

## Write-up: Detailed Mockup

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### Content Element 1: The Research Tradepost

The idea behind the Research Tradepost is a process that facilitates the exchange of ideas and competencies between CDTM and SIMS (or if you wish to generalize it within a network with multiple knots). The concepts of open source and rapid prototyping are integrated in a process that encourages researchers to post research propositions into a community of similar interested individuals. By putting the idea out in the open, the researcher can instantly gather insights from various viewpoints and gets immediate feedback. At the same time she retains the process ownership as she was the first to publish the intent.

In this particular case the process is described in figure 1. The *output* is a page in the CDTM-SIMS-magazine that contains all research ideas that were brought forward as well as a in detail coverage of one of the discussions that occurred via the internet.

The *interaction* lies in the trigger of the discussion via various channels such as SMS, mailing list, or print media and the following in detail discussion in a web forum. Those elements consequently constitute the technical infrastructure that has to be provided: print magazine, web forum with various input types (internet, email, SMS) and various types of media (text, ppt, pdf, links, video, audio, etc).

It becomes commercially attractive, if this concept is alternatively implemented for a (e.g.) start-up magazine in which business ideas are discussed. In this case a monthly fee could be charged. However, in this context, the sensibility of the IP's of the idea is critical.

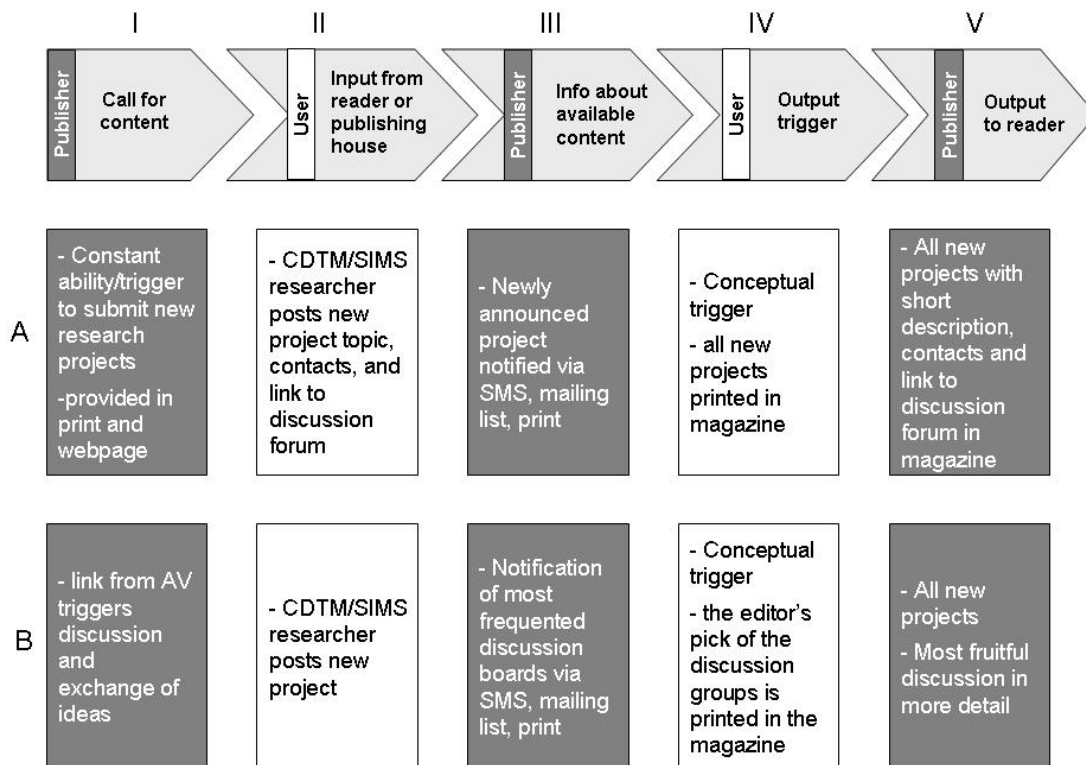


Figure 1: The Research Tradepost Within the „Generic Mobile Publishing Framework“

## Content Element 2: The Fun List

Basically, the idea is to integrate the best, i.e. funniest, postings to the FUN@sim.berkeley.edu mailing list into the printed magazine by implementing an indirect voting process.

A dedicated email address is provided by the magazine publisher to which students can forward those postings they consider being funny enough to get printed in the magazine. On the technical back-end, an automated counting mechanism identifies, say, the five most frequently forwarded postings, and passes them on to the publication process. The implementation of the counting mechanism is relatively straightforward. Publication channels involve Web and print.

Since the mailing list is a well established communication channel already, no additional effort has to be made to promote content generation. Since the mailing list often experiences heavy traffic, not every single posting may be read by all SIMS students. Hence, there indeed is an incentive for SIMS students to read the particular section in the magazine. Probably, revenue can not be generated directly by this service, but indirectly due benefiting the attractiveness of the overall print publication.

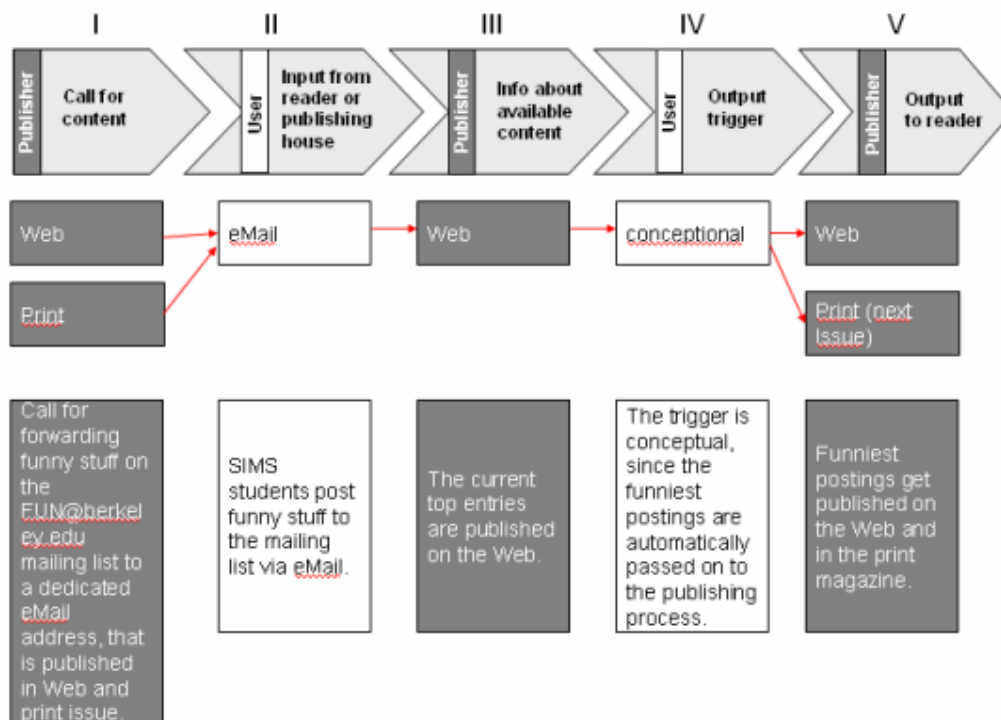


Figure 2: The Fun List Within the „Generic Mobile Publishing Framework“