DAF

GOING SOCIAL

"Gathering is key"

DAF GOING SOCIAL

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Proem

After four years as a student of Fontys, the end is near after a great time. I had my ups and downs, there were way more ups than downs by the way. I met great people along the way, I hope I will keep seeing those people after my Fontys period. The period at Fontys went very fast, I still can remember the day when I first stepped in the classroom for the general introduction of my study and now 3,5 years later I am writing my thesis and working at an amazing company.

The company were I did my graduation internship was DAF, I first off want to thank DAF as a company. DAF as a company is taking students serious, this is not only thanks to the great supervising and help along the time span of the whole internship. DAF also wants to stimulate the students in a positive manner, this is done through several occasions such as the first general welcome, tour through the factory and DAF presentations focused on the students and the students day in the DAF museum, on this day people of DAF spoke about the future and opportunities a student has within DAF. This seems a bit formal and very serious, DAF is serious however, it is a great place to work and there is time for fun and relaxing chats with colleagues. A perfect example of this was the competition between students who could build the highest tower of spaghetti, and I can proudly say that I was part of the students that won the competition.

My direct supervisor was Tom van Acht and I must say Tom was great, helping me along with my project and pointing me in the right direction when I was unsure which way I should continue my project. Another very strong point of Tom is that he can give good feedback in a very pleasant way, and trust me, he did it a lot. Normally it is not pleasant if someone points out things you did wrong, however with comments like "No Shit Sherlock" I found it sometimes even funny to correct the given feedback. For this and much more I want to thank Tom van Acht for all the time he invested in me.

However Tom van Acht was not my "boss", my "boss" was Jac van Orsouw. Jac is very busy and sometimes it seems he is in meetings all day long, nevertheless Jac always made sure there was enough time for meetings about the project. Those meetings were not quick meetings for the sake of having meetings, sometimes a scheduled meeting of 30 minutes would end as a meeting of 60 minutes, even when Jac had appointments after the 30 minutes. This shows how much he cares about the student and their project.

Besides, Jac is always open for ideas and helped me to find people within DAF that could mean something for my project, therefore I want to thank Jac van Orsouw.

Besides the great guidance within the company, I had great guidance from my teacher Constanze Thomassen. We regularly met up to check how everything is going and if everything is going the right way. Between meetings, I could always email Constanze and I would get a fast response. I was very happy that Constanze was assigned to me and I want to thank her for the guidance of my project.

There are also people outside DAF that I want that helped me with my project. Those people are Erwin van der Kaap and Chantal van Ravesteijn.

I was proud to do my final project, the research of the possibilities of social media within DAF, all I have left to say is that I hope you enjoy the read.

- Roy van Ravesteijn

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Summary

DAF N.V. is a manufacturer of trucks, mainly focused on the European market. DAF created this project to research the possibilities of a social media platform that can enhance and help DAF create or strengthen the connection with the customer and fan. DAF is using social media in a low frequency and is not very well known under truckers and fans. DAF want to see this change in the near future.

The project started with internal interviews to create a scope for the project. After the interviews the scope of the project was changed and scaled up to cover DAF in its entirety and not only the DAF experience exhibition. This was done to prevent any diversity of social media usage within DAF. When this change happened the first research was done regarding the target audience. 83% of the target audience that was interviewed is using social media. After this, general trends were researched to understand what is happening in social media and other relevant subjects. Most important trends were responsive web design, personalization and that everything is getting social.

With this in mind social media was closely examined, this started with the history of social media. To understand the present and future of social media knowledge of the past was needed. A surprising fact is that social media is not new, it has only changed forms in the course of time. Now knowing where social media originate from it was time to look at the present of social media. Best practices were found and described, the best practices were divided into three categories. These categories are best practices in general, automotive sector and truck related businesses. All of these best practices had something in common, they do social media different, ranging from activities that need courage to activities that really involve the visitors. Doing unique things on social media is needed to stay out of the grey mass. Unique platforms or campaigns are not the only factor that makes them a success, understanding the psychology behind social media is another important factor. The psychology is especially focused on the group aspect of social media, people like to follow the bevy and want to be appreciated by the group where they are a part of.

Truckers were interviewed to confirm the gathered results that were gathered through desk research. The results of the interviews were confirming the desk research. Truckers confirmed that they want to engage in group activities or talk with other through a variety of activities such as commenting photos and showing off their own truck and talk about it. Truckers want new content each time they visit a social platform, most truckers uses social media on a daily bases this is done through a variety of devices.

When all the trends and wishes of the interviewed truckers were known, a research started on how the social media could be created and implemented within DAF. Creating a social media platform requires certain techniques, techniques were researched and HTML5 was found as the most future proof and rich programming language. The structure that fitted DAF best, was the full time employee that has connection to all relevant departments, this to create a fast way of getting the information that is needed.

With all the input of all the different sections of the research a conclusion and recommendation were created. With these recommendations brainstorm sessions were held to generate a valid concept. After combining the strong points of three concepts to one overall concept the following concept was created:

A social platform that collects the most important data (social and nonsocial) from the internet, which are related to DAF and trucks in general. The social platform is viewable on each device thanks to its responsive design, therefore truckers and fans on the road can also access the platform. The platform does not only contain plain data such as news, there is also an interactive side to it where visitors can upload photos and videos, rank them and chat with the fellow visitors. To maintain and ensure the quality of the social platform a social plan was created that describes the important parts of the social media platform.

The future of the platform is looking good. Thanks to the modular setup, adjustments are easy to make and new trends and social media platforms are easy to add. However, it still requires effort from DAF to maintain and create a successful platform. Nevertheless, the first steps have been made.

Glossary

API's

Application Programming Interface is a protocol that is used to simplify the programming process for developers, that uses certain products. An example of an API is the Facebook API, developers that want to use Facebook functions save time by using the by Facebook provided API.

CISCO

Cisco Systems, Inc. is a highly respected corporation that designs, manufactures, and sells networking equipment.

DAF N.V.

DAF N.V. is a manufacturer of trucks, mainly focused on the European market, and is mark leader in some European countries. DAF N.V. is also the company for which the research is performed.

Google trends

A service of Google that compares search queries and shows specific data that is related to it.

HTML5, Flash & Silverlight

programming languages that are used to create rich digital content.

I&MS

Innovations and mobile solutions, the department of DAF N.V. were digital solutions and products are made that benefit DAF N.V. in its entirety.

IP

Intellectual property is a group of rights that automatically protect the creator of (digital) products. Therefore, protecting them from copywriting.

ITD

Information & Technology Division, is the division that contains several smaller departments, all of these departments have in common that they have something to do with ICT.

ITS

DAF International Truck Service. The DAF ITS is call center for DAF drivers that have questions or run into problems. DAF ITS help with almost every request they get from the truckers.

Modular design

A programming and design style that is focused on individual parts that work separately from each other, however for the user it seems as one website.

Native

Native means that an application is specially designed for a specific operating system, for example an iOS.

PACCAR

Paccar is an American manufacturer of heavy-duty trucks, and the parent company of DAF N.V.

Responsive web design

A manner of web design, were the website respond to the screen size and resolution. This respond is changing the website to the best viewing experience there is for the user.

Tooling event 2012

A 2-day business conference that covers IT related subjects such as social media for corporal environments.

1Introduction

DAF is a brand that wants to connect with their customers and potential customers. DAF is creating this connection through several products and services. Examples are the DAF experience (2-day DAF orientated trip) and the ITS (Free AAA road service for all DAF owners). The use of those kinds of activities and brand/product specific services are creating a connection with the customer. DAF is always looking for new opportunities to expand the ways DAF can create and strengthen the connection with the (potential) customers. DAF sees social media as an expansion to their products and services to achieve this. Social media is a great asset to the already numerous assets available for companies to reach out to their customers.

Within DAF social media is not fully explored, because DAF is only using techniques and products that have proven themselves over a long period of time. However, social media has stepped out of its infancy phase and is settling in a mature manner. Therefore, the time is right for DAF to research and perhaps embrace social media and strengthen and create new connections. DAF wants to know which opportunities there are with social media as addition to their existing assets to reach the customers. Therefore, this project has been set up to answer all the questions DAF has around social media.

The thesis is designed in a chronological order. Chapter two is a brief description to describe the history and the kind of company DAF is. Chapter three is the project definition, this chapter describes the problem, anticipated results and sub questions that let the research to a success. The most important parts of the performed research and all the relevant results can be found in chapter four. With the results of chapter four a concept is developed, which is fully documented on how the final concept is chosen and shaped in chapter five. Chapter six is a brief description on how the research and concept will be used. Chapter seven is a reflection on the whole project. The sources are being indicated with superscript and at the end of the thesis, the sources are viewable. This to improve the reading experience.

2The company

2.1 History

Hub v an Doorne, born on 1 January of 1900 in the Dutch village of America, was the eldest son of a blacksmith. In the mid nineteen twenties, Hub van Doorne was foreman in the engineering works of Sjef Mandigers in Eindhoven, where he came into contact with Mr Huenges, the owner-director of the Coolen brewery and ice factory. Mr Huenges had a Stearns-Knight automobile with a sleeve valve engine. Whenever this special engine failed to operate, Hub van Doorne proved to be the only one who could get it going again. Mr Huenges was so impressed by the technical capacities of Hub van Doorne that he offered help in setting up a business for Hub.

On 1 April 1928 Mr Huenges made NLG 10,000 available for the 'Hub van Doorne, Machinefabriek en Reparatie-inrichting'. It was an engineering workshop, which mostly worked for the canal boats calling at Eindhoven and, of course, for Philips. After a few years the engineering workshop produced its first lightweight trailer. The "van Doorne Aanhanger Fabriek" (in short DAF) was born. Together with his brother Wim, Hub laid the foundations of DAF as a leading truck manufacturer.

In the 84 years of existence of DAF many milestones were reached, mostly positive and some negative. In 1958 the Variomatic was first used in a DAF 600, DAF is still famous for the Variomatic. The Variomatic is a fully automatic transmission and was the first in its kind. A negative milestone is the bankruptcy of DAF in the year 1993, three years later DAF became part of PACCAR, an American truck manufacturer. One other positive milestone that is worth mentioning is that DAF is market leader in several European countries in the past years.

2.2 The department
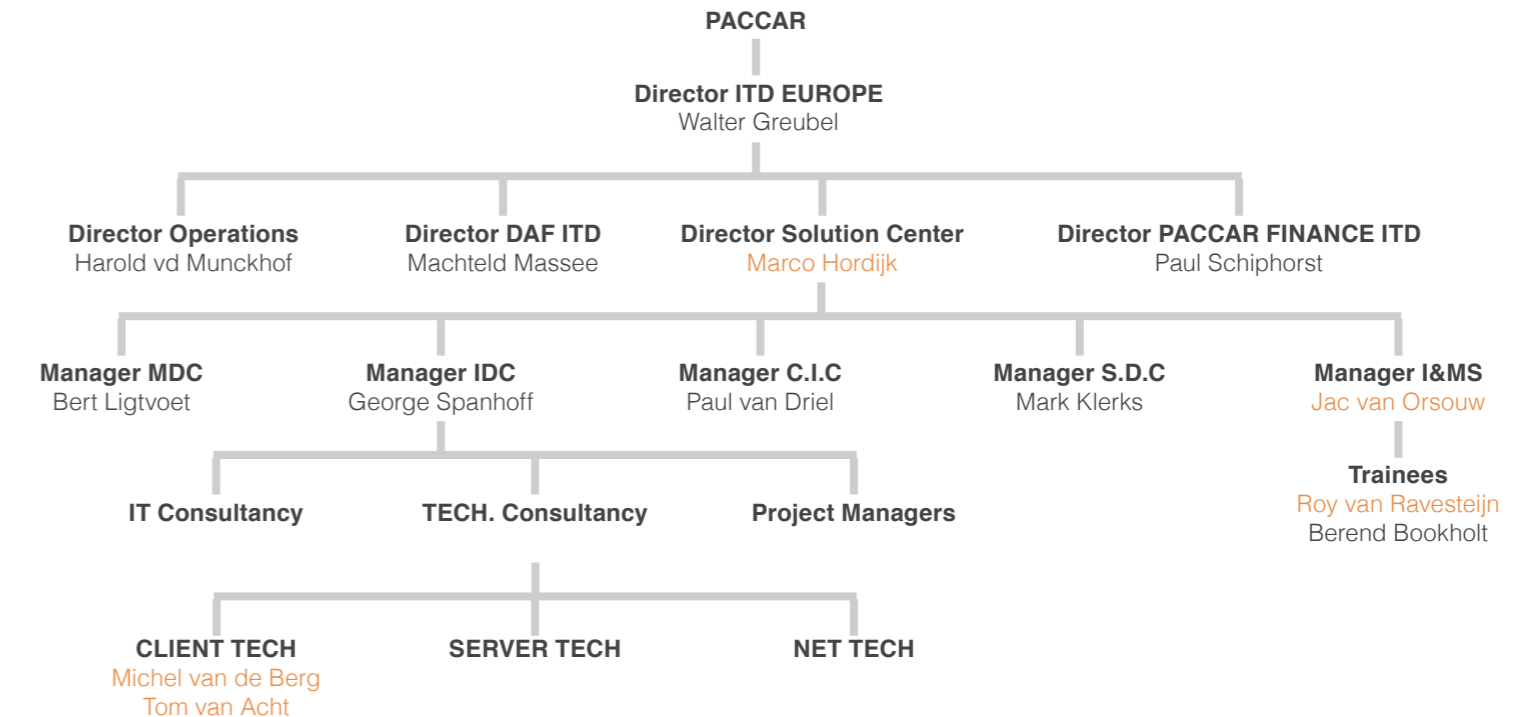
I was stationed in the department I&MS, this stands for Innovations and mobile solutions. I&MS is responsible for creating and developing innovative and mobile concepts that are solving problems and strengthen DAFs image to the outside world, and is managed by Jac van Orsouw.

Examples of projects that are done by I&MS are a surface application for the DAF experience exhibition and an application that shows a truck in 3d with the opportunity to walk around it in real life. I&MS is a department of ITD, ITD (Information & Technology Division) is the division

that contains several smaller departments, all of these departments have in common that they have something to do with ICT. The organizational chart above shows how ITD is divided and who are involved in the research of I&MS (Orange highlighted).

3Project definition

3.1 Project target
Researching the possibilities of a social media platform that can enhance and help DAF to create or strengthen the connection with the customer and fan. The outcome of the research will result in recommendations that are be presented to the board members for informational purpose, the recommendations are used in an proof of concept to show the recommendations in action.

3.2 The change
The initial project target was changed for the benefits of DAF. The focus of the research and proof of concept has changed from a social media research for the DAF experience exhibition to the overall brand of DAF. This was the result of the preliminary investigation of the involved people, they were unanimous that before the DAF experience exhibition embraces social media, the brand needs to embrace it. Otherwise, it is in contradiction with each other, if only a subdivision of DAF embraces the use of social media.

3.3 Project phases
The project is divided in several phases, the phases are set up in a chronicle manner, the phases for this research were:

Organizational research
- Who is the target audience?
- Which of the general trends could inflict the use of social media?
- What is social media?

In depth research
- What is the competition doing in the automotive sector, and what can be learned from them?
- What is a trucker's perspective on social media in combination with the automotive sector?
- Which organizational options are there for DAF to manage social media?
- What kind of technical solutions are there to realize a social media platform/website?

Recommendations
- What are the conclusions of the research?
- Which recommendations are concluded from the research?

Concepting
- What concepts were generated through the different brainstorm sessions?
- Which generated concept has been chosen for further development?
- How should the concept be realized?

Aftercare
- Which possibilities does the concept has in the future?

3.4 Project scope
The project is performed on a department which has just started up, and is still searching all the possibilities they have to improve the brand. DAF believes in the use of proven technology and according to this principle different budgets are being created. Therefore, the budget of I&MS is not limitless and I&MS must consider each purchase with care. This also applies for this project regarding hardware such as hosting and servers.

Due to the experimental mindset of the project, a broad spectrum of concepts may be created to show the strength of social media and almost no limitations or rules are being set for the researches. Nevertheless, the final product must fit in the DAF style and philosophy.

3.5 Final results
When conducting the research several products are created, which DAF could use for their beneficial. The products that are created from the research are:

Research document:
Relevant research documentation, which is performed for the purpose of this project

Competition research:
Analytics about the competitors of DAF in the field of social media

Concept document:
The document that shows the process of getting to the chosen concept

Proof of concept and required documents:
The digital proof of concept with substantiated document

Thesis:
The comprehensive document of the whole research

4Research

The research chapter consists of eight sub divisions, that combined together form a correct reflection of the research in its entirety. The eight divisions will point out the most remarkable, interesting, important and relevant sections of the research. These points were found through interviews, desk research and a business conference (Tooling Event 2012). The research in its entirety can be found in the appendix "Research document"

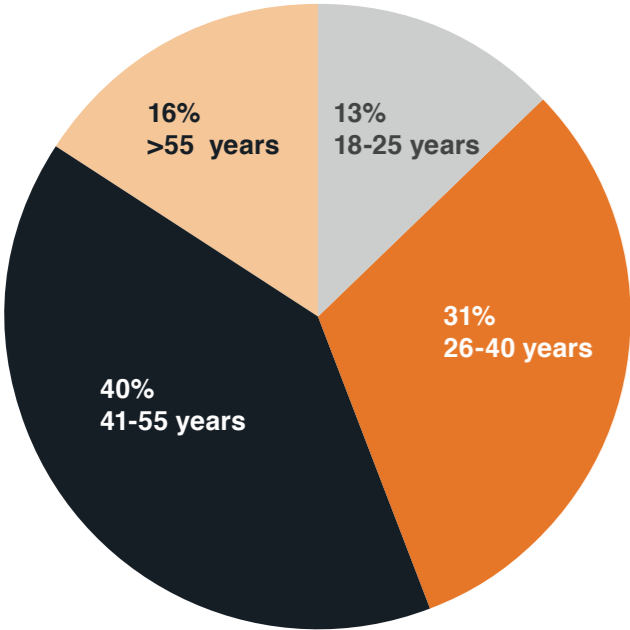| 1 Target audience | 2 Trends | 3 Social media | 4 Interviews |
| 5 Organizational | 6 Technical | 7 Conclusion | 8 Recommendations |

4.1 Target audience

It is important to know what kind of target audience a product has, interviews were taken to list the general characteristics of the target audience. The average age of the interviewed trucker is 38 years old. The dividing of ages can be found in illustration "TA.01 Age of truckers". The favorite hobbies of the interviewed truckers are surfing the web, automotive sector related activities and other activities on the computer.

TA.01 Age of truckers

- 16% >55 years
- 13% 18-25 years
- 31% 26-40 years
- 40% 41-55 years

Surfing the internet is a broad concept, truckers can do everything on the internet from viewing movies to sending an email. In which way does social media fit in the internet behavior of a trucker?

Most truckers visit a social media platform during their internet routine. 83 % of the truckers are using social media on an active base, the other 17 % do not use their social media or do not have any. The majority of truckers are familiar with social media.

This number will grow in the future because the new generation is growing up with social media and will use it more, as David S. Peck from the Azusa Pacific University declared in his research regarding social media[1].

TA.02 Time spend a week

- 14 hours of Household activities
- 60 hours of Working
- 34 hours of leisure time
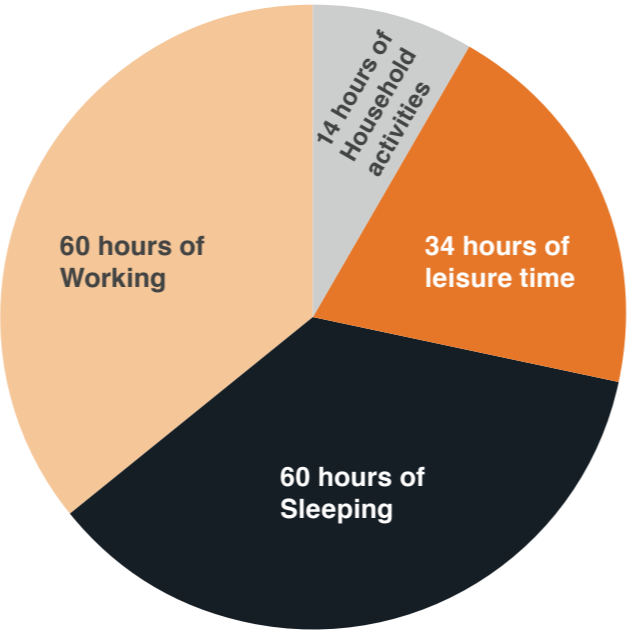- 60 hours of Sleeping

Illustration TA.02 "Time spend a week" shows the time division of a trucker's time, including the time spent working. Other activities are calculated through found statistics on the website statistic brain (Research provider for CNN, Wikipedia and The New York Times). It shows that the average trucker has 34 hours a week for their leisure activities (4.9 hours a day)[2].

4.2 Trends

The trend research has indicated certain trends that have influences on the future concept of this project. These trends were divided into three main categories, namely technical, user experience and social media trends. The trends were established through desk research and given direction by mentions by the speakers of seminars on the Tooling Event 2012 an annual business conference in Utrecht.

4.2.1 Technical trends

A trend is HTML5, however this is a more technical subject and therefore will be described in the technical opportunities chapter.

Mobile web will be the dominant architecture

With nearly the tripling of the average usage of a smartphone in the year 2011, as CISCO claims in their Global Mobile Data Traffic Forecast of 2011–2016[3]. It is an understatement to say that the smart devices are getting more popular each day. As a result of this exponential growth, mobile orientated and compatible digital products are coming in the same pace to satisfy the need of the consumer for mobile orientated digital products. Therefore, the mobile web will be dominant as architecture, as the usage of smart devices keep growing.

Responsive web design

10,1", 9,7", 7", 4,3", and 4" are a couple of screen resolution that smart devices can have. Besides the various sizes of smart device screens, every screen can also have a different resolution, even when both screens are for example 10,1". With numerous possibilities of screen sizes, it is always the question, can the (insert name of any smart devices) run the digital product properly? Responsive web design is the answer for the developers.

A manner of programming (flexible) that will guarantee a visitor will always have the best viewing experience there is. Responsive web design can do this because the code knows on which screen type and resolution the visitor is viewing the content and adjusts the product to fit the screen. Responsive design is very popular under developers, as can be seen in Google Trends. Google Trends shows this by comparing the search term "responsive web design" to "mobile web design", its shows a clear result. For every sixteen search tasks containing mobile web design there are 100 responsive web design search tasks. It is so popular because developers ask themselves the following question: Why develop two different products, when one can fulfill the wishes of them both?

Badges can be earned on several websites a clear example of gamification.

4.2.2 User experience trends
Gamification

In today's world gaming is mainstream and no niche market/hobby anymore. The embracing of gaming by the crowd has triggered an effect that game inspired functions and actions are now being applied on other non-gaming products and services. This trend is also amplified by the nature of humans, people want to be in a competition most of the time as is stated by Alfie Kohn[4]. Competition is a key component of most gamification concepts, competition is also one of the reasons why gamification is a success. Gabe Zichermann and Joselin Linder[5] claim that the future of gaming inspired functions and actions will get a more notable part in all digital products.

Personalization

People used to try to find products that fitted them, nowadays products are often fitted to the people. This change is also known as personalization of a product. Personalization will only getting popular according to Frank T. Piller and Mitchell M. Tseng people are getting used to the personalization of their products and therefore expecting more and more personalization each day and from each product[6].

Content curating

Growing quantity led to sinking quality is a statement by Pawan Deshpande,CEO of Curata[7]. This is one sentence on why people need content curating on the always-expanding web. People are not aware which content they miss when surfing the web, without using a content curating service. Serving visitors with a content curating is a great service and is appreciated by the always-getting busier visitor.
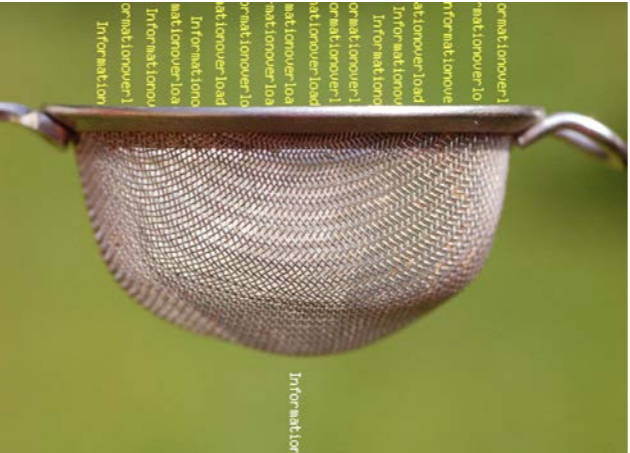
4.2.3 Social media trends
Everything gets social/Internet of things

Share, share and share again this social behavior of sharing everything is growing, besides sharing other social aspects are getting integrated with almost every product, service and websites. More than half of participant (56%) of the research Social Impact Study of Sociable Labs has liked at least one product on an online shop. Almost two out of the five participants (38%) has actively talked about a product they bought in a web shop through a social media sharing option within the website[8].

Another example that makes it easier to share is the nike+ fuelband. It collects the speed, the route, the time and the place with one simple click on a button it is submitted to a social platform to share the data. It is getting easier to share items than ever before. Therefore, the user is sharing effortless, which is a great stimulus for this trend.

Fast switching

People are switching fast if there is a new form of social media. People are always looking for the new thing and especially on the area of digital products and services. Former CEO of the MTV network Michael Wolf has the theory that "When you're mom arrives at the party, it is time to move to the next party"[9]. With this, he means that when it goes mainstream the first adopters are looking for something new to continue the party with new features and opportunities of the newly adopted platform. In addition, a shift may occur between social media platforms.

4.3 Social media

Social media is a broad understanding, therefore in this section social media is being described. This section contains the definition, brief history, best practices and the psychology behind social media. This is giving a clear view on the principles of social media. The full social media research is within the appendix "Research document".

4.3.1 The definition

Social media refers to the means of interactions among people in which they create, share, exchange and comment contents among themselves in virtual communities and networks[10].


4.3.2 The history

A brief history to understand social (media) interaction through technical methods.

A phreaking Steve Wozniak.

A early BBS

Phreaking-1950's
The first technical social media related activity is Phreaking. A combination of the word phone and freak. Phreaking was an illegal activity, phreakers access the backend channels of a phone company through a hack and from then could chat to other phreakers without any costs. In its core, it is the first social media type known to mankind. Phone phreaking can be seen in its base as a Facebook group from the past. Famous people have been Phreaking around, Steve Wozniak for example.
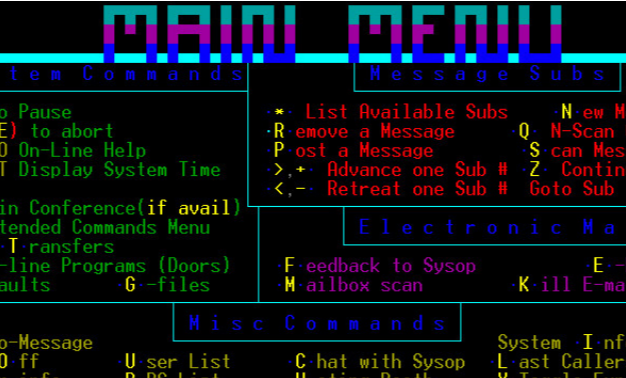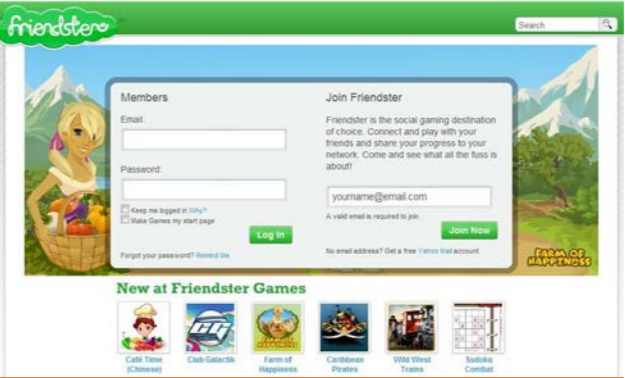
BBS-1979 to present
Bulletin Board Systems also known as BBS was a major step in the direction of a social internet. BBS where the first forums on the internet, it wasn't perfect and in the beginning only one person could connect to a BBS to read or write posts. BBS developed over time and colors and multiple people could use a BBS at the same time. BBS were open for everybody however in general shady subjects (Viruses, hack etcetera) were discussed.

Sixdegrees

Friendster login screen

Founder of Facebook: Mark Zuckerberg

Sixdegrees - 1997 - 2012
The first social media site that is very similar in its core than the social media that people are used to nowadays. In the life span of fifteen years Sixdegrees gathered around the one million registered members. Sixdegrees was bought by a company that would restructure the social platform and relaunch it, however it was never relaunched again.

Friendster/MySpace 2002
When Friendster launched their platform, social media took an explosive growth. Friendster is popular in the Asian countries with more than 115 million registered users. With this success, other successful social media platforms emerged, like MySpace (2003).

Facebook/Twitter 2004 and 2006
Facebook and Twitter do not need an introduction, and are the two giants in social media. To make the difference clear: In the month December of 2008 Facebook registered 600.000 new accounts on a daily basis. In two days, Facebook had more accounts than Sixdegrees in their whole lifespan. This is the end of a short timeline of social media, a timeline that is not stopping in a short while.

4.3.3 Best practices

Companies are using social media for a long period of time, in this time professional and successful campaigns and platforms were created. Following are four best practices that show how social media can be used in a corporate environment. These best practices were successful by embracing and using several points that are being described in chapter 4.3.4/5. The best practices are divided into three different categories. These categories are best practices in general, automotive sector and truck related businesses.

Mountain Dew - General

Mountain Dew is a manufacturer of a carbonated soft drink. Mountain Dew set up a contest where people could create their own flavor for the newest drink of Mountain Dew. The flavors and their inventors could win the competition by creating their own campaign with the help of Mountain Dew. This is not the first company that involved customers with the developing process. However, Mountain Dew used social media in a clever manner. The voting and promoting was done through social media, at the end a couple of flavors were chosen to participate in the final stage of the project. As mentioned above the campaign was done through social media, this resulted in a massive free amount of exposure for Mountain Dew, because fans of a specific flavor would promote their favorite flavor. It was a very successful campaign. Mountain Dew got a new flavor idea for free plus the exposure that was created through the promoting[11].

Ford - Automotive

One of the first companies in the automotive sector to change the setup of an unveiling of a car. This was not an unveiling through a show on a car event like the NAIAS auto show in Detroit. The whole unveiling and the run-up to it was done within a Facebook page. Visitors would get a daily teaser of the new car, this could be a fact, vague photo, interview and videos.

This way, people kept returning to the page to get the new information, on the page a large countdown timer showed the time that was remaining before the unveiling. Besides the unveiling online there were several locations people could see the unveiling in real life, nevertheless the focus was the online unveiling. If the page could get 30.000 likes, one car would be given to a person that has liked the car. This amount was reached within no time. Besides the customers talking and creating a buzz about the online unveiling, news sites and automotive related media reported on the event, mainly because of the unique way of the unveiling. This generated so much positive exposure and positive feedback for Ford about how they embrace the new media and break with the old ideas of an unveiling. This manner of using social media is excellent, however it needs a lot of planning and courage to do it[12].

**Scania overall usage - Truck related**

The overall usage of social media platforms by Scania is an example where DAF can learn from in many aspects. The overall quality and use of social media is performed with precision and the focus on how to promote Scania, this is working out and the visitors are respecting Scanias platforms. Scania is not only using the "normal" social platforms they also developed two platforms fully dedicated to Scania[13].

Scania Newsroom

The Scania Newsroom is a place where all the news of Scania is placed for visitors. Visitors can register for a newsletter, so they will never miss an item of Scania. There is also the opportunity to view photos and videos, these photos and videos are linked from FLICKR and YouTube, this addition brings the different social platforms closer together, and form one overall social platform. If looked closely the Scania Newsroom is nothing special and everything can be found on different platforms, however Scania brings it together to one platform, where the visitor can easily get all the content they want. The only part that is missing is a Facebook and Twitter integration, this seems to be the choice of Scania to leave them out. The choice of not using Facebook and Twitter could be done, because Scania does not want all the monitoring that is needed when this would be implemented. The Newsroom is also available as app for tablets and smartphones, the app contains the same content as the Newsroom website itself, only in a mobile format.

Kingsclub

The Kingsclub is a place where Scania fans can come and discover the world of Scania along with other Scania fans. It is a real club, without an account a visitor can only see the homepage, all other pages are blocked and redirected to the login form. This approach has a positive and negative side, the positive side is that Scania has no lurkers and therefore the number of accounts is realistic to the users. With these numbers and statistics Scania can interact with specific actions. Besides this members of the club will feel special because they can read content non-club members cannot. On the negative side, Scania is excluding many people that do not want to register to get the content and therefore leave for good. If a visitor becomes a member they have access to discounts, videos, photos, downloads, interviews and the opportunity to read the latest news as one of the first.
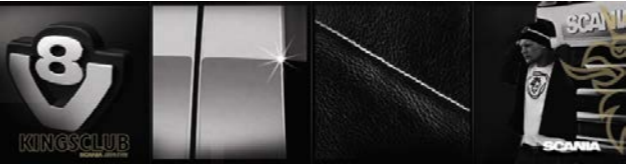
Scania overall

Besides the professional use of existing and personal platforms Scania also fade the line between online and offline. An example of this is the Scania Driver Competition. This competition was meant for truck drivers that wanted to compete to be the best Scania driver of the world. The competition had a special section (tab) within Facebook, in this special section people could choose their own vernacular, a professional service from Scania to the visitor. On this tab visitors can view videos, pictures, see more information of the competition and register to participate in the competition. Visitors could support the competitors and view the manches of the competition, that lead to the final of the competitions.


Team Run Smart - Truck related

Freightliner has developed their own social media platform called Team Run Smart. There are several activities for the visitor (Newsletter, Deals, Articles, Forum, Polls, Photo/Video share and more). All of those activities done by the visitor will result in miles, miles are the scoring system Freightliner uses on the Team Run Smart. Visitors can see the miles of each other and this results in a natural dividing of the visitors. The top ranked visitors have more respect and are trusted faster by other visitors when they answer a question on the forum. Besides the miles there is another unique aspect to the Team Run Smart platform, this unique aspect is the discount members get on products when they registered themselves. Using discount for registered members is a great way to see what the community wants and a reason for the visitors to come back at the platform[14].

