The next 40 minutes

- The Opportunity
- Audiences
- Technology
- 15 Golden Rules
Opportunity - Connect people to content

Widen the footprint
- New connections with objects or experiences
- Away from the venue
- Across organisations
- Across borders
- New combinations

Personal
Location-based
Tell new stories
Opportunity - Connect people to people

• Be a hub, a connector
  – Find others with similar interests
  – Add value for each other
  – Find local friends
  – Connect nations
  – Belong
  – Get people to talk about you

• People will love you for it
Opportunity - Help run the organisation

- Enable feedback
- Learn about audiences
- Enable audience to
  - Recruit others
  - Add value for us
  - Add value for each other
- Cheaper transactions
  - Enable donations
- New partnerships
- Run more efficiently
audiences
Human beings have some common motivations, which new services should take into account
Going viral…

Number of contacts?

How contagious?

Incubation period?
Remember the barriers

- relevance
- cost
- ease of use
technology
Technology – cloud computing

• Online collaboration
  – Dropbox
  – Google Docs
  – Virtual PCs
  – Zoho
  – Shared databases
Technology - collaborative filtering

- Amazon
- iTunes
- Last FM
- Brands and celebrities
Technology - search

- Computer vision
- Database matching
  - Face recognition and search
  - Shazzam
- Voice recognition and tagging
Technology - image processing

Photosynth

Inside Tower of London, toward White Tower by lemsan
Technology - image processing

Personalised advertising
Technology - the mobile web

Google Goggles
Location-based networking
Integrated real-time data
Augmented Reality
Technology - augmented reality
Technology - output methods

Display glasses
OLED
Flexible displays
E-books, colour e-paper
3D virtual
3D real

Technology – output methods
Technology – input methods

• RFID
• Emotion recognition
• Gesture control
The important things that are most likely to go wrong

golden rules
Integrate the functions

Editorial and Project Leadership... and funding

Content (+rights etc)

Technology

Design and Information Architecture

Audience Insight

Audience Ownership

Experience Design

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Be led by audiences
(or by an editorial vision)
storyboard
Embrace technology from the start

And iterate!
Don’t confuse project management with editorial leadership
Pilot well

scalable

replicable

sustainable
Understand Risk

Financial
Reputational
Safety
Opportunity

Shhh... civil servants are rarely fired for not doing something
Understand Procurement

• The risk that dare not speak its name
• Box-ticking
• Process can obscure desired outcome
• Tendency to over-specify
• Undermines agile, iterative development
• Processes favour big, expensive suppliers
• Preferred supplier lists
What do partners say they want?
What do they really want?
Partnerships

Do you lead? Or facilitate and take credit/income?
Who are you trying to impress?
The Westminster Bridge problem
Develop sensible measures of success

- We measure things that are easy to measure
- Potential future value / Present value
- Poor measures skew performance
  - Page views
  - Should we make our material available to others?
    - In return? Credit, money?
API’s and Hack Days
Be strategic

• Digital is part of technology strategy
• Technology strategy is part of overall strategy
• A neat idea, or even a group of neat ideas, is not a strategy
  – What’s the purpose, and why?
  – What resources are needed?
    • The opportunity cost?
Strategy - quality of evidence
Emulate digital leaders

- Ambitious
- Technophile
- Unsilolod
- 'Dataphile'
- Audience-led
- Agile
- Experimental

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Encourage interaction
CATCH-22
Problem persists in much of Europe – justifies grants
But...
An industry of middle-(wo)men skew projects
Do we need that layer?
Training & Development

• Policy makers, governors, trustees, executives need
  – Training
  – Peer learning
  – Mentoring

• Safe places to ask ‘dumb’ questions
“Be wise and know your culture…”

The Gladiators

Fiddle. Be curious.
Go raibh maith agaibh

Thank you

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