insemtives
Incentives for Semantics

Deliverable 7.1.1

Virtual Worlds

Requirements Specification

(initial version)

D7.1.1 - Summary

- Delivered on time at M3
- 2 use cases included
- Input from partners much appreciated
- Extra material ready for next deliverable

D7.1.1 Use Case overview

- UC1: Still Images
- UC2: Multilayer Flash content
- Opportunity to add UC3 (Video) at M20
- USi user-centric requirements to be included at next revision
- Issues pertaining to target audience (children 7 -11) still remain

D7.1.1 Location of data

- Tiny Planets Labs – new site
  - Joomla based site
  - Templates almost complete
  - Plan is to integrate Virtual World, Tiny Planets Zoo, Tiny Planets games, and more (Insemtives) into one location and over time divert traffic from existing sites


TINY PLANETS LABS
Home
The Cosmic
Games
My Tiny Planets
Tiny Planets Zoo
Videos
Younger Kids
MY CONTROLS
MY FRIENDS
PERRY HELION TELEPORTED TO BLIZZARD VALLEY
GAMES
RATE LOCATION
Perry Helion
QUIZ
RANK: 14
TYPE HERE TO CHAT
YOUR STARS: 1,798,624
Lorum ipsum dolor sit amet
Dolce et decorum est
More...
Latest News
Lorem ipsum dolor sit amet, etur adipiscing elit. Ut faucibus.
Sapien sed pretium aliquam.
Magna eros volutpat nunc, eu malesuada sem leo nec ligula
There's a Tiny Planet Game Calling...
Lorum ipsum dolor sit amet,
eturadipiscing elit. Sic transit GloriaMundi dulce et decorum est per ardua ad astra nil illigitimus desperandum. Quad et demonst ratum sapein sed pretium aliquam. Magna eros volupat nunc, eu
MY TINY PLANETS
Who Will You Be Today?

D7.1.1 Use Case 1

- Still images
  - Based on data from LRO
  - Memorandum of understanding exchanged with Citizens Science Alliance
  - LRO launched 18th June 09
  - Calibration began 2nd July
  - Flash interface now in development
  - Opened discussions with Discovery Kids

D7.1.1 Use Case 1

- Location

  - Source data on AWS placed on Tiny Planets Labs via link / iframe

- Capacity

  - LRO is expected to generate 80Gb image data per day (but we do not have to store this)

- Format

  - Application will be Flash using AS2; image data will be JPEG, will be loaded into Flash viewer.

D7.1.1 Use Case 1

- Components

  - Image data from NASA, Flash interface, web interface to AWS, User Account data, User Profile & Avatar, MTP Stars

- Method

  - Users will mark within the image using a Flash tool to draw ellipses of craters and other objects

- Incentives

  - Users will be rewarded with MTP Stars and virtual goods for annotation.

D7.1.1 Use Case 1

- Desired outcomes

- Users annotate craters
- Users earn MTP stars
- Users convert their free accounts to paid accounts in order to be able to spend the currency earned in the virtual world.

(Secondary outcomes)

- MTP uses connection for educational credibility
- Gets opportunity to add Mars and Mercury data

D7.1.1 Use Case 2

- Multi-layer Flash
  - Based on locations from My Tiny Planets
  - We want to try to incorporate ‘emotional’ response to landscapes (activation / evaluation)
  - Can be presented as a standalone game
  - 1,000,000 variations
  - Plus addition of buildings etc.

D7.1.1 Use Case 2

- Location

  - Source data on Tiny Planets Labs server in stand-alone database, User Accounts still on MTP server

- Capacity

  - Requirements are quite small; graphics are multi-layered so that they are combined on the fly; requirements will be a few tens of Gigabytes

- Format

  - Application will be Flash using AS2; layers will be .swf files referenced from SQL database

D7.1.1 Use Case 2

- Components

  - Multi-layer Flash from MTP, Flash interface, User Account data, User Profile & Avatar, MTP Stars

- Method

  - Users identify objects in landscapes, then create a ‘profile’ for the landscape using a flash dial. There will be an additional game in the landscape.

- Incentives

  - Users will be rewarded with MTP Stars and virtual goods for annotation.

