Cooperative Services
for Mobile Virtual Communities

Project Synopsis

Funded by:	NSRF 2007-2013
National Action:	"COOPERATION"
Thematic Area:	Services
Project Code:	11ΣΥΝ_10_1808
Start Date:	June 2013
Duration:	24 months
Coordinator:	CYBERSTREAM
Scientific Supervisor:	ICCS – MPC Lab.

Project Website
wikizen.cn.ntua.gr

WikiZen Consortium

CyberStream

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WikiZEN

Cooperative Services
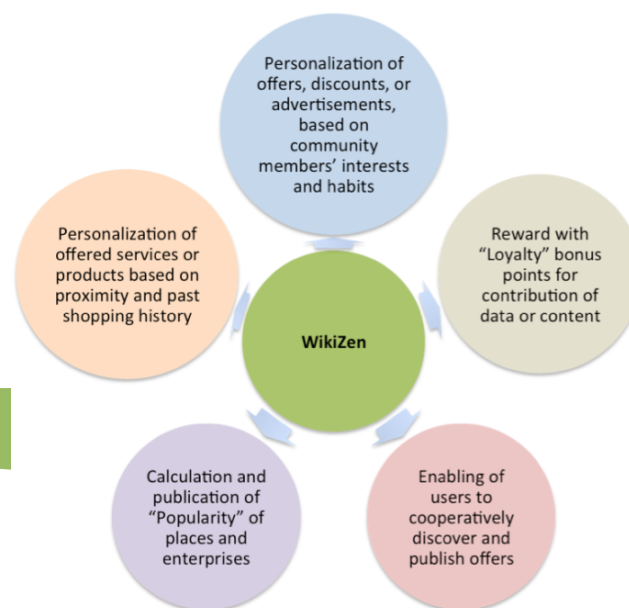### *for Mobile Virtual Communities*

WikiZEN's vision is to design and implement a novel service-enabling ICT-based platform that will provide mobile users with a wide variety of innovative collaborative services and applications.

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> WikiZEN's name reflects the notions of collaboration (wiki) and people's active participation (citizen) in the collection, processing and diffusion of information that is of interest to a social community

The project intends to empower users of smart mobile devices to form Mobile Virtual Communities (MVCs), with members that have common interests in everyday life (such as food, cinema, clubbing, electronic devices, gadgets, etc.), and are willing to share with social media, contextual and other information that they generate on their own or collect, and to cooperate with one another in order to improve their everyday experience (e.g., detect and try interesting relevant services, products or good "deals")

The WikiZEN concept relies on three main pillars or "actors":

- ✓ The mobile users that are members of MVCs and act not only as information and service "consumers", but also as service enablers and content providers (rendered possible by WikiZEN mobile terminal software)
- ✓ Enterprises that act as users or "clients" of the WikiZEN platform, exploiting the platform's aggregated data and processed content, and providing personalized services and targeted content to community members
- ✓ The WikiZEN central platform, which enables the creation of MVCs, aggregates and processes the collected data, and enables the creation and provision of community-based services

Objectives

1. Design and development of a WikiZEN terminal software component for implicit and explicit data capturing
2. Design and development of the WikiZEN data-aggregator and service-enabling central platform
3. Specification of WikiZEN-enabled applications and establishment of the WikiZEN sustainable business model
4. Design and implementation of three WikiZEN pilot applications
5. Development of mechanisms and software tools for data security and user privacy
6. Validation through system trials

Data Collection & Processing

➢ The WikiZEN platform will be enabled to gather and exploit a significantly wide range of data collected either automatically and implicitly (e.g. location, shopping history, NFC), or explicitly (e.g. captured product prices, feedback, opinion polls, etc.). Through the exploitation of the aforementioned data, a wide variety of innovative use cases and applications can be supported.