YOUSAT

Youth Spaces and the Alpine Tundra Region
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New ways to communicate

- Problem attracting the younger generation
- Conflicts: Nature - Local interest - Tourism
- Unique resources
- The social web - an unused resource
Unexplored possibilities

Media Spaces

- Secret Spaces (Mobile/SMS/IM)
- Group Spaces (Bebo/Facebook/Twitter)
- Publishing Spaces (LiveJournal/Blogger/Flickr)
- Performing Spaces (Second Life/World of Warcraft)
- Participation Spaces (Marches/Meetings)
- Watching Spaces (TV/Concerts/Theater)
Opportunities

- Existing tourism industry active in few Media Spaces
- The existing actors provides many rich experiences
- Experience industry is growing
- The younger generation very active in many Media Spaces
YOUSAT project

- Create the means for the younger generation to share and interact around experiences
- Storytelling a natural focus
- Important structures such as paths, places and groups
Partner interests

- SICS - Better understanding place and content
- Idevio - New opportunities for digital maps
- Tampere - Deeper understanding of media and users
- STF/SuomenLatu/TT/Próunarfélag Auturlands
  - Attract younger customers
  - Marketing on the net
Partner contribution

- Tampere - Methods to involve users
- SICS - Tools for mobility and location
- Idevio - Expertise and patented map technology
- STF/SuomenLatu/TT/Próunarfélag Auturlands
  - Access to the regions
  - Experiences in using new media
Work plan

- Understand the users
- Involve the users
- Prototypes
- Iterations
- Evaluation
Reach and engage youth

- Participatory design
- Actively engage younger visitors
- Engage school classes
- Utilize our networks
Possible services

- Follow in someone else’s footsteps - fictional, real, historical
- Participate in a story - quests, mysteries, historical
- Provide content - employees, friends, unknown people
- Explore places - games, stories, activities
Forms of expression and access

- Mobile clients - most common phones, GPS enabled phones, iPhone
- Web services - Blogs, microblogs (Twitter), social sites (Facebook)
- Support both connected and dis-connected
- Synchronization spots - decrease customer costs and provide connectivity
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