Overall

All these best practices have something in common, they are different and are not one social active company in the grey mass, they stand out. The companies bring something extra and do not just do a competition on social media, it is special and for now mostly one of a kind promotions that are rarely seen. This fact is important to DAF if they want to embrace social media, they must be authentic and have unique actions to stand out of that grey mass.
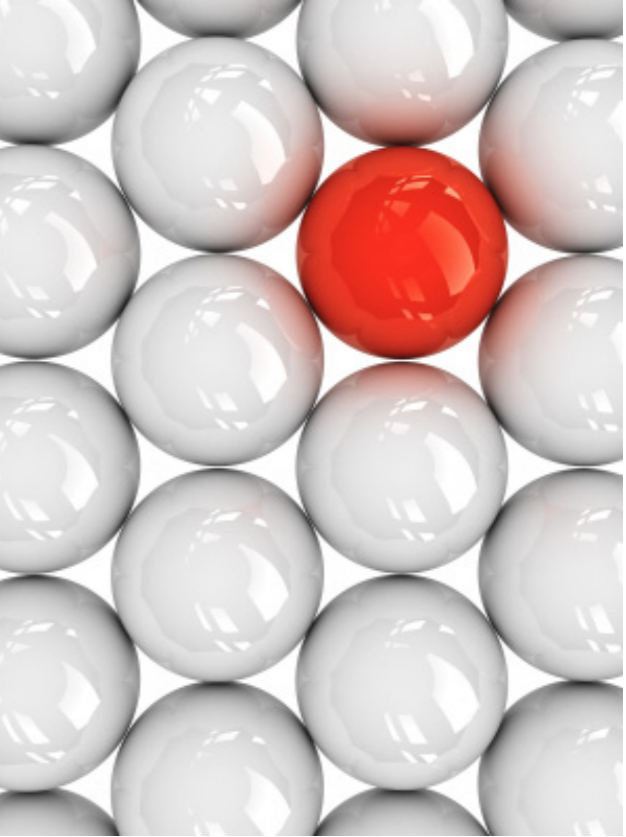
4.3.4 Psychology behind social platforms

Beside the superficial fun of being on a social platform, there are many psychological effects happening at the same time. These psychological effects are gathered by combining relevant information of numerous sources. The gathered information was converted into the psychological effects, which are mentioned in this section.

The first source is Paul Adams a lead researcher from Google on the subject social media. Paul Adams was presenting the Google research about social media at Voices That Matter Web Design Conference in San Francisco, the presentation was the result of years of research[15]. The research of Google is also confirmed by the other two sources, the books Social Media Metrics Secrets written by John Lovett[16] and Social Media is a Cocktail Party written by Jim Tobin and Lisa Braziel[17]. In the above-mentioned books tips, strategies and underlying effects are being covered.

Groups culture

"Going to shop in 10 minutes" is not an important message for every follower, nevertheless for persons that are the shopping mates of the writer it is important. The shopping mates may join the writer. In today's social media this message is spread amongst all the followers of the writer, even with mentions every follower gets the tweet. There are exceptions such as Google+ (Circles) and in a less present manner Facebook (Groups) that offer the user the possibility

to send out messages to a certain group of followers. A new trend, where users are selecting people and groups that will receive the posts. A user will get news that is more relevant and posts that they can understand from the people that they are following. Paul Adams discovered this through his years of research in the name of Google.

Influence

Social media can easily influence people, there are two ways in which influence can occur.

• The first method is through a spokesman for the brand or product, which is promoting or talking about the product on the different social media platforms. This manner of influence has an advertising feeling to it.

• The second method is spreading and interacting with the "normal" social media users. This method takes a long period of time to be successful. The success depends on how much people are seeing the brand as a positive and professional one. Therefore, spreading the word within their social groups. Slowly expanding, like an oil stain.

Follow the bevy

People on social platforms are showing herd behavior in some degree. In human nature it is not common to go into the flow/herd. People are tempted to follow the bevy, when they actually think they are giving their own opinion, they are adjusting it to fit more into the

opinion of the group. Paul Adams gives an example, rating systems on websites. If the ratings are high, a visitor that is not satisfied will not rate the lowest grade and will rate it just lower than the bevy did. This phenomenon does not have a good or a bad side, it works either way (positive and negative). Because it works on both sides, the brand must be aware that it is very hard to get out of a negative spiral. The brand needs to start with power and commitment with a platform to benefit from this effect in a positive way.
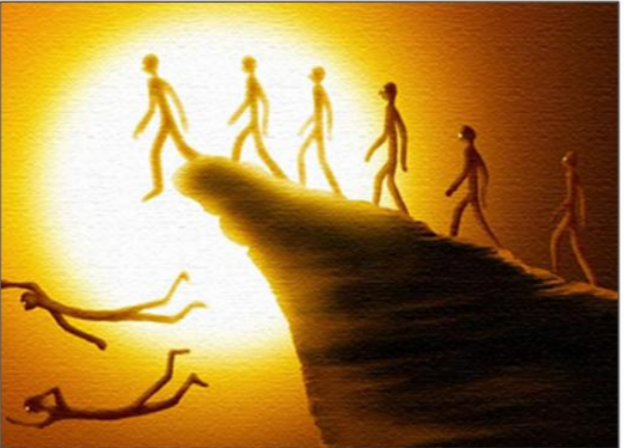
Approval and Appreciation

Every human wants approval and appreciation for the activities they do. This also applies to social media. As a brand DAF needs to approve and even more important appreciate the effort visitors do to post content on the platform. Doing this will generate a positive feeling towards the brand, with the result that visitors will put more effort into the platform when they feel approved and appreciated.

4.3.5 Unwritten rules

People and companies are free to do whatever they want on social media, the only real rules are the rules of the social platform the person or company visits. Besides these imposed rules from the platform, there are some unwritten rules in social media. Especially companies must take these unwritten rules in consideration. These unwritten rules are combined information, which were gathered through several sources. This information is combined to make strong rules and therefore none of the rules can directly linked to a specific source. The sources used to compose these unwritten rules are:

Paul Adams researched social media on behalf of Google. In combination with the information obtained from the presentation given by Aad brinkman on the Tooling Event conference and six books that describe the do's and don'ts on social media that also explains the use of social media for business environments. The books that were used:

- The Social Media Marketing Book by Dan Zarrella[18]
- Social Media 101: Tactics and Tips to Develop Your Business Online by Chris Brogan[19]
- The Social Organization: How to Use Social Media to Tap the Collective by Anthony Bradley and Mark P. McDonald[20]
- Social Media is a Cocktail Party by Jim Tobin and Lisa Braziel[21]
- Social Media Metrics Secret by John Lovett[22]

Content

Content is the most important part of a social media platform. Without good content visitors will not return to the platform. The content of a social platform must have a perfect balance between general information, which also can be found on the website of the brand and special social content that will interact and entertain the visitors. These interactions vary from a comment on a post to a contest. The important part is that the visitors need something new and preferably with interaction on the social platform.

CONTENT IS KING

Monitoring

Social platforms need to be monitored in general, to see if the platform is still going in the right direction. For companies monitoring is one of the most important activities. Monitoring is important because on social platforms everyone can post their opinion. These opinions are very different from each other and people express their feelings each in another way. These opinions can harm a brand if they are negative and have no or false facts to support the claim. Therefore, it is important to monitor false and incorrect posts, without filtering the problems that are being posted by visitors with facts.

The change of power

When a company starts with social media they hand over control to the visitors in some degree. The company no longer has most of the power and control they used to have, visitors can point out problems or expose sensitive data (Example: bad production of a part). The company cannot hide those posts because many visitors will see them, before they can be removed. The company has less chance to keep such a problem outside the publicity, compared to the days without social media. This is not necessarily a bad thing. For example, if the social platforms have many posts of that one poorly designed part, the company can make a statement that it will be fixed for free and that there will be a compensation with some branded merchandise. This will convert the complaining visitor into a satisfied visitor.

Prepare for the worse

The chance that something will go catastrophically wrong on one of the platforms of a company is not very large. However, there must be guidelines that the company can go to when it does. The plan contains simple steps about who can make quick decisions and which procedure must be followed. Thanks to such a plan, a company can avoid a catastrophe on the social media platform and constrain the possible damage for the company as much as possible. A great plus, is the delegation of control, this guarantee that in a crisis time the right people are contacted to make the important decisions to counter the catastrophe.

Preparing for the worst is not necessary however, when it goes wrong and a company does not have a plan they will wish they had.

Uploaded content

Social platforms have a very strict user agreement when it comes to uploaded media. Most of the platforms are getting almost all the rights of the uploaded media. Harry Kikstra (Photographer) researched the rights that Facebook has on an uploaded photo[23]. The research of Harry Kikstra shows important sections of the agreement users/companies agree with, such as the agreement of Facebook on intellectual property (IP):

"For content that is covered by intellectual property rights, like photos and videos ("IP content"), you specifically give us the following permission, subject to your privacy and application settings: you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook ("IP License"). This IP License ends when you delete your IP content or your account, unless your content has been shared with others, and they have not deleted it."

In other words they can do anything they want, therefore uploaded content is a section of social media were extra carefulness is required.

Privacy

With social media privacy seems far away in some cases, some even say that users of social media do not have any privacy left. However Rachel Marbus, PhD Candidate by Tilburg Institute for Law and Technology (Tooling Event 2012) is claiming that privacy is not dead as many other claim, it is evolving. People are aware that they give up a part of their privacy, when they register to a social media platform. However, they have a choice and people still choose to share information to whom they want and through which kind of way, for example social media. A clear and easy to understand privacy agreement on a social platform will make the users more comfortable in sharing.

The Brand is the product

When using social media a company is creating/improving the vibe and feeling a visitor has towards the brand. Nowadays it is more important than it used to be, social media is a great asset to boost this. It is important to know how a customer is looking at a brand. The use of a product is not the first thing customers look at any more. The most important factor of buying a product is the brand and company behind the product. Weber Shandwick claims this, in their research that is done among 1,375 consumers older than 18 years in 4 key markets (U.S., U.K., China and Brazil)[24]. The results of this research are confirming the switch of the importance of the brand/company behind a product. 70% will avoid buying a product when they do not like the brand/company behind the product. If the customer already has a product, 40% of all those consumers will stop buying the product when they find out a brand/company is behind it they do not like, even when they fancy the product. Customers are not always sure which brand/company is behind a product, 56% of the customers that cannot tell which brand/company is behind the product are hesitating to buy that product. Another example are the Apple haters and fans, they are passionate about their brand, the haters are as equally passionate about how bad Apple is. Sometimes discussions between those are escalating so bad, that fights can occur. A couple of decades ago this phenomenon was beyond a brands fantasy.

4.4 Interviews

It is important to know what the visitors want, therefore Interviews were held under truckers and fans to know what they want and how they think of social media. 74 interviews were held and four failed the quality check. These interviews were taken on- and offline. In this chapter, results will be shortly described. The fully documented results can be found in the appendix "Research document", the questions can be found in the appendix "Interviews".

Awareness of social media
The truckers know their social media. Truckers are aware on which social medias are out there. The top three of mentioned social media, are also the largest on the moment, those platforms are Twitter, YouTube and Facebook. The full list of mentioned social media is displayed on the illustration I.01 "Social media awareness truckers".
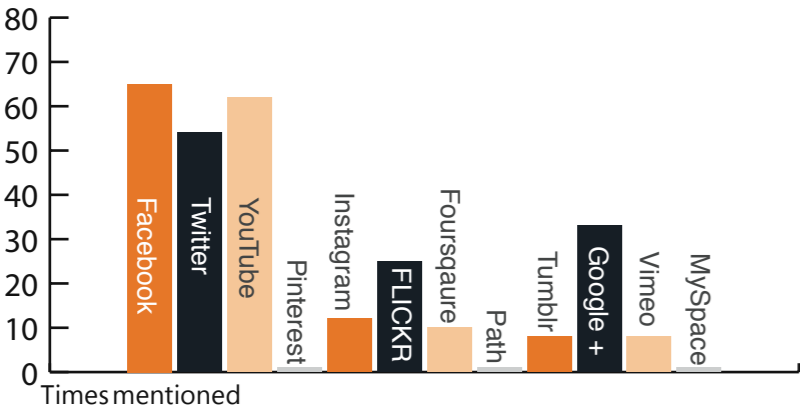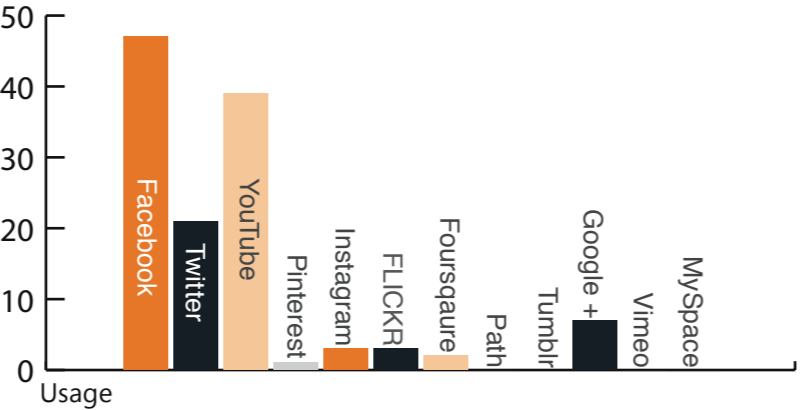
Usage of social media
Knowing and using is a difference as proved in illustration I.02 "Usage of social media". In this illustration the difference between knowing and using is demonstrated. All the mentioned know social media in illustration I.01 "Social media awareness truckers" are also put into the usage illustration, however some social media platforms are not used and therefore have no bar.
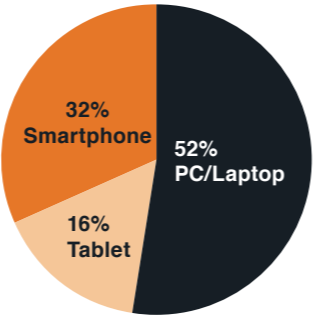
Why a trucker does not us social media
Reasons why people do not use social media are:
• Too difficult (5%)
• No time (10%)
• Can find the information elsewhere (10%)
• It makes no sense (75%)

How does a trucker view social media
Social media platforms is mostly viewed by PC/laptops followed by the smartphone users and last are the tablet users. A fact that is important in the developing process of the concept.

I.03 Devices used to visit social media

52% PC/Laptop
32% Smartphone
16% Tablet

I.01 Social media awareness truckers

Times mentioned

I.02 Usage of social media

Usage

What kind of activities appeal to a trucker
Each trucker has its own favorite activities on a social platform, they range from playing games to helping other people. It is clearly that some activities are very popular, the outliers between all the activities are:
• Reading posts
• Viewing photos
• Posting messages
• Posting photos
• Commenting posts
• Commenting photos
• Watching videos
• Reading news

Top activities of a trucker
When the interviewed truckers only may choose three activities everything dropped almost in proportion with each other. However, there are exceptions such as that reading news is more popular when only choosing three activities. Only one activity dropped to the zero mark and this was the activity: visiting group pages. Each activity still has a user base, besides visiting group pages, this means that a social media platform can't generalize visitors as one person.

Frequencies
Almost every interviewed trucker (94%) wants at least daily updates. This is due to the frequency of social media usage by the interviewed truckers, 79% of the interviewed truckers visit social media on a daily basis.

Expectations of a trucker for a trucking platform
The truckers have expectations, if they visit a trucking platform. Those expectations can been seen in illustration I.04 "Expectations of a trucker". These expectations can be separated into two different types of expectations. One is focused on the content of a social platform while the other is focused on how the social platform acts and reacts to their visitors.

• The expectations for the content are all about information, visitors want to read news and coverage's that are related to trucking. Besides the informative content visitors want to see graphical content, this can be done through photos and movies of trucks. This will result in varied content on the platform that will suit the trucker.

• Content is always described in a certain manner, the approach that the interviewed truckers want is a person-to-person way of talking with sometimes a joke or funny articulation in the posts. However there are also truckers that want a serious approach of the brand, therefore it is necessary to find the right balance and to not over do it. If this balance is right, the platform is a place where every trucker will feel comfortable.

Annoying habits/things on social media
The interviewed truckers indicated which activities and behavior they do not like on social media and on truck specific platforms. Most of the activities are not wanted in real life either, such as bullying, advertisement spam and unrequested labor union news.

I.04 Expectations of a trucker

Business approach
Personal approach
Competitions
Jokes
Reports
Exclusive content
Movies
Answers on questions
Talking with brand
Talking with visitors
News
Photos

Proportional
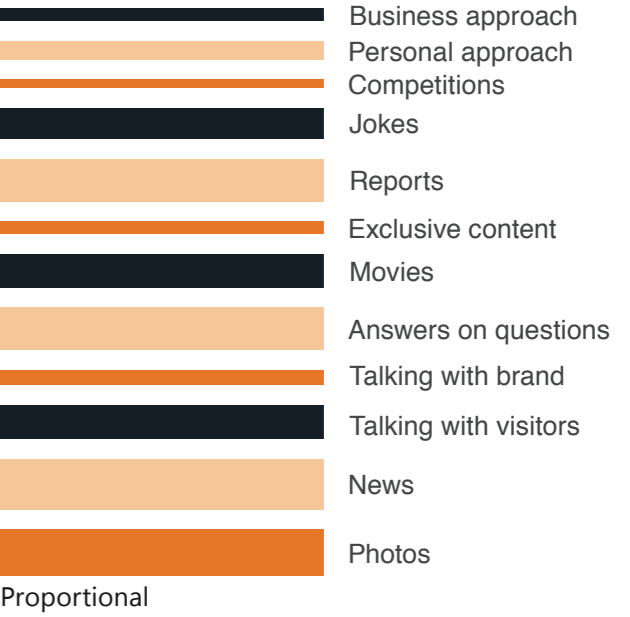
4.5 Organizational

To guarantee the quality that DAF wants the organizational structure behind social media must be professional, several structures are possible when using social media. The different structural options are briefly described, in the appendix "Research document" the full description can be found. First off, working methods that must be applied on all structures are described in this section.

4.5.1 Working methods
Step by step
A company needs to take social media step by step. Taking social media step by step is a clever approach, some companies start with all of the social platforms and later drop some social platforms because there are not enough employees to support, monitor and update the social platforms. If this takes place the social platform in its entirety takes a hit. Platforms are cut of from the visitors/fans, this will have a negative influence regarding the bond between the brand and the visitors. This influence is in a negative manner because the visitor will get less than before. When doing social media step by step the visitor/fan will get more and more platforms and content to access and therefore will get a positive influence between them and the brand.

Passionate employees
People like or dislike social media and usually there is not an in between. Therefore, it is essential to have the right people on the right spot. Employees that love social media are putting more effort in their task then people that do not love it. Beneficial is that an employee that loves social media usually knows all the ins and outs of a platform. Therefore, can enhance and get involved into the newest trends with the fans of the platform, with a result of having a up-to-date platform that is taken cared for with passion.

Brand focused
The people that are working on the social platform not only need to be passionate they also need to know information about DAF, otherwise they need to check everything with other people and hold them from their normal job. A benefit of a brand-focused employee is that they know what the brand stands for and can easily speak with the voice of DAF and give a fast and correct answer/reaction to the followers.

Insight API's
API's abbreviation for application-programming interface helps developers to develop software for specific software/systems. API's are released by developers for specific software/systems, so other developers can develop products that make use of the specific software.

These API's are used to adjust all the social platforms from a central point/application. Besides managing all the social media from one point, these API's also have strong benefits from a data viewpoint. The API's collect a lot of data on the usage of a social platform, therefore a report will be available for the employees to analyze and take appropriate action to solve a problem or strengthen a certain part of a platform.

Always on staff
Social media does not stop at five o'clock it goes on 24/7. Social media never stops and therefore a company never knows when a problem or inappropriate behavior of some followers will be originated. To be sure nothing happen it is a must for people that monitor the DAF social platforms to also monitor when they are off duty and prevent any unwelcome behavior. The off duty monitoring is not very intense, they only need to monitor the really bad behavior.

Plan
A professional social media platform cannot operate without a professional social media plan. In a social media plan guidelines are described for the use of the social platforms, also including the structure behind the social media.

4.5.2 Structural options

A pause task

A task for an employee that manage the social media of the company within their own break. Therefore, the costs for the company are next to none.

Separate task

An employee that has several tasks in one day, one of them is to manage social media. This is a combination of the pause task and the mentioned one-person task.

One-person task

Social media is managed by one employee, this employee is working full time to improve and respond on everything that is related to social media.

Cross functional team

A combination of the one-person task and separate task. One full time employee has connections with spokesmen of specific related departments. The spokesmen are working in the separate task principal.

Department

A full department that is fully focused on everything that is related with social media.

Outsource

Outsourcing social media. The company hires another company to represent them on social media and all relevant activities. Vendor lock in may occur.

4.6 Technical

To create a stable and professional concept, techniques with the same standards must be used. Several techniques were researched and described in the "Research document". The most worthy and varying techniques are described briefly. To read about all technical opportunities see the appendix "Research document".

Flash
This development environment is used for a couple decades, if developers wanted a dynamic site with some "fancy" parts in it. Flash has a long time of being the only environment that could deliver such a site. Time has shifted, more and more platforms are capable to do the same trick as flash and do it even better, like HTML5 and jQuery. Besides their competitors are overtaking Flash, there are several other downsides to Flash, the size of an application when using media is very large and the flash sites are not listed in search engines, when not working with a work arounds. Besides, this Adobe declared in an official news blog in November of 2011, that they stop the support of Flash for mobile and are focusing on HTML5 from now on[25].

HTML5
HTML5 has the future as many developers already know. Despite HTML5 is still in development and some features are not fully developed or even developed, HTML5 is the technique for the future.

BBC researcher Ian Hardy researched HTML5 and spoke with several important people of renowned brands (Adobe, Vimeo and Google). They all come to the same conclusion, that HTML5 is the one language that is standing out, even when it is still in development. Not all the brands were as enthusiastic about HTML5 as the other brands. Adobe finds that their Flash is stronger with HD feature-rich cinema graphics, for now. Flash (Adobe) is a competitor of HTML5, nevertheless they are acknowledging the power and bright future HTML5 has as a developing environment. With support of such renown companies and even competitors that acknowledge the power of HTML5, this technique will last for a long period of time and produce some revolutionary products[26].

Silverlight
Microsoft created their own platform, developers can use for creating and delivering rich internet applications and media experiences on the web. Nevertheless the opinions are divided, the developing community is not very enthusiastic about it. The community finds that many of the features are available with other programs and the need for visitors of the site to download and install Silverlight is not very helpful either, when not using Internet Explorer (Windows 7).

Tim Anderson spoke with Microsoft Corporate Vice President Scott Guthrie about the status of Silverlight, in this conversation signs were given that Microsoft is not fully going for Silverlight (Own apps not written in Silverlight/ Metro design not supported and new HTML export in Silverlight developing environment)[27].

Native
Native means that an application is specially designed for a specific device, for example an Ipad. Each device has its own programming language. Android uses java, Apple uses objective C and Windows phone supports C#. Therefore, developers dedicate the app to one phone and will miss the broad device spectrum and the focus lies on one device. A benefit is that the application will fully suit the device and no compromises are being done. However, it takes a substantial longer time to bring out the application on all platforms at once, in comparison with other developing methods. Maintaining three versions (iOS, Android & Windows) of an application is also very resource intensive.

4.7 Conclusion

The research generated points of interest that are important for creating and maintaining a social media platform. The important points of interest are subtracted and combined into six categories. These six categories are the base of each professional social platform.

Control

The control of outgoing information is decreasing as a result of the nature of social media as can be read in the chapter 4.3 "Social media". The decreasing of control is creating another need, this need is monitoring. When a brand exposes itself on social media new dangers arise, the most important danger is that visitors can post everything on a social platform. These posts can harm a brand and therefore monitoring is highly recommended to filter unwanted posts. Another benefit of strict monitoring is that problems and questions are spotted early and a fast response can be given, which will boost the positive feeling regarding the brand.

The next "Thing"

Social media platforms are not an easy pick for companies. Companies always need to use the social platforms that are popular by the visitors, to gain the largest visitors base possible. This means that a company needs to be actively researching trends and upcoming social platforms to see if it is the next big "thing".

Effort

Social media is a great asset that can enhance DAF's presence in the digital and online environment. Creating this presence is not done overnight and needs to be handled with care. Visitors can see when a social platform is created with care and effort, this will result in high visitors rates. In the chapter 4.3.3 "Best practices" examples of social platforms are described, which all have effort and care in them. The effort and care a brand puts into social media is always repaying itself, as is seen by the best practices. Nevertheless, without the effort and care a social platform can quickly lose most of its visitors and will have a difficult time attracting new visitors.

The visitor

The visitors are the most important part of social media, without them there is no need for a social platform. In the chapter 4.4 "Interviews" the needs of the truckers are described. Truckers want to be approached in a normal manner and want to have an interactive experience on a social media platform. Truckers are using social media on a frequent basis and demand from a platform that it is updated at least daily.

The company

When using social media the company needs to be ready for it. This means that a specific structure must be used to maintain and update the social platforms. The structure contains data about which employee may post on social media and which employees can be used to obtain specific information. The structure of the social media employees is described in a social plan. Besides the structure, the social plan contains guidelines for the use of social media. A plan were every involved employee can look in, and after reading should be able to manage the social media platforms.

The future

With the always-evolving digital and online environment it is important to be prepared on what the future will bring. The social platform must adapt to the trends and wishes of the visitors, therefore the use of modern techniques that can build modular functions are highly recommended to ensure the platform can handle the needed changes that come with time.

4.8 Recommedations

Quality

The first recommendation is that the overall quality of the social platforms and their expressions must be high, this also fits DAF's aim of delivering the highest possible quality and customer satisfaction. This aim of DAF must also be reflected in social media use. This is done by the smart use of four assets, these assets are:

- API's that help manage, analyze and monitor the different platforms and lets DAF do this from one interface.
- Social media plan, which describes everything that is related to the social platforms. Examples are the minimum resolution of a picture and frequency of posting.
- Passionate and self-using employees must manage the core of the social media staff, as a result of this the social platforms will carry out the passion and care the employees put in.
- A clear organizational structure that guarantee the upkeep and developing of social media related subjects. For DAF the structure that suits best is the Cross functional team. This must be done with care to create a stable foundation for the social media usage.

When these four assets are used the visitors will feel the quality and embrace the platform and most of those visitors will return as a result of the quality of content.

Technical

Establishing a social platform requires technical components to let the platform function as best as possible. Besides the functional part of the technical side, there are also logical recommendations that are focusing on the future of the platform. Most important recommendations on the technical area are:

- Using only the three most popular social media platforms to begin with. After the platform has a steady base extra social platforms can be added. This way the visitors are getting more and more platforms in time.
- Modular setup must be used to make sure every part of the platform is working individual. Therefore, single modules can be added, adjusted or removed without affecting the other parts of the platform. This will be efficient for example: when a certain social platform stops.
- Using techniques that are future proof is essential when starting up new platforms. Despite HTML5 is still in development and there are still several issues that must be resolved. HTML5 is the way to go for DAF. With the opportunities HTML5 offers, DAF can offer the visitors lots of rich and unique content that will satisfy them.

Experience

Another point where DAF can make a strong point to keep the visitors coming is the experience they get when visiting the platform. The DAF social platform must be more than a place where people can get their daily content. When DAF accomplish a frequent interaction among visitors, visitors will return more often and will get an even more positive connection with the brand. This interaction can be created by several activities, these activities must be documented in the social media plan as mentioned in the quality section of this chapter. Two examples to initiate this interaction are:

- Photo contest where the community is the judge
- A live Q&A with an employee of DAF

Besides the interaction, the platform must keep up with the trends of social media. When a new social platform is going to be the next big "thing", DAF needs to investigate it and consider if it is worth as an addition to their social platform. When this is realized the visitors will always have the newest possibilities on the platforms and therefore feel that the experience is always evolving.

When following these recommendations the DAF social platform will result in a stable player, and others view it as an exemplary.

5Concept

With the conclusion and recommendations in mind concepts were created through several brainstorming sessions.

- The first was an individual brainstorm where the outlines of the concepts were created.

- The second brainstorm was done in a small group of involved people, this session filled in the outlines and created several concepts. People that were involved this session were Tom van Acht (Supervisor), Jac van Orsouw (Head of Department I&MS) and Marco Hordijk (Director Solution Center).

- After the concepts were created, discussions were held to determine which of the concepts has the most potential and which strong points of the other concepts could be added. These discussions were held over a period of time, during breaks and meetings with numerous colleagues that were interested.

The concepts are described very briefly, full description of the created concepts can be found in the appendix "Concept document".

5.1 Concepts

Social Gatherer

A social platform that collects everything for the visitors that is related to DAF or trucks in general. The platform is not a one-way traffic platform, people can interact with each other and the brand (DAF) these interactions vary from a chat to a photo contest.

Characteristics:
- Social integration
- News
- Conversation area
- Uploading and sharing area
- Contests
- Event schedule
- Brand information
- Q&A
- Modular
- HTML5 & CSS3

DAF APP

This concept is focused on the trucker that is on the road. This application can be viewed on smart devices. The app is a digital replacement for the coffee corner of their favorite truck stop. Truckers can chat, read the latest news, compete in a competition and show off their truck.

Characteristics:
- Social integration
- News
- Photo road map
- Region chat
- General information and news

DAF social site

This concept is a social platform that is fully standing on its own and has no integration of any other social platforms. This platform is fully focused on trucks and with a hint/flavor of DAF. The platform is only accessible when people register to give them a real club and exclusive feel. The activities a visitor can do are very similar to other social platforms.

Characteristics:
- News scoops
- Ranking system
- Conversation area
- Uploading and sharing area
- Contests
- Event schedule
- Brand information
- Q&A

5.2 Chosen concept

The concept that is chosen is the social gathering site with influences of the other two concepts. In other words, the social gathering site has adopted the app and DAF's own platform to form one large concept. Thanks to the influences of the other concepts; the social gathering site concept is stronger than the original concept. The concept is added with the following parts:

Responsive design
This is done so the trucker on the road can also access the site, without having to have a computer around. This addition almost adopts the whole application concept.

Photo road map
Another function added from the application concept. However, without the GEO location users must enter the location by hand. This is a good way of having an image gallery in a non-static way.

Region chat
This is a function that has been added to give the truckers another service. Truckers can chat in a region chat room before they go there, to know the in and outs of that region and to meet fellow truckers.

Rank system
Rewarding active users is always good and therefore is also adopted within the social gathering site.

With these expansions, the social gather site is getting the best of the three concepts and has a large variety of content for the visitors. Therefore, this concept is chosen, because it was already the strongest concept and with the expansions of the other concepts it is a good all-round concept. Listed below are all the benefits of this concept

Modular
One of the most important parts of the concept is the modular architecture. Thanks to the modular architecture everything is working independent from each other and therefore is easy to edit. Besides editing, DAF can expand step by step, the site is only down for a short amount of time because of its modular architecture.

Other benefits
• It is mobile thanks to the responsive design
• Easy to modify thanks to the modular architecture
• Varied content for the trucker
• Future proof
• Interactive
• Using platforms DAF is active on
• Gather point
• Easier to monitor than 6 independent platforms
• Community feeling
• Automatic content through uploading visitors
• Rewards through contests and ranking
• Active group of truckers

Briefly description concept
A social platform, which collects the most important data (social and nonsocial) from the internet, which is related to DAF and trucks in general. The social platform is viewable on each device thanks to its responsive design, therefore truckers and fans on the road can also access the platform. The platform does not only contain plain data such as news, there is also an interactive side to it where visitors can upload photos and videos, rank them and chat with the fellow visitors.

Characterize
• Social integration (Only the best platforms)
• News
• Conversation area and region chat
• Uploading and sharing area
• Photo road map
• Contests
• Event schedule
• Ranking system
• Brand information
• Q&A
• Modular
• Responsive design
• Social plan

The future
Due to the modular setup of the whole platform it is easy to adjust the platform to fit the specific needs of that period of time. This may vary from a new social platform to a new trend that requires a new type of interface. Working in blocks (Modular) will not jeopardies other features that need to be active while disabling other features or adjusting them. This will be beneficial for DAF and the platform will be future proof. Just adding, removing or modifying a block can guarantee that the newest wishes of the visitors are being granted by the platform.

5.3 Proof of concept

An important note is that the data of the proof of concept is fake. This means the social media expressions are not related to DAF this to make sure there is no damage done through an untested platform, that could get an own life when nobody is monitoring it. If the proof of concept is accepted, it is getting transferred to the real data with care so there is no damage to the brand. And the responsible departments are agreeing to mark the platform as approved. The proof of concept can be found on http://want2design.com/416/

Besides the digital proof of concept an example of a social media plan is also created.

Front-end design
The design of the proof of concept is influenced by several designs. The design is mostly inspired by the metro look of the new Windows 8 design. The design is heavily based on the metro design because it suits the technical requirements such as modular possibilities and responsive design. Besides the technical it also fits in with the design trend of this time period and with the newest DAF site which is most important.

Characteristics
• Metro
• Simplistic
• Clean
• Blocks

Back-end design
The back-end consist out of an CMS (Wordpress). This is done so non technical people can edit the social platform. The use of plugins and sidebars will create an easy environment where blocks (modular) can be added,removed or adjusted.

An already existing CMS has been chosen due to the fact that they have years of experience that will guarantee a stable and secure CMS system. It will take DAF years to get to the same level, and is a waste of time when wordpress can be freely used.

6Future

This research and proof of concept were created to show the possibilities and power of social media, within a corporate environment. After the internship, the research and proof of concept will be presented to managers that are managing relevant departments within DAF that could benefit from social media. The managers have the possibility to ask questions and try out the proof of concept, with guidance or additional information of the researcher. After the managers, a presentation is given to the board with the same purpose. With these presentation, all people will see the beneficial of social media and hopefully generate support, when DAF start to use it.

This research was not the only research that was requested regarding social media. Therefore, the whole research and proof of concept are a part of a large-scale research within DAF regarding social media.

7Reflection

"By three methods we may learn wisdom: First, by reflection, which is noblest; Second, by imitation, which is easiest; and third by experience, which is the bitterest."

- Confucius

7.1 Chronological reflection

Orientation

The project started with the orientational phase, in this phase a feeling for the brand (DAF) was created and inside information was gathered through several internal interviews. The interviews made clear that an incorrect expectation of the project was created. Therefore, the project had to be rescaled to cover DAF in its entirety and not only the DAF experience exhibition. With the information of the internal interviews a project initiation document was created, this was the guidance for the project. Thanks to the project initiation document a roadmap was created for the upcoming research, this was a great asset. However, sometimes the documented plans were adjusted to fit the current state of the project. This was not done on a very large scale. The orientation phase of the project went well, had almost no setbacks and only little adjustments were made.

Research

The research started with a clear purpose. In the beginning of the research the purpose was always the center point of each part of the research. When the research continued, the purpose of the research faded in some degree. However, due to the manner of researching and documenting a great pool of data was created. When the purpose of the research was again set as the center point, the created data pool was filtered and the correct and relevant data was used. Some data was irrelevant and could not be used. The data that was not used was created in sessions, when as mentioned above the purpose was faded and the research went its own way. This way however, was always relevant to the last researched subject. Therefore, a lot of the data was usable. This was the only real downside to the research, that sometimes the research went too deep when it should stayed superficial. The research was revised a couple of times due to the given feedback of the involved people (DAF & Fontys). The given feedback was always constructive and the research/project made large steps in quality thanks to feedback.

Realization

The time for the realization was shorter than planned. Therefore, when writing this section of the reflection the platform is still in development and is making progress every day. The usual problems were encountered during the realization phase. These problems were that some parts just would not work when they should work within an hour and other in advance difficult parts went very easy and in a blink of an eye. However, when the project started this was foretold and due to the flexible approach and lots of effort the realization went oke.

