# Pigeon

Midterm Presentation

How can accessible, affordable technology facilitate intimate communication for people with limited technological access in developing nations?

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– thesis question
– thesis concept – pigeon, a phone-based social network.  gives you 2 minutes to leave a voice message telling your world what you're up to.

Hyacinth lives in Steadfast Village, Belize with her Aunt.

Hyacinth's father lives in Los Angeles.

Hyacinth talks to her father once a month on the community phone.

# Pigeon!

A voice messages exchange for your friends and family.

Call locally. Listen internationaly.

Pigeon

Hello! At school...

Now, every week Hyacinth calls Pigeon on a local number and leaves messages.
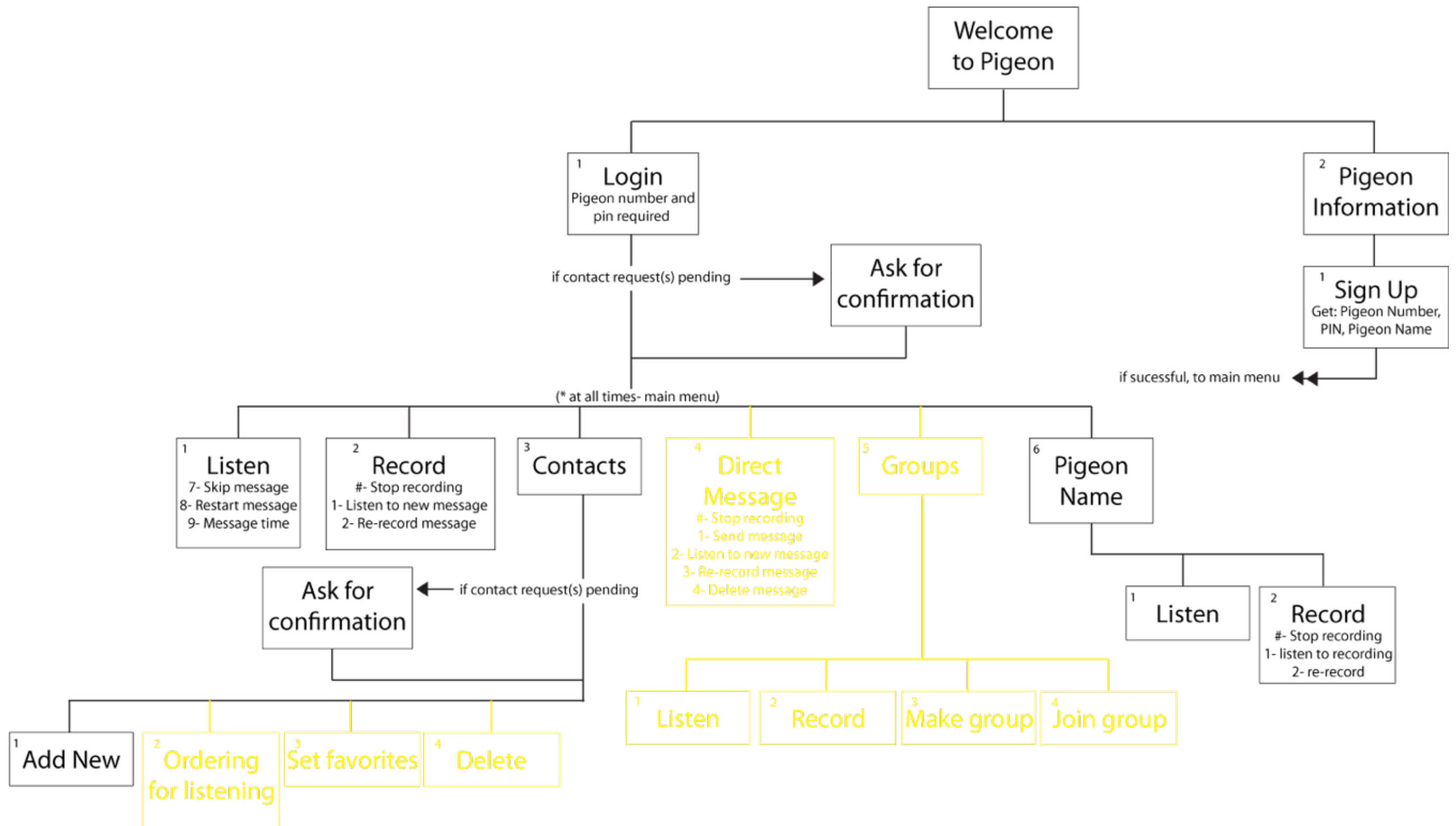
Hello! At school...

