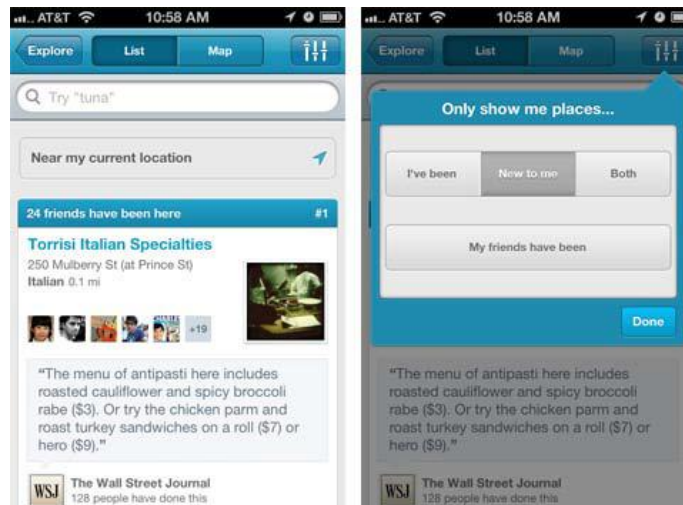
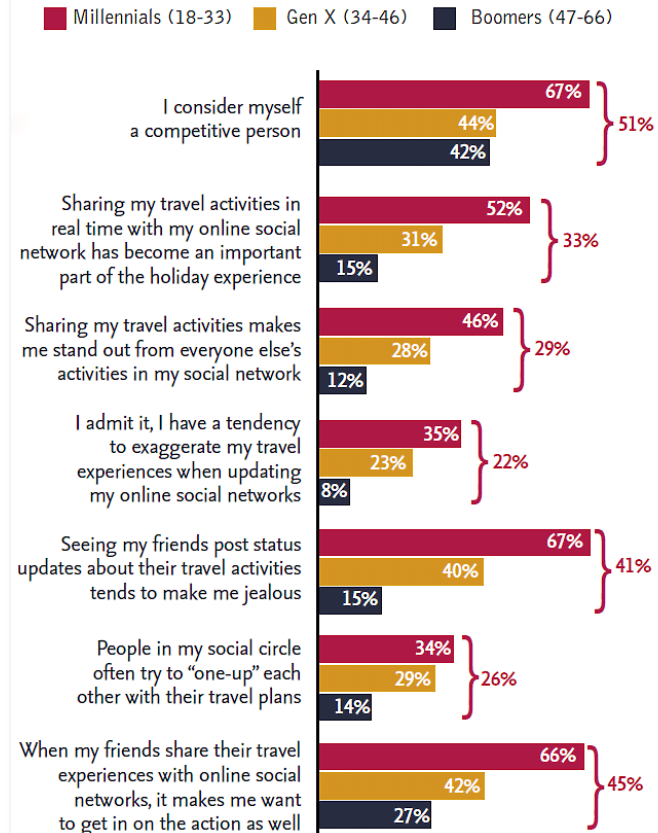


Figure 2B: **SOCIAL ONE-UPMANSHIP IN TRAVEL (U.K.)**
Percentage of British adults who agree with the following



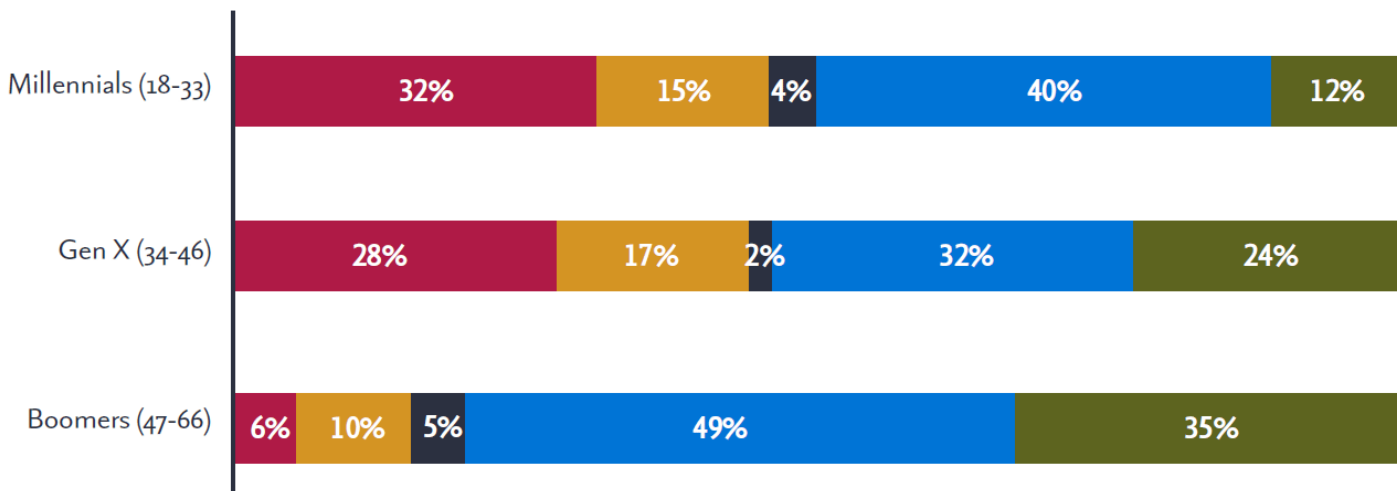
Lähde: JWT Intelligence, RebootingTravel

Social - Kokemusten jakamisen tiheys

FIGURE 2D: FREQUENCY OF SOCIAL NETWORK UPDATING WHILE ON HOLIDAY (U.K.)*

Percentage of British adults who did the following during their last holiday

- Every time I change activities/locations
- A few times a day
- Once a day
- A few times during my vacation
- Once at most



*Note: Of the people who do update their social networks while on vacation/holiday

Lähde: JWT Intelligence, RebootingTravel

Local – Kärsimättömyys. Nyt. Heti.