Company

DAF is not a small or medium sized company, DAF is large, very large. This is noticeable in almost every aspect. Examples are the traffic controls on the DAF grounds, own medical services and traffic jams when the factory is changing shifts. The first time it sound a bit surreal, however this get familiar very fast, this is thanks to the environment, opportunities and kind colleagues that always want to help and the other way around. However, there are some downsides to a large company, there are internal policies and habits that sometimes work against the project. These pitfalls would not be encountered when stationed at a small company. However, when these pitfalls are known and handled correctly, they are no pitfalls anymore. This is just the process of adjusting to a large company that has their own policies and habits.

Recommending

Recommendations to DAF are not easy to find. DAF know what they do with interns and their projects. The only recommendations that can be made are the introduction of interns. The current situation is that an intern shakes hands and a short conversation is happening with a few relevant employees. Half way the intern joins a department meeting to speak about the project. This generates interest within the department and conversations follow with great ideas and pitfalls. This is great and maybe this should happen at the beginning of each internship. An intern should present themselves and the project to the department to get more feedback and to create awareness within the different departments, which are on the same floor.

7.2 Personal reflection

One of the last documents that I am writing in my internship by DAF. I have learned a lot of different things. Organizational, technical and documentation wise I made big steps and now know what I can expect from my future working life that lies ahead of me.

Some of the experiences that I had within my internship made me prepared for the future. A good example of this is the field research I performed. The field research consisted of interviewing truckers, my first thought was I go to a truck stop and would get many replies and setup an online version to generate a little extra data. I could not be more wrong. Most truckers at the stop did not have time or did not want to participate, the online version generated a lot of data. This was a bit frustrating, however I learned that you should always go in blank without any high predictions or prejudices. They can harm the research and the motivation of the researcher. When entering blank, everything you collect is good and motivation grows when getting more and more data.

Another learning point, was the way you can document and write a research document, all these different ways have the same information. However, each way has a different reading style. My first style was not very good and everything sounded like my opinion even with sources. When the first feedback came, this was made clear to me and I could not disagree. I changed my writing style and the same messages sounded professional and not like an opinion I made up. This was a great learning point that I will carry with me the rest of my life.

Technical wise I got a boost in Wordpress, HTML5 and all related techniques. This is a logical result of the intense time I spend creating the social platform.

I also learned a lot on how you must interact/behave to other colleagues. An example of this is my neighbor, he is responsible for the dealerships of DAF, this seems unrelated to my project. However, this was not the case. We all bring each other coffee and talk about each others work and problems. I helped him with a graphical signature for his mail. In addition, he helped me with lots of inside information about DAF and the dealers, this is just one example. I learned that the first sight is not always the correct one and people can surprise you in which manners they can help you, and you can help them.

Besides all the related learning points, I have one that is focused on my English. When I first came, I had the choice to do all my documents in English or Dutch. My choice was to do it in English. This was not a really smart choice to be honest. The last class I followed in English was almost nine years ago and back then I was not really an ideal student. After this, my English was maintained by movies, series and internet. In the beginning, it cost me a lot of time to get it going. However, this changed over time and it was going fluently with less and less faults in my text. My English and especially writing got a great boost in this internship. And I am happy that I made that foolish decision.

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Appendix: P.I.D (NL)

DAF N.V.

Document historie

Revisies

Versie	Status	Datum	Wijzigingen
0.1	Concept	13-08-2012	Initiële opzet (NL).
0.2	Concept	14-08-2012	Kleine aanpassingen.
0.3	Concept	15-08-2012	Aanpassing aan de hand gesprek Tom.
0.4	Concept	16-08-2012	Aanpassingen na correctie Tom.
0.5	Concept	20-08-2012	Kleine aanpassingen na mail Constanze over gespreksformulier, dat in de PID een duidelijke probleemstelling en onderzoeksvraag moet komen te staan. En feedback Tom op 0.4.
0.6	Concept	24-08-2012	Kleine aanpassingen.
0.7	Concept	05-09-2012	Verandering perspectief opdracht.
1.0	Final	12-09-2012	Laatste aanpassingen PID aan de hand van gesprek Constanze,Erich,Tom en Jac

Goedkeuring

Dit document behoeft de volgende goedkeuringen:

Versie	Datum goedkeuring	Naam	Functie	Paraaf
1	14-09-2012	Constanze Thomassen	Begeleider school	
1	13-09-2012	Tom van Acht	Begeleider DAF	
1	13-09-2012	Jac van Orsouw	Hoofdafdeling	

Distributie

Dit document is verstuurd aan:

Versie	Datum verzending	Naam	Functie
0.3	15-08-2012	Tom van Acht	Begeleider
0.4	16-08-2012	Tom van Achte, Jac van Orsouw	Begeleider, Hoofdafdeling
0.5	20-08-2012	Tom van Acht	Begeleider
0.6	24-08-2012	Jac van Orsouw, Oleg Fedorin	Hoofdafdeling, Stagiair
0.7	05-09-2012	Jac van Orsouw, Tom van Acht en Constanze Thomassen	Hoofdafdeling, Begeleider DAF, Begeleider school
1.0	13-09-2012	Jac van Orsouw, Tom van Acht en Constanze Thomassen	Hoofdafdeling, Begeleider DAF, Begeleider school

Inhoudsopgave

1 Inleiding

Doel van dit document

Dit document is opgesteld om alle relevante basisinformatie en uitgangspunten van het project vast te leggen om het op de juiste wijze te kunnen besturen. Het heeft tot doel het project te definiëren, als basis te dienen voor het management ervan en de beoordeling van het succes van het project mogelijk te maken.

Dit Projectinitiatiedocument (of PID) behandelt de volgende fundamentele aspecten van het project:

- Wat beoogt men met het project te bereiken?

- Wie zijn er betrokken bij het managen van het project en wat zijn hun rollen en verantwoordelijkheden?

- Hoe en wanneer zullen de maatregelen die in dit PID besproken worden gerealiseerd worden?

- om te dienen als basisdocument op grond waarvan de belangstellend de voortgang en wijzigingen kunnen toetsen en bewaken en vragen omtrent geldigheid van het project tijdens de uitvoering ervan kunnen beoordelen.

2 Achtergrond

DAF is een bedrijf wat de slogan "Driven by quality" heeft. Dit geld niet alleen voor het uiteindelijke product (truck) maar ook voor de service, het netwerk en als laatste de gehele organisatie van DAF. Ze staan dus voor kwaliteit maar dat is niet het enige, DAF heeft ook het motto dat de "Total cost of operation" in de beste prijs kwaliteit verhouding moet zijn. DAF wil overall dus de klant van dienst zijn met een betrouwbare, goedkope truck die een zeer hoge kwaliteit heeft. Maar zoals gezegd gaat het verder dan de truck, DAF bied klanten en potentiële klanten ook verschillende service's aan. Deze services zorgen ervoor dat (potentiële) klanten meer binding krijgen met DAF, een ander voorbeeld waarmee DAF meer binding creëert tussen de klanten en DAF is "The DAF Experience". Dit is een 2-daagse trip langs verschillende aspecten van DAF, ze krijgen een rondleiding in de fabriek, mogen rijden in een truck op het test circuit en bezoeken "The DAF Experience Exhibition".

"The DAF Experience Exhibition" is een expositie waar verschillende aspecten van DAF naar voren komen, denk hierbij aan de DAF trucks, de werking van DAF motoren, 3d Modellen, persoonlijk aanpasbare DAF producten, interieur van de trucks, nieuwe lichting producten, nieuwste technologieën en er worden lezingen gegeven over DAF. "The DAF Experience Exhibition" is voor toekomstige afnemers, directie van grote afnemers en in de toekomst misschien ook voor nieuwe personeelsleden. Het doel is om de bezoekers van "The DAF Experience Exhibition" een gevoel en kijkje te laten nemen in de wereld die DAF heet. DAF hoopt hiermee te bereiken dat klanten meer een gevoel en binding krijgen met het merk.

"The DAF Experience Exhibition" bestaat al enige tijd en er zijn al verschillende componenten toegevoegd om de klanten meer te laten binden met DAF. De expositie ruimte wordt geregeld opnieuw ingericht, om ook terug kerende bezoekers steeds een nieuwe ervaring te bieden. De veranderingen passen zich steeds aan op het DAF van nu, denk hierbij aan de nieuwste collectie trucks maar ook de uitstraling van "The DAF Experience Exhibition". Zoals hierboven beschreven staan er vele verschillende items in "The DAF Experience Exhibition". Al deze items staan in verbinding met elkaar, en worden uiteindelijk samen gebracht op een Microsoft Surface 2. Dit alles wordt doormiddel van een persoonlijk pasjes systeem gerealiseerd, in deze pasjes zitten RFID chips verwerkt. Het pasje kan door de bezoekers langs informatie palen worden gehaald, als de bezoeker interesse voor het product heeft en het wil bewaren. Aan het eind van "The DAF Experience Exhibition" wordt het pasje van de bezoeker geplaatst op de Surface. Op de Surface komen de gescande items te voorschijn en bied de bezoeker de mogelijkheid om dit naar zich zelf te mailen. Deze methode genaamd myDAF in combinatie met "The DAF Experience Exhibition" zorgt voor een grotere binding met DAF, in tegen stelling van een simpel informatie pakket wat de klant anders zou binnen krijgen.

Dit is een goed voorbeeld van hoe DAF zijn klanten en potentiële klanten probeert te laten binden met het merk. Dit kan altijd beter vindt DAF, hier willen ze dan ook onderzoek naar doen. Ze willen nu een grote stap gaan maken richting social media. Dit is voor DAF een grote stap omdat DAF wel wil overstappen naar social media en het actief wil gaan gebruiken, maar over de vorm hoe het moet worden ingezet is nog veel onduidelijk. Hier hoop ik met mijn onderzoek en uiteindelijke product een betere visie voor te geven, over hoe DAF social media moet inzetten.

3 Projectdefinitie

3.1 Projectdoelstellingen

Dit project moet gerealiseerd worden om zoals vermeld in de achtergrond meer binding te creëren tussen de (toekomstige) klanten van DAF en DAF zelf. Als deze binding wordt gerealiseerd zorgt dit voor een betere goodwill onder de klanten, met als neven effect dat er meer trucks in de toekomst worden verkocht, omdat de klant binding heeft met het merk/trucks van DAF en daardoor moeilijk naar een ander merk over stapt, dit in combinatie met het steeds verkrijgen van nieuwe klanten zorgt voor een groeiende en stabiele afnemers groep.

Het doel is om een geliefd social media platform te creëren waar de klanten, potentiële klanten en liefhebbers van DAF terecht kunnen om hun dosis DAF te halen. Het platform zal uiteindelijk een grote extensie worden van het merk en op het platform worden door DAF verschillende acties georganiseerd om in contact te komen met de bezoeker en zo in de toekomst wellicht tot betere producten te komen omdat DAF dichter bij de consument (Truckers) is komen te staan. Het is dus niet de bedoeling dat het een statisch platform wordt waar alleen news items op komen.

3.2 Gekozen oplossing of aanpak

Het gehele onderzoek draait om de volgende hoofdvraag: "Hoe kan DAF de verschillende social media platformen eigen maken, dit combineren tot een groot DAF platform, waarbij de bezoekers een goed en correct beeld krijgen van de wereld die DAF heet en regelmatig terugkeren op het platform om te interacteren met DAF"

Het gehele project wordt via een scrum methode benaderd, dit heeft verschillende voordelen. Zo kunnen dankzij scrum, collega's makkelijk en snel zien hoe het staat met de verschillende taken binnen het project, naast deze taken kan er ook aan de scrum planning worden afgelezen hoe het project in zijn gehele vorm vordert. Het scrum proces zal worden bij gehouden via een online en offline Scrumboard, dankzij deze vormen is er altijd de mogelijkheid om te zien hoever het project is, daarnaast kan de offline versie zich bevinden bij mijn werkplek, zodat elke collega snel kan zien waar ik mee bezig ben en wat er nog op de planning staat, als ik even weg ben en/of al naar huis ben. De sprints worden onderverdeeld in verschillende fase's de hoofd fases zijn oriëntatie, onderzoek, realisatie en de na zorg voor het project. In elk van deze fase zullen er verschillende sprints zijn, zodat alles zeer overzichtelijk is en er geen sprints zijn met taken die in combinatie te zwaar zijn voor een enkele sprint.

3.3 Scope van het project

De scope van het "DAF going social" project heeft zich als volgt gevormd.

Onderdelen:

    Onderzoek- Onderzoek wat de benodigde resultaten haalt voor een conclusie/aanbeveling.

    Conclusie- Een gefundeerde conclusie/aanbeveling die uit het onderzoek is voortgevloeid.

    Prototypes- Eerste opzet van het bedachte concept in verschillende varianten.

    Eindproduct- Goed functionerend product wat DAF via social media goed representeerd.

    Handleiding/naslagwerk- Naslagwerk waar DAF op terug kan vallen indien er uitbreidingen en/of fouten op treden in het product.

Doelgroepen:

    Toekomstige klanten- Truckers, dealers en de klanten van de dealer die nog geen producten hebben aangeschaft bij DAF.

    Huidige klanten- Truckers, dealers en de klanten van de dealer die al eerder producten van DAF hebben gekocht.

    Nieuwe werknemers - Medewerkers die nieuw zijn bij DAF en via het social platform meer informatie krijgen over DAF en zo sneller kennis hebben over het bedrijf.

    Medewerker- Helpen bij het beantwoorden van eventuele vragen op het platform, maar kunnen daarnaast ook informatie van het platform halen. Deze informatie is oppervlakkig voor bedrijfstechnische informatie moet het intranet worden geraadpleegd.

Project gerelateerde diensten en/of projecten:

    DAF- Het gehele bedrijf die de eventuele verandering ondergaat.

    myDAF- Het concept met de RFID pasjes en de Microsoft Surface tafel, waar de gebruiker op een leuke en interactieve manier informatie naar zichzelf kan mailen.

    The DAF Experience - Een tweedaagse tour waar potentiële klanten interessanten en leuke plekken bezoeken zowel binnen als buiten het DAF terrein.

    The DAF Experience Exhibition - Locatie op het DAF terrein te Eindhoven waar de bezoekers van "The DAF Experience" de tweede dag komen. Op deze locatie is een expositie die verschillende aspecten van DAF laat zien.

Afdelingen:

    ITD- Overkoepelende organisatie waarin verschillende kleinere afdelingen zich bevinden, deze afdelingen gaan van software ontwikkeling tot PC support waaronder ook mijn afdeling I&MS.

    I&MS- De jongste afdeling binnen ITD, genaamd Innovations and Mobile Solutions. Deze afdeling wordt geleid door Jac van Orsouw en houdt zich bezig mobiele oplossing binnen het DAF terrein, Technische displays tijdens beurzen en nieuwe trends en ontwikkelingen die ingezet kunnen worden ingezet voor DAF.

3.4 Productdecompositiestructuur

Er worden twee grote producten opgeleverd tijdens mijn afstudeerstage bij DAF. Namelijk een uitgebreid en gefundeerd onderzoek en een eindproduct. Deze producten bevatten:

Onderzoek:

- Het onderzoek met de daarbij de gefilterde resultaten en de daaruit gekomen analyses.
- De resultaten in ruwe vorm waarbij nog geen enkele vorm van correctie en/of filtering is toe gepast.
- De survey's die op gelijkenis en verrassende elementen zijn gescand en gedocumenteerd.
- De conclusie die voort is gekomen en onderbouwd uit de resultaten van het onderzoek.
- De aanbeveling die aan de hand van de conclusie is opgemaakt en onderbouwd.

Eindproduct:

- De verschillende prototypes die op diverse aspecten van het eindproduct zijn gericht.
- Het verslag van de gemaakte prototypes met daarin de bevindingen.
- Het eindproduct wat verband heeft met socialmedia.
- Een naslagwerk van het eindproduct.
- Een "How-to" document, waarin staat hoe alle functies benaderd worden en hoe het product op een veilige manier is uit te breiden.
- Een verantwoordingsdocument waarin wordt vermeld waarom functies op een specifieke manier zijn gecodeerd.
- Een dagboek van de realisatie waarin wordt bijgehouden hoe het proces is verlopen tijdens het coderen.
- Het Project Initiatie Document.

3.5 Productstroomschema

Voor de betekenis van de producten verwijs ik naar de introductie tekst van het hoofdstuk Productdecompositiestructuur. Het project is opgedeeld in vier verschillende fases namelijk de oriëntatie fase waarin de basis wordt gelegd voor het project doormiddel van een PID. Na de oriëntatie fase beland het project in de onderzoeksfase, hierin wordt het onderzoek opgezet,uitgevoerd, worden er conclusies en uiteindelijk een aanbeveling geformuleerd. Nu is het project beland in de realisatie fase, deze begint met het bouwen van verschillende prototypes tussen elk prototype wordt er een verslag van het prototype gemaakt zodat deze kennis is vastgelegd en kan mee worden genomen voor het volgende prototype. Na de verschillende prototypes wordt het eindproduct gerealiseerd. Na het eindproduct is het de overdrachtsfase die volgt, in deze fase wordt al de documentatie op orde gebracht voor de overdracht en toekomstige beheerders, zodat ook in de toekomst het product makkelijk te onderhouden en updaten is voor beheerders die de overdracht niet hebben mee gemaakt.

Oriëntatie fase

P.I.D

Onderzoek fase

Survey's → Resultaten → Conclusie → Aanbevelingen

Realisatie fase

Documentatie bevindingen ← Proto-type X ← Documentatie bevindingen ← Proto-type X

Herhalend tot er genoeg input is voor een eindproduct

Proto-type X → Eind verslag Proto-types → Eind product

Overdracht fase

How-to's ← Naslag werk ← Verantwoording ← Dagboek realisatie
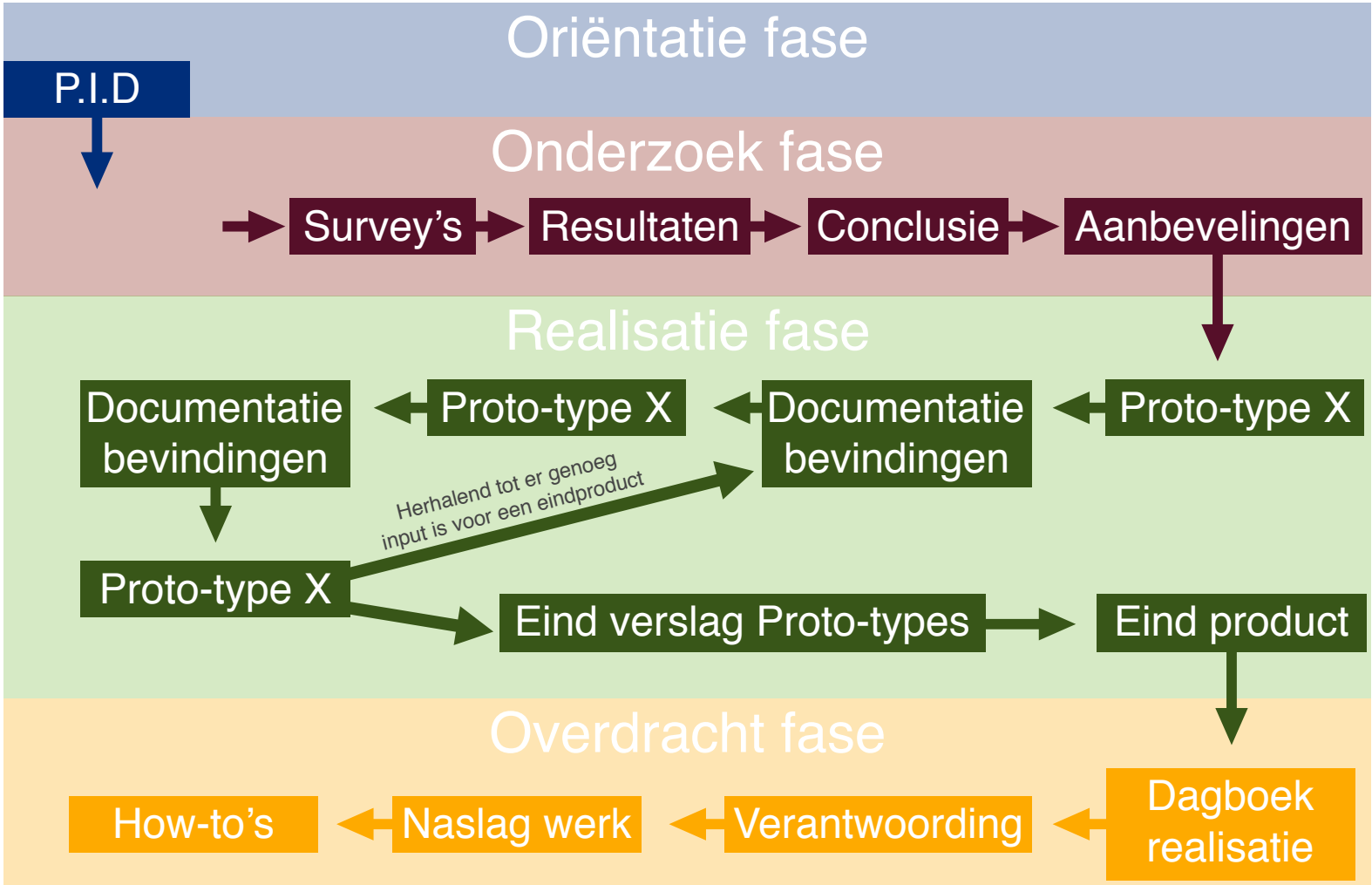
3.6 Productbeschrijvingen van het onderzoeksrapport

Doel
Het onderzoeksrapport is essentieel voor het maken van een goed eindproduct. Zo komen uit het onderzoek verschillende uitkomsten die het maken en het bedenken van het eindproduct beïnvloeden in positieve zin. De functie die het onderzoeksproduct gaat vervullen is vooral ondersteunend en onderbouwend. Ten eerste ondersteunt het onderzoek de aanbevelingen die worden gedaan voor het concept, daarnaast is het onderbouwend voor het eindproduct en de keuzes die daar voor zijn gemaakt. Het onderzoeksrapport zal vooral worden gebruikt door mezelf (Roy van Ravesteijn) als stagiair van I&MS, echter zullen er andere collega's en tevens begeleiders het onderzoek inzien en beoordelen of de genomen stappen na het onderzoek goed en in de juiste richting zijn genomen.

Samenstelling
Het onderzoeksrapport bestaat uit de volgende onderdelen:
- Aanleiding.
- Voorwoord.
- Doelstelling.
- Deelvragen.
- Bronnen.
- Praktijk onderzoek.
- Infographics.
- Conclusie.
- Aanbevelingen.
- Resultaten praktijkonderzoek.

Bronnen
- Internet.
- Literatuur.
- Eigen praktijk onderzoek.
- Kennis collega's.
- Documentaires/tv.

Formaat
Het onderzoek wordt opgeleverd hard copy, naast de hard copy zal er ook nog een digitale versie online staan in de vorm van een PDF. In het onderzoek zullen cijfers zoveel mogelijk worden verwerkt tot overzichtelijke infographics.

Producent
De verantwoordelijk en producent ben ik zelf (Roy van Ravesteijn).

Kwaliteitscriteria
Om de kwaliteit te waarborgen is het van essentieel belang om veel en betrouwbare onderzoeksresultaten te verzamelen van de doelgroep en deze te verwerken in het onderzoek.

Methode van toetsing
Toetsing van het onderzoek wordt gedaan doormiddel van steekproeven en het na lopen van de verschillen op waarheidsgehalte.

Vereiste vaardigheden
De vaardigheden die vereist zijn om het onderzoek tot een goed einde te brengen zijn analytisch vermogen, interview techniek en het goed kunnen schrijven van aanbevelingen zodat alles duidelijk is en de lezer zelf geen conclusies moet hoeven te trekken.

3.7 Projectbudget en Wijzigingsbudget

Het projectbudget wordt uitgedrukt in uren en niet in euro's, dit heeft te maken met het feit dat het project wordt uit gevoerd door een stagiaire, de stagiaire heeft in principe tijd tot het einde van zijn of haar stage periode. Dat is in dit geval 760 uur om het gehele project succesvol af te ronden. Het wijzigingsbudget bedraagt 120 uur, deze uren komen tot stand nadat de algemene stage last van school is afgerond maar de stagiaire nog werkzaam is binnen DAF.

3.8 Benodigde Resources

- "The DAF Experience Exhibition" toegang.

- Broncode van de aanwezige producten in "The DAF Experience Exhibition".

- Test publiek voor de ontwikkelde applicatie.

- Onderzoeksdoelgroep.

- Overige producten en/of diensten in de "The DAF Experience Exhibition".

- Vooronderzoek indien aanwezig.

- Algemene richtlijnen DAF betreffende communicatie naar buiten.

3.9 Benodigde Human Resources

- Consultancy uren SDC.

- Technische ondersteuning IDC.

- Microsoft support.

- Eventuele externe human resources indien nodig.

3.10 Uitsluitingen

De uitsluitingen zullen zich vooral richten op de ondersteuning en het onderhouden van het product/dienst, het project brengt wel documentatie voort over hoe het product en/of dienst precies werkt, hoe er eventuele problemen kunnen worden opgelost en tevens een gids die toont hoe er updates/functies moeten worden toegevoegd zodat alles overzichtelijk blijft.

3.11 Afhankelijkheden

- Gewilligheid van de directie om mee te gaan met nieuwe trends zoals social media.

- Netwerk Rechten DAF.

- Privacy bezoekers.

- Gevoeligheid informatie DAF producten.

- Beschikbare programma's en/of gewilligheid om nieuwe software aan te schaffen.

3.12 Randvoorwaarden

- Er moeten servers aanwezig zijn, die mogen worden gebruikt om de applicatie van eventuele externe communicatie te laten voorzien.

- Er moeten voldoende hardware modules aanwezig zijn om het goed gekeurde plan uit te voeren.

- Er moet de mogelijkheid zijn om software aan te schaffen ten behoeve van het project, zodat het concept kan worden gerealiseerd.

- Er moet de mogelijkheid zijn dat ik beroep kan doen op collega's om bij te springen als het project in ernstige problemen dreigt te komen.

3.13 Aannames

- De verschillende afdelingen zijn gewillig om mee te denken en hun assistentie te verlenen aan het project.

4 Organisatie

Deze organisatie organogram is van mijn divisie binnen PACCAR wat het moeder bedrijf is van DAF, de organogram kan nog veel uitgebreider echter heeft dit geen toegevoegde waarde en maakt het alles nog ingewikkelder. Hierdoor is er gekozen voor een versimpelde organogram.

PACCAR

Director ITD EUROPE
Walter Greubel

Director Operations
Harold vd Munckhof

Director DAF ITD
Machteld Massee

Director Solution Center
Marco Hordijk

Director PACCAR FINANCE ITD
Paul Schiphorst

Manager MDC
Bert Ligtvoet

Manager IDC
George Spanhoff

Manager C.I.C
Paul van Driel

Manager S.D.C
Mark Klerks

Manager I&MS
Jac van Orsouw

IT Consultancy

TECH. Consultancy

Project Managers

Trainees
Roy van Ravesteijn
Berend Bookholt

CLIENT TECH
Michel van de Berg
Tom van Acht

SERVER TECH

NET TECH

4.1 Projectorganisatiestructuur

```
                    ┌─────────────────────┐
                    │   Jac van Orsouw    │
                    │   Opdrachtgever     │
                    └──────────┬──────────┘
                               │
┌──────────────────┐  ┌────────┴───────────┐  ┌──────────────────────┐
│  Tom van Acht    │──│ Roy van Ravesteijn │──│   Tom van Acht       │
│  Projectborging  │  │  Project Manager   │  │ Michel van den Berg  │
└──────────────────┘  └────────────────────┘  │   Jac van Orsouw     │
                                                │   Projectsupport     │
                                                └──────────────────────┘
```

4.2 Opdrachtgever (Jac van Orsouw)

Rolbeschrijving

De opdrachtgever is Jac van Orsouw afdelingshoofd van I&MS, elk gemaakt document en/of product zal eerst goed gekeurd worden door Jac van Orsouw voordat het verder in DAF wordt verspreid en/of naar school wordt verstuurd.

Projectgerelateerde taken

Toetsing,besprekingen, bijsturing en het beantwoorden van vragen die gerelateerd zijn aan het project.

Specifieke verantwoordelijkheden

Zorgen voor de benodigdheden voor het project zowel hard- en software. Toelaten van het product in de test omgeving en het op de hoogte houden van eventuele veranderingen binnen DAF die invloed hebben op het project.

4.3 Projectborging(Tom van Acht)

Rolbeschrijving

Naast dat Tom de stage begeleider is vanuit DAF, zorgt Tom ook voor de projectborging binnen het project. Dit houd in dat Tom als eerste al de gemaakte producten en documentatie controleert of deze aan de gestelde kwaliteitseisen voldoen van DAF.

Project gerelateerde taken

Begeleiden stagiaires, informatie bron voor het project en DAF, uitleggen procedures, Toetsing, besprekingen, kwaliteitsbewaking en bijsturen als het de verkeerde kan op gaat.

Specifieke verantwoordelijkheden

Begeleiden stagiaires, informatie bron voor project en DAF, uitleggen procedures, eerste aanspreekpunt bij eventuele problemen en het controleren opgeleverd werk.

4.4 Projectsupport

Rolbeschrijving

Het meehelpen aan het project, in elke vorm die nodig kan zijn.

Projectgerelateerde taken

Informatie voorzien, meehelpen bij problemen en inzicht geven in bepaalde situaties.

4.5 Project Manager

Rolbeschrijving

Project manager van het project ben ik (Roy van Ravesteijn).

Projectgerelateerde taken

- PID maken.
- Vergaderingen voorbereiden en plannen.
- Planning maken.
- Onderzoek leiden en uitvoeren.
- Realisatie fase leiden en uitvoeren.
- Aanspreekpunt voor project.

5 Projectbeheersing

5.1 Rapportage

Partij: Rapport:	Roy van Ravesteijn	Tom van Acht	Jac van Orsouw	Michel van den Berg	Directie DAF
Projectvoorstel					
PID	O+D	I+A+T+G	I+A+T+G		
Notulen vergadering	O+D	I	I		
Vergaderpunten	O+D	I+A+G	I+A+G	I	I
Probleemrapport	O+D	I+A	I+A		
Voortgangsrapport	O+D	I+A+G	I+A+G	I	
Scrum	O+D	I+A+T+G	I+A+T+G		
Eindrapport sprint	O+D	I+G	I+G	I+A	
Plan voor verandering	O+D	I+A+T+G	I+A+T+G	I+A	
Projectissues	O+D	I+A	I+A	I+A	
Kwaliteitslogboek	O+D	I	I		
Leerpunten rapport	O+D	I+G	I+G		
logboek techniek	O+D+A	I+A+T+G	I+A+T+G	I	
Regels/handboek product/dienst	O+D+A	I+A+T+G	I+A+T+G	I+D	
Tussen presentaties voortgang en ideeën	O+D+A	I+A+T	I+A+T	I+A	I+A
Project eindrapport	O+D+T	I+A+T+G	I+A+T+G	I	I

Legenda:

O	Opstellen	**A**	Adviseren	**I**	Ontvangen ter informatie
T	Toetsen	**D**	Distribueren/archiveren	**G**	Goedkeuren

5.2 Belanghebbenden bij het project

Wie	Namens	Belang	Communicatievorm(*)
Tom van Acht	Afdeling IDC	Begeleider van stagiaire IMS	Besprekingen, overleg, toetsing, goedkeuring, adviseren, aansturing, informeren
Jac van Orsouw	Afdeling IMS	Manager IMS	Besprekingen, overleg, toetsing, goedkeuring, adviseren, aansturing, informeren
Michel van den Berg	myDAF ervaring	Beheerder myDAF ervaring	Besprekingen, overleg, accepteren
Marco Hordijk	Director van Solution Center	Goedkeuring concept/trends	Besprekingen, overleg, goedkeuring, accepteren

5.3 Communicatiekanalen

Van	Naar	Informatie	Medium	Frequentie of data
Roy van Ravesteijn	Afdeling IMS	Besprekingen, problemen, toetsing	Email, telefoon, memo, rapport, persoonlijk	Dagelijks
Afdeling IMS	Roy van Ravesteijn	Besprekingen, problemen, toetsing	Email, telefoon, memo, rapport, persoonlijk	Dagelijks
Michel van den Berg	Roy van Ravesteijn	Besprekingen, acceptatie	Email, Telefoon, Persoonlijk	Regelmatig tot Zelden
Roy van Ravesteijn	Michel van den Berg	Besprekingen, voorstellen	Email, Telefoon, Persoonlijk, Presentatie	Regelmatig tot Zelden
Directie afgevaardigde	Roy van Ravesteijn	Besprekingen, Goed keuring	Email, Telefoon, Persoonlijk	Zelden
Roy van Ravesteijn	Directie afgevaardigde	Besprekingen, voorstellen	Email, Telefoon, Persoonlijk	Zelden

5.4 Voortgangsbewaking

Overleg	Aanwezig	Frequentie	Tijdstip	Doel	Onderwerpen	Notulen
Wekelijks overleg	Roy van Ravesteijn Tom van Acht	1 x week En indien nodig ad hoc meeting	Nader te bepalen tijdstip. Duur: 1 uur	Bespreken week	taken van de afgelopen week en komende week	X
Einde sprint (scrum) overleg	Roy van Ravesteijn Tom van Acht Jac van Orsouw	Einde van sprint	Nader te bepalen	Afronding sprint, bespreken, na lopen en bespreken volgende sprint en eventueel bijsturingen in de sprints	Scrum, Taken in sprint, bijsturingen, toekomst	Roy van Ravesteijn
Tussen presentatie concept/product	Roy van Ravesteijn Tom van Acht Jac van Orsouw	1x nadat het concept vorm heeft gekregen	nader te bepalen	inlichten van belangstellende over het concept en het hoe en waarom er achter	Onderzoek, Concept, waarom, realisatie	x
Eind presentatie binnen DAF	Roy van Ravesteijn Tom van Acht Jac van Orsouw Michel van den Berg Afgevaardigde Directie	eenmalig	nader te bepalen	Opleveren en verdedigen van het onderzoek en het product en/of dienst	Onderzoek en product en/of dienst	

5.5 Risicomanagement

Zie bijlage risicomanagement.

5.6 Kwaliteitsbewaking

Ontwerp- en ontwikkelcriteria

Te gebruiken ontwikkelstandaarden	HTML,HMTL5,CSS,CSS3,JAVA,PHP,C#,Javascript, XML en als het nodig is andere standaarden.
Ontwikkelmethoden	Scrum is de methode die bij de ontwikkeling wordt nageleefd.
Niveau van ontwikkelaars	HBO +
Richtlijnen voor ontwikkeling	Tijdens de ontwikkeling zal er een terug koppeling vinden met de afdeling, voor feedback,sturing en toetsing.
Registraties m.b.t. ontwikkeling	De ontwikkeling wordt geregistreerd via status rapporten die om de 3 weken worden gemaakt.
Ontwikkeldocumentatie	De ontwikkeling wordt geregistreerd via de sprints rapporten, de rapporten worden per sprint opgeleverd.
Ontwikkeltijd	De ontwikkel tijd om tot een werkende applicatie te komen bedraagt 726 uur, met een maximale uitloop van 120 uur.

