

# Solicitations



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# solicitations

## Definition

The action of soliciting, or seeking to obtain by earnest request; entreaty, petition, diligent or importunate asking (Dictionary)

**The act of sending messages or information to recipients without their consent generally with the motive of gaining money or promoting something through this process.** (Our project specific definition )

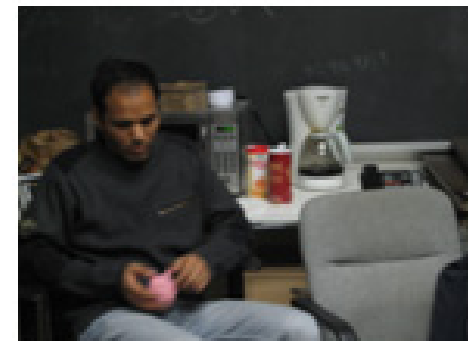
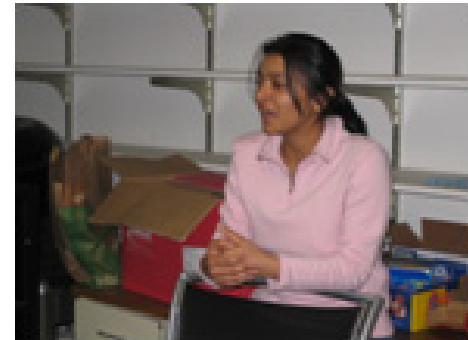
# Hunt Statement

We are going to observe and interview Carnegie Mellon telemarketers, as well as probe for people's reactions to solicitations in order to understand how each party views and feels about solicitations.

# directed storytelling

## Participants

- 10 consumers who received solicitations
- 2 telemarketers involved in contacting users
- 1 email correspondent who sent messages



# directed storytelling

## Findings Summary

### The vendor :

motivated by money

**motivates the sender** to solicit money from the consumer

**instructs/mentors/ educates** the sender

provides a database for the sender

provides a service to the consumer

provides a product to the consumer

conducts research about consumers

the vendor provides strategies and facilities to sender to contact consumers

the vendor provides content to the sender

# directed storytelling

## Findings Summary

### The sender :

motivated by money

**contacts** the consumers

reacts to the consumer's reactions

seeks employment

persuades the consumer to buy

**pushes the content on the consumer**

# directed storytelling

## Findings Summary

### The consumer :

motivated by money

**reacts** to the sender : ignore / filter/ complain

**provides positive/negative feedback** to the vendor

creates revenue for the vendor

**filters** the senders solicitations

has **many means** of being contacted

some consumers want what the vendor is providing

some consumers do not want what the vendor is providing

# touchstone

## Participants

1. Telemarketer (Raise Alumni Fund)  
CMU Graduate Student  
25 years old. Male

2. Supervisor  
CMU undergrad  
Junior. Female



# touchstone

## Space & Artifacts

Alumni House 3rd Floor

Furniture : Bookcases, Desks, Cabinets

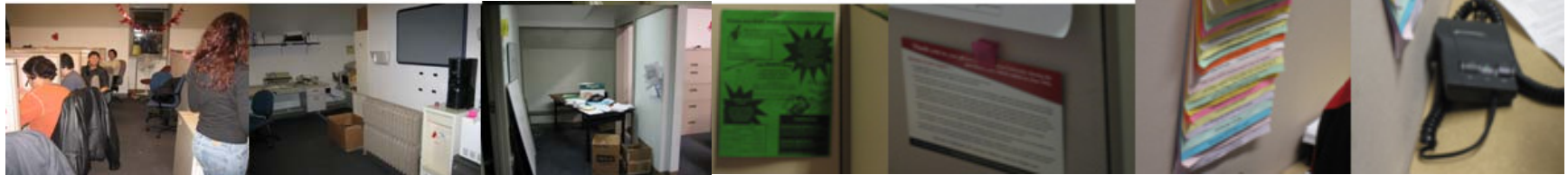
Applications : Calling /Organizer program

