

Group Meeting 13th March 2014-03-14

1. Reconsideration of Idea:
 - a. It has been decided that after the initial scope of research considering the platform of a Gaming Social Network designed for sharing play runs and general interest, that the scope will be reconsidered as findings suggested, from both initial survey idea feedback and a trawl of various similar services online, that the idea was not original enough.
 - b. Consequently the core team has proposed a refocusing on the idea of 'Virtual Worlds' a niche area that was under-represented in the gaming websites visited.
 - c. The purpose of this will be to draw different groups of individuals together in a personalised virtual universe, enabling them to share interaction over real-life, offline objects and interests.
 - d. All of this reflection has been stored on the blog posts as part of a 'critical process'.
 - e. The core group has also allocated themselves various responsibilities relating to the timeframe. There is a working calendar document online that is being used to focus upon things to do.
2. Next Stages:
 - a. Over the weekend, suggest new survey questions to the Google Doc (no more than 5 per person).
 - b. If possible, can all members attend a full group meeting on Monday 17th March 2014. Details to be put on Facebook Group.

A Summary of the Idea Conceptualisation:

Focus: A social network based around the principles of a 'Virtual Universe' which draws together individuals into self-contained 'world' networks that are customisable and related to a specific offline-object or artefact.

Facilitation: Users will be required to scan, using QR or Bar Code readers, objects in the physical offline spaces they inhabit. This may, for example, take the form of a book or a DVD. If they are the first user to do so, this QR code will be dereferenced into a self-contained world that will then be populated by any other user who de-references the same item, drawing together users into self-contained networks. Through this, users can interact with one another over shared similar interests. They will also have scope to customisable alter their virtual worlds, which will then make up their virtual 'universe', a highly personalised environment of all of their shared interests.

Academic Motivation Draws together ideas of Homophily and Hetrophily networking relationships, creating interaction between groups of users that have either similar identities and interests or wider ranging diversities. It also works to break down boundaries between the online/offline environment, creating a form of augmented reality with shared overlays components and artefacts.

Business Model: Licensing as a third party app to expand the 'like/interest' functionality of social networks like Facebook.com or as a motivational social enriching tool in which to build communities, so a charitable focus.