Figure 1B: THE ROLE OF TECHNOLOGY ON HOLIDAY (U.K.)

Percentage of British adults who agree with the following

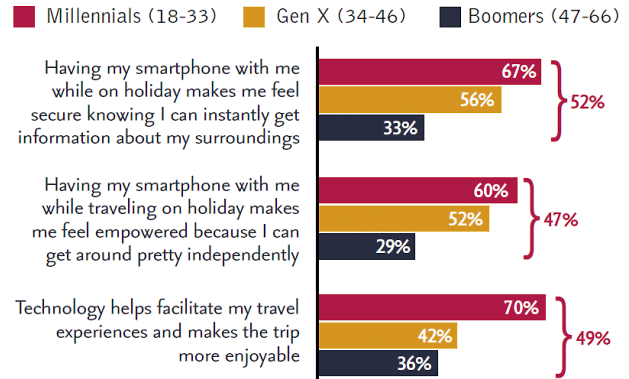
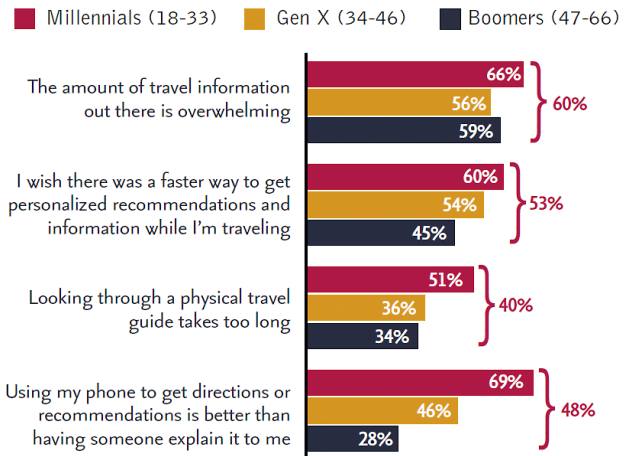


FIGURE 1D: INFORMATION-GATHERING WHILE ON HOLIDAY (U.K.)

Percentage of British adults who agree with the following



Lähde: JWT Intelligence, RebootingTravel

Location location location

- Palvelut siellä missä minäkin

The always-connected traveller:

How mobile will transform the future of air travel

The global study identifies traveller attitudes to airline mobile services whilst also highlighting emerging mobile technologies set to transform each stage of the travel experience.

Importance of each step

"When flying, how important are the following 6 steps for your overall airline travel experience?"



73.4%

of the Earth's population subscribe to wireless services

Global mobile subscribers

The number of worldwide subscriptions for wireless services reached **5 billion** in September 2010. The worldwide smart-phone market grew **79.7% year on year** in the first quarter of 2011 (1Q11), according to the International Data Corporation (IDC) Worldwide Quarterly Mobile Phone Tracker.



- 1 Pre-trip**
The most important stage of the process. Passengers are looking for easy ways to plan, book and board the plane
- 2 At the airport**
Mobile is used if things go wrong with the travel experience i.e. lost bags, seating and disruption
- 3 On-board**
A unique opportunity for airlines to provide enhanced services with the increase in connectivity on planes
- 4 At the destination**
Passengers are increasingly using mobile to explore, connect, and share experiences
- 5 Post-trip**
Social media provides an immediate outlet for feedback from customers

16%

of travellers surveyed currently use smartphones to book trips



<http://amadeus.com/alwaysconnectedtraveller>

Mobile - Matkan aikana tukeudun kännykkääni

From chaos to collaboration *How transformative technologies will herald a new era in travel*

The future of travel is likely to be shaped by technological and social innovations to reduce stress, uncertainty and to encourage collaboration among travellers and with travel providers. Click below to share the frustrations and desires you agree with.

