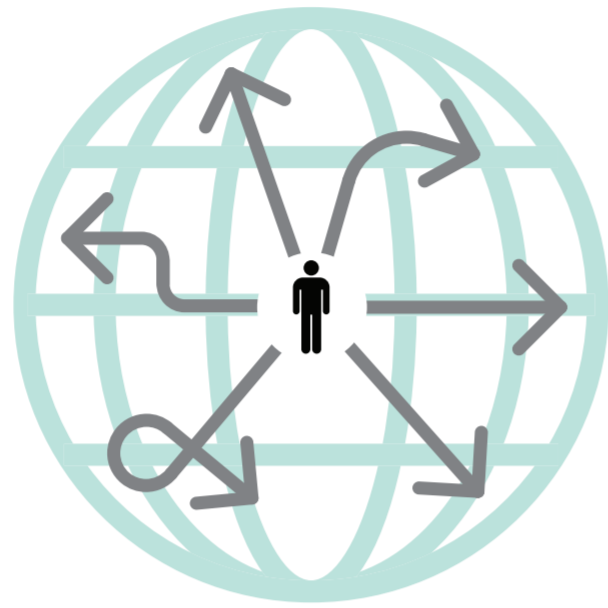# pikpoke

EI Work 2020 | Anna Pestalozza

I want to give people working as **self-entrepreneurs** an easy and direct way to **identify and recognize each other**, as people with whom they could have a **useful exchange of ideas**, to support their work and share their knowledge.

Scenario

Company Network

Independent Worker Network

Independent workers have to build up their own working network, without the support of a company.

How do they interact now?

Online Networks
Facebook - Twitter - LinkedIn

Sign in & Tag yourself
for a desk or an event

Concrete Interactions
Coworking - MeetUp Events

Community Attitude
Coworking - MeetUp Events

Cycle 1 - Ideate

Research - results:
- The main opportunity to enlarge the network connections are the Coworkers events (MeetUp, OpenCoffees, /dev/haag...)
- These events are a "one-day" chance: everyone is free to participate, people come and go
- Coworkers do not always search for someone different: sometimes they would like to talk to someone that knows about the subject they are working on

- **The interaction needs to be spontaneous and curious, as well as effective and connective**
- **The goal is not to find a perfect match, but someone that has some interesting and useful knowledge to share**

Interaction Vision

As love at first sight...

Cycle 2 - Iterate

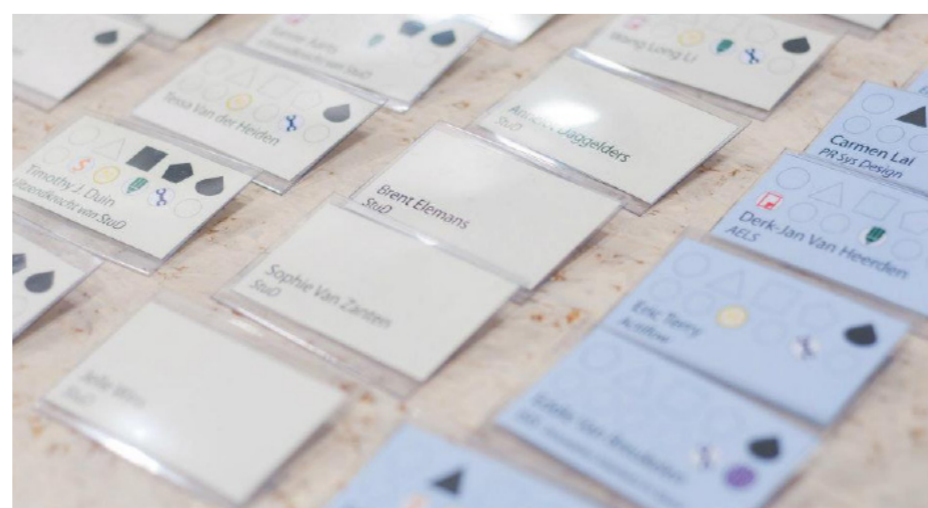Questionnaire to coworkers - results:
- Users find it easier to describe themselves if some guidelines are provided