Testcriteria

Testfunctionaliteiten	Alle functies van de applicatie.
Niveau van testen	Het niveau van testen is grondig, alles moet worden na gelopen zodat de bezoekers geen problemen ondervinden.
Te testen onderdelen	Nog niet bekend omdat het product nog onbekend is.
Te gebruiken teststandaarden	De standaarden voor het testen zijn "on the fly" voor de ontwikkelaars en de Black Box methode voor de test personen.
Registraties m.b.t. testen	Er worden van te voren test rapporten gemaakt om de test vast te leggen, de belangrijkste onderdelen van dit formulier zijn de tegen gekomen fouten en hoe deze zijn veroorzaakt.
Testdocumentatie	Alle ondervinding worden vast gelegd in een document wat zich speciaal richt op het testen hierin zullen alle bevindingen, oplossingen en work arounds komen.
Testtijd	De testtijd zal samengaan met de verschillende ontwikkelde prototypes hierdoor is een specifieke tijd niet aan te duiden.

Overdrachtscriteria

Over te dragen onderdelen	Het gehele product + documentatie.
Wijze van overdracht	De overdracht gaat via een persoonlijke introductie met benodigde informatie daarnaast is er ruimte voor vragen.
Niveau van betrokkenen bij overdracht	De overdracht vind plaatst op de zelfde afdeling.
Tijd voor overdracht	Dit zal een dagdeel in beslag nemen om de overdracht compleet en goed te voltooien.

Gebruikscriteria (product nog niet bekend)

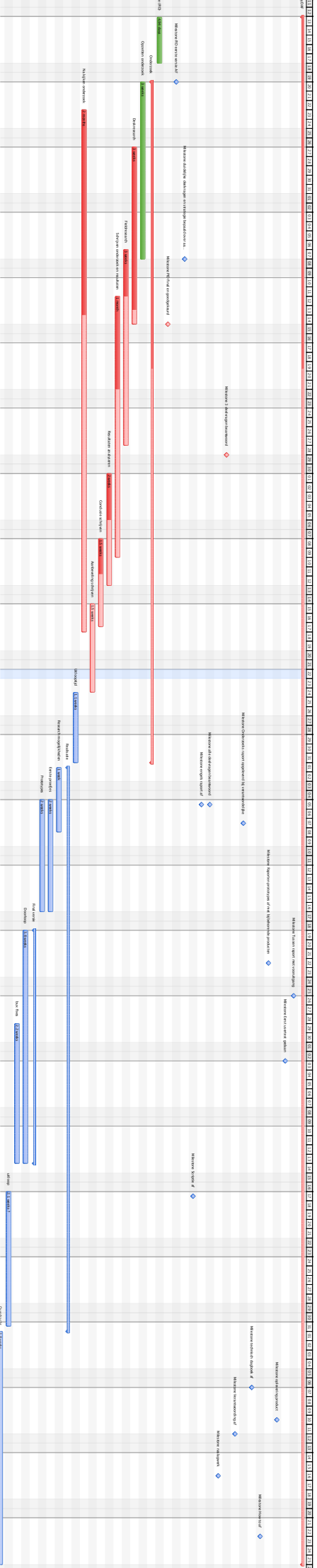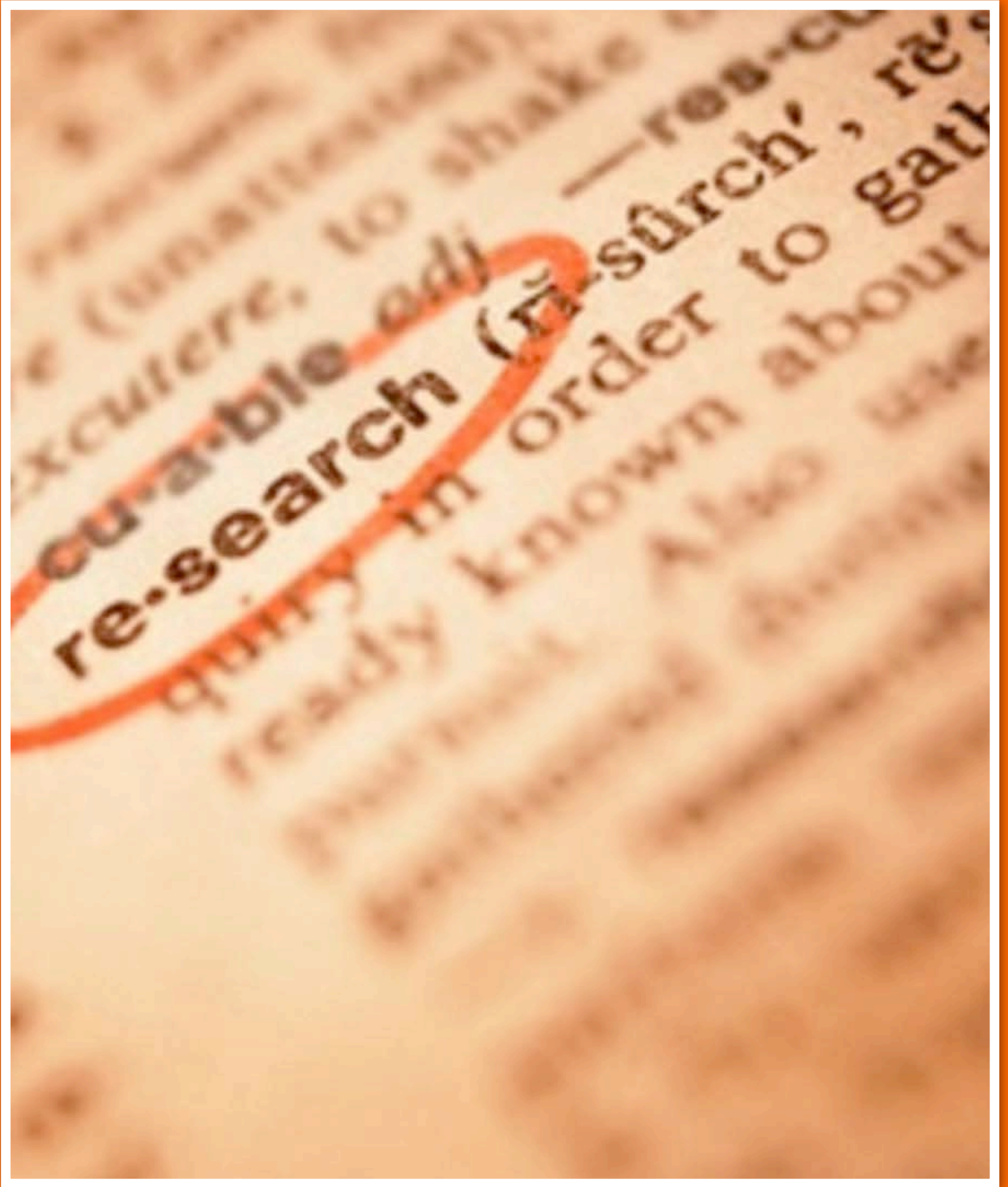|	
Functies eerste gebruik	Er is geen eerste gebruik.
Verschijningsvorm(en)	Digitaal,analoog,audio,tast.
Gebruiksgemak	Het gemak voor de gebruiker moet zeer groot zijn, alles moet duidelijk zijn en uit de usertest moet het resultaat komen dat 7 van de 10 proefpersonen de applicatie fijn in gebruik vonden.
Bedienbaarheid	Het gemak voor de gebruiker moet zeer groot zijn, alles moet duidelijk zijn en uit de usertest moet een resultaat komen dat 8 van de 10 proefpersonen het goed vinden betreffende duidelijkheid/navigatie.
Juistheid	De getoonde informatie moet overeen komen met de visie en informatie van DAF zelf omdat het een uithang bord is voor DAF.
Stabiliteit	Het product en applicatie moet geen downtime hebben zodat iedereen de kans moet hebben om er gebruik van te maken. En als er downtime is moet het product/applicatie snel weer in gebruik kunnen worden genomen.
Snelheid	De snelheid moet zich aanpassen aan de gebruikers, dit zal de usertest uitwezen over hoe snel alles moet gaan werken.
Aanpasbaarheid	De applicatie moet makkelijk uit te breiden zijn, zodat er in de toekomst nieuwe functies aan toegevoegd kunnen worden, of om er updates voor te schrijven.
Aansluitbaar met	Mogelijke andere diensten en producten binnen DAF.
Niveau van gebruikers op het vlak van omgaan met moderne apparatuur	Het niveau van de gebruiker zal hoogstwaarschijnlijk sterk uit een liggen. Omdat er veel bezoekers zijn en deze niet allemaal dezelfde achtergrond hebben en/of het gevoel met techniek hebben. Het product moet dus voor beginners zijn maar ook voor gevorderde een leuke ervaring zijn.

Beheers- en Onderhoudscriteria

Te beheren onderdelen	Gehele product en dienst.
Onderhoudsbeperkingen	Tekstuele aanpassingen en visuele updates.
Hersteltijd	1 dagdeel, backup terug zetten.
Insteltijd(en)	Minder dan 1 uur.
Onderhoudstijden	Zo goed als onderhoudsvrij op een maandelijkse opschoonbeurt na. (van eventuele database,opgeslagen gegevens, etc.)
Niveau van beheerspersoneel	Personeel van de IMS afdeling.
Niveau van onderhoudspersoneel	Personeel van de IMS afdeling.
Registraties onderhoud en beheer	Bijhouden van techniek dagboek.
Beheersdocumentatie	Updaten van de how to documentatie.

Bijlage Risico management

ID	Cat.	Beknopte beschrijving	Kans	Impact	Overall	PRACT	Actie(s)	Status	Eigenaar	Indiener	Identificatie-datum	Datum bijgewerkt
1	O/M/H	Negatieve uitslagen in onderzoek betreffende Social media	L	H	☹	A		0	Roy van Ravesteijn	Roy van Ravesteijn		
2	T/O/I	Benodigde hardware niet aanwezig	L	H	☹	P	Het product en/of dienst zo universeel mogelijk maken	0	Roy van Ravesteijn	Roy van Ravesteijn		
3	E/F/M	Benodigde hardware wordt niet aangeschaft	M	M	☹	A		0	Roy van Ravesteijn	Roy van Ravesteijn		
4	T/O/I	Product vergt te veel programmeer skills	M	H	☹	R	Hulp in roepen Berend indien dit niks oplost, consultancy uur M. Klerks aanvragen	0	Roy van Ravesteijn	Roy van Ravesteijn		
5	T/O/I	Product wordt in de test fase als onstabiel ervaren	M	H	☹	P	zelf check systeem in het product verwerken waardoor bij eventuele onstabiliteit het verhelpt en/of het systeem opnieuw opstart en weer stabiel word	0	Roy van Ravesteijn	Roy van Ravesteijn		
6	T/O/I	Product wordt als onveilig gezien, en als kwetsbaar punt in de infrastructuur	L	H	☹	P	Zorgen dat de beveiliging in orde is en er geen kwetsbare punten in de code zitten	0	Roy van Ravesteijn	Roy van Ravesteijn		
7	S/C	Product en/of dienst wordt ondanks onderzoek als niet prettig ervaren door de bezoekers	L	H	☹	R	De uitkomst van het onderzoek goed bestuderen en dit toepassen op het concept	0	Roy van Ravesteijn	Roy van Ravesteijn		
8	J/R	Product en/of dienst overschrijft de privacy regels voor de bezoekers	L	M	☺	P	Afdeling legal bellen over de regels betreffende privacy schending	0	Roy van Ravesteijn	Roy van Ravesteijn		
9	S/C	Product valt niet op bij de klanten van DAF	M	M	☹	P	Bezoekers lokken met audio en visuele prikkels zodat het product/dienst opvalt bij de bezoeker	0	Roy van Ravesteijn	Roy van Ravesteijn		
10	O	De resultaten van het onderzoek zijn te uit een lopend en er kan geen eenduidige conclusie trekken	L	H	☹	R	Naast de deskresearch een uitgebreid fieldresearch uitzetten	0	Roy van Ravesteijn	Roy van Ravesteijn		
11	T/O/I	Product crasht tijdens zeer intensief gebruik	M	M	☹	R	Veiligheden coderen zodat bij dreiging crash deze wordt voorkomen en er limieten worden ingesteld aan bijvoorbeeld het invoeren	0	Roy van Ravesteijn	Roy van Ravesteijn		
12	T/O/I	Onverklaarbare bugs in systeem	M	H	☹	R	Test omgeving intensief gebruiken zodat elke sectie van de code goed is gecontroleerd	0	Roy van Ravesteijn	Roy van Ravesteijn		
13	T/O/I	Geen rechten op het netwerk waardoor de dienst en/of product niet goed kunnen functioneren	H	L	☹	P	Tijdig bekent maken plannen aan netwerkbeheerders zodat de beheerder de rechten kunnen verlenen aan het product en/of dienst	0	Roy van Ravesteijn	Roy van Ravesteijn		
14	O/M/H	Directie ziet nieuwe trends niet zitten	H	H	☹	R	Voorbereiden van presentaties die de voordelen uitleggen van de nieuwe trends	0	Roy van Ravesteijn	Roy van Ravesteijn		
15	O/M/H	De resultaten van het onderzoek onder de bezoekers levert een resultaat op waarin DAF zich niet mee kan identificeren	L	H	☹	A		0	Roy van Ravesteijn	Roy van Ravesteijn		
17	T/O/I	Het product en/of dienst wordt te populair waardoor de verschillende services door elkaar gaan lopen	M	M	☹	R	Veiligheden inbouwen zodat bij overload het systeem automatisch minder aanvragen/services verleend	0	Roy van Ravesteijn	Roy van Ravesteijn		
18	T/O/I	Het product doet niet wat de bezoeker verwacht betreffende de interface	L	H	☹	P	Intensief de GUI testen met de test doelgroep	0	Roy van Ravesteijn	Roy van Ravesteijn		
19	T/O/I	Het programma werkt alleen met specifieke hardware en deze is kapot gegaan	L	H	☹	P	Het product en/of dienst zo universeel mogelijk maken	0	Roy van Ravesteijn	Roy van Ravesteijn		
20	O/M/H	De planning voor taken klopt niet en het gehele project komt in tijds nood	M	H	☹	R	Duidelijke deadlines stellen en tevens inhaal periodes inplannen	0	Roy van Ravesteijn	Roy van Ravesteijn		
21	T/O/I	Het gehele project raakt onbruikbaar door een onherstelbare fout	L	H	☹	P	Back-up systeem maken waardoor nooit al het werk verloren gaat	0	Roy van Ravesteijn	Roy van Ravesteijn		
22	T/O/I	De verwachte programmeertaal voldoet niet en er moet een nieuwe taal worden aangeleerd	L	H	☹	P	Research doen tijdens het voor onderzoek zodat de programmeer taal in een keer goed wordt gekozen	0	Roy van Ravesteijn	Roy van Ravesteijn		
23	T/O/I	Het product maakt gebruik van andere diensten in The DAF Experience Exhibition echter, communiceren de verschillende diensten niet	M	H	☹	R	Alle communicatie wegen goed testen in de test omgeving en daarnaast de eerste live runs goed monitoren	0	Roy van Ravesteijn	Roy van Ravesteijn		
24	T/O/I	De database van het product en/of dienst raakt beschadigd	L	H	☹	R	Database laten draaien op een betrouwbare en in raid5 draaiende server	0	Roy van Ravesteijn	Roy van Ravesteijn		
25	T/O/I	De database van het product en/of dienst raakt is gehackt	L	H	☹	P	Beveiligde database waar alleen de bevoegde mensen het wachtwoord van weten	0	Roy van Ravesteijn	Roy van Ravesteijn		
26	T/O/I	Het product en/of dienst is een tijd uit bedrijf genomen en wil nu niet meer starten	L	L	☺	P	Zorgen dat het starten van het product en/of dienst geen externe middelen nodig heeft, en deze later pas worden aangeroepen	0	Roy van Ravesteijn	Roy van Ravesteijn		
27	T/O/I	Het product en/of dienst loopt vast omdat gebruikers half weg het product en/of dienst er mee stoppen op een onjuiste manier	L	M	☺	P	Functie inbouwen als het product en/of dienst een tijd inactief is het terug gaat naar zijn start scherm/ positie	0	Roy van Ravesteijn	Roy van Ravesteijn		
28	O/M/H	Gewilligheid afdeling om mee te helpen	M	H	☹	a		0	Roy van	Roy van		

Bijlage Planning

Appendix:
Research Document

Table of contents

Glossary

API's
Application Programming Interface is a protocol that is used to simplify the programming process for developers, that uses certain products. An example of an API is the Facebook API, developers that want to use Facebook functions save time by using the by Facebook provided API.

BBS
Bulletin Board System, the first forum like website on the world wide web.

CISCO
Cisco Systems, Inc. is a highly respected corporation that designs, manufactures, and sells networking equipment.

DAF N.V.
DAF N.V. is a manufacturer of trucks, mainly focused on the European market, and is mark leader in some European countries. DAF N.V. is also the company for which the research is performed.

Google trends
A service of Google the compares search queries and shows specific data that is related to it.

HTML5, Flash & Silverlight
programming languages that are used to create rich digital content.

IAAS
Infrastructure as a service, providing computer power through the cloud. (Example: Virtual machines)

I&MS
Innovations and mobile solutions, the department of DAF N.V. were digital solutions and products are made that benefit DAF N.V. in its entirety.

IP
Intellectual property is a group of rights that automatically protect the creator of (digital) products. Therefore, protecting them from copywriting.

ITD
Information & Technology Division, is the division that contains several smaller departments, all of these departments have in common that they have something to do with ICT.

ITS
DAF International Truck Service. The DAF ITS is call center for DAF drivers that have questions or run into problems. DAF ITS help with almost every request they get from the truckers.

Modular design
A programming and design style that is focused on individual parts that work separately from each other, however for the user it seems as one website.

Native
Native means that an application is specially designed for a specific operating system, for example an iOS.

PAAS
Platform as a service, providing a computer platform through the cloud. (Example: Web server)

PACCAR
Paccar is an American manufacturer of heavy-duty trucks, and the parent company of DAF N.V.

Responsive web design
A manner of web design, were the website respond to the screen size and resolution. This respond is changing the website to the best viewing experience there is for the user.

SAAS
Software as a service, software that is offered as a service usually through the cloud. (Example: E-mail)

Tooling event 2012
A 2-day business conference that covers IT related subjects such as social media for corporal environments.

Virtualization
Simulating a certain computer environment and viewing it as a real one.

1 Introduction

This research is performed for DAF N.V., mentioned further as DAF for a better reading experience. DAF is a subsidiary company of the American truck manufacturer PACCAR. DAF is a truck manufacturer located in Eindhoven (the Netherlands) and also has a factory in Westerlo (Belgium). DAF works according to the 'Build to Order' principle. This means that all vehicles are built to satisfy each customer's individual wishes. Production only starts when an order is received. This is important because DAF builds ten thousands of different vehicle versions, which are all built to meet each customer's individual specifications and transport requirements. Tom van Acht and Jac van Orsouw gave the assignment for this research with the support of the managing board. Innovation and Mobile Solutions (IMS) is the responsible department for this research. IMS researches and develops innovative and/or mobile concepts for DAF and is part of ITD (Information & Technology Division) ITD is the overarching division of all IT related departments.

DAF is a brand that wants to connect with their (potential) customers. DAF is creating this connection through several products and services. An example is the DAF experience. The DAF experience is a two-day trip for the customers and potential buyers. The trip consists of different activities that will strengthen or create the connection. The activities are a test drive in a DAF truck on a circuit, a guided factory tour and a visit to the DAF experience exhibition. The exhibition is a place where the visitors discover DAF through a movie with special effects (smoke etc.), and see other items related to DAF such as an engine, a 3D digital DAF truck, displayed product information and the newest trucks DAF has to offer to the customer. The use of these activities and brand/product specific information is a solid way of creating a connection with the customer. The organization sees social media as a possible expansion to their products and question were asked about it by the board.

Within DAF social media is not fully explored, because DAF only uses techniques and products that have proven themselves over a long period of time. However, social media has stepped out of its infancy phase and is settling in a mature manner. Therefore, the time is right for DAF to research and when beneficial embrace social media to strengthen and create new connections.

DAF is fairly new to social media and every affiliated aspect. They are still improving their knowledge on social media, focused on the automotive sector (Truck). With this research, a recommendation is provided on how DAF should handle and manage social media.

2 The design of the research

2.1 Project target
Researching the possibilities of a social media platform that can enhance and help DAF to create or strengthen the connection with the customer and fan. The outcome of the research will result in recommendations that are be presented to the board members for informational purpose, the recommendations are used in an proof of concept to show the recommendations in action.

2.2 The change
The initial project target was changed for the benefits of DAF. The focus of the research and proof of concept has changed from a social media research for the DAF experience exhibition to the overall brand of DAF. This was the result of the preliminary investigation of the involved people, they were unanimous that before the DAF experience exhibition embraces social media, the brand needs to embrace it. Otherwise, it is in contradiction with each other, if only a subdivision of DAF embraces the use of social media.

2.3 Project phases
The project is divided in several phases, the phases are set up in a chronicle manner, the phases for this research were:

Organizational research
- Who is the target audience?
- Which of the general trends could inflict the use of social media?
- What is social media?

In depth research
- What is the competition doing in the automotive sector, and what can be learned from them?
- What is a trucker's perspective on social media in combination with the automotive sector?
- Which organizational options are there for DAF to manage social media?
- What kind of technical solutions are there to realize a social media platform/website?

Recommendations
- What are the conclusions of the research?
- Which recommendations are concluded from the research?

Concepting
- What concepts were generated through the different brainstorm sessions?
- Which generated concept has been chosen for further development?
- How should the concept be realized?

Aftercare
- Which possibilities does the concept has in the future?

2.4 Researching methods
The information is gathered with different research methods. The used methods are listed below.

2.4.1 Desk research
Desk research is mostly used in the orientation phase of a research. With a desk research a foundation is created for the research. This foundation is a solid start that eliminates unnecessary questions and raises relevant questions which will boost the quality of the research. Desk research can be performed through various media types, the media types used for this research are:

Books
Books validate and support the performed research. Books have more value and a higher trust level than an online published article. The reason for this high trust value, is that data from books are easier to validate (reviews and recommendations) than an article on unacknowledged website found with a search engine.

Blogs
The original word used for blogs was weblogs, until Peter Merholz jokingly broke the word into blog on the sidebar of Peterme.com. With blogs it is important to keep in mind that the posts are somebody's thoughts. In some cases, these are supported with books and studies. Those thoughts can be wrong, right or just in between. However there are exceptions, a certain group of blogs are so well-known and respected, that they are handled like companies. Thanks to this, they only publish substantiated information and can be trusted. An example of this is the Dutch blog site Dutchcowboys.

Articles
The most used resource for this research are articles. The linked sources that back up the statements and made allegations in the article, are a way to verify the article on its correctness.

Search engines & websites
Data can be found through search engines that are leading to websites. Websites are not reliable and can be created by anyone. Therefore, research is needed to determine the quality of the websites found through search engines.

2.4.2 Field research
Field research improves the overall quality of a research. The quality will improve thanks to the self-exploring and research of the data performed by the researcher. The types of used field research are:

Internal interviews
The first step of the field research are internal interviews. These interviews give an insight on the different perspectives of the DAF employees on the research.

External interviews
External interviews are used to get information from the targeted audience, to create a clear view on what they want and how this is related to the brand DAF. The interviews were done with international drivers. Dutch, Belgian, French and Romanian truckers have participated. The input of the interviews have a great impact on how the end product will be shaped. The truckers were interviewed on- and offline. The offline location was the truck stop 8 in Eindhoven. The online interviews were held through a well known belgian and dutch truckers forum, namely chauffeursforum.nl. To be able to reach a wide variety of truckers and receive their opinions, the only requirement to participate was that their profession is truckdriver. The questions of the interview are attached in the appendix Interview Questions.

Business conference
Visiting a two-day business conference (Tooling event) that is focused on IT. The conference consisted of seminars and lectures about social media and the use of it in a business environment. This conference is yearly visited by people that work for DAF to enlarge their knowledge.

Approach for each question
The different types of sources used for each sub division of the research are:

	Books	Blogs	Articles	Search engines websites	Internal interviews	External interviews	Business conference
Target audience						✅	
Trends	✅	✅	✅				✅
What is social media	✅	✅	✅	✅			✅
Truckers perspective					✅	✅	
Organizational options		✅	✅	✅			✅
Technical possibilities	✅	✅	✅	✅			

Quality of the sources
The quality of the sources is guaranteed through a couple of logic checks. First the website of the source is scanned on the total appearance and activity. Secondly, comments on the sources are read.

For this research the information of 74 interviews was used. Four interviews failed to pass the quality check, those four failed because of inconsistencies within the given answers. Example of an inconsistent interview:

Q: "Which platforms do you know"
A: Twitter and YouTube
Q: "Which platforms do you use"
A: Facebook

Those interviews are filtered out to guarantee the quality of the research.

Setup of the document
The research document is setup to be red in the most logic way. With the that the chronological order is not fully intact and some chapters have moved. An example is that the chapter of the target audience is moved to the front (Information gathered through interviews), because when developing a product the target audience is first to be examined.

3 Target audience

This chapter researches the target audience of DAF. The target audience is researched because it is important to know the general statistics of the target audience. The information is gathered through the interviews that were held with truckers and fans. The general aspects that are extracted from the interviews are age, hobbies, social media use and the time schedule of a trucker.

The average age of the interviewed trucker is 38 years. The percentages of the different age groups can be found in image TA.01 "The age of the trucker". The image shows that every age group is represented in the research. Besides that, it shows that young and senior truckers are a minority.

TA.01 The age of truckers

■ 18 - 25 year   ■ 26 - 40 year   ■ 41 - 55 year   ■ 55 +
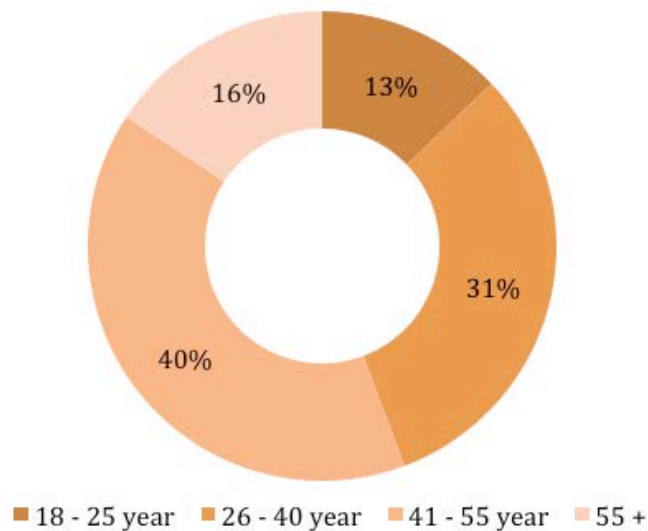
A trucker spends a lot of time in his/her truck. However it is necessary to know what truckers do in the little time they are not driving their truck. This information can be integrated or used as a stimulus on the platform. Image TA0.2 "Hobbies" clearly shows that there are several hobbies that are popular amongst truckers. The most popular hobby is surfing the web closely followed by the automotive sector and other activities on the computer.

TA.02 Hobbies
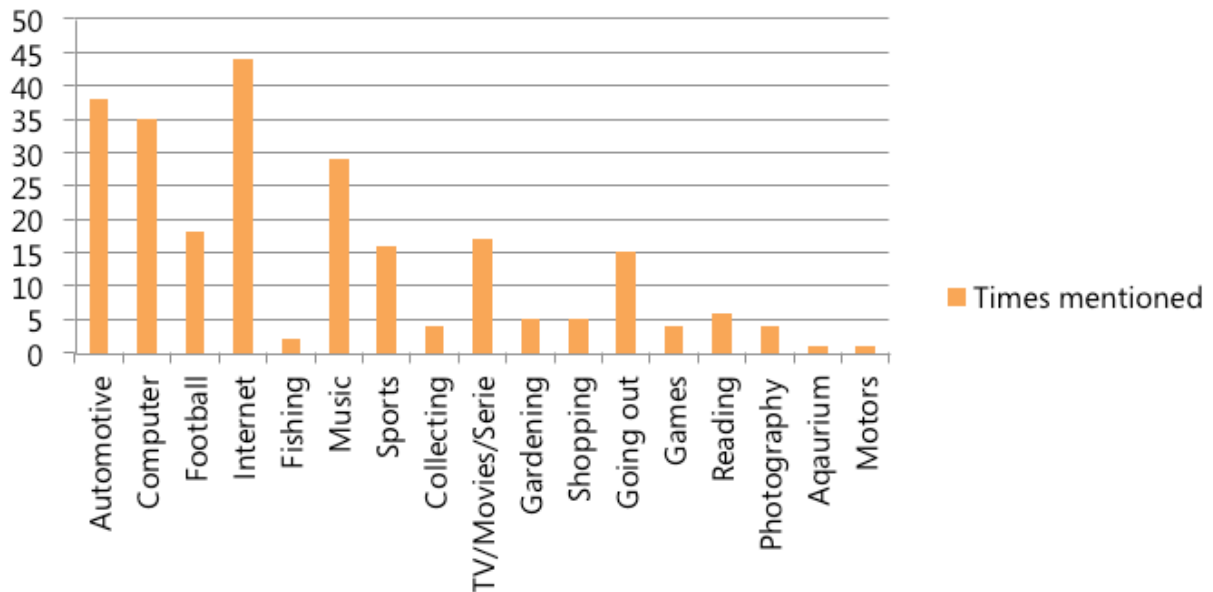
Surfing the internet is a broad concept, truckers can do everything on the internet from viewing movies to sending an email. In which way does social media fit in the internet behavior of a trucker? Most truckers visit a social media platform during their internet routine. 83 % of the truckers are using social media on an active base, the other 17 % do not use their social media or do not have any. The majority of truckers are familiar with social media. This number will raise in the future because the new generation is growing up with social media and will use it more, as David S. Peck from the Azusa Pacific University stated in his research regarding social media[1].

TA.03 Truckers using social media
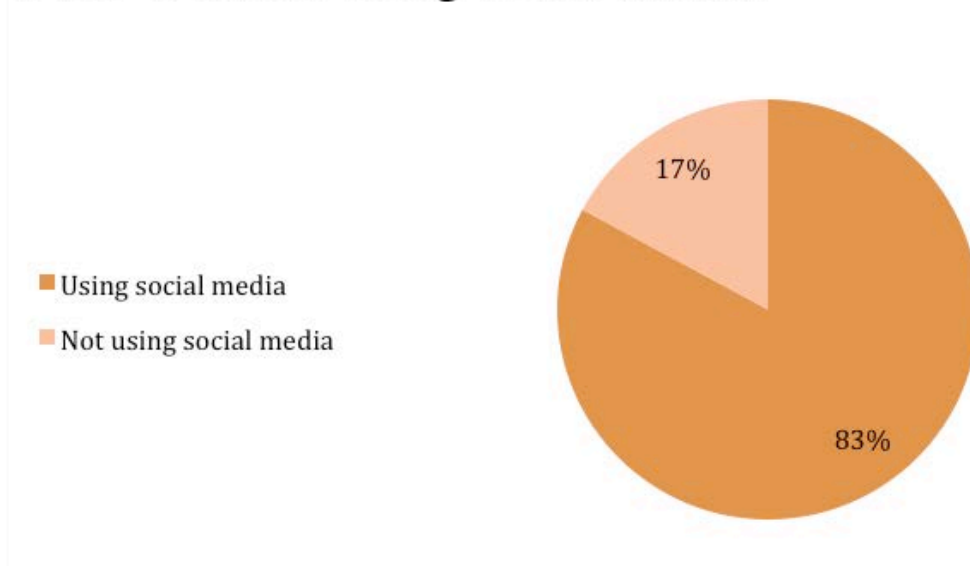
1 Peck, D. (2008) Hanging Out and Growing up with Social Media. Via http://mprcenter.org

It is difficult to determine how much time a trucker can spend on their favorite leisure activities, there are several types of truckers. Truckers drive international, national or regional. Between these three there is a difference, when a regional driver finished their workday they are home within a couple of hours in contrary to the international driver. For example, the international driver is in Spain after their shift while he lives in Germany. This research will therefore focus on hobbies that are compatible with this lifestyle. The law determines how long a driver may drive their truck, however this is not the same for every country. Underneath, two examples are described to clarify the differences:

- The Dutch law states that a trucker only may drive 4,5 hours without a break, after a break the trucker can drive 4,5 hours again, with a maximum of 9 hours a day. However, the trucker is allowed to drive 10 hours a day twice a week. In total a trucker may drive 56 hours a week, according to "Rijkswaterstaat"[1].

- In America, a trucker may drive 14 hours a day when the trucker had at least 10 hours of rest before they start driving. The weekly limit however is almost the same as in the Netherlands, an American trucker may only drive 60 hours in a period of seven consecutive days as stated in the law the Federal Motor Carrier Safety Administration of America[2].

Illustration TA.04 "Time spend a week" shows the time division of a trucker, including the time spent working as mentioned above. Other activities are calculated through found statistics on the website statistic brain (Research provider for CNN, Wikipedia and The New York Times). It shows that the average trucker has 34 hours a week for their leisure activities (4.9 hours a day).

TA.04 Time spend a week (Hours)

Driving average
Driving USA Extra
Sleeping
Household Related
Leisure
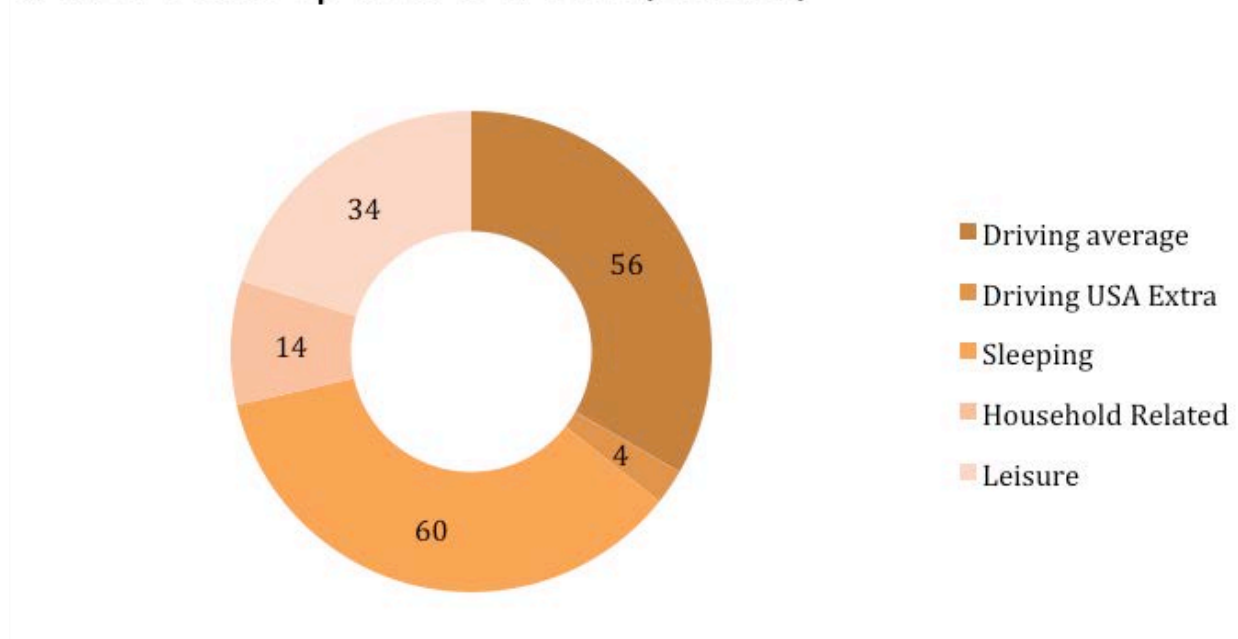
1 Rijksoverheid. (2012) Goederenvervoer over de weg. Via http://www.rijksoverheid.nl/
2 FMCSA. (2012) Maximum driving time for property-carrying vehicles. Via http://www.fmcsa.dot.gov

4 Trends

Today, more than ever, trends are popping up like daisies. Trends can be traced back to some of the mega trends, which are currently active. Examples of those mega trends are screen culture and the eco-friendly trend. The trend research is divided into two sections of trends namely technical trends and user experience trends. The trends that are mentioned are trends that have a link with the research, either in the use of the product or the possibility of an extra feature for the final product.

