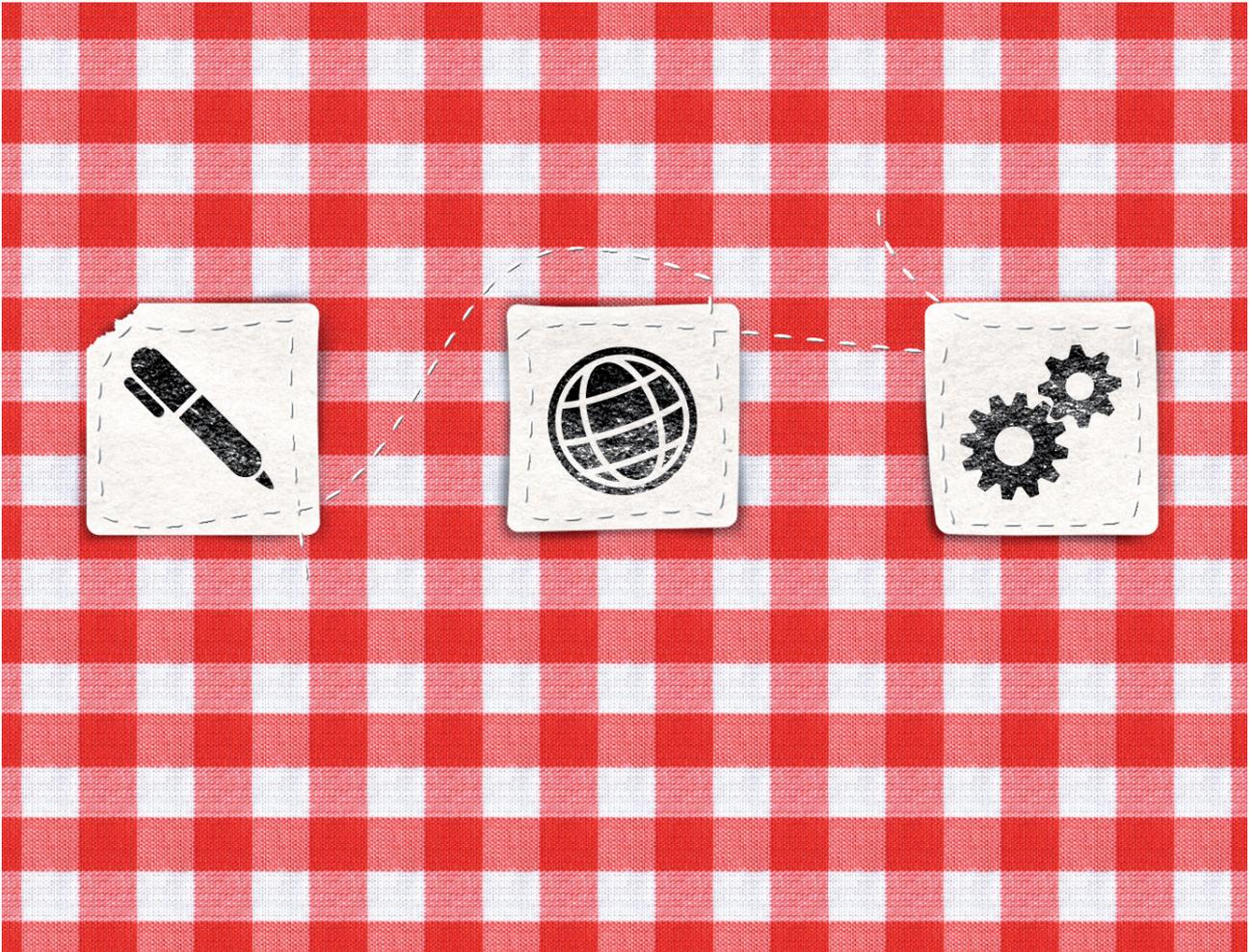


## Rotweisskariert

**Meet new people share your ideas and promote your project.**

Christopher McKean Scott



prepare, share and collaborate on a picnic blanket

# «How can the gap between the virtual and real world be filled in a creative and productive way?»

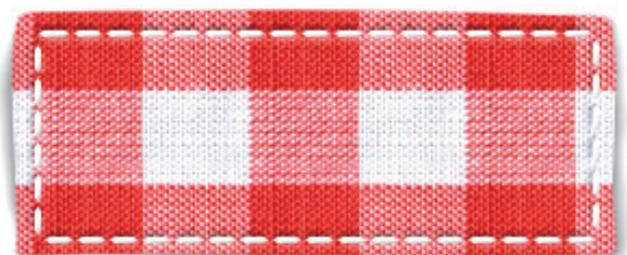
## Abstract

Current social network platforms focus on connecting people in the virtual world.

Rotweisskariert is a label that encourages local people by bringing them together and having them collaborate.

Events that are organized by Rotweisskariert will be promoting virtual picnics of «wepicnic» (wē pik-nik) by gathering them and bringing them to the real world. Such events are also provided as a service for enterprises who seek a way of presenting themselves in the social network market.