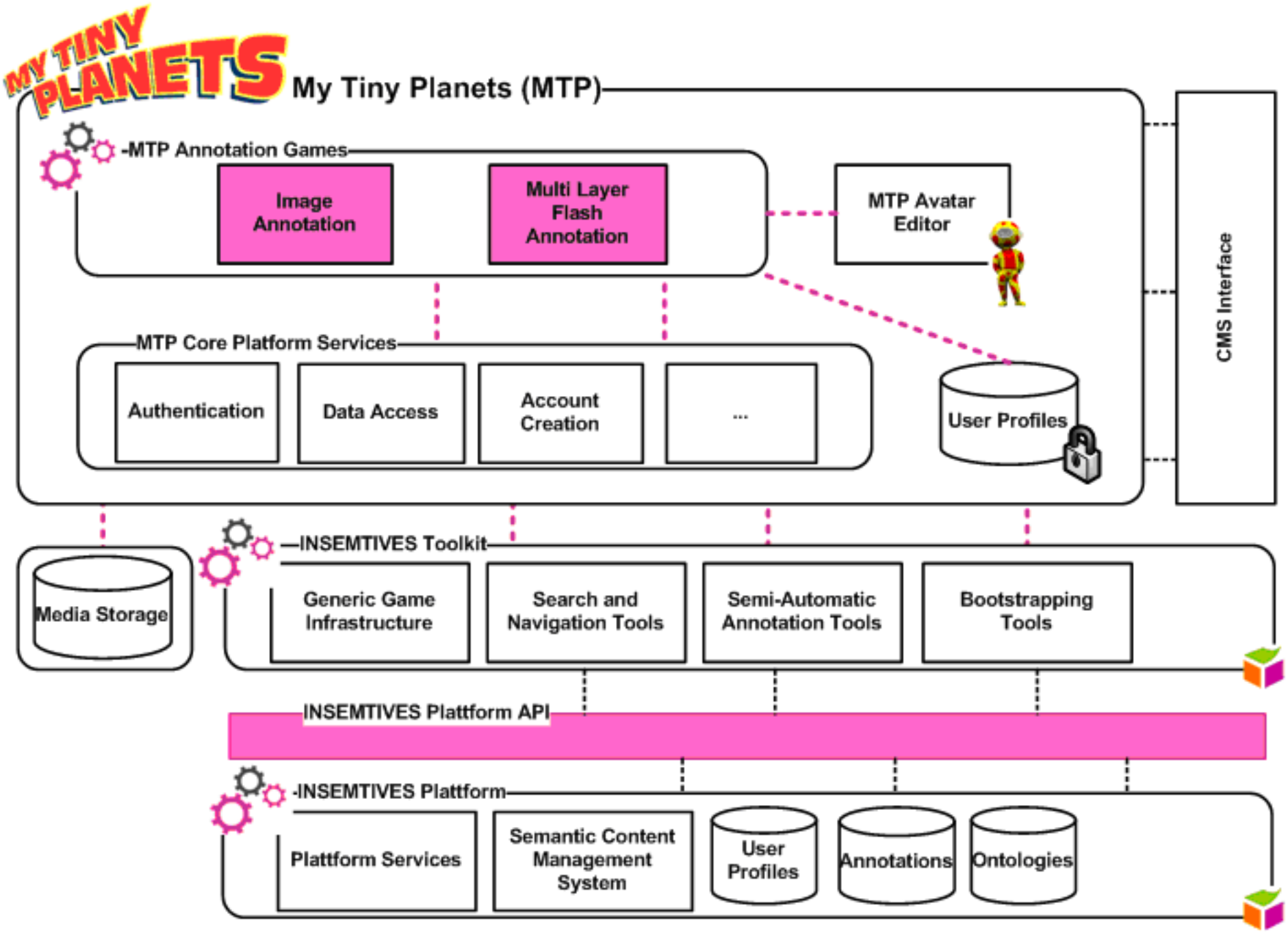
D7.1.1 Use Case

- Desired outcomes

- Users annotate landscapes
- Users earn MTP stars
- Users convert their free accounts to paid accounts in order to be able to spend the currency earned in the virtual world.

(Secondary outcomes)

- MTP explores opportunities for ‘participative narrative’ in later applications
- Landscapes can be searched by mood


My Tiny Planets (MTP)
MTP Annotation Games
Image Annotation
Multi Layer Flash Annotation
MTP Avatar Editor
MTP Core Platform Services
Authentication
Data Access
Account Creation
...
User Profiles
CMS Interface
Media Storage
INSEMTIVES Toolkit
Generic Game Infrastructure
Search and Navigation Tools
Semi-Automatic Annotation Tools
Bootstrapping Tools
INSEMTIVES Plattform API
INSEMTIVES Plattform
Plattform Services
Semantic Content Management System
User Profiles
Annotations
Ontologies

Next steps

- Fully implement Tiny Planets Labs site
- Complete Zoo interface
- Begin to integrate profile aspects of MTP accounts
- Explore other ways of displaying / browsing user profiles
- Clarify conversion process from free to paying member

Conclusions

- 2 Use Cases, genuine added value to Tiny Planets brand
- Technically diverse and quite challenging
- Offer opportunities for exploring ‘virtual goods’ as incentives
- Opportunity to expand number of Use Cases at M20 if appropriate