4.1 Technical trends

The use of technology and the exponential growth of it, is creating new possibilities for products and trends to emerge as stated by Carlo Kopp from the American Institute of Aeronautics and Astronautics in the article Technological Strategy in the Age of Exponential Growth[1].

4.1.1 Mobile web will be the dominant architecture

People are getting more mobile devices each year, this is clearly visible in the statistics of CISCO in their Global Mobile Data Traffic Forecast of 2011–2016[2]. In 2011 the average smartphone usage nearly tripled, to name just one astounding statistic of the CISCO report. This will affect the use of the web architecture. In the future the mobile architecture will rise and eventually be the most dominant architecture out there and therefore must be seen as a high priority when developing a new concept.

4.1.2 HTML5

BBC researcher Ian Hardy did a coverage about HTML5 and its future (Interviewing Google, Adobe and Vimeo)[3]. He states that HTML5 will take over the whole internet, this happens when all the common browsers will support most of the HTML5 features without any problems. By the time the browsers will fully support HTML5, HTML5 will have more functions that will replace parts of other program language such as JavaScript and Flash. A confirmation of this, is that Adobe declared that they stop the support of Flash for mobile and are focusing on HTML5 from now on in an official news blog in November of 2011[4]. Slowly, HTML5 is taking over until most websites are made with HTML5.

4.1.3 Cloud and mobile

The cloud is important today, it will be even more important in the future. The cloud can be used for everything that is related to computers, now a days people can rent virtual space (Dropbox) and computer power to render or calculate heavy projects (RenderRocket). The cloud is an addition to the infrastructure of a company, Kris Jamsa explains how the cloud can be useful for a company (SaaS, PaaS, IaaS, Virtualization, Business Models and more) in the book cloud computing[5]. Kris Jamsa also states that the growth of mobile devices will facilitate the growth of the cloud. Mobile devices do not have the same capacity of a high-end computer. Nevertheless, customers expect the same functionality to do the activities that they do on a computer (Example: Editing large Documents that exceed the internal memory of the mobile device). People have different mindsets about the cloud. There is a group of fanatic users that find the cloud a valuable asset to their digital tools. Another group, the conscious non-users, think it is unsafe and want to avoid the cloud as much as possible.

1 Carlo Kopp. (2012)Technological Strategy in the Age of Exponential Growth. Via http://www.ndu.edu
2 CISCO. (2012) Global Mobile Data Traffic Forecast of 2011–2016. Via http://www.cisco.com
3 Ian Hardy. (2012) Coding the future: HTML5 takes the internet by storm. Via http://www.bbc.co.uk
4 Adobe. (2011). Flash to Focus on PC Browsing and Mobile Apps; Adobe to More Aggressively Contribute to HTML5. Via http://blogs.adobe.com
5 Kris Jamsa. (2012) Cloud Computing. USA: Jones & Bartlett Learning

4.1.4 Responsive web design

The growth of mobile devices (Tablets & Smartphones) also comes with a down side. There will be a lot of different screen sizes from all those (mobile) devices. Therefore, developers cannot make a product for one screen resolution and convert it into another device type, because the ratio is always different and must be adjusted and not converted. Responsive web design is taking care of this problem. Responsive web design will always displayed correctly on any device. The site responds to the resolution of the device. In other words the site is flexible and can adjust to almost every screen resolution because it is not static and every distance is dynamic to each other. The purpose of responsive web design is to give the user a viewing experience that has a minimum of resizing, scrolling and panning. Google trends shows the popularity of responsive web design, comparing the search term "responsive web design" to "mobile web design" in Google Trends shows a clear result. For every sixteen search tasks containing mobile web design there are 100 responsive web design search tasks.

4.2 User experience trends

4.2.1 Strong increase usage of location-based services

The increase of mobile devices as mentioned above has another effect, namely location based services. According to the survey of TNS (Global research company) more device users also want to use location based services, 62% of the non-users want to start using location based services[1]. Location based services are used more often, as a result of that the position of the user and the device are no longer on a static place and can move fast and often. The integration of GPS within most of those moving devices will give the developers the opportunity to use the location, to serve the user with extra information or actions that are location based. The use of location based services gives the user an extra service and the developers numerous new opportunities to develop applications and new features.

4.2.2 Gamification

In today's world gaming is mainstream and no niche market/hobby anymore. The embracing of gaming by the crowd has triggered an effect, that game inspired functions and actions are now being applied on other non-gaming products and services. This trend is also amplified by the nature of humans, people want to be in a competition most of the time as is stated by Alfie Kohn writer of the book "No Contest: The Case Against Competition"[2]. Competition is a key component of most gamification concepts, competition is also one of the reasons why gamification is a success. The competition part of gamification is usually done through points, rankings, badges and achievements. Gamification can be applied on almost every concept. Each concept has specific actions a player has to accomplish, those accomplishments could be rewarded. Gabe Zichermann and Joselin Linder claim that the future of gaming inspired functions and actions will get a more notable part in all digital products[3].

4.2.3 Personalization

According to Frank T. Piller and Mitchell M. Tseng people are getting more used to the personalization of their products and therefore expecting more and more personalization each day and in each product[4]. People are getting more spoiled with professional products and services. Therefore, companies need to do more than before to lure and keep the attention of the customers. This attention can be generated by personalizing a product for the customer and not fit the customer to the product.

1 TNS. (2012) Mobile life. Via http://www.tnsglobal.com

2 Alfie Kohn. (1992) No Contest: The Case Against Competition. Boston: Houghton Mifflin Harcourt

3 Gabe Zichermann and Joselin Linder. (2010) Game-Based Marketing: Inspire Customer Loyalty Through Rewards, Challenges, and Contests. UK:Wiley

4 Frank T. Piller and Mitchell M. Tseng. (2009) Handbook of Research in Mass Customization and Personalization. Singapore: World Scientific Publishing Company

4.2.4 Content curating
Growing quantity led to sinking quality is a statement by Pawan Deshpande,CEO of Curata[1]. This is in one sentence on why people need content curating on the always-expanding web. People are getting busier and do not have much time to spend filtering a ton of items to find the one they would like to read. Therefore, the need for content curating is growing rapidly. Content curating means another person, company or product will curate the information and apply data filtering to it, so only the important and wanted information will be sent to the busy user. Content curating is closely involved with the personalization trend.

4.3 Social media trends

4.3.1 Social TV
Watching television is a popular activity of people, on average people that live in a first world country watch about 22 hours TV a week according to Nationmaster that researched the amount of hours people watched TV[2]. Television is evolving to a more active level of interactions to keep up with the other media types, this is made clear by the report of Mashable on the social media trends of 2012[3]. The more active level interaction will come in the form of social television, this kind of television will let the user be more social and interactive through their TV, for example using a twitter feed while watching a program. The modernity of social TV is now seen through second screens on tablets.

4.3.2 Everything gets social/ The internet of things
Almost every device now a days is connected to the internet. This phenomenon is called the internet of things. Every device has the opportunity to share and collect data from the internet. Therefore new possibilities are rising such as device to device communication. The internet of things is also creating/ changing behavior of people.

Share, share and share again this social behavior of sharing everything is growing, besides sharing other social aspects are getting integrated with almost every product, service and websites. More than half of participant (56%) of the research Social Impact Study of Sociable Labs has liked at least one product on an online shop. Almost two out of the five participants (38%) has actively talked about a product they bought in a web shop through a social media sharing option within the website[4].

Another example that makes it easier to share is the nike+ fuelband[5]. It collects the speed, the route, the time and the place with one simple click on a button it is submitted to a social platform to share the data. It is getting easier to share items than ever before. Therefore, the user is sharing effortless, which is a great stimulus for this trend.

4.3.3 The rise point & know applications
Point & know applications are applications that scan objects, such as a barcode and QR-code to receive specific information. The website trendwatching stated that the use of point & know applications in public have not yet reached its highest peak[6]. An example on how it could be used is the British town of Monmouth located in Wales. Monmouth uses QR codes to give people the information they want. QR codes were everywhere from the local tavern to a statue, tourists could get all the information they need without having to ask even one question to a local[7]. This idea and usage of point and know and other information providers will be embraced and used in many aspects.

1 Eric Savitz. (2012) 4 Reasons Why Content Curation Has Gone Mainstream. Via http://www.forbes.com
2 Nation Master. (x) Television viewing (most recent) by country. Via http://www.nationmaster.com
3 Pete Cashmore. (2012) The Future of Social Media.Via http://mashable.com
4 Sociable Labs. (2012) Social Impact Study. Via http://www.sociablelabs.com/
5 Nike. Via http://www.nike.com
6 Trend watching.(x) POINT & KNOW.Via http://trendwatching.com
7 Alice Chan. (2012)British Town Covers Landmarks With Wikipedia QR Codes. Via http://mashable.com

4.3.4 Outsourcing

Setting up a professional social media platform is getting more difficult by the day. Users are getting spoiled with professional platforms therefore their standards are very high and new platforms must be professional and filled with quality content to make sure people stay on the platform. Because of this more and more companies are outsourcing their social media platform setup to guarantee the setup is professional and the company can make a jump start with social media. This phenomenon is clearly visible in the research of Michael Stelzner the CEO of Social Media Examiner, Social Media Marketing Industry Report, the companies that outsourced their social media platforms doubled in a time span of one year[1]. Outsourcing is not only done for the setup also for the maintaining of the social media platform and the use of a social media plan. These kinds of activities are now mainly done by the company itself, however they are shifting to the outsourcing.

4.3.5 Fast switching

People are switching fast if there is a new form of social media. People are always looking for the new thing and especially on the area of digital products and services. Former CEO of the MTV network Michael Wolf has the theory that "When you're mom arrives at the party, it is time to move to the next party", with this he means that when it goes mainstream the first adopters are looking for something new to continue the party with new features and opportunities of the newly adopted platform[1].

4.3.6 Embracing social media by companies

Companies becoming aware of the fact that social media is not a short-term hype, it's there to stay. Therefore, in the near future companies will embrace social media even more and almost every company has some way of using a social media platform. Even more than in the present social media will be a normal asset to a company and will be added in the list of telephone numbers, fax number, address and email address. This trend is a direct consequence of the trends mentioned above.

1 Michael Stelzner. (2012) Social media marketing industry report 2011. Via http://www.socialmediaexaminer.com
2 Michael Wolf. (2012) What the Future of Social Media Will Look Like. Via http://www.cnbc.com

5 What is social media?

Social media is a broad understanding, therefore in this chapter social media is being described. This chapter contains the definition, history, best practices and the psychology behind social media.

5.1 Definition of social media

Social media refers to the means of interactions among people in which they create, share, exchange and comment contents among themselves in virtual communities and networks[1].

5.2 History

The use of technical social media started with the phone, people started with phone phreaking in the 1950's. Phreaking is a combination of the words freak and phone. Phreaking is a way people could connect/call freely with their normal phone. A hack would be used to enter the frequency of the phone company to keep the line open and freely use the back channel (test line) of a phone company, to have group discussion with fellow phreakers. This was the first way for people to small talk without having to worry about the costs. Next to that, they did not have to take into consideration if there were people on the channel, because when there were no fellow phreakers around they just move to the next back channel for a chat. In its core, it is the first social media type known to mankind. Phone phreaking can be seen in its base as a Facebook group from the past[2].

The second major step in social media where the BBS also known as Bulletin Board Systems in the 1979. BBS where the first forums. In the beginning only one visitor a time could enter the BBS and write messages, read messages and play small text based games. The BBS developed over the years, colors were added and more people at once could enter a BBS. Although BBS were openly available, most of the BBS were strictly secret and shady where hacks, viruses, worms and illegal software were discussed. In the same time span (1995>) commercial companies were trying to use the internet to reach out to their customer and provide them more service[3].

The internet exists since the late 1960s, as a network, however the world wide web became publicly available on August 6th, 1991[4]. This step would give social media an exponential growth in all possible ways. When the internet was public, the social media variations and sites that hosted this variations popped up like daisies. They came in many variations, the most famous ones are forums, instant messengers, dating platforms, SMS chats, Social media sharing and last the platforms we call social media. The first in social media was SixDegrees however it did not take off like Facebook[5]. The reason for this is that the current young adult generation was not embracing the digital revolution and still had their doubts about all these services. When the new generations came, the generations that grew up with digital entertainment and internet, social media platforms took an explosive growth that started with Friendster followed up by MySpace and eventually by the almighty Facebook. Soon, other social networks would rise that have a twist to the social part. Currently, the largest of those social media platforms with a twist is Twitter. After all those years, new social media platforms are still being developed, with new and other features than the already existing social platforms.

1 Toni; Bäck, A., Halonen, M., Heinonen, S. (2008) Social media roadmaps exploring the futures triggered by social media. VTT Tiedotteita - Valtion Teknillinen Tutkimuskeskus
2 Wikipedia. (x) Phreaking. Via http://en.wikipedia.org
3 BBS corner. (x) A Brief History of BBS Systems.Via http://www.bbscorner.com
4 Federal Communications Commission. (x) Common Standards. Via http://transition.fcc.gov
5 Wikipedia. (x) Six Degrees. Via http://en.wikipedia.org. Via http://en.wikipedia.org/wiki/SixDegrees.com

5.3 Specific social media platforms

There are all kind of specific platforms that cover a certain part of the whole social media universe. The information is gathered through desk researching the specific websites of the social media platforms.The most important platforms are explained below.

5.3.1 Facebook

This platform is one of the most popular with 552 million daily active visitors. First of a visitor needs to create a personal account, after the account is set up they can start finding friends and add them to their friend list. After a user has a couple of friends, the user gets a wall where the activities of those friends are displayed. The user can like and react on the posts of their friends and start to interact with people. A post can contain different media types, those types are text, video, photos, app invites, app information and sound files. Beside the posts there are other options for the user. The user can join groups, play games, use apps, set up or join events, visit profiles, view picture of friends and chat with their friends

5.3.2 Twitter

Twitter is a service that let people tweet, after they registered themselves. A tweet is a message people can send to their followers, with a status update on what they are doing or what is on their mind, each tweet has a maximum of 140 characters. This seems small, however the users are very efficient with their characters and a lot of info can be passed through one tweet. Tweets can contain more than text, because videos and pictures can be inserted into a tweet. A link can also be added besides the content to send the follower to the next platform to continue to read the full article for example.

5.3.3 Pinterest

Pinterest is one of the new kids on the block. Pinterest is a new platform that launched in 2010. The purpose of Pinterest is to let the user share their interest and finds on the web, quickly with their friends and followers. Users can set up boards to subdivide their pins. A pin is a snippet of the web, so other users can easily find new, interesting, funny and beautiful things on the World Wide Web without having to search the entire web for it when using Pinterest.

5.3.4 Path

Also a new kid on the block, this social media platform is for close friends and family rather than vague acquaintances. On Path a user is keeping an online journal, which keeps track of everything the user does.. The user can easily set some content on the Path thanks to the smart integration, the user can easily select with which friend the user had a coffee or snap a picture that is directly uploaded to the Path for example. Thanks to those possibilities it is easily usable and fast in use.

5.3.4 Foursquare

Foursquare is a social media platform that is heavily based on competition and getting rewards, rewards are in the shape of a badge. The purpose of Foursquare is to let the users check in, those check in can happen anywhere, people that follow the user will get a notification and see where and how many people are checked in at that certain location. With each of those check ins, the user will earn points and badges to let fellow foursquarders know where they are and where the user has been traveling to.

5.3.5 Instagram

Photography is the focus of the Instagram platform. Instagram is a fun and quirky way to share photos with friends, besides taking photos the user can also add an effect to the photo. Instagram is also called the Twitter with only photos, because on Instagram people can follow each other and see a timeline of added pictures by the people they follow.

5.3.6 FLICKR
FLICKR is a Photo platform, where people can upload pictures into pre-arranged pages. There is also a comment section, however FLICKR is mostly used for Photo uploading, and using the uploaded photo on other platforms.

5.3.7 TUMBLR
Microblogging is the specialty of TUMBLR, people can make their own micro blog where they can almost post every media type and talk about the subjects they want. People can read it just like they read other sites and only need the URL to get access to it, except when the user has set up a password.

5.3.8 GOOGLE +
Google+ is social platform that can be seen as an evolution of the standard platform, Google+ was the first that were breaking with the broadcasting posts to everyone. This is further described in the section 5.4.1 Groups culture. The circles were google+ unique selling point. In these circles the user can subdivide friends. When posting a message the user can select which of the circles are getting the message. A way of dividing a large social group into small and more real life like groups (Football friends, Family etc.).

5.3.8 YOUTUBE/VIMEO
These two platforms are video focused, people can search and watch videos. Besides searching and watching, people can upload their own videos and set up channels for the visitors. YouTube is the popular one out of the two, 72 hours of video are uploaded every minute and YouTube has reached the mark of more than one trillion views or around the 140 views for every person on earth.

5.4 Best practices in social media
Social media is not new anymore, lots of companies have done their best to make their own platform/ social promotion to be the best there is. Thanks to this DAF can use all the best parts of those promotions and platforms to make their own platform and promotions to be special for the trucker. In the chapter "social media in the automotive sector" research is performed for the best social platforms, therefore most part of this chapter is focused on the promotions. Nevertheless, the approach to the visitor will also be mentioned. First the best practices in general are examined, in the second part of the chapter best practices of the automotive sector are examined. This also shows if there is any difference between the general and automotive best practices. The trucking sector is not described here, the chapter XXX is describing the use of social media in the trucking branch. The in-depth competition research with best practices regarding trucking can be found in the appendix "Competition research".

5.4.1 Best practice in general

Mountain Dew
Mountain Dew is a manufacturer of a carbonated soft drink. Mountain Dew set up a contest where people could create their own flavor for the newest drink of Mountain Dew. The flavors and their inventors could win the competition by creating their own campaign with the help of Mountain Dew. This is not the first company that involved customers with the developing process. However, Mountain Dew used social media in a clever manner. The voting and promoting was done through social media, at the end a couple of flavors were chosen to participate in the final stage of the project. As mentioned above the campaign was done through social media, this resulted in a massive amount of free exposure for Mountain Dew, because fans of a specific flavor would promote their favorite flavor (and Mountain Dew). This created a snowball effect, therefore it was a very successful campaign, and Mountain Dew got a new flavor idea for free plus the exposure that was created through the promoting[1].

Old Spice
Old Spice is one of the best viral campaigns ever made, if it is not the best ever made. The campaign has generated so much exposure it was overwhelming. Blogs, news sites, Facebook, Twitter and more (social) media types did a coverage about the Old Spice commercials and researches were done to understand why Old Spice was so successful. Old Spice went viral because the commercial and social media statements were unique and especially the commercials were standing out. In the commercials things happened which the viewer never could have guessed. Therefore it was a pleasure to watch the video and viewers were guessing what could happen in the commercial however they never guessed the twist that was in the commercial. This fact in combination with social media was a perfect match to go viral, with tweets of Old Spice like "Installing a helipad on my new helicopter so it can land on itself" were responsible for many retweets and reposts. Besides the retweeting of the official tweets, people were sharing the video and told people to watch the video because its fun[2].

KLM
KLM took a different approach, they wanted to give the opportunity to their customers to be part of the company. People could send in their photo and have a chance to be one of the many faces of KLM that would cover an airplane. These photos were modified to fit in a delftware feeling, because of the Dutch background of the company. On its own this has no relation to social media, however people could enter the contest through social media and would get a picture of their photo on the airplane. This photo would be shared many times by the people and would generate a moderate exposure. This exposure was super positive so it would leave a mark with the customer, which would always remember the action, brand and feeling they had. This is an original and professional manner to use social media and create a positive brand appreciation[3].

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1 DEW. Via http://www.dewmocracy.com/
2 Old Spice. Via http://oldspice.com
3 KLM. (2012)Innovative Airlines 2012: #4 KLM. Via http://www.airlinetrends.com

5.4.2 Best practice automotive

Volkswagen

Volkswagen is well known for their classic cars, like the Beetle and the transporter type 2. People could vote on Facebook which of the classic cars was the best classic car ever, the first car that reached 20.000 likes would get a one-time only rebuild. This generated much traffic and groups were active on Facebook to promote their favorite model and win the voting race. Besides the rebuild there was an extra contest, this extra part of the contest was the chance of winning the rebuild of the classic car. This was not done through a lottery or luck, it was done by the principal first to come gets it. On a specific day at 0:00 a button would appear on a Facebook application to claim the car. This manner of giving away the car generated a lot of traffic and people were creating a buzz around it. Besides the participants talking about it, news sites were also covering it because of the original manner of giving away a car. Thanks to this manner, Volkswagen has created two channels of exposure (news and promotion through visitors). A clever and well-organized campaign[1].

The second example of Volkswagen is an example that takes a vastly different approach than most other campaigns. Volkswagen did not promote a car, an event or anything really. Volkswagen introduced the Fun Theory, this theory made stupid task fun and entertaining. Two examples are a trash bin that makes the sound that something big is falling down into a cliff with the typical sound at the end. People loved it and eventually picked up someone else their trash to put it in the special bin. The other example is a stair with an escalator besides it, normally people would take the escalator and almost no one would take the stairs. Volkswagen gave the stairs a makeover to look like a piano and when stepped on a step a piano sound was played. When this was discovered almost nobody was taking the escalator anymore and people even did step backwards to play that one sound again. These Fun Theories were filmed and put on Facebook and YouTube. This took a huge leap and people shared it to show how fun it was. However, why Volkswagen did it? They wanted to show the audience that being responsively and ecofriendly was not boring and could be fun when approached right. This was done to promote their new green car. This way of only using the message and not the product is a great manner to make a splash in social media[2].

Ford

One of the first companies in the automotive sector to change the setup of an unveiling of a car. This wasn't an unveiling though a show on a car event like the NAIAS auto show in Detroit. The whole unveiling and the run-up to it was done within a Facebook page. Visitors would get a daily teaser of the new car, this could be a fact, vague photo, interview and videos. This way people kept returning to the page to get the new information, on the page a large countdown timer showed the time that was remaining before the unveiling. Besides the unveiling online there were several locations people could see the unveiling in real life, nevertheless the focus was the online unveiling. If the page could get 30.000 likes, one car would be given to a person that has liked the car. This amount was reached within no time. Besides the customers talking and creating a buzz about the online unveiling, news sites and automotive related media reported on the event, mainly because of the unique way of the unveiling. This generated so much positive exposure and positive feedback for Ford about how they embrace the new media and break with the old ideas of an unveiling. This manner of using social media is excellent, however it needs a lot of planning and guts to do it[3].

1 Volkswagen. Via http://press.fanwagen.com/
2 Volkswagen. Via http://www.thefuntheory.com/
3 Mashable. (2010) Inside the 2011 Ford Explorer Facebook Reveal. Via http://mashable.com

Citroën

Citroën had a short promotion to promote a new car, this promotion only lasted a day and was strongly focused on the social platform Twitter. The concept of the promotion was, that one person could win the car and drive it completely free for a year. The only thing people needed to do is to get to the car at 5 o'clock and complete a simple task. However there is a catch for the participants, the car is driving through the country and will stop driving at 5 o'clock. The car is fully equipped with cameras and GPS so the participants could follow the car on a special micro website. The car did not drove randomly, it was following directions that were tweeted with a special hash tag. This mechanic created a burst of tweets all over the country, of people that just wanted the car to head in their direction. This is a great way to create exposure, however not all this exposure is positive. An example: John is following 3 people that are participating in this contest and they are actively tweeting directions, John is getting spammed with the Citroën and starts to find it annoying and is creating a little aversion for the brand Citroën[1].

Renault

On an auto show in the RAI Renault had a stand that combined new technology and social media in this case Facebook. Visitors of the stand could get a pass (RFID) that was linked to their own Facebook. When the visitor saw a car they liked they only needed to swipe the pass closely to an information pole, and automatically they liked the car on Facebook and would get extra information of the car. The combination of new technology and the linking to Facebook triggered many visitors to try it at least once. This behavior was responsible for a decent amount of exposure on Facebook[2].

Toyota

Toyota has used the trend gamification to get their promotion to be a success. Toyota created a social game where people could race around in their own social environment[3].

5.4.3 Overall

All these best practices have something in common, they are different and are not one social active company in the grey mass, they stand out. The companies bring something extra and do not just do a competition on social media, it is special and for now mostly one of a kind promotions, that are rarely seen. This fact is important to DAF if they want to embrace social media, they must be authentic and have unique actions to stand out of that grey mass.

1 Citroën. (x) Jaar lang gratis DS5 rijden? Doe dan mee met de DS5 Twitterrace. Via http://www.citroen-forum.nl
2 Renault. RFID Solution For Renault At The AutoRAI With Facebook IntegrationVia http://www.youtube.com
3 Tim. (2011) Toyota's Social Network Racer. Via http://www.adverblog.com

5.5 Social media in the automotive sector (Truck)

Now knowing what the best practices are in general it is time to look into the specific trucking sector. DAF is only using proven technology within their company. Therefore, DAF is not a first adopter of social media and can learn from their competition what they are doing on social media. Subjects that can be learned from the competition by DAF are including frequency, tone of voice, activities, interaction and use of all kinds of social platforms. In the appendix "Competition research", a full-scale competition research can be found, with an in-depth research of the social media usage of the competitor of DAF. The subjects mentioned below are subtracted from the full-scale competition research.

The most important lesson DAF can learn from their competition is to enhance the overall quality and popularity of their social platforms. To accomplish this there must be one overall plan, it is obvious that DAF cannot write one plan for every platform, because they are all different in use. However, the execution of the overall plan must be the same, in this plan the tone of voice and frequency of posts will be determined among other guidelines. These written guidelines of the overall plan guarantee that there are no gaps between the different social platforms. The visitor feels that one specific social platform is a part of the large DAF social platform.

The second lesson is to be clear on who the company is and where the official pages are to be found, visitors do not like to find the official page through Google. The use of links on the official website is required to guide the visitor to each social platform. Once arrived on the platform visitors want to start conversations with the brand and other visitors on an equal level. The use of common and understandable language is needed to accomplish this.

The news that is on the platforms must be spread when it is happening, and not when all the newspapers already have published the news. Visitors love to have some kind of scoop of the newest information, this will generate a lot of traffic and will let the visitors return often to look for new scoops. These scoops are a part of the exclusive content that is needed on the platforms. If this isn't the case visitors don't have any real reason to come to the variety of platforms. The visitors don't want to take a passive role on the social platforms, therefore the social platforms need interactive parts where the user can participate in.

Not all platforms are used in the way they should be used. Some brands are using a social platform as a placeholder for content. This is clearly visible with YouTube, this is a social platform nevertheless some brands are uploading only videos without any care and monitoring, so they can use the videos on other social platforms. Therefore, wasting the potential of YouTube as a social platform.

If all of the platforms are stable and filled with quality content a new visitor is appearing, loyal visitors that return on a stable frequency. To further stimulate the growth of the group of loyal visitors a reward system can be used on the platform, the rewards are intended for the loyal visitors of the platforms. As shown in the full-scale competition research in the appendix. Besides giving the rewarded visitors a feeling of honor, the loyal visitors are getting a feeling of responsibility to the platforms of DAF, as they feel they are the elders of the normal visitors. With this effect, growing, normal visitors will start asking general questions and those questions can and will be answered by the elders. This will reduce the time DAF needs to monitor by a bit.

The use of all the pre-made platforms is a way of serving the visitors with the best content possible, this can be enhanced more by developing an own social platform. Where all the used and pre-made platforms are combined with the features of the own platform. The platform will give the visitors a better way to get all their specific information, this is a centric way of giving the content and strong points of all the different platforms to the visitors at once.

The last point that DAF needs to take in consideration is the use of new and upcoming social platforms. Visitors jump into new trends, therefore a brand needs to look for new opportunities on a regular base and decide if the new platform can come in handy, if not leave it, if it is beneficial develop a plan and use it.

5.6 Psychology behind social platforms

Beside the superficial fun of being on a social platform, there are many psychological effects happening at the same time. These psychological effects are gathered by combining relevant information of numerous sources. The gathered information was converted into the psychological effects, which are mentioned in this section.

The first source is Paul Adams a lead researcher from Google on the subject social media. Paul Adams was presenting the Google research about social media at Voices That Matter Web Design Conference in San Francisco, the presentation was the result of years of research[1]. The research of Google is also confirmed by the other two sources, the books Social Media Metrics Secrets written by John Lovett[2] and Social Media is a Cocktail Party written by Jim Tobin and Lisa Braziel[3]. In the above-mentioned books tips, strategies and underlying effects are being covered.

5.6.1 Groups culture

The current state of social media is the groups culture state. Social media in its digital form is relatively new. The current shape is one that is open for the whole community. Followers or friends read all of the posts that are made by the ones they follow. Except for the Google + platform, which has set a step into the new direction of social media. This step was the use of circles, that is mentioned in the section 5.3.8 GOOGLE +. Facebook offers a similar option (groups), this option was not available in the beginning of Facebook.

Other platforms are still broadcasting posts very widely, an example to make it more clear: "Finally, eating a Focaccia again in Den Bosch ", for 80 % of the followers this message is just a message about some food the poster is eating. On the other hand, 20 % of the people know the deeper meaning of the message (Celebration, new job). Therefore, it can be a very important message for them. This example is a clear case on how context can be different for people.

Social media is entering a new age, where every post is group specific. In this new age posters are selecting people and groups that will receive the posts. With this development, a user will get more relevant news and posts they can understand from the people that they are following.

5.6.2 Influence

People can easily be influenced by social media, there are two ways in which influence can happen.

- The first is through a respected and well know person on a social platform, for example Alexander Klöpping. Alexander is a regular guest in the Dutch program "De Wereld Draait Door". In this program, Alexander talks about gadgets and fun media products. Alexander is a well-known and respected person and is active on different social media platforms, he has some influence on his followers. This influence can be used to influence people in a positive way. Alexander posts something positive about a brand, other people will be influenced by his opinion and think positive about the brand as well. By using this method, the brand gets a lot of exposure, in a short time span, thanks to the many followers the person has. However, this way of influence has an advertising feel to it and has a short life span.

- The second method is spreading and interacting with the "normal" social media users. This method takes a long period of time to be successful. The success depends on how much people are seeing the brand as a positive and professional one. Therefore, spreading the word within their social groups. Slowly expanding, like an oil stain.

1 Paul Adams. (2010) The real life social network. Via http://techcrunch.com
2 John Lovett. (2011) Social Media Metrics Secrets. UK:Wiley
3 Jim Tobin and Lisa Braziel. (2008) Social Media is a Cocktail Party. CreateSpace Independent Publishing Platform

5.6.4 Follow the bevy
People on social platforms are showing herd behavior in some degree. In human nature it is not common to go into the flow/herd. People are tempted to follow the bevy, when they actually think they are giving their own opinion, they are adjusting it to fit more into the opinion of the group. Paul Adams gives an example: The rating systems on websites. If the ratings are high, a visitor that is not satisfied will not rate the lowest grade and will rate it just lower than the bevy did. This phenomenon does not have a good or a bad side, it works either way (positive and negative). Because it works on both sides, the brand must be aware that it is very hard to get out of a negative spiral. The brand needs to start with power and commitment with a platform to benefit from this effect in a positive way.

5.6.5 Approval and Appreciation
The first time a visitor visits a platform, it is just a simple visitor with no relation to the social platform and maybe only has a relation with the brand itself. People are very sensitive for a personal approach from the brand. If the brand is giving their approval on posts or tweets and even better giving their appreciation to them, visitor will develop a positive feeling for the brand. This feeling is beneficial for the brand. However, to keep this feeling growing the brand needs to keep giving approval and appreciation to their followers. This feeling will grow, however it will not grow in the same speed as the initial growth.

5.6.6 Active people on social media
In the world of social media not all the users are the same. There are three main types of users.
The first group are the power users, these users respond to almost everything and uses almost every feature of social media. In general, the power users are well known and respected on the platforms by the other users. This user will also mingle into many discussions and tries to solve problems if there are any.

The second set of users are the average users. This group of users post on regular base and will interact in discussions that are related to their interest. When they are asked for help, they try to help, however no extra effort is given if they do not know the answer right away.

The last group is also the largest one, this group can be called lurkers. These lurkers post almost nothing and only read posts of the average and power users, lurkers won't help other people with their problem. A lurker sees the platforms as a one way channel, only when directly approached they react on the platforms.
From the hundred users, one user is a power user, nine are normal users and the other ninety are lurkers. The users can make a switch to another group, this usually happens when the user is exiting his novice period and will move to the next group either the average group or the power group. Downgrades in groups only happen when the user loses their interest, addiction or has no more time for it.

5.7 The unwritten rules

People and companies are free to do whatever they want on social media, the only real rules are the rules of the social platform the person or company visits. Besides these imposed rules from the platform, there are some unwritten rules in social media. Especially companies must take these unwritten rules in consideration. These unwritten rules are combined information which were gathered through several sources. This information is combined to make strong rules and therefore none of the rules can directly linked to a specific source. The sources used to compose these unwritten rules are:

Paul Adams researched social media on behalf of Google[1]. In combination with the information obtained from the presentation given by Aad brinkman on the Tooling Event conference and six books that describe the do's and don'ts on social media that also explains the use of social media for business environments. The books that were used:

- The Social Media Marketing Book by Dan Zarrella[2]
- Social Media 101: Tactics and Tips to Develop Your Business Online by Chris Brogan[3]
- The Social Organization: How to Use Social Media to Tap the Collective by Anthony Bradley and Mark P. McDonald[4]
- Social Media is a Cocktail Party by Jim Tobin and Lisa Braziel[5]
- Social Media Metrics Secret by John Lovett[6]

5.7.1 Content

Content is the most important part of a social media platform. Without good content visitors will not return to the platform. The content of a social platform must have a perfect balance between general information, which also can be found on the website of the brand and special social content that will interact and entertain the visitors. These interactions vary from a comment on a post to a contest. The important part is that the visitors need something new and preferably with interaction on the social platform.