Wepicnic delivers an easy way of preparing your ideas to present and share them to the world, making it possible to find people who will help you pursue your goal. Members of such a virtual picnic have the possibility to make use of a toolset to boost their efficiency and enhance collaboration.



**ROTWEISSKARIERT**

## Innovation

It is in the nature of humankind to seek relationships. Getting together with other people is an important part in our lives. The way we do this has drastically changed during the past years, with mass media and access to an international computer network – the internet, people tie together throughout the globe. People identify themselves through the friends they think they have. Masses of impersonal connections are taking place.

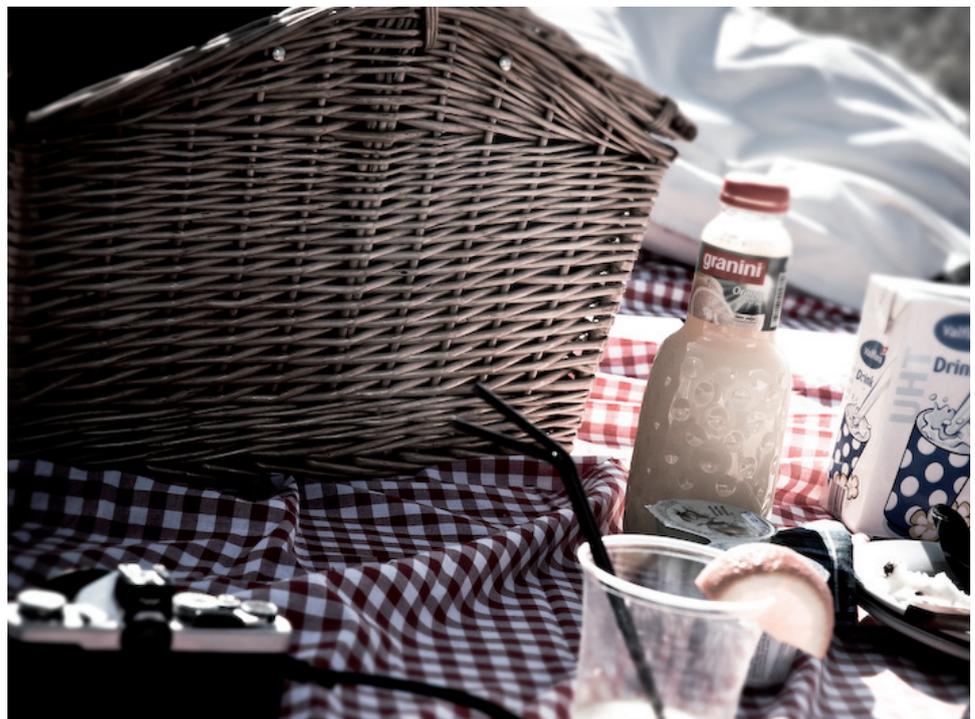
Citizens of facebook and other social platforms are beginning to realize that collecting friends is not all that valuable. We want to fill that gap by providing a personal network with a meaning.

We are bridging the gap from the virtual world to the real world. This happens with live events and wepicnic; the virtual platform.