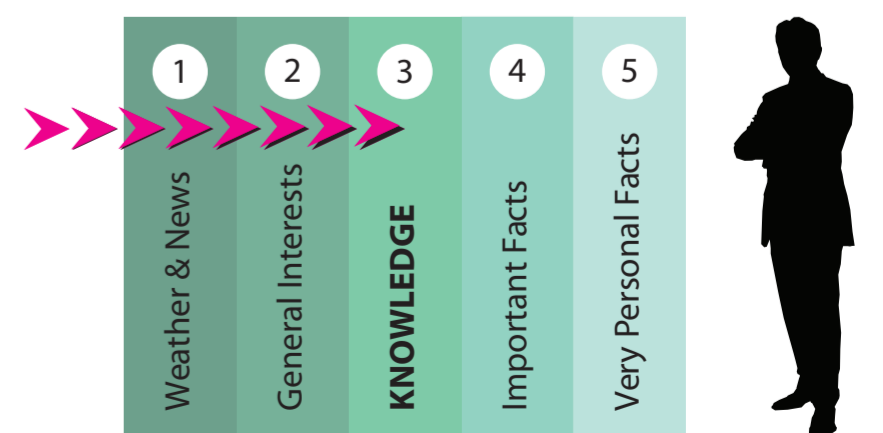**Tagging system has to be organized in categories**

Simulations - feedbacks:
- Badge works well to break the ice - you see you have something in common, you sort it out together
- Icons and figures are unclear and misunderstandable

