Project Statement

"Catalyze the growth of an ecosystem around devices that share everyday interactions in the physical world."

OPPORTUNITY
Social media is a vehicle to share your interests and activities with others online, however today interaction with social media starts and ends at a computer or mobile

GOAL
Our goal is to connect over 1 billion monthly active users with Facebook through their daily interactions in the physical and digital worlds. We are working to catalyze the transition to widespread use of intuitive, value-creating devices that are unobtrusively embedded in people's lives.

SOLUTION
We have created a comprehensive platform for developers to easily build devices that persist, record, and share meaningful physical interactions on the Facebook Open Graph.

Phase 1: Product Development

HACKATHONS
Some of our representative hacks can be seen below:

DoorTracker

Seungwhan Moon left 4 rooms.
The Lab
Door Tracker
Like · Comment

DoorTracker is a device that detects people who enter the room using a light sensor, and posts it on Facebook Open Graph.

Elephant

Jialiya Huang met Tim Ryan via Elephant.

The ability for a device to always know a person's identity is crucial to understanding and seamlessly persisting interactions. *Elephant* is a bracelet that is linked to the wearer's Facebook profile and is capable of recognizing a number of common actions. The device knows who interacts with whom, as well as the interaction type.

OLIN EXPO LIVE
We outfitted Olin's biannual Expo with Facebook-connected devices that enabled visitors to record which projects they interacted with, and later easily connect with the students behind their favorite projects. We successfully visualized collected device data in real-time and after Expo.
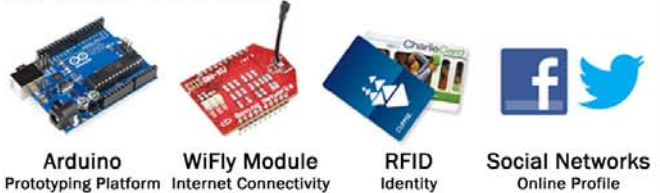

Education & Platform

LIFEGRAPH LABS
Throughout the second semester we focused our efforts on platform-izing ideas we had pursued during the first semester with the goal of enabling other developers to easily create socially-connected devices themselves.
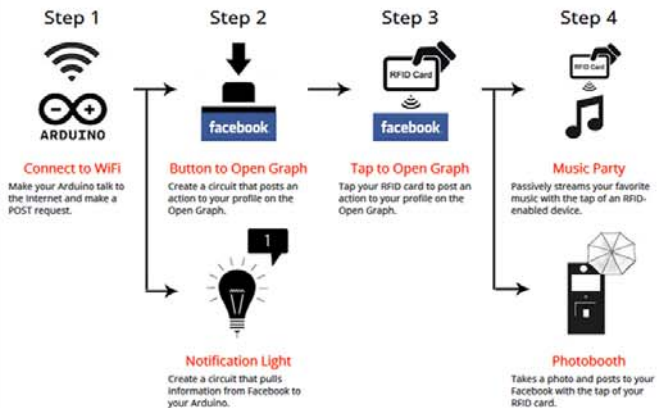
lifegraph

LIFEGRAPH PLATFORM

Arduino	WiFly Module	RFID	Social Networks
Prototyping Platform	Internet Connectivity	Identity	Online Profile

We compiled all of our materials into the Lifegraph Platform, which is an online collection of code, hardware recommendations, and tutorials to enable developers to minimize the amount of lead time to build a socially-connected project. We then built a frontward-facing website at lifegraphlabs.com.

THE TUTORIALS
The tutorials were split up into a series of steps for those with or without prior experience with embedded development. We tested our tutorials with three groups with different skillsets (Olin students, Facebook engineers, experienced makers), and went through iterations based on their feedback.

Step 1 — **Connect to WiFi**
Make your Arduino talk to the Internet and make a POST request.

Step 2 — **Button to Open Graph**
Create a circuit that posts an action to your profile on the Open Graph.

Notification Light
Create a circuit that pulls information from Facebook to your Arduino.

Step 3 — **Tap to Open Graph**
Tap your RFID card to post an action to your profile on the Open Graph.

Step 4 — **Music Party**
Passively streams your favorite music with the tap of an RFID-enabled device.

Photobooth
Takes a photo and posts to your Facebook with the tap of your RFID card.

MARKETING METRICS
A key facet of the original charter of the project was to grow an ecosystem around the Lifegraph platform. A significant number of people have interacted with the platform from the following sources of traffic:

Instructable	Lifehacker	lifegraphlabs.com
10,500+ views	**28,000+** views	**1300+** visitors
Our Instructables article on building "Music Party" received over 10,500 views and 58 favorites.	Lifehacker picked up the "Music Party" Instructable and featured it on the front page of their website.	We have had more than 1300 visitors who spent on average 4 min on the site, with 40% return visitor rate.

Sponsor	• Peter Deng	• Greg Marra	• Chris Marra	• Scott Thomson
Students	• Paul Booth	• Jialiya Huang	• Seungwhan Moon	
	• Tim Ryan	• Jon McKay	• Margaret-Ann Seger	
Advisor	• Amon Millner			