## Picnic

One of the many definitions for the word picnic:  
«any undertaking that is easy to do»<sup>1</sup>

All you need for a proper picnic is some company, food and a blanket. This is fairly simple. With that in mind we created a place where not people but rather their ideas can have a picnic. The initial preparations of the person having the idea is necessary, from there we provide the company in form of easy sharing possibilities. The food in form of collaborative tools and possibilities, and of course the blanket in form of public exposure.



## Rotweisskariert

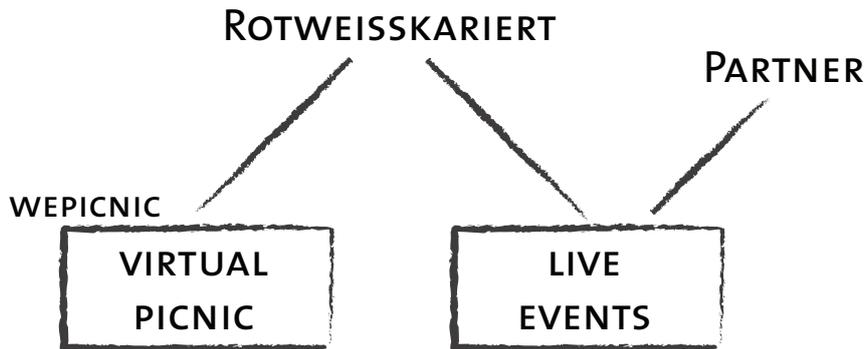
The vision that encouraged us to create Rotweisskariert was the need of having a platform which did not just reside in the virtual world. We wanted a virtual platform which motivates people to meet face to face.

Rotweisskariert became a label which combines the benefits of a virtual collaborative platform with the experiences of live events.

Unlike other platforms we provide a label which ensures quality and supports the ideas of creative people.

There are many people out there, who have brilliant ideas, but do not know how to realize them.

We want to support these people by providing a place to expose their visions and find the right people who help them pursue their goals.



## Process of Corporate Identity development

The name Rotweisskariert is from the classic red gingham picnic blanket. The goal is to promote Rotweisskariert with its pattern. That way it is ensured that tradition and quality are being expressed.

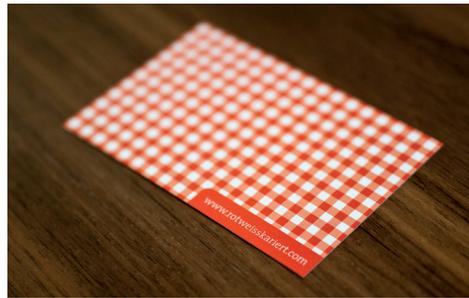
Simplicity was key when designing the logo, the challenging part was to make it easy readable since Rotweisskariert is not the easiest word to spell. People often are unsure about the double «s» and the single «r».

rotweisskariert  
ロートワイスカリアルト

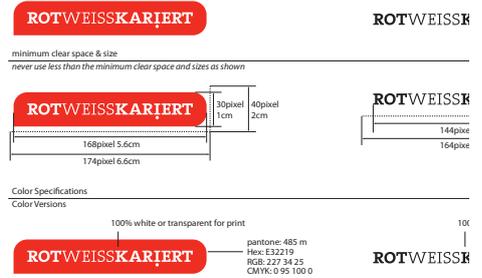
ROTWEISSKARIERT

ROTWEISSKARIERT

TTB, first logo (with Japanese translation), previous secondary signature, primary signature



The first version of the Rotweisskariert business card



Rotweisskariert logo guide

The way we solved this was to highlight every word within Rotweisskariert alternately. This is how we came up with the first Rotweisskariert logo. The next change was to write the signature in capital letters and add a reversed dot on the last i.

To add color and make it more appealing a red box with three round edges was underlaid. The idea of having a colorful and commercial Rotweisskariert logo was later replaced by the «wepicnic» brand.