TRAVELLERS' FRUSTRATIONS

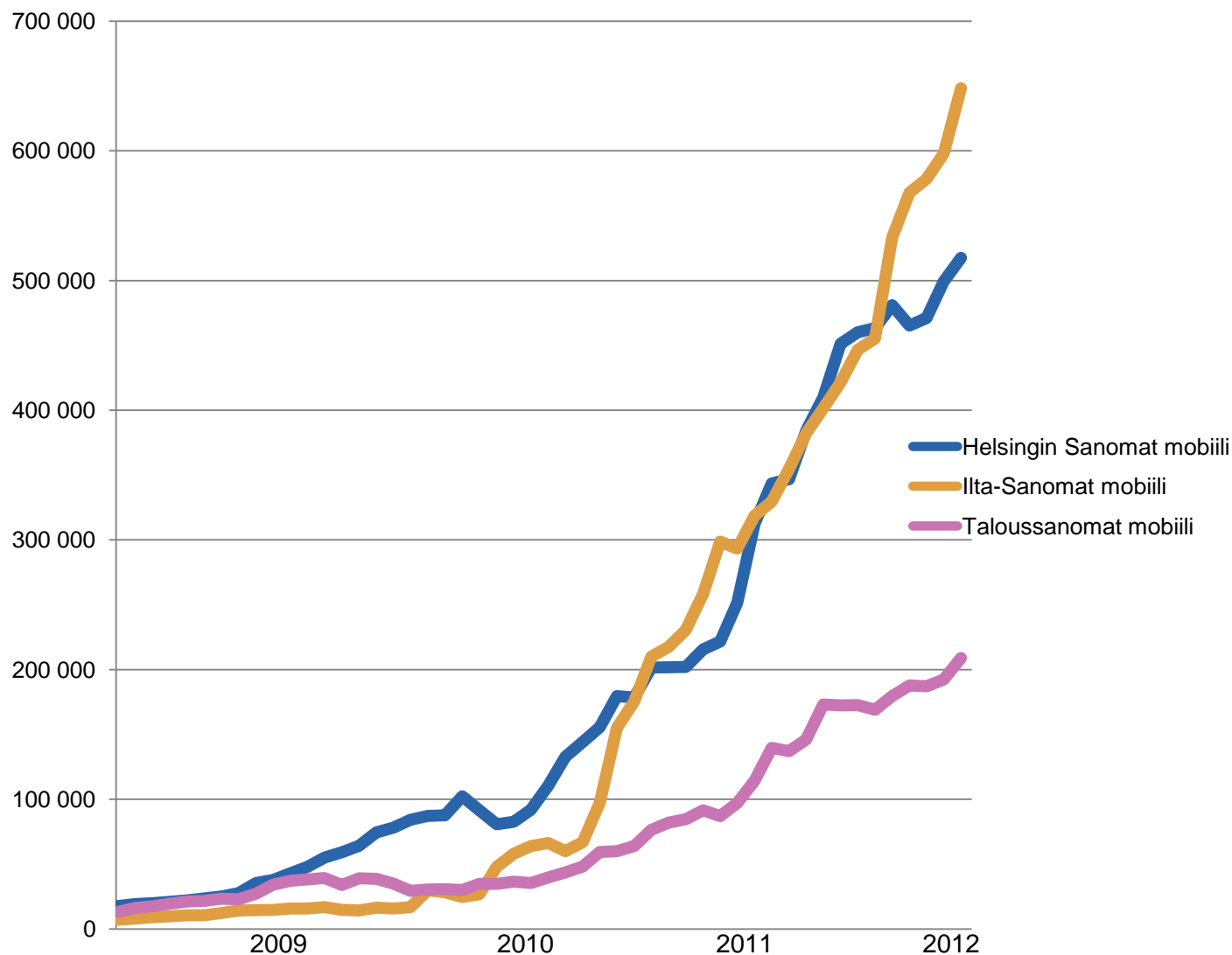
TRAVELLERS' EXPECTATIONS



<http://www.amadeus.com/msite/collaboration2020/index.html>

Mobiili kasvaa hurjaa vauhtia

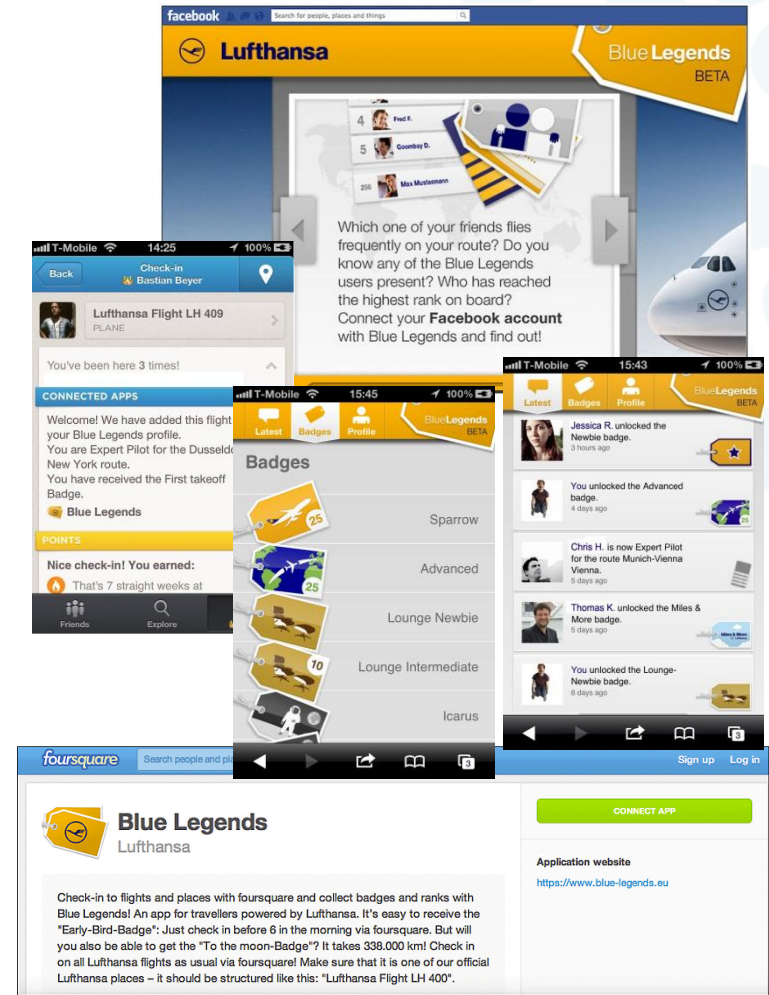
(lähde: TNS Gallup, eri selaimet / vko)



