**The Economic and Business Context**

**Target Audience**

* Males and females of all socio-economic classes, races and religions, over the age of 18 (initially), who display digital resident (White & Le Cornu, 2010) behaviours on their Smartphones (the Facebook market).

**SCENE’s Core Competence**

* To provide an easy-to-use, fun way for users to find their perfect event/place/venue through crowdsourced ratings.

**How?**

By providing a mobile phone social networking application that provides points, rankings and rewards to show who’s the coolest in town and where’s the place to be. Users build their SCENEscore for every aspect of their social life: gigs, nightclubs, cinema, theatre, restaurants and everything in between.

Every time a user attends an event/place/venue the user will scan the SCENE QR Code displayed there using the built in SCENEscanner QR Code-reader functionality. This will automatically update that user’s SCENEscore for having attended, and, if the user desires, auto-post a notification to the user’s other social media pages (e.g. Facebook). Users can also suggest increasing/decreasing the SCENEscore for an event/venue to crowdsource the particular event’s ranking.

If the event/place/venue (e/p/v) is not currently listed on SCENE, the user can create a tile for that event/place/venue, by completing a simple in-app process [see KOLOLA for e.g.], and propose a SCENEscore points total for it. This action itself carries a large number of SCENEscore points. – If a user creates a tile for an e/v/p, the SCENE team will contact the e/v/p and offer them the chance to ‘take-over’ the tile as the official e/p/v tile. The user will be informed and rewarded points for extending the network. Points are also awarded for posting comments and photos, suggesting amendments to SCENEscore rankings for events/places/venues, and clicking ads through to the websites of those events/places/venues. Knowledge of the full scoring system will be public knowledge.

The higher the SCENEscore, the higher your level in that area of social life (e.g. Level 3 Foodie). Higher levels get better rewards that can be redeemed in the venues. Users can compare their SCENEscores/levels with each other and, if they wish, see themselves in an overall SCENErankings tables.

Technically, SCENE will use a semantic ontology, incorporating elements of Dublin Core, FOAF, and SIOC (Semantically Interlinked Online Communities) into a SCENE-specific ontology. Triples will be automatically generated based on user actions. For example, by activating the QR Code at the event/place/venue, an RDF triple would be generted:

sioc:userAccount------hasAttended------e/p/vTitle

This would be stored in the TripleStore attached to the SCENE backend.

As a result, the user has the ability to search the ultimate social database, based on everything from age and gender to musical preferences, to discover the best place in town (e.g. by answering very specific search queries such as “Where do Level 3 Foodies aged 18-24 go to eat Chinese food?”).

**SCENE’s Business Model**

**User**

* Free to download and use

**Affiliate Model**

* Free for affiliates to create an e/p/v tile
* Pay-per-referals, from SCENE tiles to e/p/v ticket purchase pages
* Pay-per-QRactivation (i.e. - per attendee generated)

Why be an affiliate?

1. A no-entry-cost way to directly promote e/p/v’s to their core target markets and reach new customers. Pay-per-Clickthough/QRactivation allows for scalable, cost-effective, continuous marketing (if no-one from SCENE clicks-through or attends, it costs the e/p/v nothing).
2. The gamification aspects of SCENE serve as an efficient new AND long-term customer generation driver. The more an e/p/v matches user expectations of a good place for that ‘social-scene’, the higher the SCENEscore attached to it becomes (as users vote to increase it’s SCENEscore). Because users want to level-up and improve their personal SCENEscores, e/p/v’s with higher points will attract *and retain* customers better than those with lower points totals or those with no SCENE presence at all, as points are awarded for every visit.
3. Furthermore, e/p/v’s can monitor user adjustments to their SCENEscore which provides real-time market research as:– falling scores would indicate that the e/p/v is disappointing people interested in that ‘social scene’, which may provide impetus for change before custom falls away significantly; - rising scores suggests that the e/p/v is satisfying those interested people and may prompt expansion and/or consolidation strategies.

**Advertising Model**

* Pay to place highly-targeted ads on influential user’s homepages, based on User Level Rankings (ULRs)

Why advertise on SCENE?

1. Rather than wasting money on scatter-gun approaches, such as actual fliers, group emails from purchased lists, general web advertising, or even advanced relationship advertising, SCENE allows easy identification of users with power and influence (directly corresponding to their User Level Rankings (ULRs) within each ‘social scene’ combined with network analytics).
2. Therefore SCENE enables an e/p/v to reach it’s ‘Tipping Point’ in a faster and more cost-effective way by only speaking to Influencers, Connectors and/or Mavens.
3. In addition, special offers could be made only to those key Influencers, dramatically reducing the cost of promotional activities. For example, a new restaurant in Southampton could choose to *only* target Level 10 Foodies, over 30 years old, who live locally, with opening offers (– such as ‘bring 3 friends get 10% off’).

**SCENE Lifecycle**

R & D ---- Testing ---- Generate Affiliates ---- Launch ---- Generate Early Adopters ---- Generate Majority Adopters ---- Update & Improve

* Generate Affiliates – marketing activities to affiliates
* Launch – promotional campaign (details t.b.c)
* Generate Early Adopters – Use Roger’s Adoption Criteria theory:

Roger’s Adoption Criteria:

1. *Relative advantage* – gamification as personal and business driver / detailed database querying (semantic ontology-based)
2. *Compatibility* – auto-posts to other social media walls / twitter feeds if desired
3. *Complexity* – easy-to-use mobile phone app, simple QR Code verification process, clear ‘tile’ design, clear rankings tables
4. *Trialability* – free to download and use for the user, free to create tiles for e/p/v’s
5. *Observability* – friends will see users scanning QR codes, users can ‘show-off’ SCENE rankings

**SWOT Analysis**

|  |  |
| --- | --- |
| **Strengths*** Gamefication as driver
* Specific querying (semantic web affordances)
* Unique service
* Highly-granular data collection
* Free to download and use
* Free to create an e/p/v tile
 | **Opportunities*** Augmented reality
* Semantic database creation
 |
| **Weaknesses*** Privacy
* Recruiting affiliates Gaining Early Adopters
* Technical difficulties, especially ontologies and automatic triples creation
 | **Threats*** Competitors copying the app
* Regulatory changes to the Web
* ‘Gaming’ the app
 |

**Competitors**

* Yelp
* Foursquare
* Whatson
* Tripadvisor
* Time Out
* Aroundme
* Facebook (and others)

**Issues**

* Privacy (allow metadata/semantic queries, not user-specific queries e.g. where do Level 5 Ravers go? NOT where does userX go?; allow opt-out of public rankings tables; normal social media user profile privacy options)
* Awarding of SCENEscore points
* Technical feasibility
* Start-up, development and launch costs