Rotweisskariert and «wepicnic» the perfect combination. Professional, traditional and Whimsical, trendy.



wepicnic signature



Rotweisskariert model

ROTWEISSKARIERT

primary Rotweisskariert signature

# Wepicnic

You picnic, I picnic, wepicnic. Welcome to the virtual picnic platform! This is the place where people have the opportunity to connect and collaborate.

Wepicnic is a collection of virtual picnics. Every picnic is unique and has its own character.

A picnic is like a group which has mutual cause and a purpose. Picnics are split into a private and a public section.

People visiting the website (picnic visitors) can explore all the different picnics but can only see the public section of each virtually created picnic. This public appearance contains a description about the picnic and the location of the place represented on the picnic, as well as rich media such as photographs, videos and music.

If you are a part of a picnic (picnic member) you have access to certain private sections depending on what role you are assigned to. This gives the member ways to interact and collaborate with other members without being exposed to the picnic visitors. Members have complete control of what will be made public. This ensures a consistent and professional appearance.

Making a picnic is easy. The process of starting your own virtual picnic has been grouped into three parts: prepare, share and collaborate.

## Prepare

You have to bring your idea and vision to words. Let people know what your picnic is about. Write down what your goals are and what positions need to be filled. Publish your intentions and get a step closer to bringing your creativity to life.

## Share

Simply spread your picnic by posting it on your social platform. Let people know what you are up to via e-mail. Invite co-workers and co-founders who are already a part of your idea.

Categorize and tag your picnic so people can find it quickly. «Wepicnic» helps you bring your idea to the people you are looking for. Sharing an idea has never been easier before!

## Collaborate

Kickoff the picnic and pursue your vision with your new team. Use tools to keep your project tidy and boost your workflow. Of course wepicnic encourages you to work with your team members face to face.



## Technical implementation of wepicnic

The programming of the «wepicnic» platform will require cutting-edge technology and experts in the field of webdevelopment.

We are proud to have such people in our team and are planning to launch the web-platform in early 2010.

The development of wepicnic will take place on a shared hosted server. Once the platform will gain popularity dedicated hosting will be necessary.

### Cloud

The picnic cloud is the entry page where the user is presented with different sections to browse through as well as see upcoming and recently performed picnics.

The different sections are location, category and people. Upon every selection there will be an instant feedback of all the picnics which match the chosen criteria - as one finds in the iTunes music browser.

### The wepicnic platform will be built with the following technologies:

HTML / CSS

Javascript / AJAX

Adobe Flash

PHP

Mysql

### Additionally wepicnic will make use of the following services:

Google Wave (<http://wave.google.com>)

Google wave is a new tool for communication and collaboration on the web. This powerful tool is still in development, but after filling out a form and letting google know about what our plans are with «wepicnic» and Rotweisskariert we managed to get a developers preview login.

This enables us to start programming extensions and gadgets for the «wepicnic» platform. We even have the possibility to start implementing Google Wave into our collaborative platform while we are developing.

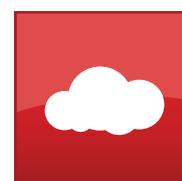
AFCS (Adobe Flash Communication Service)

This is a service provided by Adobe which allows easy implementation of real-time social capabilities into rich internet applications.

Features like webcam conferencing, multi-user maps, co-browsing and file sharing are available at low cost.

Adobe Wave (<http://wave.adobe.com>)

Adobe Wave is an Adobe Air desktop application which connects to social networks and provides instant notifications.



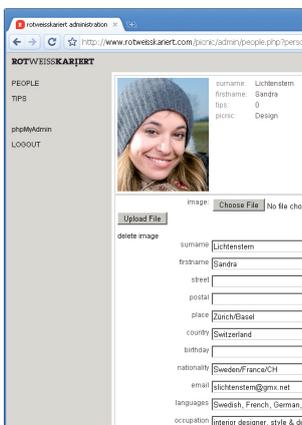
Google Wave, Adobe Wave, wepicnic cloud

# From the idea to unfolding the vision

## The process of Rotweisskariert



Rotweisskariert inquiry form



Rotweisskariert administration interface

Promotional video animation



Throughout the project Rotweisskariert has been going through some major changes. Every step that we have taken was important to bring Rotweisskariert to where it is now.