Esimerkkejä palveluista ja käyttäjien tarpeista

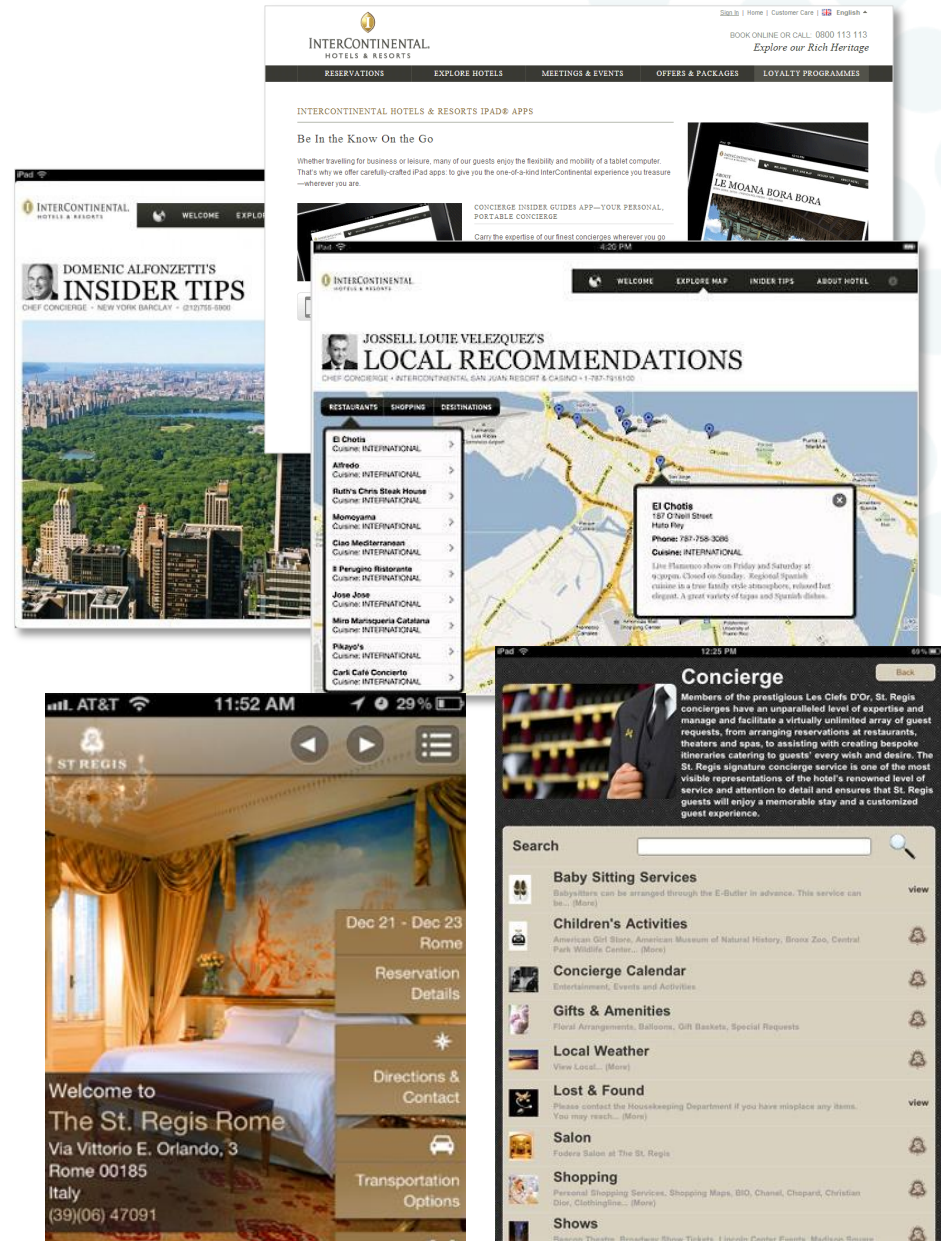
Lentoyhtiöt

- United
 - yhdistetty Mileage&Plus kanta-asiakasohjelma ja FourSquare
 - Seuraa myös jos käytät muita lentoyhtiöitä → tarjouksia jos olet kentällä mutta et ole heidän lennollaan
 - Upgradelista-statukset ym.
- Lufthansa Blue Legends
 - vinkkejä, alennuksia, upgradeja, sisältöä
 - Pelillisyyttä (oktober fest jne)
- KLM : istumapaikan valinta
 - FB, LinkedIn profiiliin perustuva "social seating"



Hotellit

- Hotelli San Franciscossa seuraa matkaasi lentokentältä - kun saavut, kaikki on valmista profiilisi mukaan
- Tiedetään mistä pidät ja mitä haluat : olet kertonut sen jo etukäteen
- Sinulla on käytössäsi vinkit muilta käyttäjiltä ja henkilökunnalta - concierge
- Palkitseminen (uudet tulokkaat, paljon vinkkejä antaneet..)



Huvipuistot, hiihtokeskukset, laivat Lentokentät, museot, ostoskeskukset

Rannekkeet (RFID) esim.
huvipuistoissa, hiihtokeskuksis-
sa ja laivoissa:

- Odotusaikatiedot
hiihtohisseille, vuoristorataan
jne.
- Tarjoukset
 - Jakaminen heti
kokemuksen jälkeen
sosiaaliseen mediaan
- Missä seurueesi jäsenet ovat

Entä jos käytettävissäsi olisi

- Laivan henkilökunnan vinkit
satamaan
- Vinkkejä mitä laivalla
tapahtuu juuri nyt
- Reaaliaikaiset tarjoukset ja
yllätykset
- Pelillisyyttä - Risteilyn tai
reitin ”pormestarit”
- Edellisten kiertomatkalaisten
tärpit kohteeseen kartalla?

Matkailuinfo ja opaspalvelut

- Painettujen esitteiden ja opaskirjojen liittäminen digitaaliseen (uusin, päivitetyn tieto)
- Näkymät kiinnostuksen mukaan ("näytä vain brand x")
- New York's NYC Audio Tours App : suunnistus, info, räätälöidyt näkymät kiinnostuksen/hinnan/sijainnin mukaan
- Audioboo – matkailijat voivat jättää omat viestinsä karttaan, joukkoistetut vinkit reitille
- Teemoitetut reitit, myös asiakkaiden, sisällöntuottajien tai harrastajaryhmien, "heimojen" itsensä tekemät (Beatles, Abba , James Bondin Lontoo..)
 - Entäpä - Helsinki by HIM, Rovaniemi by Joulupukki?