5.7.2 Monitoring

Social platforms need to be monitored in general, to see if the platform is still going in the right direction. For companies monitoring is one of the most important activities. Monitoring is important because on social platforms everyone can post their opinion. These opinions are very different from each other and people express their feelings each in another way. These opinions can harm a brand if they are negative and have no or false facts to support the claim. Therefore, it is important to monitor false and incorrect posts, without filtering the problems that are being posted by visitors with facts.

Employees of the brand have to do the monitoring. On the internet there are several automated monitoring tools that can be bought to automate the monitoring process. At first sight this seems an ideal solution and a money saver. In this case the first sight is totally wrong, because these monitoring tools filter on words and sentences, the context of a post cannot be read by a computer and therefore it is only a superficial scan. To empower this statement, two examples of posts are shown below and how a filter would react to them:

Example 1: "A thief tried to steal my DAF, but he failed big times thanks to the security DAF put in my truck"
Example 2: "Fantastic DAF, third time this week that my seat is moving while I use my brakes"

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1 Paul Adams. (2010) The real life social network. Via http://techcrunch.com
2 Dan Zarrella. (2009) The Social Media Marketing. O'Reilly Media
3 Chris Brogan. (2010) Social Media 101: Tactics and Tips to Develop Your Business Online. UK:Wiley
4 Anthony Bradley and Mark P. McDonald. (2011) The Social Organization: How to Use Social Media to Tap the Collective. USA: Harvard Business Review Press
5 Jim Tobin and Lisa Braziel. (2008) Social Media is a Cocktail Party. CreateSpace Independent Publishing Platform
6 John Lovett. (2011) Social Media Metrics Secret. UK: Wiley

The monitoring tools filters on words will do the following. Example number 1 will be filtered and example number 2 will be approved. This is because the use of words of the posts (Failing big times & Fantastic DAF) are seen as negative and positive. However, in the context of the sentence it is precisely the contrary. If a company uses this and would not closely watch the filtering process, a very strange social platform will emerge.

5.7.3 The change of power
When a company starts with social media they hand over control to the visitors to some degree. The company no longer has most of the power and control they used to have, visitors can point out problems or expose sensitive data (Bad production of a part). The company cannot hide those posts because many people will see them before they can be removed. In the day's without social media, people would call the company to say " My part is broken" the company would then replace it or fix it and it was done. However, as a result of social platforms people can easily share things, so they can also share a negative experience such as the poorly crafted part. The company has less chance to keep such a problem outside the publicity, compared to time without social media.

This is not necessarily a bad thing. For example, if the social platforms have many posts of that one poorly designed part, the company can make a statement that it will be fixed for free and that there will be a compensation with some branded merchandise. The posters will now feel that they are taken serious and will respond in a very positive manner and some will even thank the company for the fast and professional response. Responding in this manner a company can bend a flaw in to a selling point.

5.7.4 Criticism
When the different social platforms gain a steady and reasonable group of followers, there will be more criticism and feedback than the company is used to. This effect is caused by the easy way of contact and the very short time it cost for a visitor to do their complaints or give feedback in comparison with mailing or calling the company. A downside of social media is that a complaint exists forever and is viewable for visitors, where a call or mail with a complaint is never made public by the company. Therefore the company must handle fast and with care to those kind of posts and try to give it a positive vibe by helping and keeping the visitors up to date on the new developments of the problem. This manner of action will give the visitor a positive feeling of the brand, because the brand is involved and trying to help the visitor.

5.7.5 Everything is equal
The platform or the numbers of followers do not make a platform successful. All those things are irrelevant, the only thing that determines if a platform is or will be popular is the content. The content needs to be of a high quality and the interaction with the visitors must be in a professional and social manner. Besides this everything is equal a link is a link.

5.7.6 Prepare for the worse
The chance that something will go catastrophically wrong on one of the platforms of a company is not very large. However, there must be guidelines that the company can go to when it does. The plan contains simple steps about who can make quick decisions and which procedure must be followed. Thanks to such a plan, a company can avoid a catastrophe on the social media platform and constrain the possible damage for the company as much as possible. A great plus, is the delegation of control is being clear in case of an emergency, this guarantee that in a crisis time the right people are contacted that make the important decisions on what to do. Preparing for the worst is not necessary however, when it goes wrong and a company does not have a plan they will wish they had.

5.7.7 Uploaded content

Social platforms have a very strict user agreement when it comes to uploaded media. Most of the platforms are getting many rights of the uploaded media. When the media is uploaded, platforms can basically do whatever they want with the media. Therefore, companies must be careful when uploading media, it cannot be stopped once uploaded on social platforms.

The media usage cannot even be stopped by taking legal action, due to the legal agreement the user or company accepted when using social media. Harry Kikstra (Photographer) researched the rights that Facebook has on an uploaded photo[1]. The research of Harry Kikstra shows important sections of the agreement users or companies agree with, such as the agreement of Facebook on intellectual property (IP):

"For content that is covered by intellectual property rights, like photos and videos ("IP content"), you specifically give us the following permission, subject to your privacy and application settings: you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook. This IP License ends when you delete your IP content or your account, unless your content has been shared with others, and they have not deleted it."

In other words they can do anything they want, therefore uploaded content is a section of social media were extra carefulness is required.

5.7.8 Privacy

With social media privacy seems far away in some cases, some even say that users of social media do not have any privacy left. However Rachel Marbus, PhD Candidate by Tilburg Institute for Law and Technology (Tooling Event 2012) is claiming that privacy is not dead as many other claim, it is evolving[2]. People are aware that they give up a part of their privacy, when they register to a social media platform. However, they have a choice and people still choose to share information to whom they want and through which kind of way, for example social media. A clear and easy to understand privacy agreement on a social platform will make the users more comfortable in sharing.

5.7.9 Likes and Followers

Some companies think it is all about the likes and followers a platform can reach. However, this is not the real focus. A company like DAF can have 15.000 likes/followers however, if 10.000 of them are not even old enough to drive a regular car, it is not very useful for the brand. The followers and likes must be from people within the target audience of the brand, otherwise the platform does not have any purpose and it is feeding the wrong people the wrong content.

5.7.10 Spam

Visitors do not want an overload of meaningless posts. This is considered as spam, and will create a negative association with the brand.

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1 Rachel Marbus. (2012) Privacy dood? Wat een onzin (opinie) Via http://webwereld.nl
2 Harry Kikstra. (2011) Why sharing photos on Facebook is bad for you. Via http://blog.exposedplanet.com

5.7.11 The Brand is the product

When using social media a company is creating/improving the vibe and feeling a visitor has towards the brand. Nowadays it is more important than it used to be, social media is a great asset to boost this. It is important to know how a customer is looking at a brand. The use of a product is not the first thing customers look at any more. The most important factor of buying a product is the brand and company behind the product. Weber Shandwick claims this, in their research that is done among 1,375 consumers older than 18 years in 4 key markets (U.S., U.K., China and Brazil)[1]. The results of this research are confirming the switch of the importance of the brand/company behind a product. 70% will avoid buying a product when they do not like the brand/company behind the product. If the customer already has a product, 40% of all those consumers will stop buying the product when they find out a brand/company is behind it they do not like, even when they fancy the product. Customers are not always sure which brand/company is behind a product, 56% of the customers that cannot tell which brand/company is behind the product are hesitating to buy that product. Another example are the Apple haters and fans, they are passionate about their brand, the haters are as equally passionate about how bad Apple is. Sometimes discussions between those are escalating so bad, that fights can occur. A couple of decades ago this phenomenon was beyond a brands fantasy.

1 Weber Shandwick. (2011) In Rep We Trust .Via www.webershandwick.com

6 Trucker's perspective

This research is meant for a solution for DAF that is focusing on social media. Therefore it is a must to know what the truckers and fan wants from DAF. This sector of the research is dedicated to the needs and opinions of them, these needs and opinions were gathered through 70 interviews with truckers.

6.1 Social media Awareness

The truckers know their social media. Truckers are aware which social media are out there. The top three of mentioned social media, are also the largest on the moment, those platforms are Twitter, YouTube and Facebook. The full list of mentioned social media and in which Quantity is displayed in the illustration TP.01 "Social media awareness".

TP.01 Social media awareness
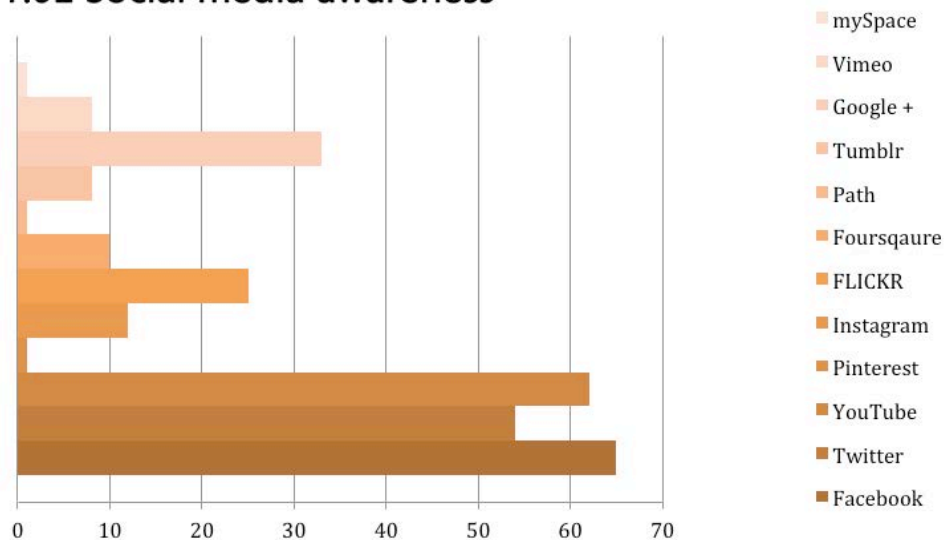
6.2 Usage of social media

Knowing and using is a difference as illustration TP.02 "Usage of social media" demonstrates. In this illustration, the difference between knowing and using is clearly visible. All the mentioned social media in illustration TP.01 "Social media awareness" are also put into the usage illustration, however some social media platforms are not used and therefore have no bar.
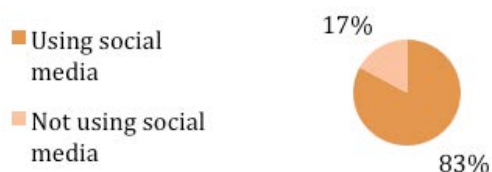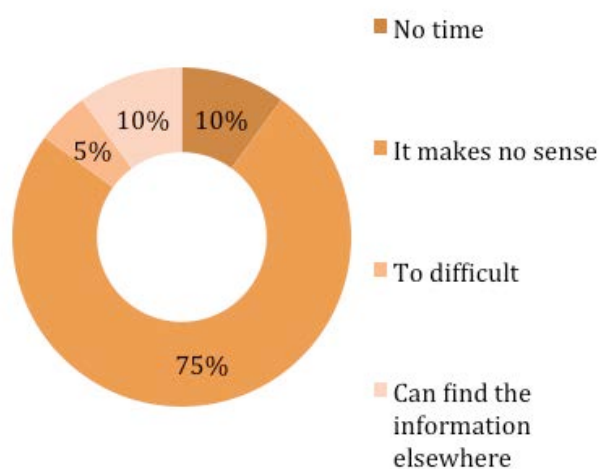

TP.02 Usage of social media
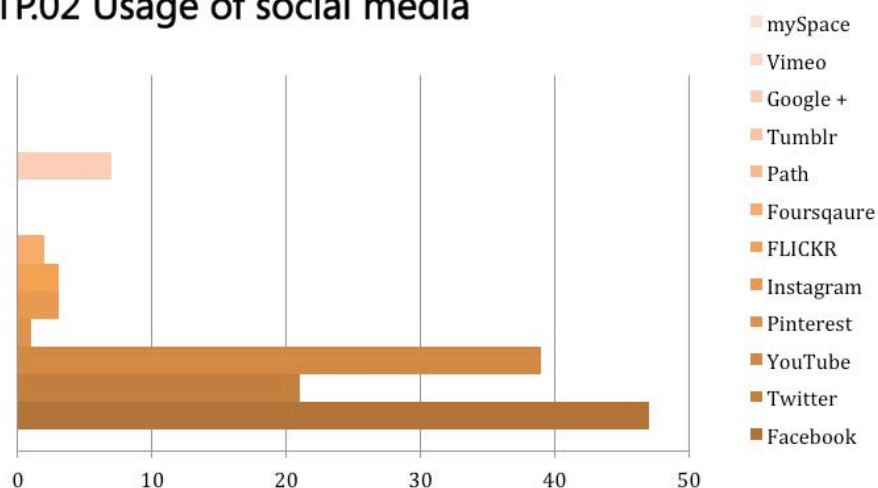
6.3 Why a trucker does not use social media

Besides the truckers that are using one or more social platforms, there are several truckers that just will not use social media, see TP.03 "Truckers using social media". The question is why truckers will not use social media and can DAF do something to lure them to their platform. At first sight, DAF cannot do anything about the truckers that do not want to use any social platforms. The reasons (TP.04 "Why truckers don't use social media") are very clear and common problems for people/truckers that are new to social media. However, this can be solved, make it more accessible for newcomers and make sure there is no learning curve (To difficult) and it is easy to understand by everybody, even on their first encounter (It makes no sense). If the mentioned points of the truckers are taken seriously and appropriate actions are taken. Truckers will be more stimulated to use the platform for example with exclusive content as seen in TP.05 "Persuading truckers with exclusive content".
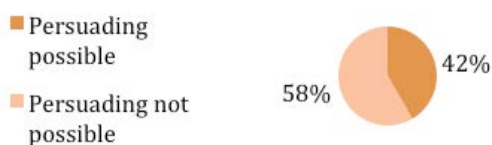
TP.03 Truckers using social media

- Using social media
- Not using social media

17%

83%

TP.04 Why truckers dont use social media

- No time
- It makes no sense
- To difficult
- Can find the information elsewhere

10% 10%
5%
75%

TP.05 Persuading truckers with exclusive content

- Persuading possible
- Persuading not possible

42%
58%

6.4 How does a trucker view social media

There are several ways truckers visit their social media platforms. As shown in illustration TP.06 "How a social platform is viewed" the truckers use every common device, PC/Laptop and smart devices (Tablet/Smartphone). PC/laptops are the largest group that can be combined as one device because the manner of programming is the same. The only focus for these devices is the browser compatibility of the future social concept. The second largest group are the smartphone users, with this group it is hard to make one similar experience for all the users, due to all the different resolution and operating systems that are available for the truckers. The third group are the truckers that are using tablets to gain access to social platforms, this group has the same disadvantages as the smartphone users. Due to the many ways, truckers could visit the social concept of DAF. To solve this problem responsive design could be used, thanks to this technique it is possible to deliver one platform that will adjust itself to the device it is viewed on. As is mentioned in the research of Ian Hardy researcher for the BBC seen in chapter 4.1.2 HTML5.
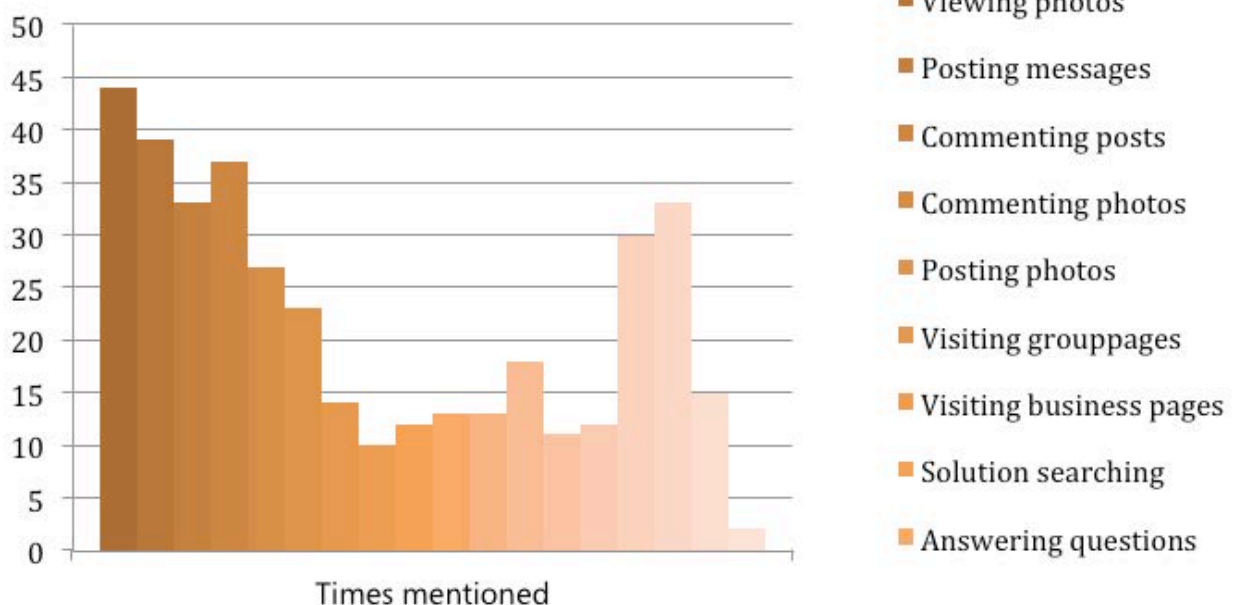
TP.06 How a social platform is viewed

- PC
- Laptop
- Tablet
- Smartphone

32%
44%
16%
8%
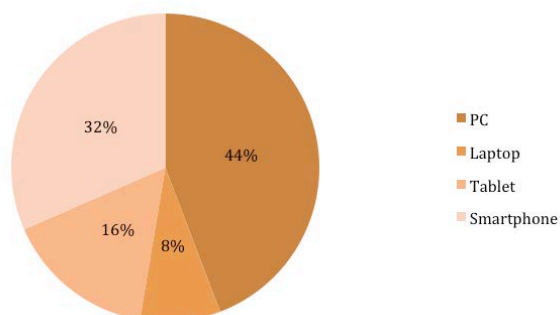
6.5 What kind of activities appeal to a trucker

Each trucker has its own favorite activities on a social platform, they range from playing games to helping other people. However it is clearly that some activities are very popular, the outliers between all the activities are:

- Reading posts
- Viewing photos
- Posting messages
- Posting photos
- Commenting posts
- Commenting photos
- Watching videos
- Reading news

To see all mentioned activities see illustration TP.07 "Activities truckers".These activities as mentioned above are outliers, they all are mentioned many times by the interviewed truckers and fans. The top three activities are reading post, viewing photos and commenting on posts. However, the other outliers closely follow them. Knowing those popular activities on social platform is important, a brand needs to embrace these activities to serve the visitors. With the embracing of those popular activities, the brand creates a platform where the mainstream visitors can do all their favorite activities. If all the favorite activities can be done in a meaningful manner, the trucker will not have any reason to leave the platform activity wise.

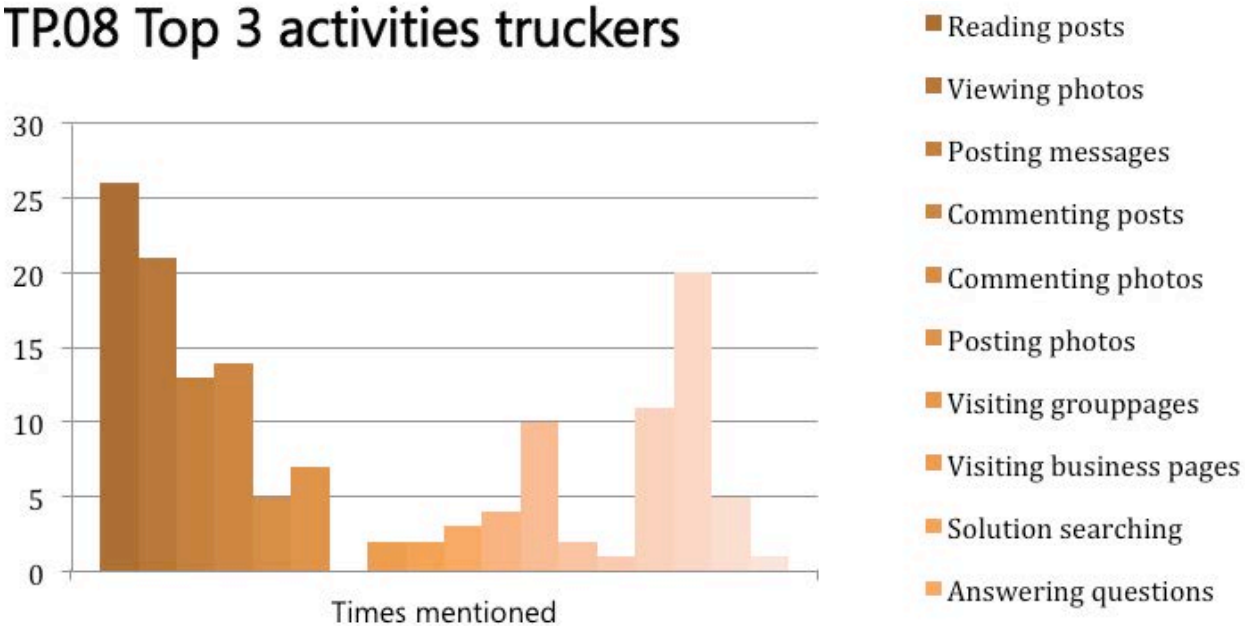TP.07 Activities truckers

Legend:
- Reading posts
- Viewing photos
- Posting messages
- Commenting posts
- Commenting photos
- Posting photos
- Visiting grouppages
- Visiting business pages
- Solution searching
- Answering questions

Times mentioned

When asked which of those activities a trucker will choose when only three activities may be chosen, there is a little shift as shown in TP.08 "Top 3 activities truckers". In general almost everything has dropped in proportion to the other activities, only one activity is dropped to the zero mark, this is the activity visiting group pages. Another activity that dropped a lot is the commenting on photos. Besides those, every activity still has its group of users. The outliers are still most popular nevertheless, news reading is more popular than commenting on posts, when a trucker is only allowed to choose three activities. Knowing which activities are important for the truckers, DAF should embrace the outliers as mentioned in 'What kind of activities appeal to a trucker'.

TP.08 Top 3 activities truckers

Legend:
- Reading posts
- Viewing photos
- Posting messages
- Commenting posts
- Commenting photos
- Posting photos
- Visiting grouppages
- Visiting business pages
- Solution searching
- Answering questions

6.7 Frequencies
94 percent of all interviewed truckers want at least daily updates on the social platforms. Within those 94 percent, 51 percent of the truckers want a couple of updates a day as seen in illustration TP.09 "Update frequency". Therefore a social platform needs to feed the visitors content 24/7 to keep their attention. A brand should update their platforms at least 2 times a day. This is not only necessary because the trucker's and fans demands it, if looked at the times a truckers and fans check social media it is a must (TP.10 "Using social media frequency").

TP.09 Update frequency

- 2%
- 4%
- 94%
- 43%
- 51%

Weekly   Couple of times a week   Daily   Couple of times a day

TP.10 Using social media frequency

- 21%
- 79%
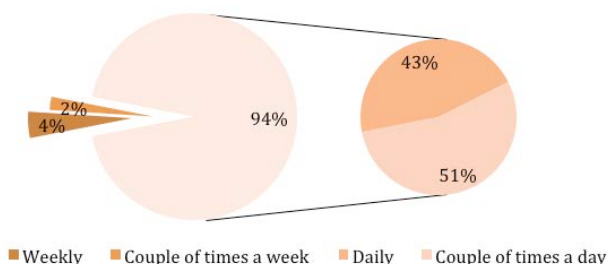
Weekly   Daily
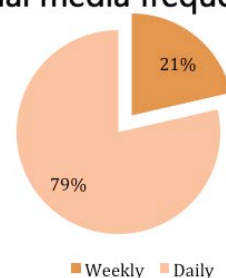
6.8 Expectations of a trucker for a trucking platform

The truckers and fans have expectations, if they visit a trucking platform. Those expectations are being shown in illustration TP.11 "Expectations of a trucker". The expectations that were mentioned 8 percent or higher are the most important for a brand. These expectations can be separated into two different types of expectations. One is focused on the content of a social platform while the other is focused on how the social platform acts and reacts to their visitors.

The expectations for the content are all about information, visitors want to read news and coverage that are related to trucking. Besides the informative content visitor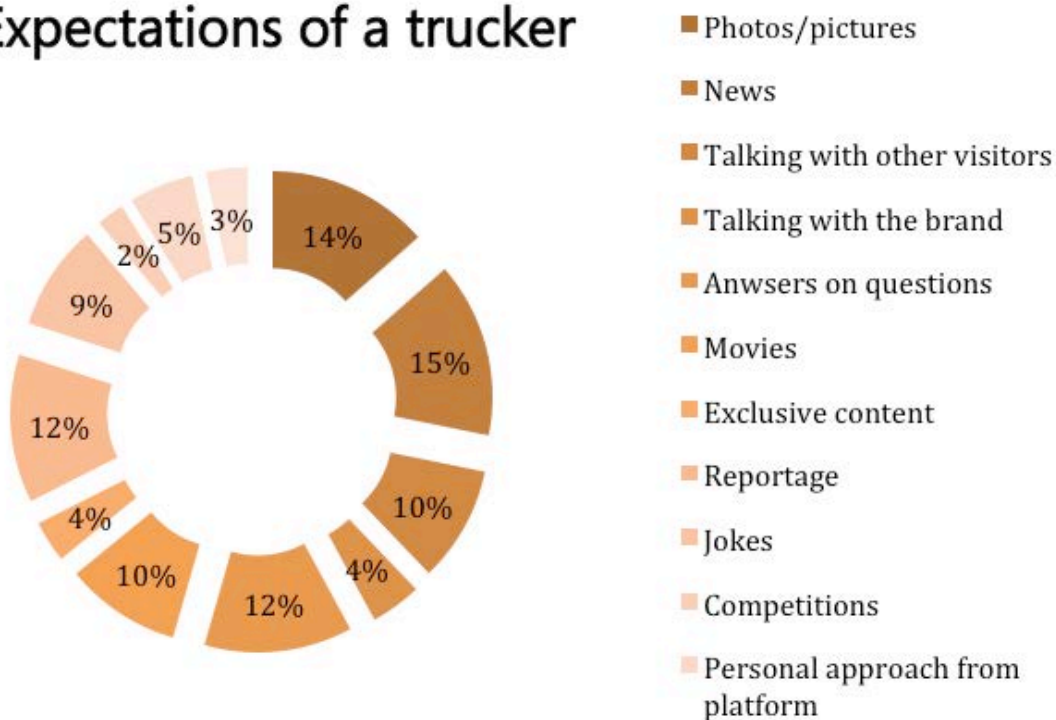s want to see graphical content, this can be done through photos and movies of trucks. This will result in varied content on the platform that will suit the trucker.

Content is always described in a certain manner, the approach that the interviewed truckers want is a person-to-person way of talking with sometimes a joke or funny articulation in the posts. However there are also truckers that want a serious approach of the brand, therefore it is necessary to find the right balance and to not over do it. If this balance is right, the platform is a place where every trucker will feel comfortable.

TP.11 Expectations of a trucker

- Photos/pictures
- News
- Talking with other visitors
- Talking with the brand
- Anwsers on questions
- Movies
- Exclusive content
- Reportage
- Jokes
- Competitions
- Personal approach from platform

6.9 Annoying habits/things on social media

Not everything is positive about social media, truckers dislike several parts about social media and have a strong opinion on what kind of content does not belong on a trucker's platform. Illustration TP.12 "Annoying things on social media" shows what truckers do not like about social platforms. The items and behavior that are being mentioned are not surprising and most of the mentioned behavior is also negative in real life such as bullying and racism.

In the minds of truckers and fans the items as shown in TP.13 "Items that do not belong on a truckers platform" are not needed on a truckers platform. The mentioned items are a corollary of the general annoying items and behavior. Besides the corollary items there are several mentioned items that are specific to truck platforms, like labor union news and other automotive items besides trucks.

TP.12 Annoying things on social media

Legend:
- Games
- Unrelated activities
- Advertisment
- Bullying
- Racism
- Private business
- Always online
- Trashtalking
- Spamming
- Gossip

Values: 9%, 28%, 11%, 9%, 4%, 4%, 6%, 18%, 4%, 7%

TP.13 Items that do not belong on a truckers platform

Legend:
- Games
- Labor union news
- Cars
- Advertisment
- Bullying
- Erotica
- Private business
- Unrelated activities

Values: 9%, 6%, 3%, 18%, 9%, 15%, 6%, 34%
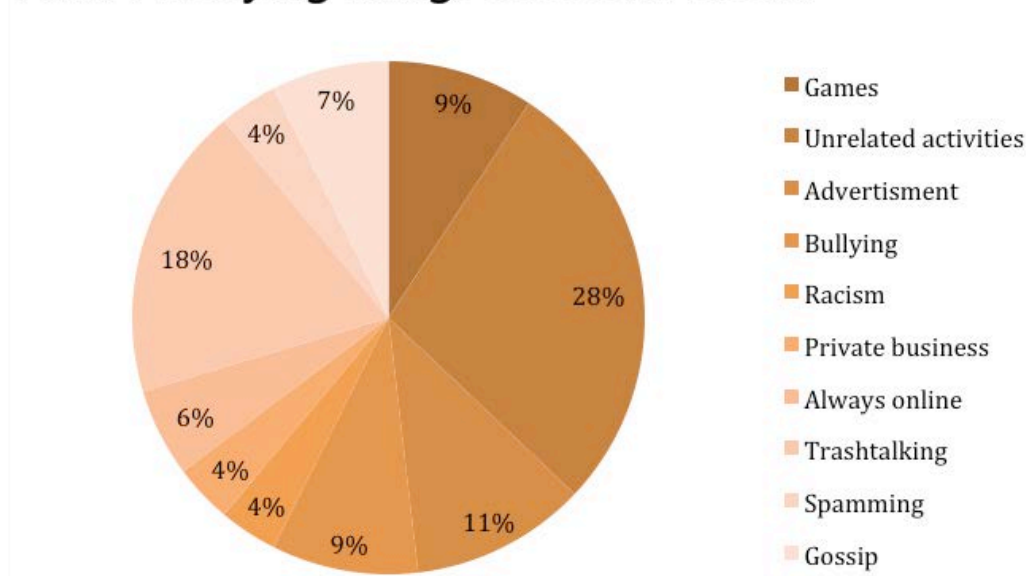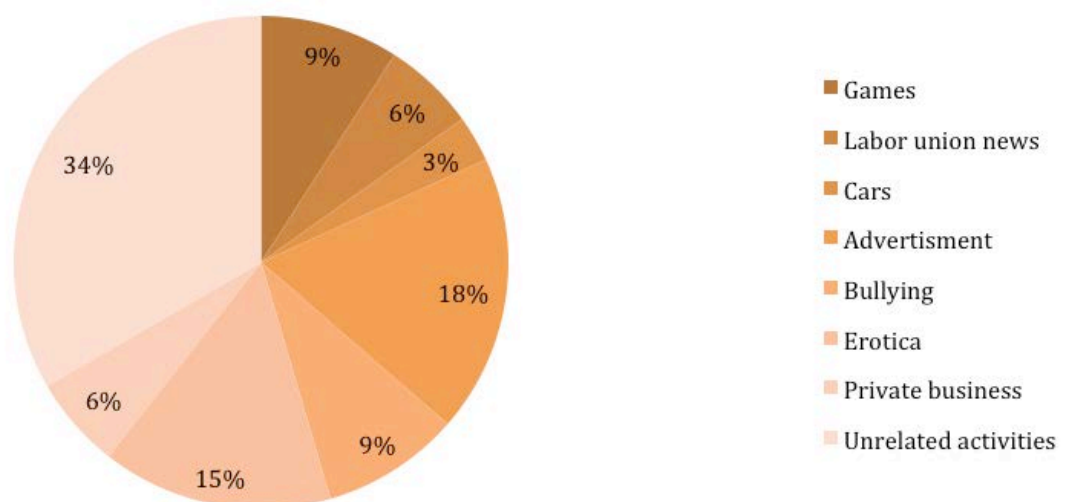
7 Organizational options

When a company is using social media platforms, there must be time and people to maintain, monitor and update the platforms. There are several options to do this which all have a different approach and mindset. Listed below are the possibilities of the use of manpower to maintain, monitor and update the social platforms.

7.1 Working methods
Working methods that will boost the quality of a social platform. These working methods must be applied to all mentioned structures in chapter 7.2 Type's of structures.

7.1.1 Step by step
A company needs to take social media step by step. Taking social media step by step is a clever approach, some companies start with all of the social platforms and later drop some social platforms because there are not enough employees to support, monitor and update the social platforms. If this takes place the social platform in its entirety takes a hit. Platforms are cut of from the visitors/fans, this will have a negative influence regarding the bond between the brand and the visitors. This influence is in a negative manner because the visitor will get less than before. When doing social media step by step the visitor/fan will get more and more platforms and content to access and therefore will get a positive influence between them and the brand.

7.1.2 Passionate employees
People like or dislike social media and usually there is not an in between. Therefore, it is essential to have the right people on the right spot. Employees that love social media are putting more effort in their task then people that do not love it. Beneficial is that an employee that loves social media usually knows all the ins and outs of a platform. Therefore can enhance and get involved into the newest trends with the fans of the platform, with a result of having a up-to-date platform that is taken cared for with passion.

7.1.3 Brand focused
The people that are working on the social platform not only need to be passionate they also need to know information about DAF, otherwise they need to check everything with other people and hold them from their normal job. A benefit of a brand-focused employee is that they know what the brand stands for and can easily speak with the voice of DAF and give a fast and correct answer/reaction to the followers.

7.1.4 Always on staff
Social media does not stop at five o'clock it goes on 24/7. Social media never stops and therefore a company never knows when a problem or inappropriate behavior of some followers will be originated. To be sure nothing happen it is a must for people that monitor the DAF social platforms to also monitor when they are off duty and prevent any unwelcome behavior. The off duty monitoring is not very intense, they only need to monitor the really bad behavior. DAF has the benefit of having branches all over the world, this benefit can result in 24/7 social media monitoring and updating thanks to the time difference between the countries. If the social media experts within DAF are wisely chosen, this problem is not as big as it is for local companies, on a global market.

7.1.4 Insight API's

API's abbreviation for application-programming interface and helps developers to develop software for specific software/systems. API's are released by developers for specific software/systems, so other developers can develop products that make use of the specific software.

To make the monitoring and posting easier for the employees, DAF can make use of the so-called insight API's. These API's are used to adjust all the social platforms from a central point/application. Besides managing all the social media from one point, these API's also have strong benefits from a data viewpoint. The API's collect a lot of data on the usage of a social platform, therefore a report will be available for the employees to analyze and take appropriate action to solve a problem or strengthen a certain part of a platform. API's are described in the chapter 8.8 API's .

