How to Pack More Valuable Human Exchange into Real World Marketplaces
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Def. Hot: In the Marshall McLuhan sense; dense; rich.
Def. Marketplace: Where people gather to exchange products, ideas, knowledge, and/or money.
Or Fundamental Truth about Reality?
Dirty Secret: Meaningful Home Real World Are Frustratingly
Sponsor's Experience of a Media Lab Visit
The "What do you want? What do you have?" Marketplace Problem

Media Lab research, by definition, doesn’t fit existing paradigms.

Sponsors don’t know they’re interested until they see it.

Sponsor visit schedule is planned in advance.

Train speeds down wrong track because no one can switch it.
Intense Boring Cyberspace: Average experience is more meaningful, peak experience in Real Space
Why is Cyberspace So Much Denser?

- Asynchronous → simultaneous
- Low switching costs
- Global reach

Cyberspace vs. Real Space

synchronous → simultaneous

Low switching costs
Why is Real Space More Intense?

- Richer shared context
- More bandwidth
- Higher back-and-forth frequency
- Lower latency
Hot Spaces: Marketplaces that Effectively Combine Real and Cyberspace

• Don’t let tech interfere with rich context, high bandwidth, and high back-and-forth frequency of real space

• Use mobile tech to organize a dense lineup of face-to-face engagements

• Improve local reach

• Collect data about Learnings(T)

• Inform participants about State(T+1)
Intense
Boring
Cyberspace
Hot Space Experience
Real Space
Hot Spaces
Hot Space Example: Media Lab

- Collect feedback after each sponsor / researcher interaction
- Automatically determine best match between evolving sponsor interests and available researchers
- Schedule next round of visits and notify
Hot Space Example: Retail

- Collect data about where customers are in purchase cycle
- Where are they going in the store?
- What are their queries?
- Determine best way to use available resources to move customers forward

Demos

- 1-on-1 consultation

Other passionate, knowledgeable customers
Hot Space Example: Large Event

• Collect data about what participants have, what they know/need-to-know
• Match participants with vendors, sessions, other participants that can help them
• Repeat