Lisätty todellisuus, monikanavaisuus QR, AR..

- WorldLens – käännöspalvelut
- Lähistön palvelut ja niihin liittyvät arviot; lisätty todellisuus on jo Nokian Lumia-puhelimessa, Androidissa jne.
- Julkinen liikenne
- Silta fyysisen ja digitaalisen maailman välillä: QR (Quick Response) koodit jne



Suomessa?

Diilit ja suositukset

All Foursquare specials in Helsinki, Finland

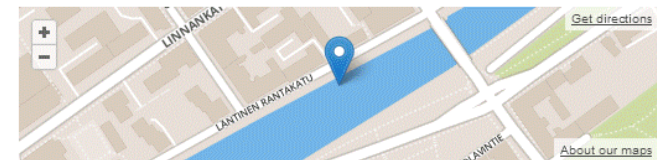
Category	Venue	Total checkins	Total users	Tips
1. Mexican Restaurant	Amarillo Mikonkatu 9 Check-in Special 3 € etu pääruoasta. Etua ei voi yhdistää muihin etuihin. / -3 € off the main course. This benefit cannot be combined with any others. <i>Скидка 3 € на главное блюдо. Не может быть объединена с другими льготами.</i>	7160	3963	
2. Italian Restaurant	Virgin Oil Co. Mannerheimintie 5 Check-in Special 2 € etu lounaasta (norm. 8€ / 11€) ma-pe klo 11–15. Koskee salaattibuffetia ja koko buffetia. / 2 € off lunch (norm. 8€ or 11€) Mon–Fri 11–15. Applies to either the salad buffet or the entire buffet. <i>Скидка 2 € на обед (обычная цена 8,00 € или 11,00 €). Действует пн-пт с 11 до 15 ч как для салатного буфета, так и для всего буфета.</i>	5568	3572	
3. Gastropub	Stone's Keskuskatu 4 Mayor Special Mayor get's surprise for every check-in! <i>One surprise per day.</i> Check-in Special 3 € etu pääruoasta. Etu ei koske lounasta. / €3 discount off the main course. Not valid during lunch. / Скидка 3 € на главное блюдо. Не действует во время обеда.	5211	2294	
4. Café	Karl Fazer Café Kluuvikatu 3 Mayor Special Mayor gets 10% off all food, soft drinks & take away products. Pormestari saa 10 % alennuksen kaikista ruokatuotteista, alkoholittomista juomista sekä take away -tuotteista. Check-in Special Saat sunnuntaibrunssin yhteydessä erikoiskahvin puoleen hintaan. <i>Edellyttää brunssin ostamista.</i>	5186	3196	
5. Restaurant	Belge Kluuvikatu 5 Check-in Special 3 € etu pääruoasta. / -3 € off main course. / Скидка 3 € на главное блюдо.	4737	2860	
6. Pub	Black Door Iso Rooberinkatu 1 Mayor Special Mayor: Päivän ensimmäisestä hanaoluesta (tai alkoholittomasta oluesta) -10%	4603	1556	
7. Sports Bar	Sports Academy Kaivokatu 8 Check-in Special 3 € etu pääruoasta. Etu ei koske lounasta. / €3 discount off the main course. Not valid during lunch. <i>Скидка 3 € на главное блюдо. Не действует во время обеда</i>	4535	2387	
8. Art Museum	Kiasma Mannerheiminaukio 2 Newbie Special Ensimmäisestä sisäänkirjautumisesta ilmainen Kiasma-rintanappi lipunmyynnistä. Valitse omasi! After your first check-in, get a free Kiasma badge from the ticket desk. Choose your favourite!	3945	2812	
9. Fast Food Restaurant	Deli Mechelininkatu Mechelininkatu 5 Check-in Special Delistä aamiaista koko päivä! Check-in asiakkaina saat yhden lisukkeen kaupan päälle, kun ostat minkä tahansa Breakfast All Day -aamiaisen. Alk.3,90 €. Free breakfast component for check-in customers! <i>Lisukkeet: Amerikkalainen pannari, juoma, paistettu pekoni, kananmuna, hedelmä. Etu voimassa rajoitetun ajan. Breakfast components: Pancake, drink, bacon, fried egg or fruit. For limited time only!</i>	3454	1169	

www.foursquare.com



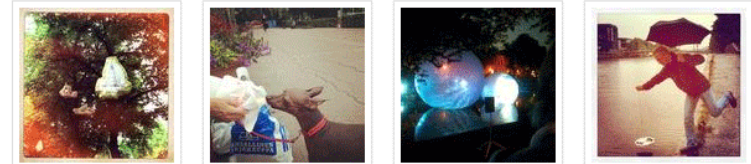
Aurajokiranta

Läntinen Rantakatu (Itäinen Rantakatu), Turku, 20100, Finland
Other Great Outdoors, River, Park



Photos

[See all 103 photos](#)



7 tips

Sort: Popular / Recent

[Log in](#) to leave tips at this venue!



Sampsa V. January 26, 2012

Go for a romantic walk by the Aura River and visit some of the nice cafés.