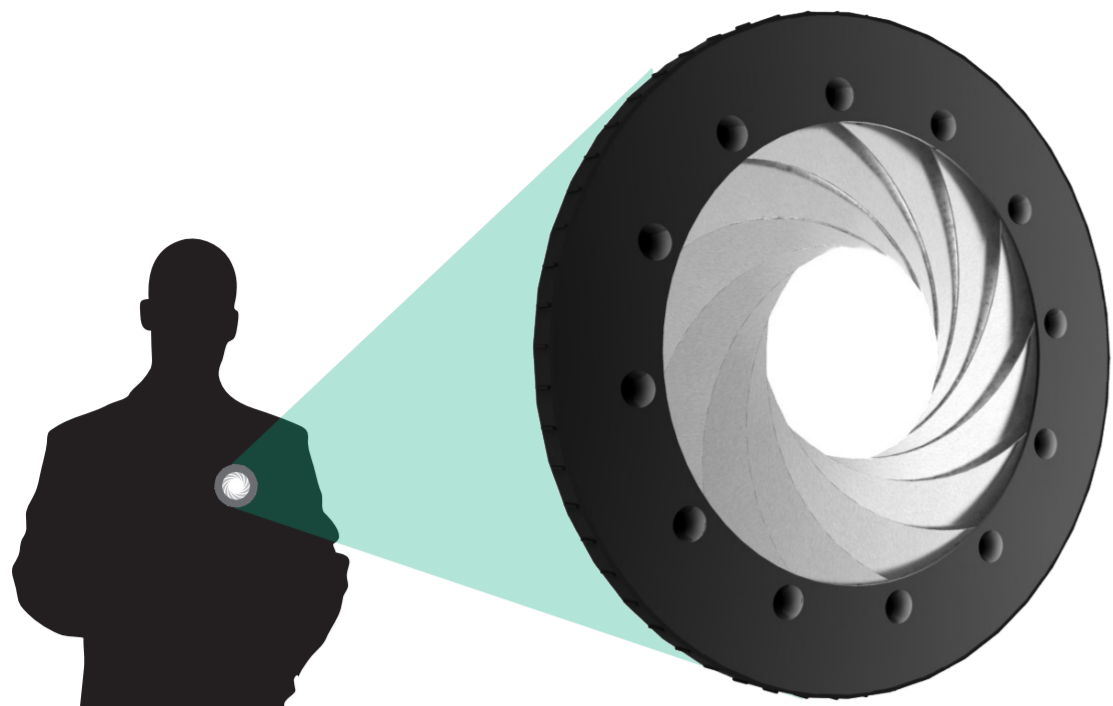Simulations @ IOB Event at IDE (1) + YES!Delft Career Event (2)
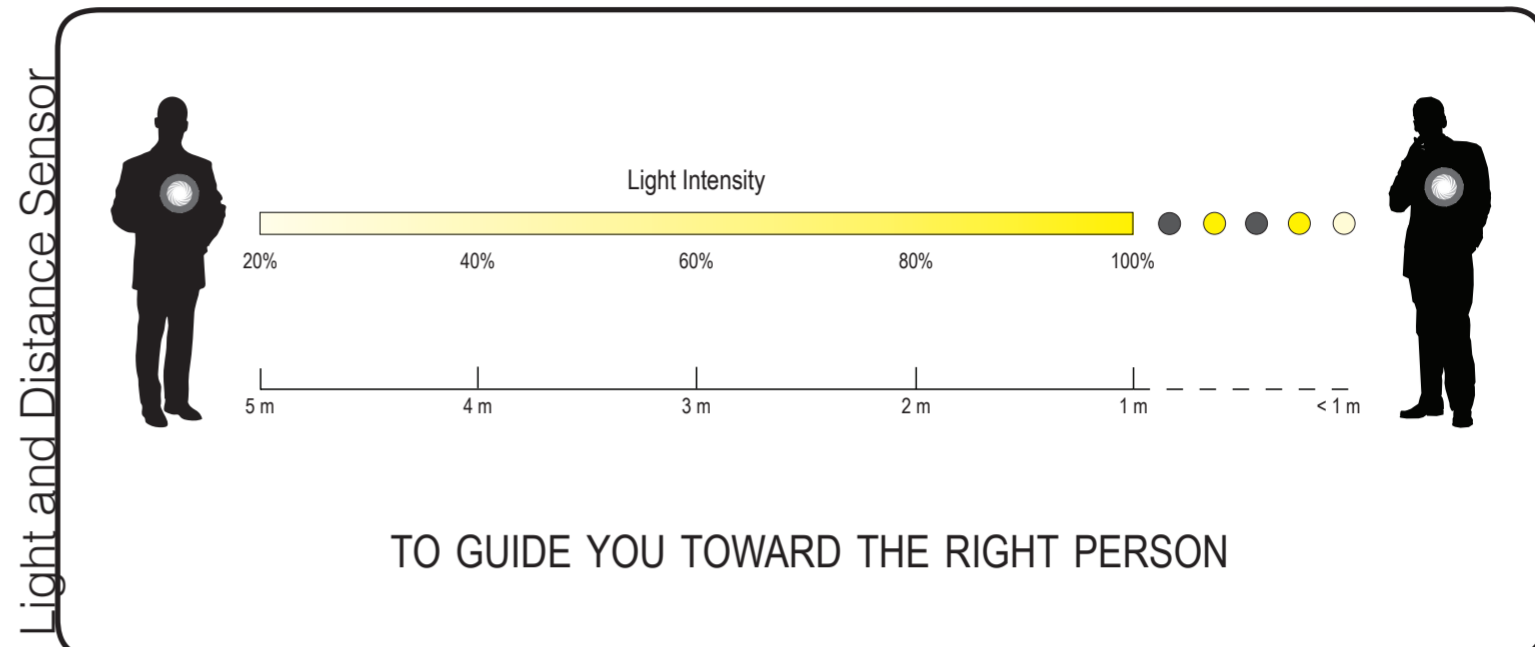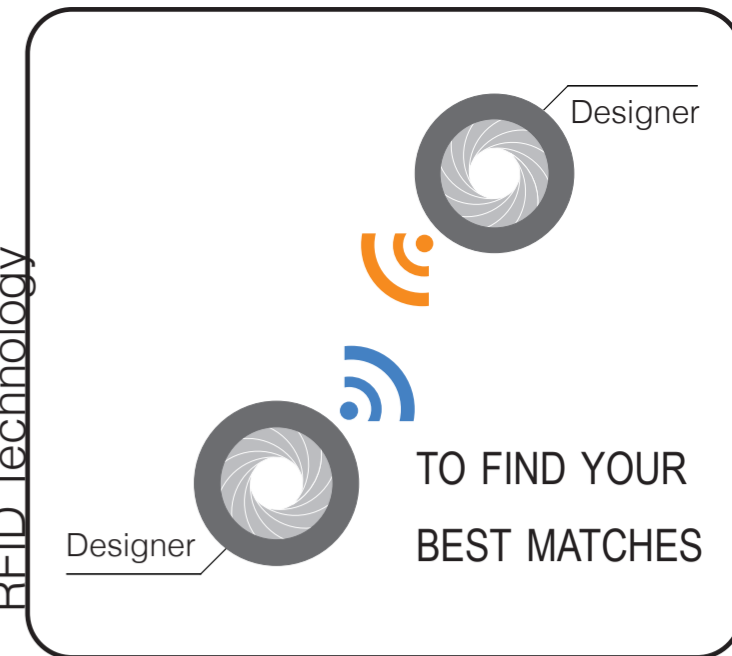
Design Concept