### What happened

Initially Rotweisskariert was founded to enhance the exchange between Japan and Switzerland. The idea was to bring Japanese people to Switzerland and have them experience the country in a more personal way.

From there Rotweisskariert provided the communication service of a design exchange project which occurred between Japan and Switzerland.

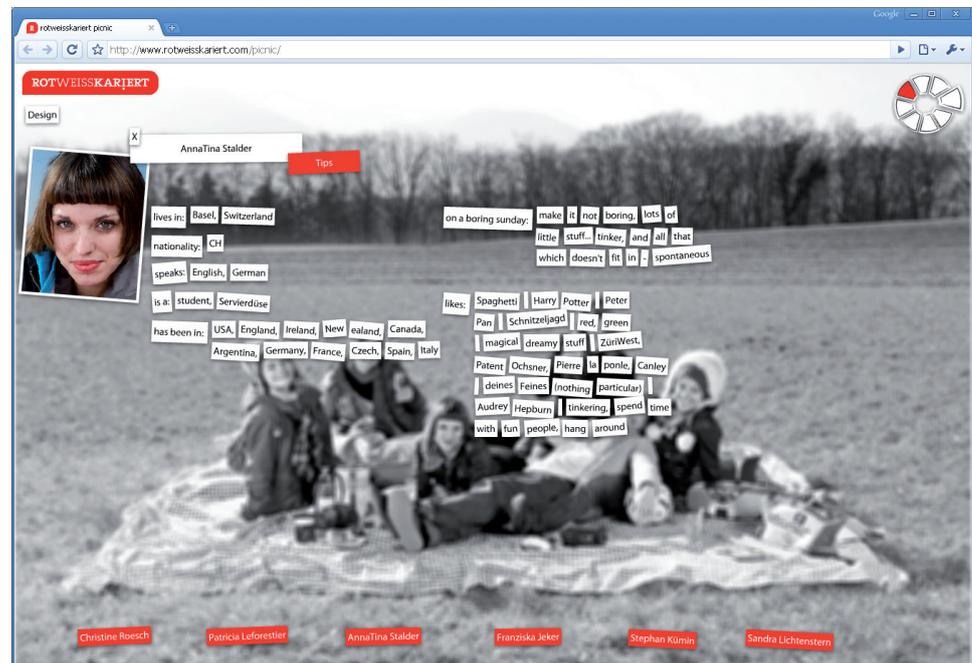
A web platform was developed to reflect the Rotweisskariert community as authentically as possible. We began by organizing a live picnic event where we photographed the participants and had them fill out an inquiry form concerning their person and interest. The gathered information was then linked to each name tag which dynamically was placed on the photographs in correspondence to the person.

The website's architecture and structure already then was quite complex. Yet the idea was to expand functionality to make the website more flexible and have users generate the website's content. We wanted to implement a translation module and also provide translation services. Also other more basic features were on the list, such as ratings, tip editors, messaging systems and so on.

The project headed towards a classic social networking website. Since that did not relate to the initial idea, we had to step back from the complete project. Even though we had a working beta website ([www.rotweisskariert.com/picnic/](http://www.rotweisskariert.com/picnic/)), we decided to discontinue the development of the website and focus on redefining Rotweisskariert.

All the hours that initially were invested in building up this beta platform gave us the opportunity to visualise the possibilities of reflecting real world data into the virtual world.

Initial beta platform; driven with a mysql database and PHP; Visualized with Adobes Flash using Actionscript 3





Yael and Myrta going for a picnic in red gingham skirts

## What's now

Rotweisskariert wants to encourage local groups of people. The mission is to bring creative people of the geographical region together and have them collaborate. The uniqueness of Rotweisskariert is that it bridges the virtual world with the real world. Rotweisskariert provides the possibility of easily crossing that bridge. Giving new opportunities to collaborate and share ideas with motivated creatives.

For marketing purposes a different brand for the virtual platform was defined. Rotweisskariert is just too difficult to promote in English speaking countries. This is why we came up with «wepicnic».