7.1.5 Plan

A professional social media platform cannot operate without a professional social media plan. In a social media plan rules are determined on how to use social media, this goes from frequency of posting to what kind of competitions there are being held. If this plan is followed closely, the employees need less time to do the same action than would have been the case without a plan.

7.2 Type's of structures

7.2.1 A pause task

The first option is to let a group within the company's staff regulate the social media platforms. Not full time or as a task in their daily workload, the tasks performed are being performed in the little breaks that the employees have. In a break they respond to a problem or will interact to the community. To cover all the activities on the different social platforms through this method, the company needs a lot of volunteers and dedicated people. Not all companies are suited for this way of using social media. The company needs reliable people that have a bond and knowledge of the company. This option is the best used for small companies, because larger companies have a larger followers base and mistakes are discovered faster and spread further through social media. Therefore, larger companies cannot afford mistakes, and it would take longer to discover the mistake.

7.2.2 Separate task

This is a mix between the pause task and the full time task. A person will have several tasks in a day and one task is to update and maintain social media once a day or week depending on the size of the company. This method is best suitable for companies with flexible employees that can handle one task more than they usually do. In a way a company does not lose men power and still can maintain social media on a regular basis. This method is best suited for small to medium companies that do not need to react instantly and have a small fan base.

7.2.3 One-person task

This is the first step companies take when they are using social media as more than an information asset for the company. Using this method, results in a quick reaction and the capability of creating a living and interactive social media platform. This is the first method that is capable to create and maintain an active and large social media platform thanks to the constant monitoring, posting and interaction with the platform and their followers.

7.2.4 Cross-functional team

This method is using a team that is a blend of people that are stationed each in another division of the company (Communication, HR, Promotion, etcetera). This separation is a benefit so each division has a spoke person within the social media team. Most members of the team are not fully focused on social media, they are working the same as the separate task principal. Besides the people that only have social media as a sub task, there are several employees fully committed to social media and are leading the division delegates. With this method, all decision can be made very quickly without having to check every department for approval, because the most important departments are represented in the team of the social media department. This method is only for large companies with a large amount of employees and fans/followers on the social platforms. However it is resource intensive.

7.2.5 Department

A fully dedicated department to do all the things that are related in some manner with social media. This relation can go up to a very superficial level, whether a Facebook link must be used in some ads for example. The expertise of the department will result in the best social media usage for a company. Large companies that really want to use social media to its full potential should only use a fully social media focused department. If this department is not used to the its full potential, the department will become a money sink and must be canceled and another method must be chosen that will fill in the needs of the company.

7.2.6 Outsourcing

The most expensive way of handling social media in a company is to outsource social media to an external company. This will cost a monthly fee for the upkeep and updating of all the social media. This way guarantees, if done by a qualified company, a professional and stable platform that attracts fans and stimulate interactive use of the platform. This seems a solid option, nevertheless there are two very disturbing issues with this way of managing social media. The first is the monthly fee and the contract that is signed for the use of the service, DAF cannot quit when they want and must pay to keep it up and running. When the external company raises the monthly fee, DAF has almost no other choice than to follow and pay the higher fee. The second issue is that DAF is not the boss over their own content anymore and therefore is not fully in control over what the brand DAF is saying on social media. This is called vendor lock in.

8 Technical research

The opportunities come in plenty of ways and forms to create a social concept, therefore a research for the use and benefits of all the different technical methods is performed. The technical methods are chosen, based on the chance and probability of usage of the technique to realize the final product.

8.1 HTML & CSS

The setup through HTML and CSS is easy and fast, the basics are easy to understand and to make. Nevertheless, when expanding to features, that are not in the nowadays minimal features that HTML offers, it is difficult and takes more time to realize. To realize the additional features other external programming languages are required. Another disadvantage is that not all extra features are in the same external programming language, therefore the risk exist that some of these languages will not work together and yet another language must be used to fix that problem. The usually used external programming languages are JAVA, jQuery, PHP, Jscript and MooTools[1].

8.2 HTML5 & CSS3

The evolved version of the techniques mentioned above. The evolved techniques offer the developers easier ways to develop websites. The new versions have more options and functions in it, no more external programming languages are needed for example: videos and animations. These are just two examples, which show the difference of HTML & CSS versus HTML5 & CSS3. There are numerous benefits over the old standards (HTML & CSS) and these benefits are still growing by the day, because HTML5 & CSS3 are still developing into their final shape and therefore all the new possibilities are still not discovered. The advantages of HTML5 and CSS3 are:

- Consistency (Overall consistency of a website)
- Embedding (Video, Charts, Polls, etc.)
- Improved code (Example: <div> isn't required anymore in most cases, result: cleaner code)
- Forms (More options to create and design forms, no external library needed for fancy forms)
- Better dividing (easier to see what code is the header and what code is the body)
- Accessibility (More techniques/devices can use HTML5/CSS3)
- Easier (Easier to make applications in HTML5/CCS3)
- Cache (Developers can choose which data must be cached by the browser)
- GEOLocation (Developers can read out the GEOlocation through ip, provider and GPS)

The developers are only scratching the surface on all the new possibilities that are in HTML5 & CSS3. The only downsides are, HTML5 and CSS3 aren't yet fully developed and can be seen as work in progress and have some unsolved issues, therefore it is not supported by all the browsers and the possibility to reach most sensors on smart devices is lacking, for now[2].

1 HTML & CSS .Via http://www.w3schools.com
2 HTML5 & CSS3 .Via http://www.w3schools.com

8.3 Silverlight
Microsoft created their own platform, developers can use for creating and delivering rich Internet applications and media experiences on the web. Nevertheless the opinions are divided, the developing community is not very enthusiastic about it. The community finds that many of the features are available with other programs and the need for visitors of the site to download and install Silverlight is not very helpful either, when not using Internet Explorer (Windows 7). Tim Anderson spoke with Microsoft Corporate Vice President Scott Guthrie about the status of Silverlight, in this conversation signs were given that Microsoft is not fully going for Silverlight (Own apps not written in Silverlight/ Metro design not supported and new HTML export in Silverlight developing environment)[1].

8.3 Flash
This development environment is used for a couple decades, if developers wanted a dynamic site with some "fancy" parts in it. Flash has a long time of being the only environment that could deliver such a site. Time has shifted, more and more platforms are capable to do the same trick as flash and do it even better, like HTML5 and jQuery. Besides their competitors are overtaking Flash, there are several other downsides to Flash. The first is the size of a Flash site, when media (Video & Sound) is embedded the size will grow fast and a Flash page could take a minute to load. Search engine cannot index a Flash site because search engines cannot get the content separated from the design, with the result that a Flash site is not listed in Google for Example. Besides, this Adobe declared in an official news blog in November of 2011, that they stop the support of Flash for mobile and are focusing on HTML5 from now on[2].

8.4 Software code generators
Besides using programming languages to create websites there is another possibility. This possibility is to use software that generates the code, the developer is using a WYSIWYG (What You See Is What You Get) develop window to setup the website. The developer only needs to design the website and assign actions through an easy interface. The generated code is not very clean and is compressed on a high level. Therefore, it is poorly readable for developers, as a result of this the website is difficult to edit without the software. Most of the common functions have prefabs within the software, uncommon functions must be coded by the developers. In most cases this is difficult, because the developer does not see the whole code. Combining the WYSIWYG with the self-written code is time consuming and may cause conflicts that are not easy to debug/fix.

8.5 Facebook app
On Facebook there is a special section for apps, because Facebook is an important player in social media the opportunity is present that a Facebook only app is developed. The apps can be developed with the same languages as an internet website, the only difference are the ratio of the site and that Facebook has a rulebook where the application must comply with. In some kind of way the developer is limited on their options for creating the app, however most of those rules are to strengthen and improve the use of the app within Facebook[3].

8.6 Native
Native means that an application is specially designed for a specific device, for example an iPad. Each device has its own programming language. Android uses java, Apple uses objective C and Windows phone supports C#. Therefore, developers dedicate the app to one phone and will miss the broad device spectrum. A benefit is that the application will fully suit the device and no compromises are being done. However, it takes a substantial longer time to bring out the application on all platforms at once, in comparison with HTML5 and other developing methods. Maintaining three versions of an application is very resource intensive.

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1 Tim Anderson. (2012) Microsoft's Scott Guthrie on what has happened to Silverlight. Via http://www.itwriting.com
2 Adobe. (2011). Flash to Focus on PC Browsing and Mobile Apps; Adobe to More Aggressively Contribute to HTML5. Via http://blogs.adobe.com
3 Facebook. (2012) Facebook Platform Policies. Via developers.facebook.com

8.7 CMS
CMS is a supportive system that is beneficial for any company that has many data on their website that must be flexible. A CMS system is used at the backend of the website where the company can add, adjust and remove content from a website in a quick and easy manner.

8.8 API's
API's that can support the product:

8.8.1 Remote Method Invocation (RMI)
RMI is a method to communicate between Java technology-based applications. With this method Java objects can be invoked into other application thereby communicate on an internal level with the other host.

8.8.2 Simple Object Access Protocol (SOAP)
The SOAP protocol is a protocol that is used for communication between different types of systems. The SOAP protocol is well supported by companies with a reputation (Sun, IBM, Novell, Microsoft, Oracle, Apache Software Foundation and former BEA Systems now also known as Oracle).

8.8.3 Common Object Request Broker Architecture (C.O.B.R.A)
C.O.B.R.A is a programming standard that is meant for the communication between different programming languages and separated devices/hosts. C.O.B.R.A needs an ORB (Object Request Broker) to communicate, these ORB's are being delivered by several companies. ORB's are based on IIOP (Internet Inter Orb Protocol), as a result of this the client and server (sending client) can use the ORB independent from each other, and therefore communicate with each other.

8.8.4 Social API's
Social API's such as HootSuite, that offer a simple environment to manage multiple social media platforms. The features range from planning posts (Automatic posting) to an internal discussion section to discuss relevant social media matters.

9 Conclusion

The research generated points of interest that are important for creating and maintaining a social media platform. The important points of interest are subtracted and combined into six categories. These five categories are the base of each professional social platform.

9.1 Control

The control of outgoing information is decreasing as a result of the nature of social media as can be read in the chapter 4.3 "Social media". The decreasing of control is creating another need, this need is monitoring. When a brand exposes itself on social media new dangers arise, the most important danger is that visitors can post everything on a social platform. These posts can harm a brand and therefore monitoring is highly recommended to filter unwanted posts. Another benefit of strict monitoring is that problems and questions are spotted early and a fast response can be given, which will boost the positive feeling regarding the brand.

9.2 The next "Thing"

Social media platforms are not an easy pick for companies. Companies always need to use the social platforms that are popular by the visitors, to gain the largest visitors base possible. This means that a company needs to be actively researching trends and upcoming social platforms to see if it is the next big "thing".

9.3 Effort

Social media is a great asset that can enhance DAF's presence in the digital and online environment. Creating this presence is not done overnight and needs to be handled with care. Visitors can see when a social platform is created with care and effort, this will result in high visitors rates. In the chapter "Best practices in social media" examples of social platforms are described, which all have effort and care in them. The effort and care a brand puts into social media is always repaying itself, as is seen in chapter 5.4 "Best practices in social media". Nevertheless, without the effort and care a social platform can quickly lose most of its visitors and will have a difficult time attracting new visitors.

9.4 The visitor

The visitors are the most important part of social media, without them there is no need for a social platform. In the chapter 4.4 "Interviews" the needs of the truckers are described. Truckers want to be approached in a normal manner and want to have an interactive experience on a social media platform. Truckers are using social media on a frequent basis and demand from a platform that it is updated at least daily.

9.5 The company

When using social media the company needs to be ready for it. This means that a specific structure must be used to maintain and update the social platforms. The structure contains data about which employee may post on social media and which employees can be used to obtain specific information. The structure of the social media employees is described in a social plan. Besides the structure, the social plan contains guidelines for the use of social media. A plan were every involved employee can look in, and after reading should be able to manage the social media platforms.

9.6 Future

With the always-evolving digital and online environment it is important to be prepared on what the future will bring. The social platform must adapt to the trends and wishes of the visitors, therefore the use of modern techniques that can build modular functions are highly recommended to ensure the platform can handle the needed changes that come with time.

10 Recommendations

10.1 Quality

The first recommendation is that the overall quality of the social platforms and their expressions must be high, this also fits DAF's aim of delivering the highest possible quality and customer satisfaction. This aim of DAF must also be reflected in social media use. This is done by the smart use of four assets, these assets are:

- API's that help manage, analyze and monitor the different platforms and lets DAF do this from one interface.
- Social media plan, which describes everything that is related to the social platforms. Examples are the minimum resolution of a picture and frequency of posting.
- Passionate and self-using employees must manage the core of the social media staff, as a result of this the social platforms will carry out the passion and care the employees put in.
- A clear organizational structure that guarantee the upkeep and developing of social media related subjects. For DAF the structure that suits best is the Cross functional team. This must be done with care to create a stable foundation for the social media usage.

When these four assets are used the visitors will feel the quality and embrace the platform and most of those visitors will return as a result of the quality of content.

10.2 Technical

Establishing a social platform requires technical components to let the platform function as best as possible. Besides the functional part of the technical side, there are also logical recommendations that are focusing on the future of the platform. Most important recommendations on the technical area are:

- Using only the three most popular social media platforms to begin with. After the platform has a steady base extra social platforms can be added. This way the visitors are getting more and more platforms in time.
- Modular setup must be used to make sure every part of the platform is working individual. Therefore, single modules can be added, adjusted or removed without affecting the other parts of the platform. This will be efficient for example: when a certain social platform stops.
- Using techniques that are future proof is essential when starting up new platforms. Despite HTML5 is still in development and there are still several issues that must be resolved. HTML5 is the way to go for DAF. With the opportunities HTML5 offers, DAF can offer the visitors lots of rich and unique content that will satisfy them.

10.3 Experience

Another point where DAF can make a strong point to keep the visitors coming is the experience they get when visiting the platform. The DAF social platform must be more than a place where people can get their daily content. When DAF accomplish a frequent interaction among visitors, visitors will return more often and will get an even more positive connection with the brand. This interaction can be created by several activities, these activities must be documented in the social media plan as mentioned in the quality section of this chapter.

Besides the interaction, the platform must keep up with the trends of social media. When a new social platform is going to be the next big "thing", DAF needs to investigate it and consider if it is worth as an addition to their social platform. When this is realized the visitors will always have the newest possibilities on the platforms and therefore feel that the experience is always evolving.

When following these recommendations the DAF social platform will result in a stable player, and others view it as an exemplary.

Appendix:
Competition research

1 Introduction

This research is focusing on the competitors of DAF. DAF can learn from the success and mistakes other made. Therefore, it is important to research the competition. The numbers used in this research are dated from September 19th 2012 and may other from the real numbers when this research is published. Platforms and products that were researched are:

Facebook
Facebook is the largest social media platform. Facebook recently reached over 1.000.000.000.000 active users on a monthly basis. Most of the competition is using Facebook as their main hub, because of the scale and reach it has.

Twitter
Twitter is the second largest in social media. Each second 11 Twitter accounts are created. Besides the popularity of Twitter, the nature of Twitter is very interesting to study. People and companies can only use 140 characters to make their point and trigger the reader. To make a point with only 140 characters is difficult and needs a lot of practice to master this skill.

YouTube
People go to YouTube to watch a video, in the year 2011 YouTube had over 1.000.000.000.000.000.000 views. This equals 140 views for each human being on the planet. If a visitor wants to watch all the videos that were uploaded in one day, the visitor needs to watch 4.320 days without any interruptions to achieve this.

FLICKR
FLICKR is the only social platform in this research that is going the negative way with their visitors and uploads. In a month time, FILCKR lost 3.85% of their visitors and in a year time they lost 18.37% of their visitors. This is caused by the functionality of FLICKR. This functionality is not unique and now a days these functions are integrated into other social platforms, therefore the use and need of FLICKR is decreasing.

Own Platforms
Besides all the pre made social media platforms companies can use for their exposure, some companies develop their own social media platform. These platforms are in most cases more brand orientated then the general social media. T

APPS
Although this is not a social media platform it can enhance a social platform. Therefore, it is examined to see if the competition uses applications for smart devices, and if there is any connection to social media in the applications.

To ensure this research is pleasant readable only a couple highlights and notable results will be described here. This to improve the reading experience. Brands that have nothing notable are shortly described with short keywords in the chapter competitors short list.

2 Highlighted competitors

2.1 Scania
The overall usage of social media platforms by Scania is an example were DAF can learn from in many aspects. The overall quality and use of social media is performed with precision and the focus on how to promote Scania, this is working out and the visitors are respecting Scanias platforms. Scania is not only using the "normal" social platforms they also developed two platforms fully dedicated to Scania.

Scania Newsroom
The Scania Newsroom is a place where all the news of Scania is placed for visitors to read. Visitors can register for a newsletter, so they will never miss an item of Scania. There is also the opportunity to view photos and videos, these photos and videos are linked to FLICKR and YouTube, this addition brings the different social platforms closer together, and form one overall social platform. If looked closely, the Scania Newsroom is nothing special and everything can be found on different platforms, however Scania brings it together to one platform, where the visitor can easily get all the content they want. The only part that is missing is a Facebook and Twitter integration, this seems to be an choice of Scania to leave them out. The choice of not using Facebook and Twitter. This could be done,because Scania does not want all the monitoring that is needed when this would be implemented. The Newsroom is also available as app for tablets and smartphones, the app contains the same content as a the Newsroom website itself, only in a mobile format.

Kingsclub
The Kingsclub is a place where Scania fans can come and discover the world of Scania along with other Scania fans. It is a real club, without an account a visitor can only see the homepage, all other pages are blocked and redirected to the login form. This approach has a positive and negative side, the positive side is that Scania has no lurkers and therefore the number of accounts is realistic to the users. With these numbers and statistics Scania can interact with specific actions. Besides this members of the club will feel special because they can read content non club members cannot. On the negative side, Scania is excluding a lot of people that do not want to register, to get the content and therefore leave for good. If a visitor becomes a member they have access to discounts, videos, photos, downloads, interviews and the opportunity to read the latest news as one of the first.

Besides the professional use of existing and personal platforms Scania also fade the line between online and offline. An example of this, is the Scania Driver Competition. This competition was meant for truck drivers that wanted to compete to be the best Scania driver in the world. The competition had a special section (tab) within Facebook, in this special section people could choose their own vernacular, a professional service from Scania to the visitor. On this tab visitors can view videos, pictures, see more information of the competition and register to participate in the competition. Visitors could support the competitors and view the manches of the competition, that lead to the final of the competitions.

Volvo is taking social media serious, they have many expressions and media types that combined together form a complete package. The "normal" social media of Volvo are organized and have a clear plan behind them, beside the "normal" social media platforms Volvo has several expressions that are not very common. Volvo uses the following uncommon expressions:

Tablet magazine
Volvo has its own digital magazine, in this magazine a couple of subjects are being discussed. The subjects that are being discussed are the cabin of the truck, interviews with interesting Volvo people, innovations in the field of Trucking and news in general. The magazine is always up to date and contains the latest news when published. People who read the magazine are getting a peek inside the world of Volvo and they have the opportunity to read articles that normally are not easy to find. The magazine is digital and does not only contains text, it also has video and spoken parts in it, this variety is pleasant for the reader and will result in a longer attention span. The magazine is a valuable extension on the already existing platforms.

World of truckers
According to Volvo visitors of World of truckers can view thousand photos they like, talk with truckers in their neighborhood or even on the other side of the word and make new friends that share the same passion. The social platform is a place for the truckers to share their homemade photos, comment on uploaded photos, join and converse within a group and visit the forum.

Game
Game battle is a game for mobile platforms (ANDROID and iOS). The game was developed for the 25th year of service of the D16 motor. In the game the player needs to clear the way for the Volvo truck to reach the final destination. Players could earn real rewards with their high scores, every week and month the winners were revealed. The weekly winner was rewarded with a T-shirt and the monthly winner would get a leather jacket from Volvo. This game is a clever manner to get exposure and give the gamer an entertaining time, this combination will give the player a positive affection with the brand. Besides this game, there is also a little browser game available on the Volvo site.

2.3 Freightliner
Team Run Smart
Freightliner has developed their own social media platform called Team Run Smart. There are several activities for the visitor (Newsletter, Deals, Articles, Forum, Polls, Photo/Video share and more). Doing all these activities will result in miles, miles are the scoring system Freightliner uses on the Team Run Smart. Visitors can see the miles of each other and this results in a natural dividing of the visitors. The top ranked visitors have more respect and are trusted faster by other visitors when they answer a question on the forum. Besides the miles there is another unique aspect to the Team Run Smart platform, this unique aspect is the discount members get on products when they registered themselves. Using discount for registered members is a great way to see what the community wants and a reason for the visitors to come back at the platform.

Miles earned for each activity:

ACTIVITY	MILES EARNED
Join Team Run Smart	10,100
Complete your career profile	5,000
Complete your driving profile	5,000
Register your truck	5,000
Subscribe to the newletter	5,000
Subscribe to deals and information	5,000
Register for text messages	5,000
Log in to Team Run Smart	100 per log in (up to three per day)
Rate articles and content	50 each
Comment on an article or blog	300 per comment
Post the forum	300 per post
Comment on a forum post	300 per comment
Submit forms, when requested	300 per post
Participate in a poll	300 per poll
Share content	500 for each article or post shared
Invite friends to join	300 for each invitation

2.4 Renault truckers gallery
Renault made their own platform where truckers can post their photos and view other photos made by truckers. Besides the gallery there is one other function which is a map where people can see where a photo is taken. The photos can be sorted in different ways, to make it easier for the visitors to search for a specific truck (Date, Rank, Comments, Location, Model, Production year and specific text). The social photo platform is active and photos are uploaded with an interval of 1 or 2 days. The Renault truckers gallery is a quality addition to their already large social platform.

3 Competitors shortlist

Mercedes-benz

    Positive

        Overall appearance

        Broad spectrum of platforms

    Negative

        National and international crossing each other

        Hard to find

Freightliner

    Positive

        Overall appearance

        Own platform

        Own app

        Combining platforms

        Responding frequency

    Negative

        Like gate to get additional content

Volvo

    Positive

        Overall appearance

        Own platform

        Own app

        Own game

        Dividing of Twitter according to use

        Combining platforms

        Platform changing

        Using new kinds of social media

    Negative

        Some social platforms seem to have no purpose

Mack

    Positive

        Joint venture with CARS 2 (PIXAR)

    Negative

        No plan behind use of social media

        Social platforms are islands

Kenworth

    Positive

        Steady Facebook page

    Negative

        Twitter stopped without a warning

        Only using Facebook

Renault

    Positive

        Own platform

        Own apps (7)

    Negative

        Using French and English (A positive side when was done separtly)

Scania

    Positive

        Overall appearance

        Own platform

        Own app

        Combining platforms

        Platform changing

        Using new kinds of social media

        Fading the line between on- and offline

    Negative

        Some parts are lacking when compared to other Scania expressions

Volkswagen CV

    Positive

        Frequently updated

    Negative

        Difficult to find

        No social plan

        Social platforms are islands

MAN

    Positive

        Stable use of social platforms

        Own apps (2)

    Negative

        Facebook posting by visitors is forbidden

        Little interaction

Peterbilt

    Positive

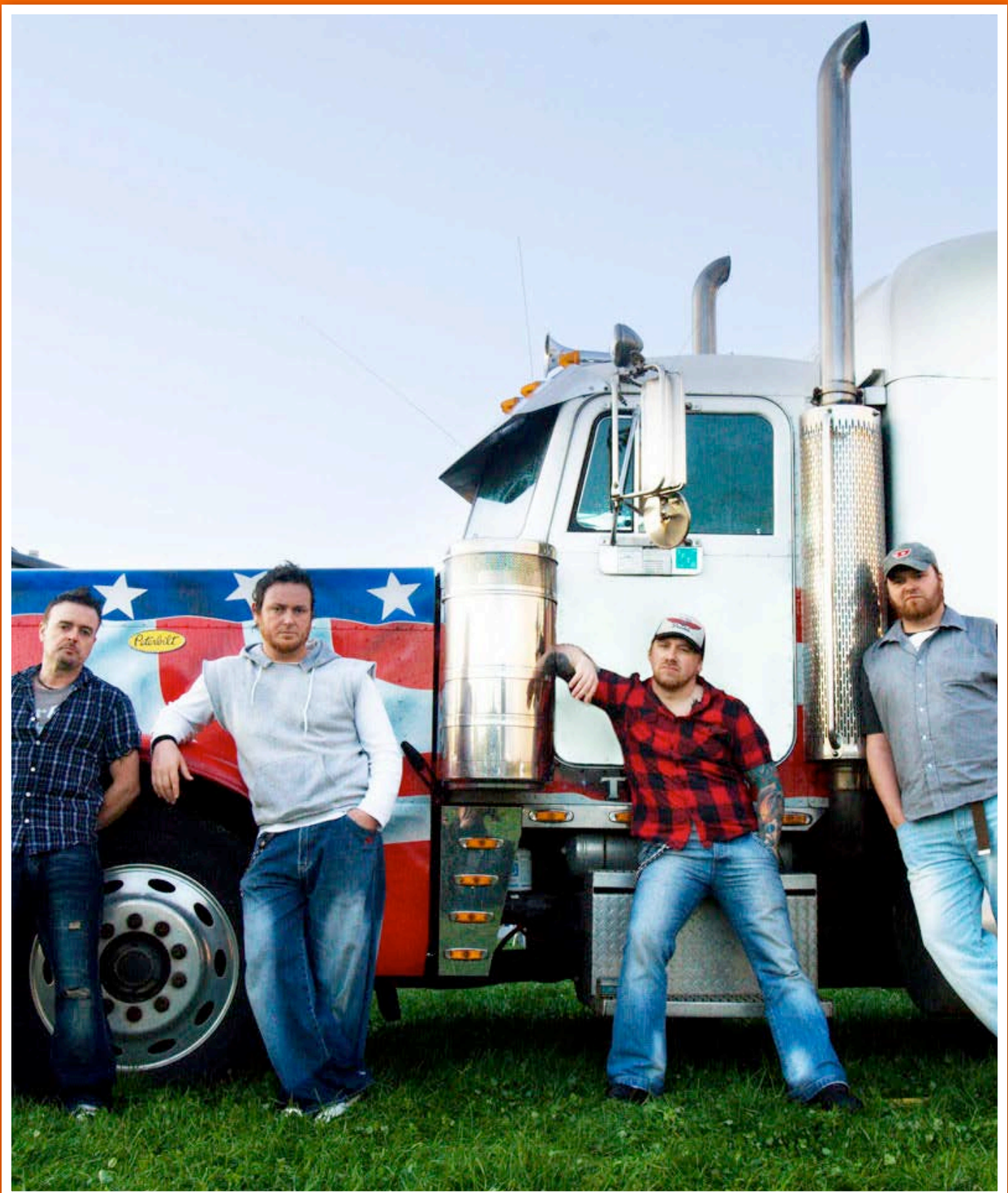   x

    Negative

        Following the bevy, without any inspiration or thoughts on how it should be used

Inactive Truck brands

    Sterling trucks

    Western star & Fuso

    BharatBenz

    UD Nissan Diesel

    Dong Feng Motors

    Leyland Trucks

Appendix: Interviews

1 Introduction

In this document the results and questions of the interviews are being described. The interviews were taken at Truck stop 8, industrial terrain Eindhoven and online. The offline interviews went in a conversational way and the interview was used as a guidance guidance. Online the interview questions were answered strictly by the truckers and fans. The interview was only spread on one site this was www.chauffeursforum.nl, a website for truckers and fans from the Netherlands, Belgium and select part of France.

2 Questions

Part 1

Enquête
Gericht op social media voor Truckers

Een Enquête ten behoeven van de ontwikkeling van een sociaal platform voor truckers

Leeftijd

_____ Jaar

Hobbies

- ☐ Computeren
- ☐ Internetten
- ☐ Voetbal
- ☐ Auto's
- ☐ Vissen
- ☐ Muziek
- ☐ Sporten
- ☐ Verzamelen
- ☐ TV/Series/Film
- ☐ Tuinieren
- ☐ Winkelen
- ☐ ....

Weet u wat social media is?

- ☐ Ja
- ☐ Nee
  Sla het blad om

Welke social media kent u?

- ☐ Facebook
- ☐ Path
- ☐ Pinterest
- ☐ Foursquare
- ☐ TUMBLR
- ☐ Vimeo
- ☐ Anders namelijk ....
- ☐ Twitter
- ☐ Hyves
- ☐ FLICKR
- ☐ Instagram
- ☐ Google Plus
- ☐ YouTube

Welke social media Gebruikt u?

- ☐ Facebook
- ☐ Path
- ☐ Pinterest
- ☐ Foursquare
- ☐ TUMBLR
- ☐ Vimeo
- ☐ Anders namelijk ....
- ☐ Twitter
- ☐ Hyves
- ☐ FLICKR
- ☐ Instagram
- ☐ Google Plus
- ☐ YouTube

Hoevaak gebruikt u deze?

- ☐ Om het uur
- ☐ 2/3 keer per week
- ☐ 2/3 keer per maand
- ☐ Nooit
- ☐ Dagelijks
- ☐ Wekelijks
- ☐ Maandelijks
- ☐ Instagram

Hoe bezoekt u deze?

- ☐ Smartphone
- ☐ Computer
- ☐ Tablet
- ☐ Wekelijks

Wat doet u op social media?

- ☐ Lezen van berichten
- ☐ Reageren op berichten
- ☐ Posten van berichten
- ☐ bekijken foto's
- ☐ Reageren op foto's
- ☐ Foto's uploaden
- ☐ Groep pagina's bezoeken
- ☐ Bedrijfs pagina's bezoeken
- ☐ Oplossingen zoeken
- ☐ Vragen posten
- ☐ Andere mensen helpen
- ☐ Discussies voeren met vrienden
- ☐ Discussies voeren met onbekende
- ☐ Video's bekijken
- ☐ Video's uploaden
- ☐ Nieuws lezen
- ☐ Social apps gebruiken
- ☐ Anders namelijk ....

Als u maar 3 dingen mag doen Welke zijn dit

- ☐ Lezen van berichten
- ☐ Reageren op berichten
- ☐ Posten van berichten
- ☐ bekijken foto's
- ☐ Reageren op foto's
- ☐ Foto's uploaden
- ☐ Groep pagina's bezoeken
- ☐ Bedrijfs pagina's bezoeken
- ☐ Oplossingen zoeken
- ☐ Vragen posten
- ☐ Andere mensen helpen
- ☐ Discussies voeren met vrienden
- ☐ Discussies voeren met onbekende
- ☐ Video's bekijken
- ☐ Video's uploaden
- ☐ Nieuws lezen
- ☐ Social apps gebruiken
- ☐ Anders namelijk ....

Op online platformen erg ik me aan?

....
....
....
....
....
....

Kent u social media platormen die speciaal zijn gericht op truckers ?

- ☐ Nee
- ☐ Ja namelijk ....
  ....

Wat is uw feedback op deze pagina's ?

....
....
....
....
....
....

Wat verwacht u van een truckers platform ?

- ☐ Foto's
- ☐ Antwoorden op vragen
- ☐ Filmpjes
- ☐ Exclusieve content
- ☐ Vragen naar bezoeker toe
- ☐ Reportages
- ☐ Uitgebreide nieuws items
- ☐ Benaderd worden door een persoon en geen merk
- ☐ Gesprekken met mede bezoekers
- ☐ Gesprekken met de pagina
- ☐ Anders namelijk ....
  ....
  ....
- ☐ Nieuws
- ☐ Humor/grappen
- ☐ Wedstrijden

Met welke frequentie moet er op een truckers pagina worden gepost?

- ☐ Om het uur
- ☐ 2/3 keer per week
- ☐ 2/3 keer per maand
- ☐ Nooit
- ☐ Dagelijks
- ☐ Wekelijks
- ☐ Maandelijks
- ☐ Instagram

Zou u een maandelijkse wedstrijd met prijs waarderen?
(Foto wedstrijd bv.)

- ☐ Ja
- ☐ Nee omdat ....
  ....

Wat zou volgens u de prijs moeten zijn ?

....
....
....
....
....
....

Wat hoort er niet thuis op een truckers platform?

....
....
....
....
....
Einde, bedankt voor uw medewerking

Part 2

Enquête
Gericht op social media voor Truckers

Een Enquête ten behoeven van de ontwikkeling van een sociaal platform voor truckers

Leeftijd

_____ Jaar

Hobbies

- ☐ Computeren
- ☐ Internetten
- ☐ Voetbal
- ☐ Auto's
- ☐ Vissen
- ☐ Muziek
- ☐ Sporten
- ☐ Verzamelen
- ☐ TV/Series/Film
- ☐ Tuinieren
- ☐ Winkelen
- ☐ ....

Weet u wat social media is?

- ☐ Ja
- ☐ Nee
  Ga door naar de vraag .....

Welke social media kent u?

Resume-Code	Datum en tijd	1. Hoe oud bent u?	2. Wat zijn uw hobby's?	Auto's	Computeren	Voetbal	Internetten	Vissen	Muziek	Sporten	Verzamelen	Tv/serie/films kijken	Tuinieren	Winkelen	Uitgaan/Droog	Tekstveld	3. Weet u wat social media is?	4. Welke social media platformen kent u allemaal?	Facebook	Twitter	Hyves	Pinterest	FLICKR	Path	Foursquare	Instagram	Tumblr	Google Plus	YouTube	Vimeo	Tekstveld

Appendix: Concept Document

1 Introduction

The concept document contains the different concepts that were generated through two brainstorm sessions. The first was an individual brainstorm where the outlines of the concepts were created. The second brainstorm was done in a small group of involved people, to fill in the outlines and create several concepts. After the concepts were created, a group discussion was done to determine which of the concepts has the most potential and which strong points of the other concepts could be added.

2 Concepts

Concept 1: Social gathering site
DAF has many channels through which news and media are being distributed. Besides the official media expressions of DAF there also are the social media activities of DAF. These expressions are all official, however there are also unofficial media and messages that are closely related to DAF and are meaningful for fans and truckers. A fan or trucker that wants to follow all of those expressions and news items, has to visit a lot of sites to get only the one item he or she is looking for on a site. This concept is a site that would get rid of the problem mentioned above. The site is a place where a fan or trucker can get their DAF items without having to go to all the other sites. The site gathers all the information and expressions related to DAF and arrange them in an understandable design that is quick and easy to use for the trucker and fan. So they can get the most amount of content in the least amount of time.

Features:

- **Social integration**
  The site has integration with the top social media platforms of the moment (Facebook, Twitter and YouTube). An example of a benefit for the visitors is that they can read the tweets when they are tweeted and can react to them quickly, all through the site.

- **News**
  All the news related to DAF and trucks would be readable on the site. The aim is to get all the news as soon as possible.

- **Conversation area**
  An area on the site where people can have conversations with each other and with the brand. These conversations can vary from a relaxing chat to resolving a problem of the visitor.

- **Uploading and sharing area**
  The area where visitors can share their photos and videos with other visitors. Each photo can be commented on and ranked. The ranking creates an automatic system where the best-ranked media is first to be seen by the visitors.