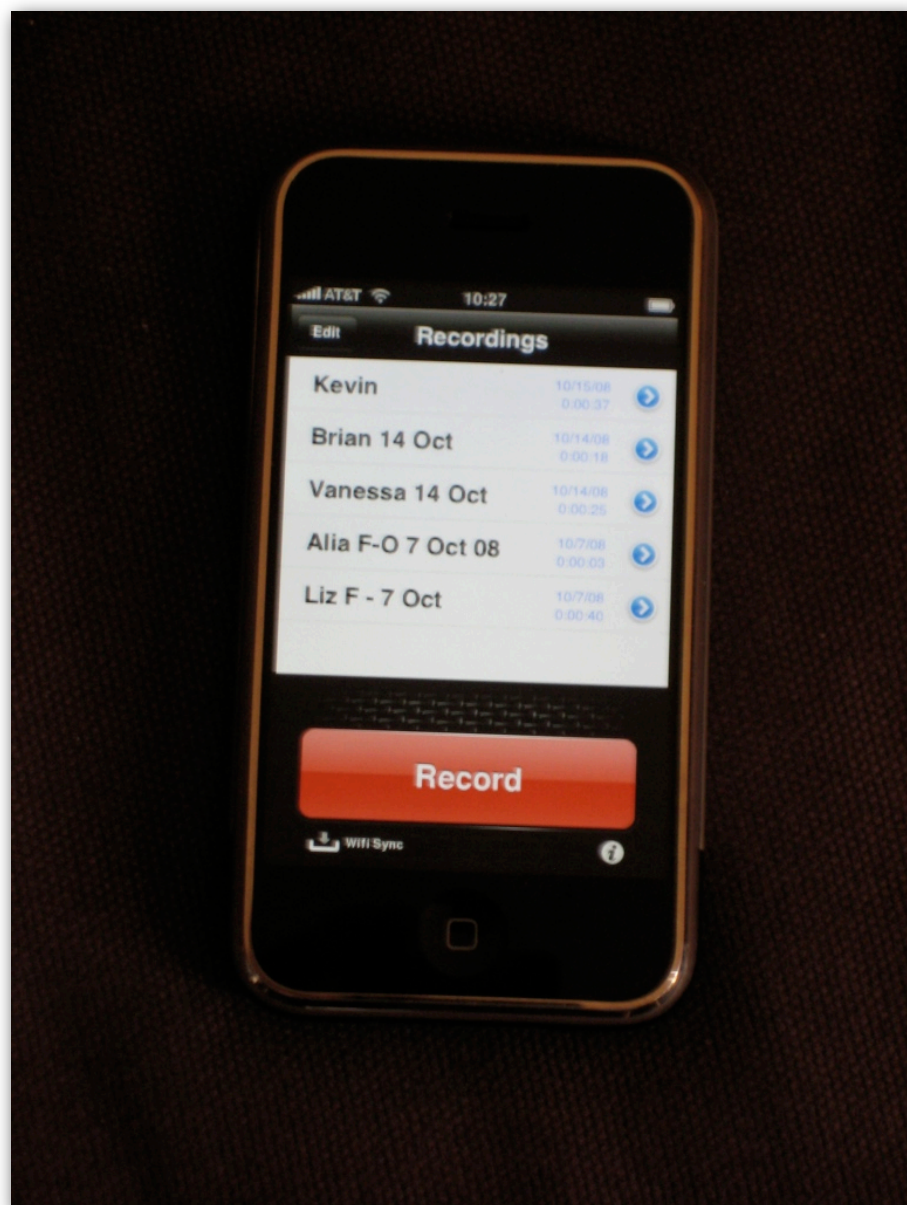Her father calls a local number to listen and leave his own messages for Hyacinth on Pigeon.