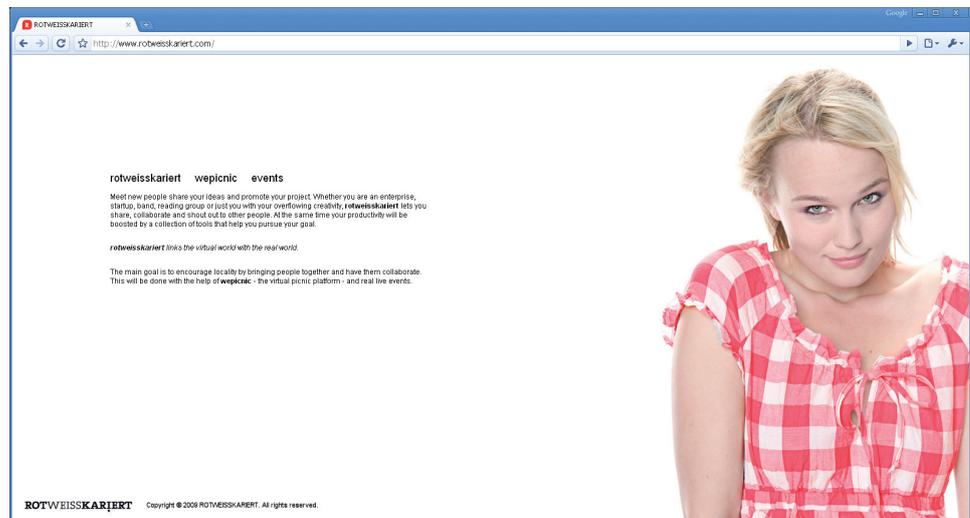
Our primary focus is to make Rotweisskariert and «wepicnic» a strong brand. Rotweisskariert will act as a label whereas «wepicnic» will be promoted in a commercial way.

In order to generate promotional material we had a shooting with two pretty young models, Myrta and Yael. Both wearing red gingham skirts. The photographs taken reflect the lifestyle of «wepicnic» and the tradition of Rotweisskariert.

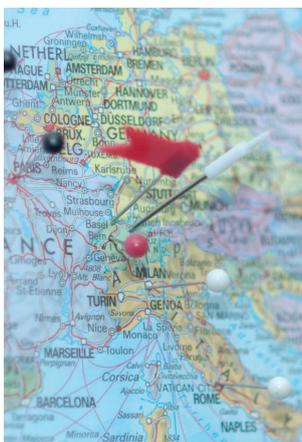
To present the general idea to the public two splash pages are online. They can be visited on [www.rotweisskariert.com](http://www.rotweisskariert.com) and [www.wepicnic.com](http://www.wepicnic.com).

Furthermore a creative booklet was developed to encourage people to go out and have a picnic. This is done with a folded prospect explaining the project step by step and eventually leading the viewer to a mini picnic blanket<sup>1</sup>.

1 Booklet available upon contacting the author



A simple splash website explaining Rotweisskariert. This was created with AJAX / Javascript.



Demographic targets of Rotweisskariert

## What will be

By the beginning of 2010 the «wepicnic» virtual platform will be developed and be ready for implementation. Users will be able to bring their ideas to life in three simple steps: prepare, share and collaborate.

Once this platform is in place Rotweisskariert will start with promotions. Small businesses and individual creatives will be targeted in the Basel area. Large scale picnics will take place inviting key people from the creative industry.

Upon successful launching of Rotweisskariert in Basel, we will move on to a further city located in Switzerland, namely Zürich. And later on Rotweisskariert is planned to be promoted internationally. In two years time Rotweisskariert is scheduled to be introducing the enterprise picnics. Enterprise picnics will have custom collaboration tools, and also have the possibility to make use of Rotweisskariert services such as the organization of public events.

## Events

The event as a real live social platform, where people meet face to face. Events which are organized by Rotweisskariert will be promoting virtual picnics of «wepicnic» by gathering them and bringing them to the real world. A simple example would be an open air of band picnics. Or an exhibition of design picnics.

