International Networks
Northern Netherlands

**Idea**
- Make your trusted international connections visible on an online map

**Specs**
- a) Put on an online map where one has an international connection
- b) Describe the nature of the connection
- c) The status of this connection (public, trusted or private)
- d) To add searchable keywords to the connection (education, media, IT etc.)
- e) Exchange messages within the site between contacts

**Alpha**
- Image of a map

**Research**
- Image of a research model
- 1. What aspects determine the usability?
- 2. How can user satisfaction be measured?
- 3. Which factors determine trust and reliability?
- 4. How can the user intention be measured?

**Redesign**
- Persona's, new features, modern database, redesign visuals, legality

**Beta**
- Image of a map

**Promotion**
- Flyers, Conferences, Website, LinkedIn, MyHanze, Colleague Talks, Partner Visits, Student thesis

**Result**
- Technique OK
- Number of users very disappointing
- Concept infers with already successful social media sites
- Concept of 'Northern' conflicting with global personal networks
- Threshold problems (no users> no benefit>?)

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By SPINN: A cooperation of partners comprising Hanze University of Applied Sciences, University of Groningen, van Hall Larenstein, NHL University of Applied Sciences, Stenden University of Applied Sciences, Noorderpoort, Alfa-college, Chamber of Commerce, SNN, VNO-NCW North and the Municipality of Groningen.