- **Contests**
  A returning item on the site that will reward visitors for active involvement on the website.

- **Event schedule**
  A calendar that shows important data relevant for a trucker.

- **Brand information**
  A section of the platform where all the information of DAF can be found.

- **Q&A**
  A special section where visitors can find a Q&A about the platform and its functions.

- **Modular**
  The site is setup to be modular, therefore the site can be easily adjusted for removing or adding certain blocks (example: the twitter feed block). This will guarantee that the site can be adjusted to fit the trends of social media and Internet in general and therefore will remain up to date for the visitors.

- **Realization**
  The base of the website is going to be programmed with HTML(5) and CSS(3). To achieve all the mentioned features above and features that are added in the future external libraries are being used. An example of a library is JQEURY.

Concept 2: DAF APP
This concept is focused on the trucker that is on the road. This application can be viewed on smart devices. The app is a digital replacement for the coffee corner of their favorite truck stop. Truckers can chat, read the latest news, compete in a competition and show off their truck.

Features:

- **Social integration**
  The application has integration with the top social media sites of the moment (Facebook, Twitter and YouTube). An example of a benefit for the visitors is that they could read the tweets when they are tweeted and can react to them quickly.

- **News**
  All the news related to DAF and trucks would be readable on the application. The aim is to get all the news as soon as possible.

- **Photo road map**
  An interactive map where users can upload their own photo, which is placed at the location it is taken, using GEO location. Users can scroll through the map and view the photos uploaded by other users. Users can also send messages to the users of an uploaded photo, to give their opinion or suggest a meeting.

- **Region chat**
  A chat box that is divided by region, the region is automatically detected through GPS. In this chat box users can chat about everything. Two examples: where they can meet up for lunch or where there is a traffic jam.

- **General information and news**
  Information and news that is related to DAF and trucks in general. News items are updated daily, and are viewed through a special section within the application.

Concept 3: Own social platform
This concept is a social platform that is fully standing on its own and has no integration of any other social platforms. This platform is fully focused on trucks and with a hint/flavor of DAF. The platform is only accessible when people register to give them a real club and exclusive feel.

Features:

- **News scoops**
  News items about truck related subjects are being uploaded as soon as possible, however news about DAF is being published sooner than other general truckers sites to give the members the exclusive feeling.

- **Ranking system**
  Users of the platform are being ranked on everything they do. This ranking system will separate the leachers from the active users and even persuade some to be actively engaged with the platform.

- **Conversation area**
  An area on the site where people can have conversations with each other and the brand. These conversations vary from a relaxing chat to resolving a problem for the visitor.

- **Uploading and sharing area**
  The area where visitors can share their photos and videos with other visitors. Each photo can be commented and ranked. The ranking creates an automatic system where the best-ranked media is first to be seen by the visitors.

- **Contests**
  A returning item on the site that will reward visitors for active involvement on the platform.

- **Event schedule**
  A calendar that shows important data relevant for a trucker.

- **Brand information**
  A section of the site where all the information of DAF can be found and read by the visitors.

- **Q&A**
  A special section where visitors can find a Q&A about the platform and its functions.

3 Chosen concept

The concept that is chosen is concept 1, Social gathering site with influences of the other two concepts. Thanks to the influences of the other concepts, the social gathering site concept is stronger than the original concept. The concept is added with the following parts:

- **Responsive design**
  This is done so the trucker on the road can also access the site, without having to have a computer around. This addition almost adopts the whole application concept.

- **Photo road map**
  Another function added from the application concept. However without the GEO location users must enter the location by hand. This is a good way of having an image gallery in a non-static way.

- **Region chat**
  This is a function that has been added to give the truckers another service. Truckers can chat in a region chat room before they go there, to know the in and outs of that region and to meet fellow truckers.

- **Rank system**
  Rewarding active users is always good and therefore is also adopted within the social gathering site.

With these expansions the social gather site is getting the best of the three concepts and has a large variety of content for the visitors. Therefore it is clear why this concept is chosen, because it was already the strongest concept and with the expansions of the other concepts it is a good all-round concept. Listed below are all the benefits of this concept

Modular
One of the most important parts of the concept is the modular architecture. Thanks to the modular architecture everything is working independent from each other and therefore is easy to edit. Besides editing, DAF can expand step by step, the site is only down for a short amount of time because of its modular architecture.

Other benefits:
- It is mobile thanks to the responsive design
- Easy to modify thanks to the modular architecture
- Varied content for the trucker
- Future proof
- Interactive
- Using platforms DAF is active on
- Gather point
- Easier to monitor than 6 independent platforms
- Community feeling
- Automatic content through uploading visitors
- Rewards through contests and ranking
- Active group of truckers
- Promotion channel
- Accessible for everybody
- Easy to promote, it is only a URL and not an app that must be downloaded

Briefly description concept
A social platform, which collects the most important data (social and nonsocial) from the Internet, which is related to DAF and trucks in general. The social platform is viewable on each device thanks to its responsive design, therefore truckers and fans on the road can also access the platform. The platform does not only contain plain data such as news, there is also an interactive side to it where visitors can upload photos and videos, rank them and chat with the fellow visitors.

Characteristics
- Social integration (Only the best platforms)
- News
- Conversation area and region chat
- Uploading and sharing area
- Photo road map
- Contests
- Event schedule
- Ranking system
- Brand information
- Q&A
- Modular
- Responsive design
- Social plan

The future
Due to the modular setup of the whole platform it is easy to adjust the platform to fit the specific needs of that period of time. This may vary from a new social platform to a new trend which requires a new type of interface. Working in blocks (Modular) will not jeopardize other features that need to be active while disabling other features or adjusting them. This will be beneficial for DAF and the platform will be future proof. Just adding, removing or modifying a block can guarantee that the newest wishes of the visitors are being granted by the platform.

4 Proof of concept

An important note is that the data of the proof of concept is fake. This means the social media expressions are not related to DAF this to make sure there is no damage done through an untested platform, that could get an own life when nobody is monitoring it. If the proof of concept is accepted, it is getting transferred to the real data with care so there is no damage to the brand. And the responsible departments are agreeing to mark the platform as approved. The proof of concept can be found on http://want2design.com/416/.

Besides the digital proof of concept an example of a social media plan is also created.

Front-end design
The design of the proof of concept is influenced by several designs. The design is mostly inspired by the metro look of the new Windows 8 design. The design is heavily based on the metro design because it suits the technical requirements such as modular possibilities and responsive. Besides the technical it also fits in with the design trend of this time period and with the newest DAF site which is most important.

Characteristics
• Metro
• Simplistic
• Clean
• Blocks

Back-end design
The back-end consist out of an CMS (Wordpress). This is done so non technical people can edit the social platform. The use of plugins and sidebars will create an easy environment where blocks (modular) can be added,removed or adjusted.

An already existing CMS has been chosen due to the fact that they have years of experience that will guarantee a stable and secure CMS system. It will take DAF years to get to the same level, and is a waste of time when wordpress can be freely used.

Inspiration

Skype
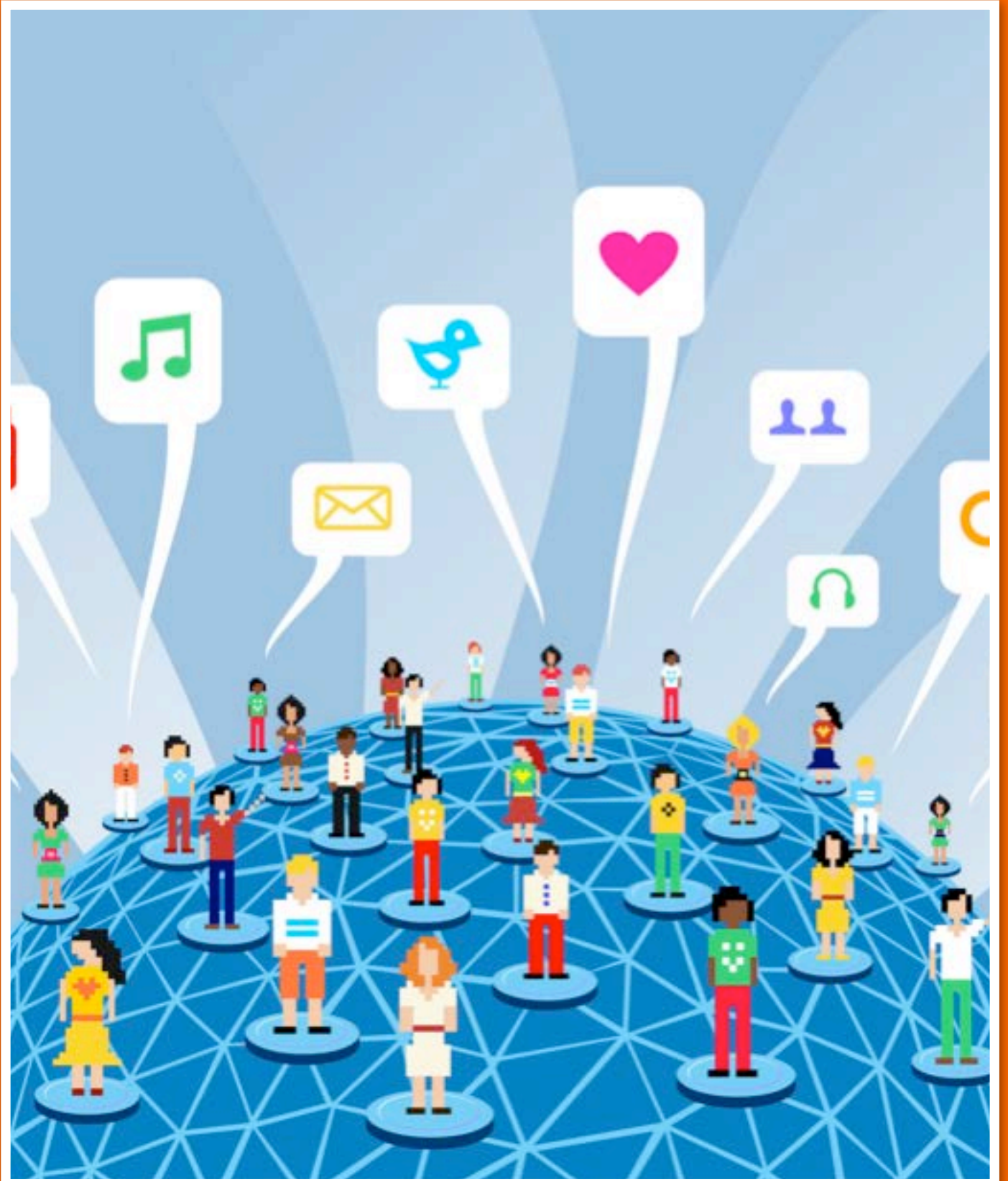

Windows phone

Simplistic

New XF website

The verge

Clear

Chrome

Contrast

Appendix:
Social Plan

Table of contents

1 Introduction

In this document steps are described on how to manage a social media platform. The purpose of this document is to show DAF the best possibility for such a plan. There are several chapters they all cover a specific area of social media. This social plan is created with the results of the research that was performed. The business side (Money, Employees, Licenses and more) of the plan isn't approved by DAF, the plan is created to suit DAF without keeping boundaries in mind. Therefore the best possible plan is created and DAF can learn, subtract or embrace it in its entirety when they further develop the concept to go live.

2 Content

Content is the most important part of a social platform. There are several guidelines to guarantee that the quality of the content is professional. The overall tone of voice of the platform is a friendly way and talking in a manner that could be seen as a chat in the truckers stop, with this in mind all posts must be posted.

**2.1 Platform specific guidelines for content (Visual)**
    Platform guidelines for current top 3 of social media.

2.1.2 Twitter
Twitter almost has no rules, or preset resolutions for media types. Every media type is loaded to its original size or resized when they are too large. This is usually done through third parties such as twitpic. The header of Twitter can be designed and the following sizes must be used to get the best outcome.

The profile picture doesn't need to meet the 80px by 80px as long as it is a square Twitter resize it to the correct size. Overall Twitter layout:
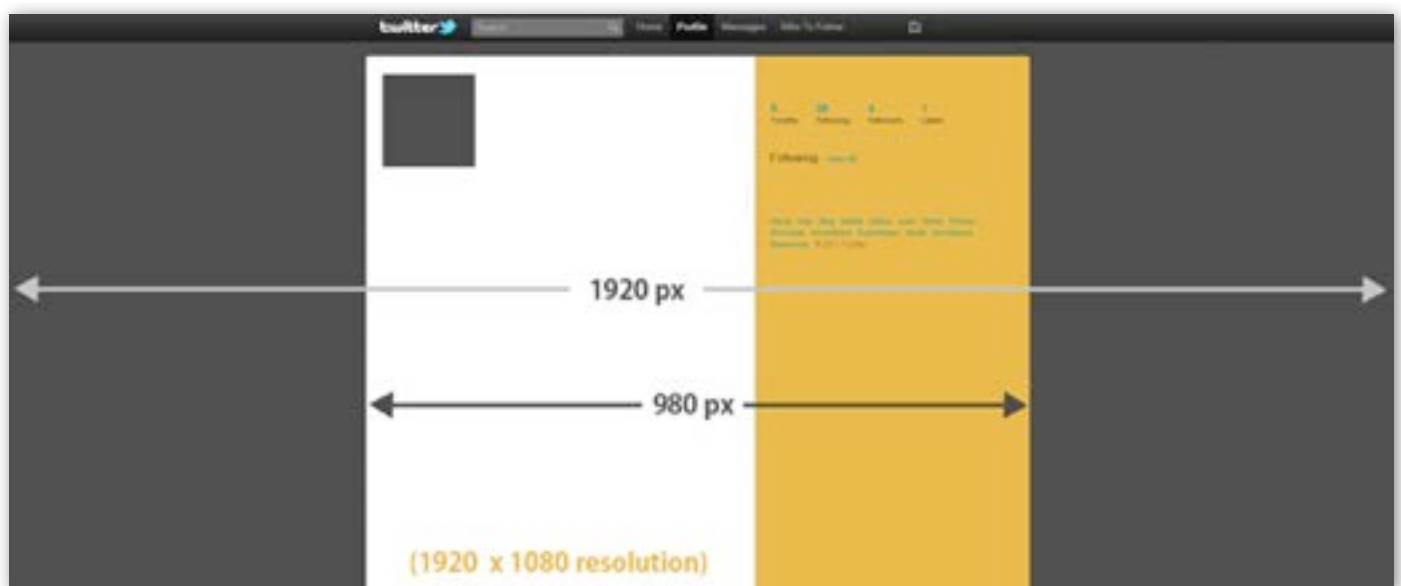
2.1.3 YouTube
YouTube made their own tips to ensure the best viewing experience is met, these tips are:

What to do:
- Upload videos in their original resolution - Videos should be uploaded at the highest resolution available. Videos uploaded with a 16:9 aspect ratio will fit the player perfectly. Most 4:3 resolutions are supported, but the video will be pillarboxed in order to fit the player.
- Upload videos with high bitrates - Higher bitrate content will look better on YouTube, simply put. View our recommended bitrates for high quality uploads.
- Upload videos with a 1:1 pixel aspect ratio - Videos without a square (1:1) pixel aspect ratio may not fit properly in the player.
- Upload videos with a supported file format - Supported file formats are consistently more reliable than alternatives.
- Upload videos in original quality whenever possible - If you do not need to edit your video, simply upload the unaltered original recording for optimal quality.
- Upload videos with a identical Audio/Video durations - Audio and Video tracks should begin and end at exactly the same time.

What NOT to do:
- No Project files - Project files are not real video files. Common unacceptable project files are .mswmm and .wlmp. Learn how to convert project files to an acceptable format.
- No audio or images - YouTube does not accept audio and image files. However, you can easily convert these files to video.
- No DVD files - Don't upload files types such as .WOB, .IFO and .BUP, which are not actual video files.
- Don't alter videos from the original frame rate - Altering videos from their original frame rates prior to upload may result in an undesirable outcome. For example, videos captured at 24 fps should be uploaded at 24 fps.
- No interlaced content - Your videos should be deinterlaced prior to upload. In your video encoder, you should select Deinterlace or Progressive scan if these options are available.

Background and mock-up template:
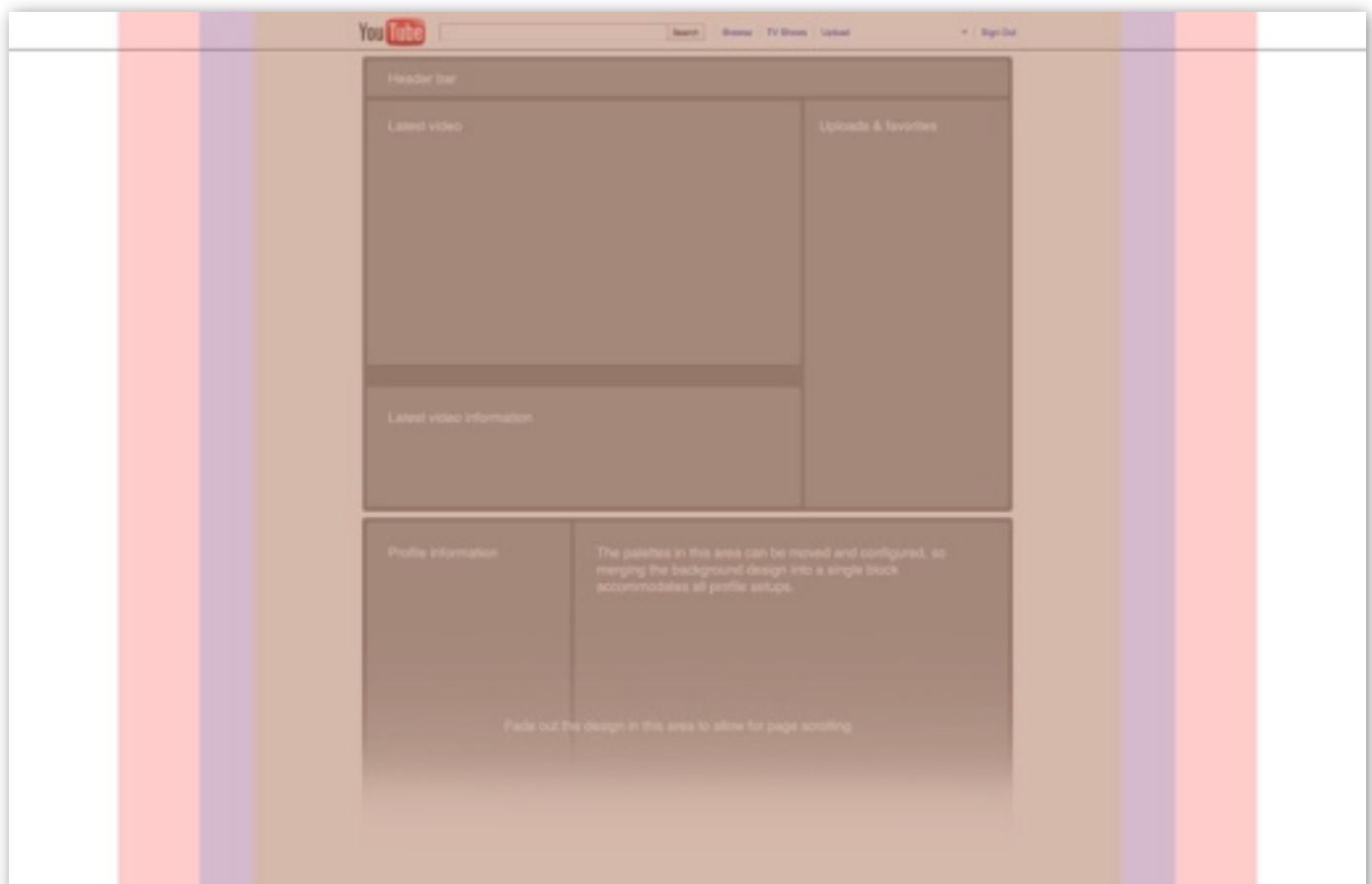
2.1.3 Facebook

Facebook has many different types of image resolutions for each specific parts of the platform. To guarantee the greatest viewing experience, all media must meet the requirements, as seen in the table below.

| Title	Description	Width	Height	Additional information
Facebook page	Whole page	851px	Unlimited	
Facebook cover	Welcomes banner/ image in top of screen	851px	315px	
Uploaded pictures in general	Pictures that are uploaded to use within Facebook	<= 2048px	<= 2048px	Max 2048px by 2048px
Profile picture	Specific picture that indicates the user	=> 190px (Width and height must be the same)	=> 190px (Width and height must be the same)	Downscaled to 160px by 160px for profile picture and 32px by 32px for posts
Milestone picture	Special large picture post full width	843px	403px	Automatic resizing when exceeding limits
Pinned post pictures	Post that the page have pinned	403px	403px	No rescaling, cutoff exceeding pixels
Pictures in gallery	Pictures in the gallery	960px	720px	
Thumbnail	Little image that shows an specific activity	90px	90px	
Video	Video in timeline			Max: 20 mb and 20 minutes long
Status update	Status update with text only	Automatic	Unlimited	Max: 63,206 characters
App icons	Application icon on timeline	111px	74px	Max filesize: 5 mb
App favicon	Icon to show app activity timeline	16px	16px	
Facebook App Center Cover	Cover of the app center area	800px	150px	
Facebook App Center icon	Icon for the app center	125px	125px	
Facebook App Center Web Banner	Small banner left of screenshots	155px	100px	
Facebook App Center 3 Screenshots	Screenshots of the applications	=> 320px <= 2048px	=> 320px <= 2048px	Max: 3 screenshots and specific resolution

3 Pictures & videos in general

Pictures and videos are a large part of a social platform, however not every picture/video is professional. An important part is that a picture/video is always large enough so everyone can clearly see the picture/video. When posting a lot of pictures/videos it is important to avoid repetitive context, and vary between pictures and videos. Some pictures/videos can even harm the brand. Examples of which pictures are professional and which can harm a brand. This also applies to videos.

Avoid:

Blurry/unsharp photos
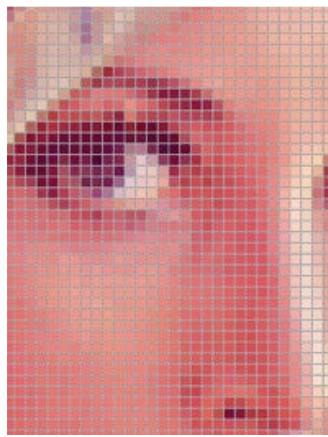
Pixel photos

Badly photoshoped

Wrong associations

Embrace:

High resolution

Slightly photoshopped photos

Old photographs with age-marks

Seasonal photos

4 Frequency / kind of posts

To counter the possibility of repetitive content a scheme has been setup to serve the customers with varied content. This will help serving the visitors the best possible experience.

Facebook	Twitter	Youtube

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
News	Coverage event	Weekly photo ranking	Live Q&A with DAF	DAF video about the company	Question to the followers	News
Fan video of the week	History Fact/ story	New bulletin	Weekly DAF photos	Quiz about trucks/DAF	Think with DAF discussion	Fast respond Twitter contest
Chat hour with platform		News	The truck story of the week (story of follower)	News		Relaxing video/ picture to end the week

- **News**: general news about DAF and trucking.
- **Fan video of the week**: a video made by a follower/fan of DAF.
- **Chat hour with platform**: possibilities to talk to the platform on what is going on and what is coming.
- **Coverage event**: a coverage from an event that is related to DAF or trucking.
- **History fact/story**: an article that shows interesting information about the DAF imperium.
- **Weekly photo ranking**: The result of the weekly uploaded photos and mentioning the weekly winner(small gift).
- **News bulletin**: a short video that shows the important facts, events and news of the week in a voice over video.
- **Live Q&A:** A Q&A with an employee of DAF. This employee must be interesting for the visitors example a test driver.
- **Weekly DAF photos**: Official photo's are added to the DAF album.
- **The truck story of the week**: A story of a trucker that is hard to believe or just amazing (story of follower)
- **DAF video about the company**: A video that shows how DAF is as a company. (Tour through factory for example)
- **Quiz**: A short quiz about DAF and the winner will get a small gift.
- **Questions to followers**: Questions to the followers about how they think about certain subjects.
- **Think with DAF discussion**: A live chat session where visitors can speak out ideas how DAF could improve.
- **Fast respond Twitter contes**t: A contest that is based on speed and the winner will get a mention on the platform.
- **Relaxing video/picture**: A relaxing picture or video related to trucking to end the week.
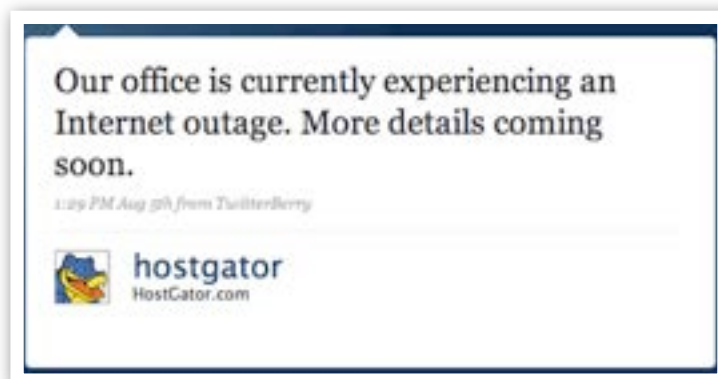
4 Commenting & responding

Commenting and responding on social media is an important part of the social experience. However, as a brand it can be very dangerous, the comments must be fast and correct. When focusing on fast replying minor faults or even big mistakes can sneak into a reply. Therefore, it is necessary to reread the reply every time and check if there is not a fault in it and that it is answering the question and its relevancy. Try to avoid replies such as: "We are looking into it, we keep you posted" this is not a real answer and when this is said too many times it harms the brand. This is because the visitors have the feeling they are being moved around without getting real answers to the questions. To prevent this a reply must always have some information or a direct link to the problem/investigation so the visitors know DAF is working on it.

Bad:

> is fed up of dirty homo's and is going after beaver
>
> about 4 hours ago from CoTweet
>
> **VodafoneUK**
> Vodafone UK

self explanatory

Average:

> Our office is currently experiencing an Internet outage. More details coming soon.
>
> 1:29 PM Aug 5th from TwitterBerry
>
> **hostgator**
> HostGator.com

No info, however they promise it. Only good when the info is coming and it is not done to much

Good:

> **Steven Sinofsky**
> @stevesi   Following
>
> @partroot @Synkrox @mbrit @Lokar @LozBlake @cfoxleyevans @neilhewitt feel free to email me order num. will look into it. steven.sinofsky
>
> ← Reply   ⇄ Retweet   ★ Favorited

Personal approach and action from the brand.

4 Employees and structure

In a large company, like DAF it is recommended to have a solid structure behind the social platform regarding the involved employees. This will help in keeping an overall quality throughout the different social medias. The structure that suits DAF, is the structure with one full time social media employee and several connections in the departments that have outgoing information. An illustration to visualize the structure.
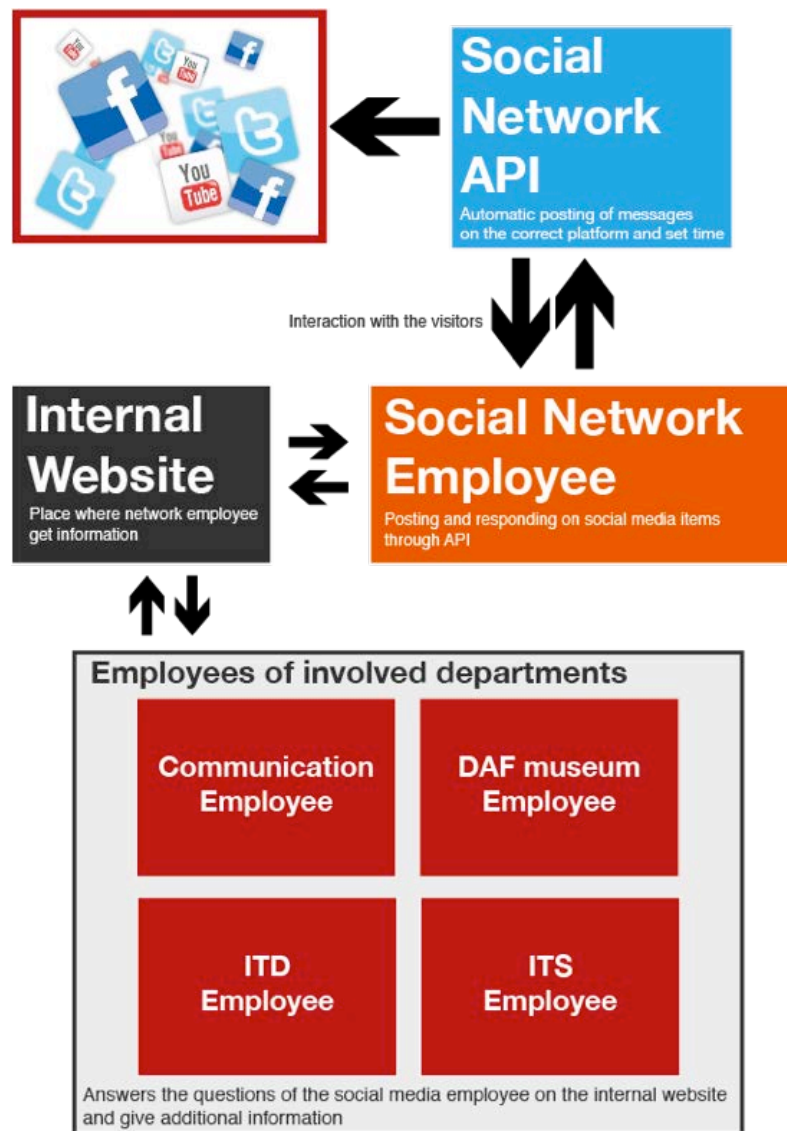
In this structure two extra software products are needed, a social media API and an internal discussion board. The posting and responding is all happening through one person, this will guarantee the same tone of voice in every post. The social media employee can get their answers from the internal website, where discussions are being held by spokesmen of involved departments. In this illustration, the departments are "random" to give an idea about what it could look like. It is important that every department that can offer a visitor information, or is dealing with them, is representative in the internal website. Besides the internal website a monthly face to face meeting is held to discuss social media matter. Through this structure, fast and correct responses are possible and all departments are helping to create quality content.

4 Managing API

Hootsuite is a combination of the two API's seen in the illustration of the structure. Hootsuite can set up discussions without granting access to place social media messages, and still see the social activities and messages in one spot. Hootsuite is a great solution to get the all in one posting and group discussions together in one place.

5 Emergencies

Emergencies can always happen on social media. The problem is social media is going on 24/7 and there is not always an employee that can take care of it immediately. Therefore, it is important to have a plan, so that there is a short timespan between the problem and the solution. The social media employee must check social media even when they are not on the job, just screening for any potential emergencies. Emergencies are problems that can harm the brand, a list of examples that are market as emergency and are required to follow the described plan.

- Manufacturing fault has hit social media and is getting shared.
- DAF created a riot on social media due to an inappropriate post.
- Spammers are taking over the platform.
- A hacker has accessed the data of the platform.
- DAF is being rightfully accused of missteps by a large group

When a similar problem and therefore emergency takes place the normal structure is not enough. Short ties must be handled now to create a solution for the emergency. A simple diagram that shows who the social media employee has to contact in emergency cases. The heads of the involved departments must be involved when pointing out the people to contact, so everybody knows that they could be called. The people are chosen by the board to guarantee that they may make difficult decisions. When encountering emergencies an important part is to be always honest to the followers and involve them in the process. As mentioned by the part about commenting and responding.

6 Rules

6.2 Social media rules in general

The general rules you must follow on social media are simple and need no explanations:

- Be polite
- Be a listener
- Be patient
- Be opportunistic
- Be Flexible
- Be humble
- Be professional
- Be discreet
- Be authentic
- Represent DAF
- Be social/kind
- Be active
- Provide correct information
- Help where you can
- Monitor for bad behavior

These points are not surprising. However, when following these rules the visitors will be pleased at the tone of voice. Another memory aid is don't do things on social media that you would not do to people in real life if they mean a lot to you.

6.2 Social media agreement

This policy governs the publication of and commentary on social media by employees of DAF N.V. and its related companies ("DAF"). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

DAF employees who are not specifically approached to use social media are not allowed to publish or comment via social media in any way during work hours or using work facilities, or in any way that suggests they are doing so in connection with DAF. DAF employees who are pointed out to use social media are free to publish or comment via social media in accordance with this policy. Such employees are subject to this policy to the extent they identify themselves as a DAF employee (other than as an incidental mention of place of employment in a personal social media on topics unrelated to DAF).

Before engaging in work related social media, employees must obtain the permission of the social media department.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

All uses of social media must follow the same ethical standards that DAF employees must otherwise follow.

Setting up Social Media

Assistance in setting up social media accounts and their settings can be obtained from DAF's social media department.

Social media identities, logon ID's and user names may not use DAF's name without prior approval from the social media department.

Official DAF photographs have to be used for your profile photograph. DAF photographs can be obtained from social media department.

Don't Tell Secrets

It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes things such as unpublished details about our software, details of current projects, future product ship dates, financial information, research, and trade secrets. We must respect the wishes of our corporate customers regarding the confidentiality of current projects. We must also be mindful of the competitiveness of our industry.

Protect your own privacy

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the DAF website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

Be Honest

Do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear about who you are, and identify that you work for DAF. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

Respect copyright laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including DAF own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

Respect your audience, DAF, and your coworkers

The public in general, and DAF's employees and customers, reflect a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with the DAF website. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of DAF.

Protect DAF customers, business partners and suppliers

Customers, partners or suppliers should not be cited or obviously referenced without their approval. Never identify a customer, partner or supplier by name without permission and never discuss confidential details of a customer engagement. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a customer (e.g., Customer 123) so long as the information provided does not violate any non-disclosure agreements that may be in place with the customer or make it easy for someone to identify the customer. Your blog is not the place to "conduct business" with a customer.

Controversial Issues

If you see misrepresentations made about DAF in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

Be the first to respond to your own mistakes

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

Think About Consequences

For example, consider what might happen if a DAF employee is in a meeting with a customer or prospect, and someone on the customer's side pulls out a print-out of your blog and says

"This person at DAF says that product sucks."

Saying "Product X needs to have some little adjustments to make it perfect" is fine;

saying "Product X sucks" is risky, unsubtle and amateurish.

Once again, it's all about judgment: using your blog to trash or embarrass DAF, our customers, or your co-workers, is dangerous and ill-advised.

Disclaimers

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble - it may not have much legal effect.

Wherever practical, you must use a disclaimer saying that while you work for DAF, anything you publish is your personal opinion, and not necessarily the opinions of DAF.

Don't forget your day job.

Make sure that blogging does not interfere with your job or commitments to customers.

Social Media Tips

The following tips are not mandatory, but will contribute to successful use of social media.

The best way to be interesting, stay out of trouble and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.

Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your blog looks decent or not, and take their advice on how to improve it.

The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.

Enforcement

Policy violations will be subject to disciplinary action, up to and including termination for cause.