Save Like - 12 likes



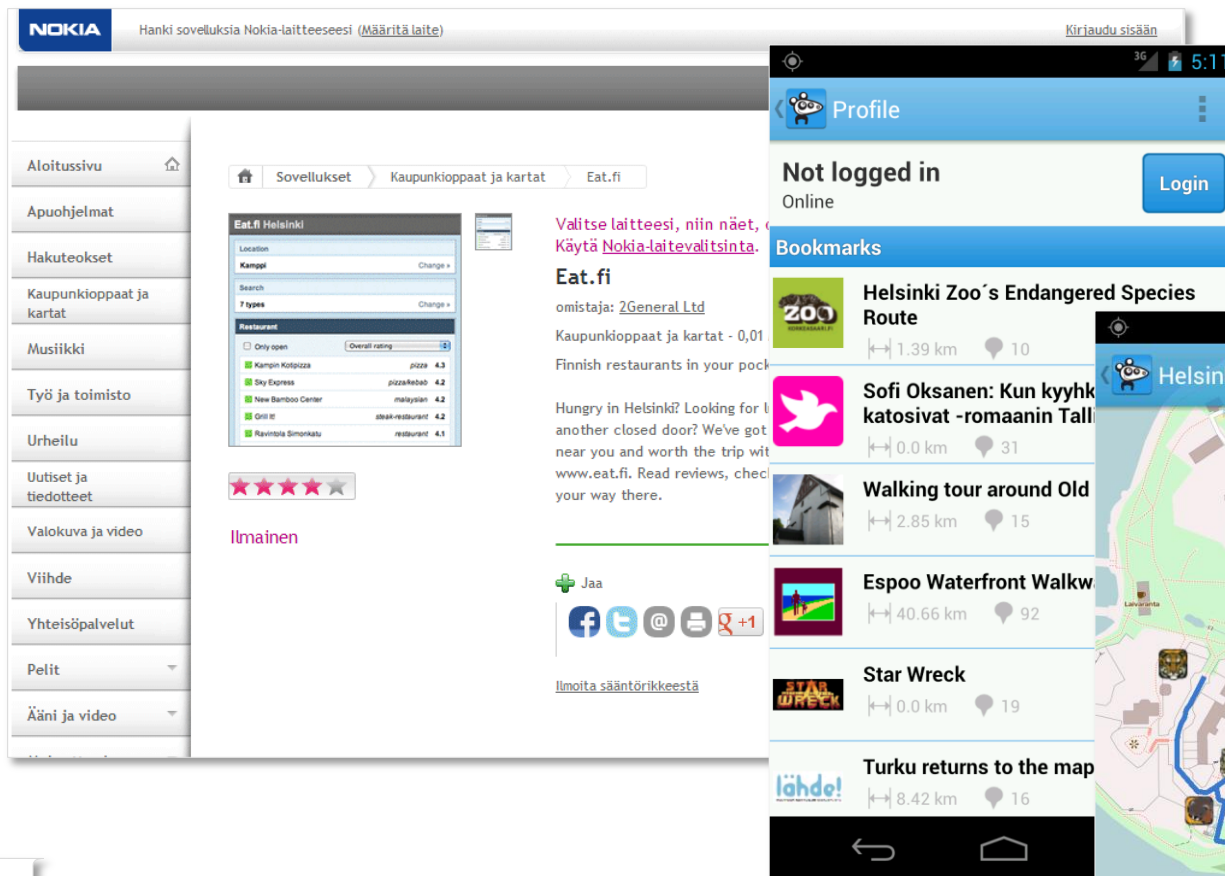
Ville P. July 15, 2011

Nice place to hang around with few beers and friends at sunny day :)

Save Like - 11 likes

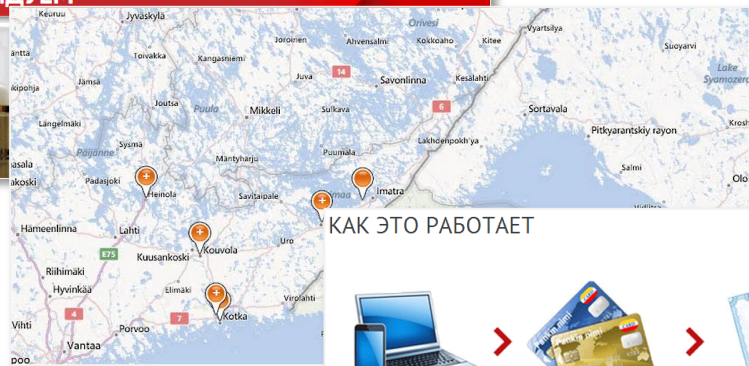
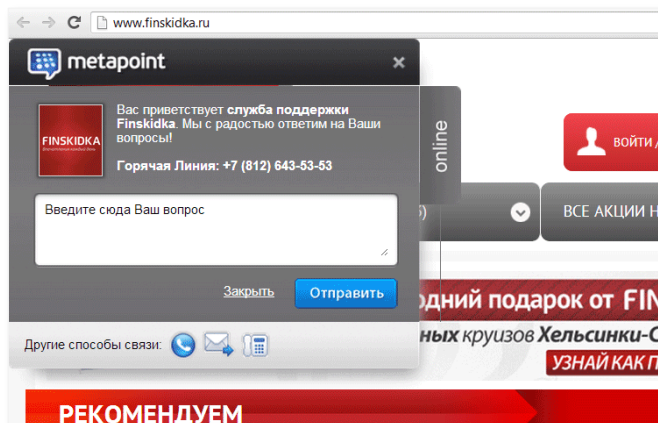
www.foursquare.com

Citynomadi, Eat.fi , Sailmate



store.ovi.com

Kuinka venäläiset koukutetaan? Uusimmat suomalaiset innovaatiot



КАК ЭТО РАБОТАЕТ



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ОПЛАТИТЕ ПОКУПКИ



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НАСЛАЖДАЙТЕСЬ

www.finskidka.ru



www.cardu.com

Fomo, Nomo & Jomo

”Etten vain nyt missaisi jotain..?”