Rotweisskariert will also provide the organization of events for enterprises who seek a professional and new way of public appearance or internal exchange. International exposure is guaranteed by documenting the events and reflecting them to the virtual platform.

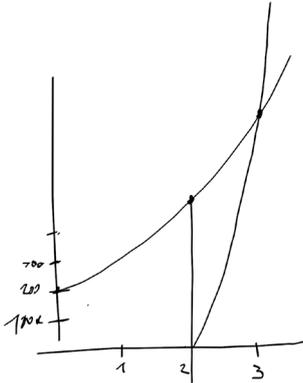
The initial events that will be taking place in Switzerland will be supported by our event partners Hinterhof GmbH and Lichterloh. These two companies are specialized in providing the necessary components for professional large scale events.



Depicted idea:

Face to face meetup of virtual wepicnic platform users at a Rotweisskariert event

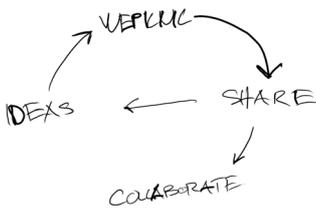
## Business plan



Since this project will require some sort of funding, it was inevitable to create a business plan.

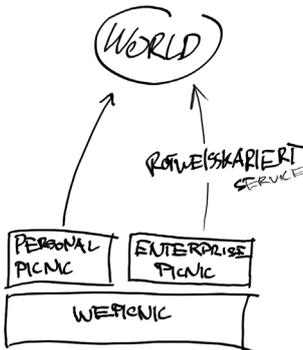
Unfortunately I have never written a business plan before so I had to read some books and get coaching on how to compose such a document. This undertaking was very challenging and I felt that I learned a lot during that process.

The business plan covers all the key chapters such as the organizational plan, marketing plan and financial documents. The most exciting and interesting part was the marketing plan. This is where the definition happens and the innovation shows. It was challenging to demonstrate on how this project differs from other collaborative and social web platforms out there. The key point of Rotweisskariert is that it doesn't linger in the virtual world.



Competition still remains, but we see this as an opportunity. Because where there is no competition, there is no market.

For a long time Rotweisskariert did not have a face. Meaning we tried to target everyone. This seemed like a nice thought but actually it meant that we were not targeting anyone. So now we target the creative people in Basel. Creative people can be artists of any kind.



The business plan will serve as the base of Rotweisskariert and it will help us grow efficiently.

## Result

We have learned a lot while working on this project. Mainly that there always needs to be a good mix between planning and doing. Initially we were excited and wanted to get as quickly to what we thought was our goal. None of us really had a clear picture of what we were doing and sometimes our thoughts differed from one another. So we put on our brakes, and took the time necessary to develop a concept that then was followed by a business plan. This gave us an overview of what was needed to take roweisskariert to where it can realize its full potential. The extent of this project forced us to focus on the conceptual planning of the project.

We are now ready to present our vision and supply the necessary information to get other people who are interested in investing into our project aboard. We are happy to have paved the way for the future of rotweisskariert. It is in our best interest to push the boundaries of current social experiences and make a difference by providing quality services.

I personally had a great time working on this project. There were times where certain things did not quite work out as planned, but we always found a solution. Even if it meant to redefine major areas.

What makes me proud the most is that my team and I will continue to work on Rotweisskariert and make it happen, no matter what it takes.

### Context emerge

The highest level of Maslow's Hierarchy of Needs states that we seek personal growth and self-fulfillment.

Rotweisskariert wants to provide the possibility for the individual to rise and unfold their full potential.

### Team

Christopher Scott *Project leader*

Thomas Keller *Marketing*

Jacob Jovelou *Technology*

Koh Ohori *Public Relations*

Rosemarie Jungheim *Assistant*

Stephan Kumin *Event Manager*

Johannes Willi *Promoter*

Mathias Stich and Carol Burri *Photographers*

### Thanks

I would like to thank all the people who have supported this project so far. A big thank you to Max Spielman who has guided me throughout this year, to Guillaume Beauverd for his willingness to help funding the project, Marc Champion for the technical inputs and of course my Family for the great support.

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