- began process with minithesis, defining concept and first simple implementation
- explain storyboard – would also be available to aunts in other villages
- set Pigeon name– pidgin, carrier pigeon

- looked broadly at local innovation, cell phone usage, both observation and interviews
- in addition academic research... jan chipchase cell phone as identity, work of nathan eagle eprom and txteagle, ethan zuckerman's blog, ken banks fronlineSMs, technically influenced by twitter
- mobile connectivity can be used for social and economic development –
- ITU Secretary-General Hamadoun Touré announced in New York that worldwide mobile subscribers are likely to reach the 4 billion mark before the end of this year.
- so many more people have access to mobile phones and just land lines than computers, if this common interface for distributing information exists, not in fancy way, but just with SMS and phone calls, how can that be used to deliver new services?

Welcome to Pigeon

1 Login — Pigeon number and pin required

2 Pigeon Information

if contact request(s) pending → Ask for confirmation

1 Sign Up — Get: Pigeon Number, PIN, Pigeon Name

if sucessful, to main menu

(* at all times- main menu)

1 Listen
7- Skip message
8- Restart message
9- Message time

2 Record
#- Stop recording
1- Listen to new message
2- Re-record message

3 Contacts

4 Direct Message
#- Stop recording
1- Send message
2- Listen to new message
3- Re-record message
4- Delete message

5 Groups

6 Pigeon Name

1 Listen

2 Record
#- Stop recording
1- listen to recording
2- re-record

Ask for confirmation ← if contact request(s) pending

1 Add New

2 Ordering for listening

3 Set favorites

4 Delete

1 Listen

2 Record

3 Make group

4 Join group

– original impl faked things –– this one implemented most important system components as they should actually happen
– chief design concern – time
– asked testers: time appropriate? willing to spend more time signing up? understand prompts? given enough info to begin using?
– began with many implementation issues which could be quickly fixed
– wait times were increased, "number number" to pigeon number, this auto-voice is easy solution for now will change in the future
– not enough general direction, should add instruction set after signing on
– sign up process was generally easy, but people didn't want to spend more time filling out profile information
– asked to use as is at first, later started prompting 'pigeon gives you two minutes to leave a voice telling your world what you're up to'

– to continue learning how to talk about the system, by completely cutting out system. short recording on my phone
– asked to imagine specific friends or family, but a group, and leave a short message
– they mostly chose small groups, both parents, immediate family, grandparents, list of specific people in larger family, all friends back in MD
– spoke generally and specifically – holidays, what they were doing
– trying to get people over this awkwardness, they think it's a big deal – part of it may be testing method, but this idea of messaging like this seems awkward to people as well
– performance
– feels more natural in given situations – like angela study abroad
– exploration into usage in developed context has increased. is this use desirable? could this use support work in developing

- how can access and sign up to the system be easier both in developing countries and developed
- it is essential that all core features remain accessible on the phone, but what are other methods that could be useful?
- most people using pigeon would access via mobile phone, even if not their own, so could use SMS to sign up
- also online usage: good for adding lots of contacts quickly, could be used as kiosks for traveling sign up man, emergency pigeon sign up -- can also sign in to quickly add and accept contacts - in future listen to messages, export message to things like gchat and facebook, invite friends via call sms email, instructions and shortcuts on pigeon
- demonstration

# Conclusion and Questions

**Pigeon**

1. Did I clearly communicate the idea of one to many messaging in Pigeon to you?  How could I make that point more clear?

2. What do you see as the most important areas for future exploration?

3. How do you see the balance for designing for developing and developed contexts working?

– next steps:
- flesh out sms
- focus group to test pigeon, or simply value of asynchronous communication, values of different types of communication
- general research into type of communication - want to show more clearly the value of voice mediated communication, even if it is asynchronous
- business model
- going back to phone system and implementing changes, further evaluating ease of use
- making site pretty, making signed in have even more information
- clearer communication, more voice emphasis

– if thesis successful – economically sustainable tool for communication