Others : Files, Folders

Print outs : Call Instructions, Rejection Q&A, CMU Facts, Local News

Devices : Personal Computer, Head Sets, Phone

Connector/Indicator, Printer



# touchstone

## Findings Summary

Vendor provides the call instruction and directions to filter receivers

Vendor provides strategy to make calls

Vendor pays to the telemarketers

Senders reacts to consumers

Senders are motivated by vendors

Sender uses print-outs in for call instructions provided by the vendors

Sender organizes receiver's information mainly using the PC application

Sender makes calls using PC graphic interface

# affinity diagram



# affinity diagram

## Summary

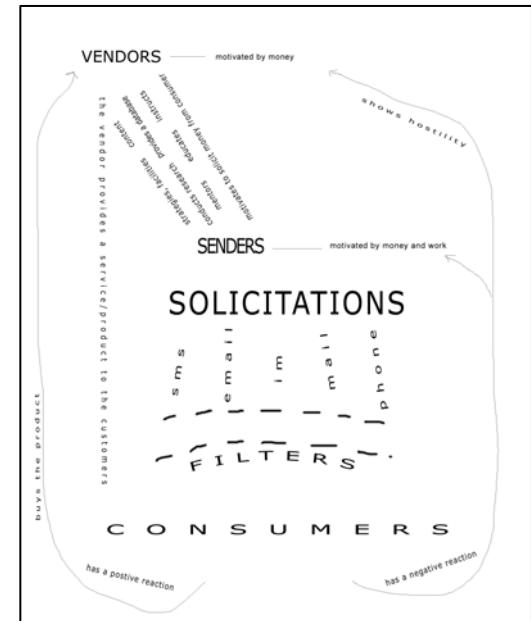
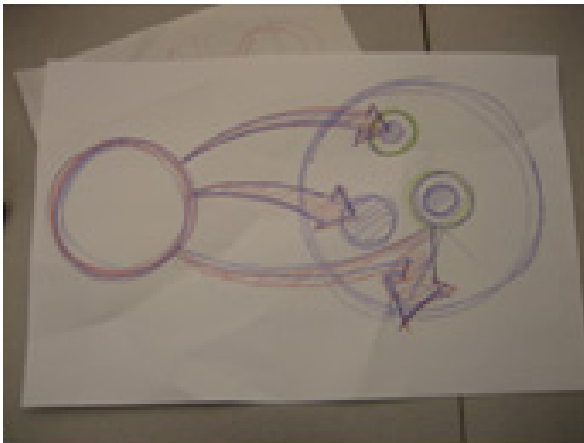
### **VENDOR(SENDER)**

Statistics  
Techniques  
Mentoring  
Equipment  
Money  
Motivation  
Instruction  
Strategy  
Content  
Receiver Info

