

Exercise Scenario Business Informatics 2 (PWIN) Summer Term 2011

Fachbereich
Wirtschaftswissenschaften

Institut für Wirtschaftsinformatik
Professur für Mobile Business & Multilateral Security
www.m-chair.net

Dr. Andreas Albers

Telefon +49 (0)69-798 34667
Telefax +49 (0)69-798 35004
E-Mail andreas.albers@m-chair.net

Dipl.-Kfm. Lars Wolos

E-Mail lars.wolos@m-chair.net

Dipl.-Wirt.-Inf. Stephan Heim

E-Mail stephan.heim@m-chair.net

Aim and content of the Exercises

The aim of the exercises is to practice and deepen selected contents of the *Business Informatics 2 (PWIN)* lecture based on InstantONS[®]. It constitutes a fictitious mobile dating platform for location-based, ad-hoc-meetings and takes advantage of the unique features of mobile communications. During the four exercise sessions, fundamental concepts of InstantONS[®] have to be understood and/or developed.

Mobile Dating with InstantONS[®]

The Start-up InstantONS[®] (Instant-Ortsbasierter NavigationsService) operates a location-based service (LBS) for real-time dating & matchmaking with the following characteristics and features:

- Users of InstantONS[®] create personal profiles (e.g. containing gender, age, personal interests) about themselves.
- Users of InstantONS[®] receive pseudonyms for the communication with other users of the service.
- InstantONS[®] attempts to certify the profile attributes of its users. It is assumed that users have a very concrete idea of their potential partners. For instance, it could be important for some users that their partner actually “is self-employed”, “drives BMW”, “is blond” or “30 years old”.
- Every user of InstantONS[®] has his own contact list. It allows them to keep track of pseudonyms or other information about their chat or dating partner. The contact list has also a journal and an appointment calendar, in which appointments and meetings reviews can be documented for the preparation of the next date.
- Users are going to be informed via their mobile device (e.g. text message) whenever another user with a matching profile is in their close proximity. For this, the position of the user is located every minute as long as the service is activated (user tracking).

- The actual matching of users is based on the profile information disclosed by the users. A typical recommendation of InstantONS[®] could be “User ABC is in close proximity and has a similar interest profile like you. Do you want to contact him/her?”
- InstantONS[®] hosts a database with cooperating meeting points like cinemas, bars, hotels and fitness studios in every German city. With InstantONS[®], two users can agree on a meeting point and get directions to it by using the InstantONS[®] navigation functionality.
- The meeting points pay InstantONS[®] for being listed in their database. Users of InstantONS[®] get charged for the service by InstantONS[®] via their mobile phone bill.

A typical InstantONS[®] dating process is depicted in Figure 1:

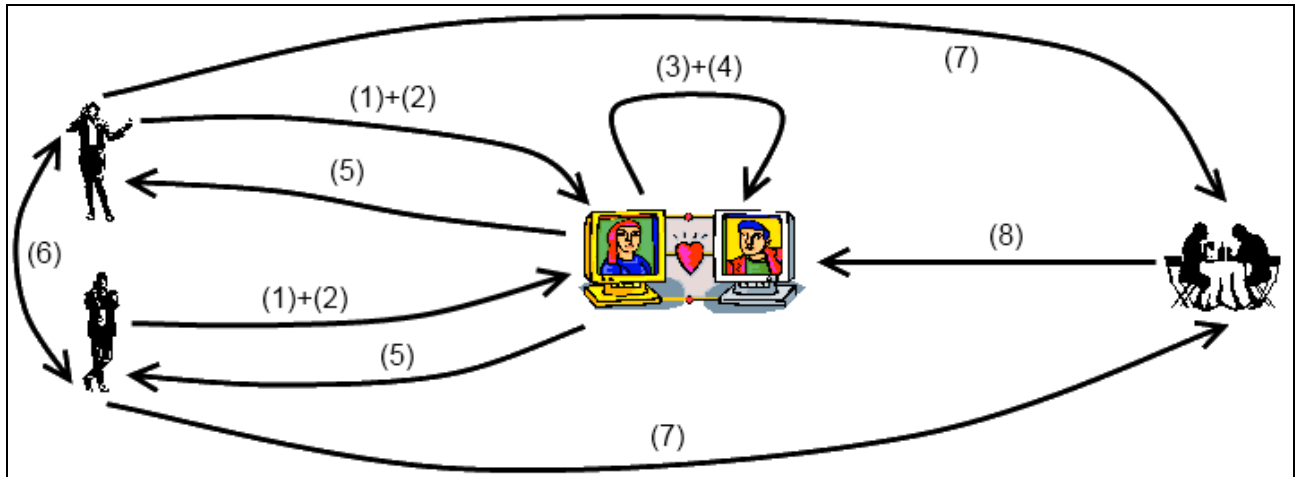


Figure 1: InstantONS[®] Dating Process

1. Users register at InstantONS[®]. Thereby, they receive their pseudonyms and submit their personal profile information. Subsequently, InstantONS[®] attempts to certify the profile attributes of the users.
2. In order to start searching for a date, users have to activate the InstantONS[®] app on their mobile device.
3. InstantONS[®] attempts to find other InstantONS[®] users in close proximity who are also currently looking for a date.
4. InstantONS[®] matches the personal profiles of all users in close proximity with each other.
5. If there is a match, InstantONS[®] informs the corresponding users by presenting them with a list of matching pseudonyms.
6. InstantONS[®] enables matching users to communicate with each other using text messages, chat or voice.
7. If users want to arrange a meeting, InstantONS[®] suggests a list of appropriate meeting points based on the personal interests of the corresponding users as well as their current geographic location. Then, InstantONS[®] navigates the users to their meeting point.
8. After the date, the users can rate their date on the InstantONS[®] app. This rating is used to improve their next date matching process.

Examples of current mobile dating platforms and services

- **Dates Near Me**
Internet: <http://www.datesnearme.com/>
(last visit: 2011-04-20)
- **FriendScout24**
Internet: http://www.friendscout24.de/z/de_DE/kontaktanzeigen-lexikon/mobile-dating.html
(last visit: 2011-04-21)
- **iLove**
Internet: <http://www.ilove.de/>
(last visit: 2011-04-21)
- **MeetMoi.com**
Internet: <http://www.meetmoi.com/welcome>
(last visit: 2011-04-20)
- **M-Flirt**
Internet: <http://www.m-flirt.de/>
(last visit: 2011-04-20)
- **Skout**
Internet: <http://www.skout.com/>
(last visit: 2011-04-21)
- **T-Mobile Dating**
Internet: http://www.t-mobile.de/dating/0,9566,13889-_,00.html
(last visit: 2011-04-21)
- **Zogo**
Internet: <http://www.zogo.com/>
(last visit: 2011-04-21)