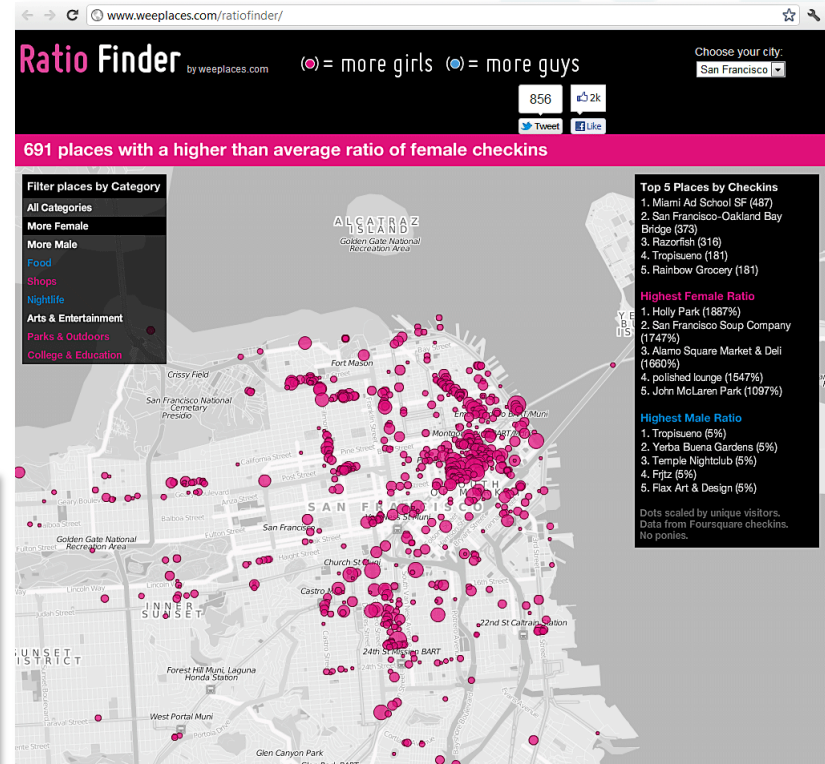
Fomo – fear of missing out

fo·mo |fōmō|
abbreviation

1. Fear of Missing Out

noun (pl. same or -mos)

1. quality possessed by an anxious person who must always be a privileged insider and/or part of the action;
2. feeling of being in one place, yet plagued by the overwhelming suspicion that something even better is going on somewhere else;
3. insecurity that friends, family or colleagues are intentionally leaving you out of fun or important activities; usually compensated by constant contact and gossiping.



<http://weepplaces.com/ratiofinder>

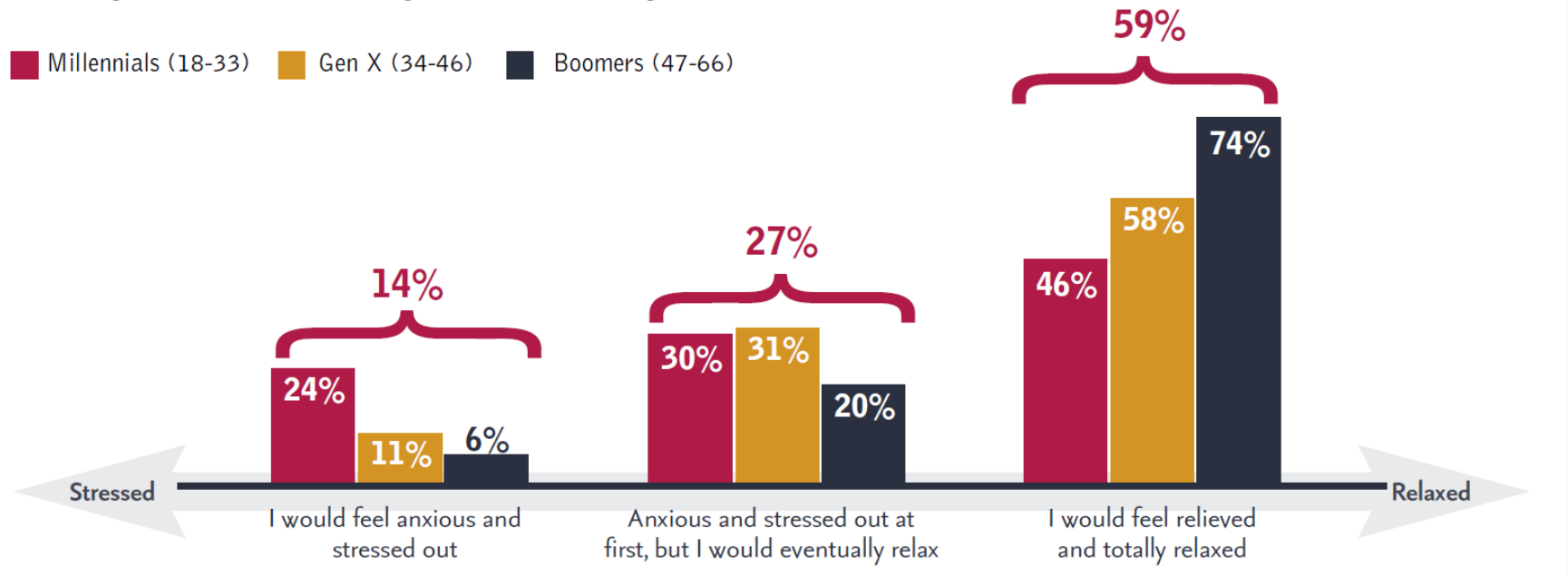


<http://www.ideo.com/work/towneplace-suites-for-marriott>

Tulisitko toimeen ilman teknologiaa lomalla?

Figure 4F: HOW WOULD YOU COPE IF YOU LEFT ALL TECH BEHIND ON HOLIDAY? (U.K.)