1	2	3	4	5
Weather & News	General Interests	KNOWLEDGE	Important Facts	Very Personal Facts

The Ice-Breaker
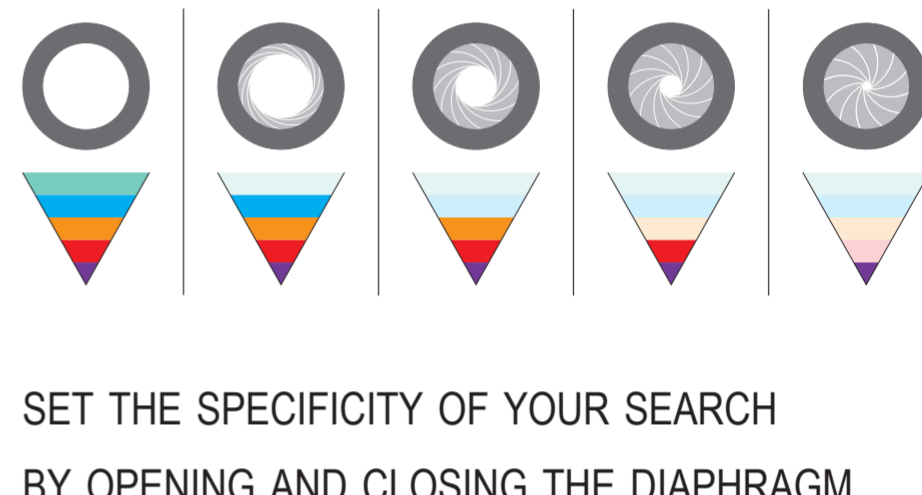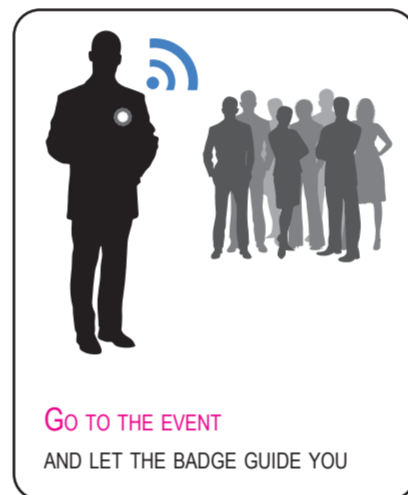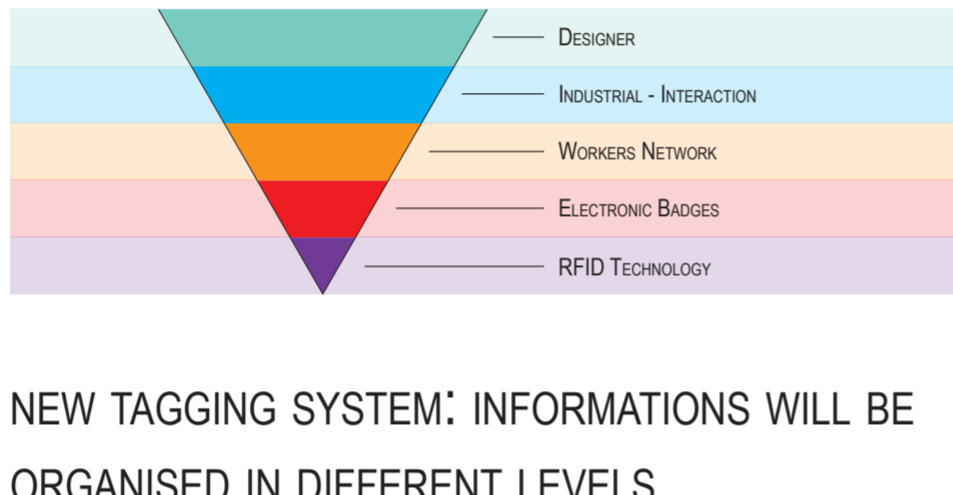
Cycle 3 - Demonstrate