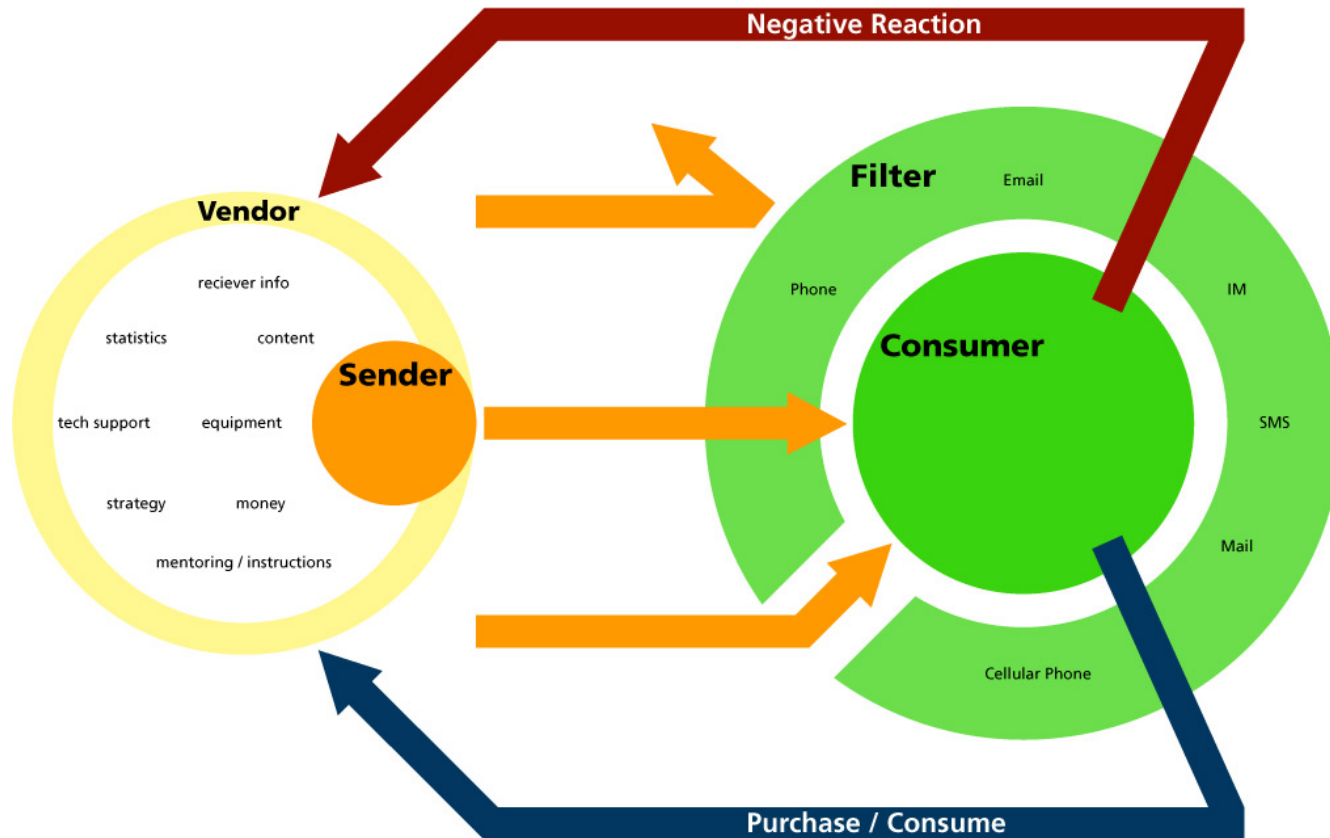
### **RECEIVER**

Inlet (Medium)  
Reactions  
Consume  
Block  
Ignore

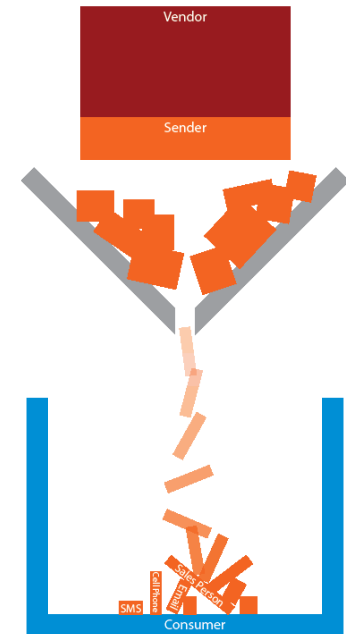
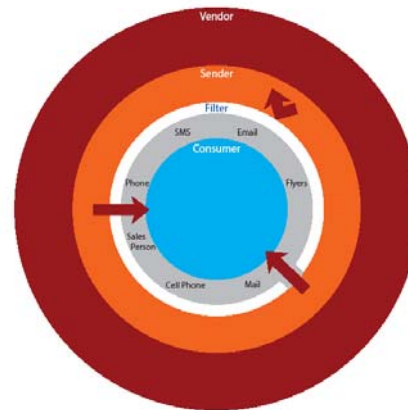
# initial sketches