Percentage of British adults who agree with the following



Lähde: JWT Intelligence, RebootingTravel

”Nomo” – mutta myös ”Jomo”

- No mobile – pelko olla ilman kännykkää
- Joy of missing out
- De-teching
- Digitaaliset detox-lomat & palvelut
- Kännykkä-vapaat alueet ja niiden tuotteistaminen , markkinointi

Figure 4B: TECHNOLOGY AS A LEASH WHILE ON HOLIDAY (U.K.)

Percentage of British adults who agree with the following

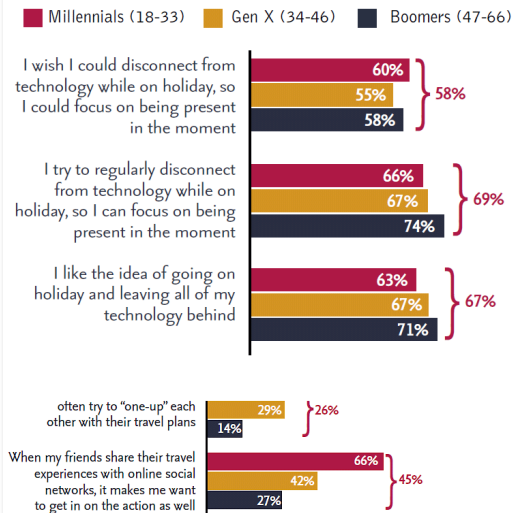
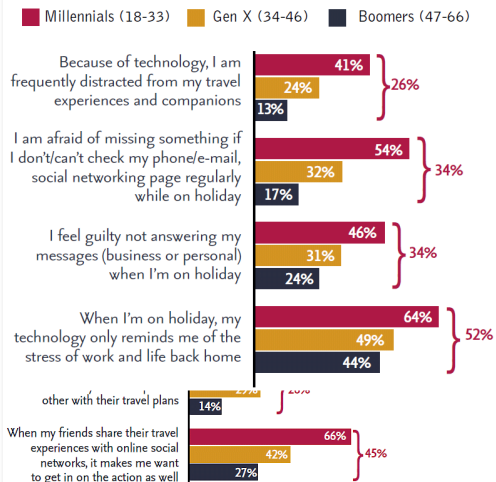


Figure 4D: TECH-RELATED STRESS WHILE ON HOLIDAY (U.K.)

Percentage of British adults who agree with the following



Merkitys palvelujen tuottajalle ja kohteelle

- Matkailijat tietävät jo ”kaiken”
 - Kuinka yllätät
 - Räätälöinti
- Puhelinsoitot lisääntyvät suoraan palvelun tuottajalle
- Kuinka toimit monikanavaisesti ja 24/7, luot sisällön kerran ja käytät läpi kanavien
- Monologista dialogiin
- Verkostoitumisen haaste – lisäarvoa yhteistyöllä
- Peleistä hyödyn tuottamiseen – vinkit, edut, tuki matkan aikana tapahtuvaan suunnitteluun ja päätöksentekoon
- Hyödynnä asiakkaiden tuottama sisältö ja suositukset eri kanavissa
- Langaton netti. Ilmaiseksi. Jo lentokenttäbussiin.

6 tapaa ottaa hyöty irti

1. **Inspiration** – create more touchpoints
2. **Gamification** – let users interact with your brand in a fun and innovative way
3. **World of mouth** – let your customers be brand advocates as they travel socially. Customer is media.
4. **Specials.** Incentivize first time visits, and retention with local offers
5. **Travel content** – tie content and photos on the own brand/platform
6. **Click to call**

Solomo-projektissamme seuraavaksi www.experiencebusiness.fi/solomo

- Solomo työpajat Jyväskylässä 6.2. ja Turussa 28.2
 - Palvelupolkukuvauksiin pohjautuvaa konseptointia
- Tietoa rahoitusmahdollisuuksista uusiin konsepteihin
- Solomo Innovation Camp 19.3.2013 (Helsinki)
- Signaalisessio maaliskuussa

Urbanflow Helsinki

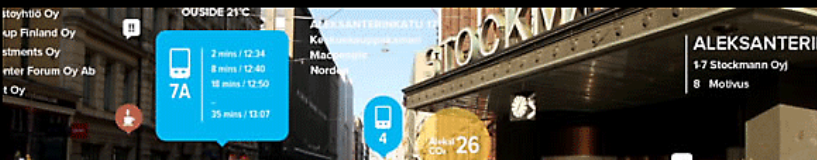
Building an operating system
for everyday life.



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INTRODUCTION

Urbanflow, a joint effort of Nordkapp and Urbanscale, envisions an operating system for cities. The scenario explored in the video revolves around situated urban screens and their potential uses.



The general challenge is that while cities are fast, municipal decision making is slow by nature. The heavy and invisible decision-making process within cities causes disconnect with citizens, and despite an abundance of commercial messaging platforms, there is yet to be a dedicated platform where the city and its citizens can meet.

Existing commercial messaging tries to get attention by being 'the loudest voice' in the city and attempting to occupy the most space. We believe that city space should be shared equally between citizens and corporations and that a compromise is possible. We know that there are better and more subtle ways to negotiate the co-existence of commercial, corporate, municipal and citizen-authored content in the city.

Our vision is to make the city more accessible and enjoyable for both residents and visitors through a situated interactive service. By sharing real-time data and feedback about the city, we aim to create a more efficient, transparent relationship between city administrators and citizens. The unique benefit of situated urban screens lies in their capacity to be both locally-oriented and general purpose at once. The same urban screen can show contextual, hyperlocal information as well as broader, citywide content, allowing users to peek around walls and across the city. For officials and administrators this means making the city more transparent and efficient to manage through the use of real-time data and feedback.

Kiitos!

www.experiencebusiness.fi/solomo

www.twitter.com/experiencebiz

www.e-julkaisu.fi/m&e2013