Pikpoke is an electronic badge that will help you to find people to share knowledge with, based on the infos about yourself you registered in it.

Pikpoke will be your wing-man, the one that gives you the hint to start talking to a person that you find interesting, but you don't know how to approach.

Different Frequencies

TO MAKE EACH BADGE UNIQUE

RFID Technology

Designer

Designer

TO FIND YOUR BEST MATCHES

Light and Distance Sensor

Light Intensity

| 20% | 40% | 60% | 80% | 100% |

| 5 m | 4 m | 3 m | 2 m | 1 m | < 1 m |

TO GUIDE YOU TOWARD THE RIGHT PERSON

How to use it

SYNCHRONISE YOUR BADGE
WITH YOUR ONLINE PROFILE

DESIGNER
INDUSTRIAL - INTERACTION
WORKERS NETWORK
ELECTRONIC BADGES
RFID TECHNOLOGY

NEW TAGGING SYSTEM: INFORMATIONS WILL BE ORGANISED IN DIFFERENT LEVELS

GO TO THE EVENT
AND LET THE BADGE GUIDE YOU

SET THE SPECIFICITY OF YOUR SEARCH BY OPENING AND CLOSING THE DIAPHRAGM

Tests & Simulations

Role Play:
- Users had a little car with a small light each + an envelope
- They had to look for people with the same car and try to find which of the words contained in the envelope they had in common
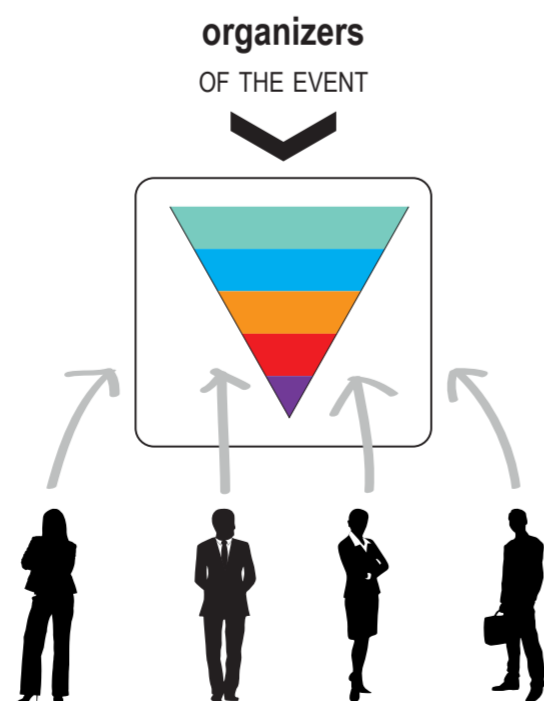
Positive feedbacks: "It works well as an ice-breaker!"

TIGER
ROCK
BANANA
ELEPHANT
ANANAS
RABB
MOUSE
CUCUMBER

Developments - 1

Research results:

- Users feel more at ease when describing themselves if some guidelines are provided.

- Events for independent workers can be open to everyone, or with specific themes.

The different levels are set for each event by the organizers, the users can adjust their description according to the event.

Adjust you description

organizers
OF THE EVENT

Developments - 2

SAVE YOUR MATCHES WHEN YOU MEET THEM AT THE EVENT

LOOK FOR THEIR PROFILES AFTER THE EVENT

After the event