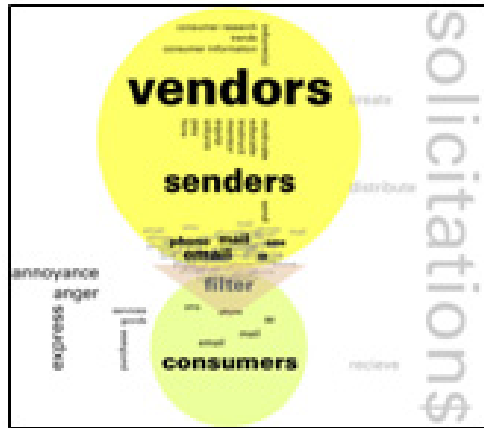
# draft models



# draft models

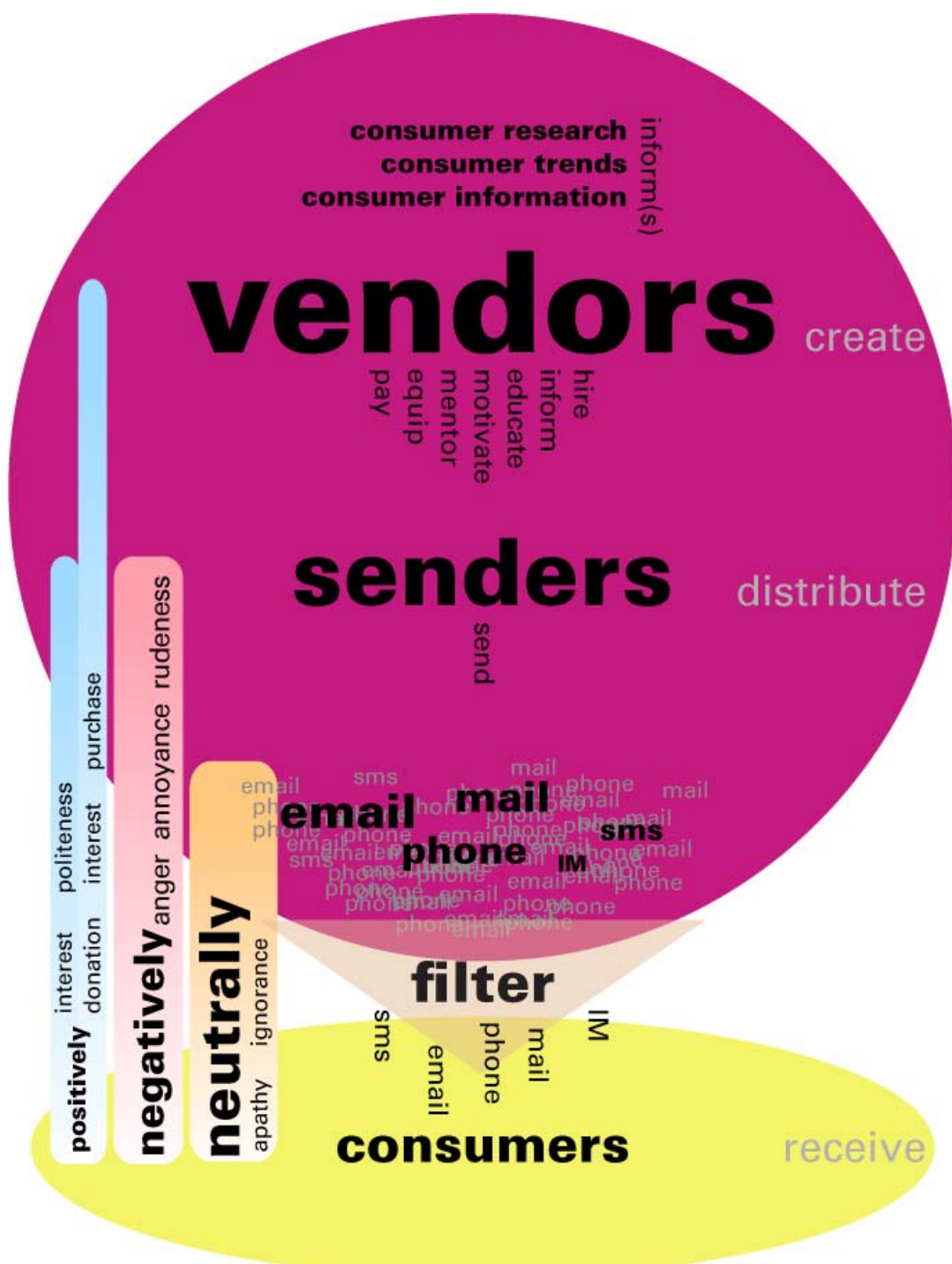


# draft models

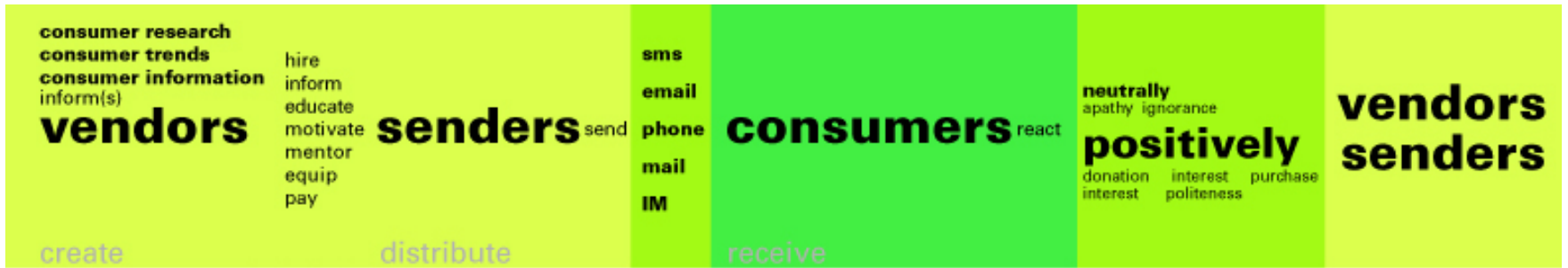


# final model : what it is

# solicitations



**final model:**  
How it should be



# solicitations

# design implications

Remove negative reactions

Increase positive reactions

Target solicitations only to those who want them

Foster a greater sense of equality and partnership between the consumer and the vendor

thank you