PROJECT

BACKGROUND::

Introducing Scoop

DEMONSTRATING
THE IDEA::

EXTENSIONS OF
THE IDEA::
NEW TOOLS
FOR SOCIAL NETWORKING

new opportunities
FOR LEARNING
LEARNING DEPENDS ON

- motivation
- community
- location
we are
bound by...

what we like
INTEREST
GROUPS
we are bound by...

what we like
INTEREST GROUPS

who we know
SOCIAL NETWORKS
we are bound by...

- what we like
  - INTEREST GROUPS
- who we know
  - SOCIAL NETWORKS
- where we are
  - GEOGRAPHIC LOCATION
scavenger hunt
smart photo recognition
meh Ze
i[h[dZ j
wikipedia in the physical world
XecWhai_dj
emd[h_i^_f_dZi"h_
j"h_
word of mouth
games
SMART PHOTO RECOGNITION
point of view
WIKIPEDIA IN THE PHYSICAL WORLD
I WONDER... HOW DO YOU... LET’S GO DO
PRINT KIOSK
breadcrums
serendipity
INVISIBLE BARCODES
THROWIES
curated information by experts, friends, popularity
bookmarks in the physical world
ownership of the city
INTERACTIVE KIOSK
WALKING TOUR - IN THE FOOT STEPS OF...
SCAVENGER HUNT HUMAN KIOSK
we could tap into...

what we like
- INTEREST GROUPS
- INFORMAL EXPERTS

who we know
- SOCIAL NETWORKS
- INFORMATION NETWORKS

where we are
- GEOGRAPHIC LOCATION
- URBAN LANDSCAPE
INFORMAL EXPERTS
inspiration

YELLOW ARROW
inspiration
THROWIES
inspiration
THE BUBBLE PROJECT
inspiration
LITTLE PEOPLE
2.0 tools

GEOSOCIAL NETWORKING
QR Codes

OBJECT HYPERLINKING
QR Codes

OBJECT HYPERLINKING
New opportunities for learning in place

**what we like**

We envision a **system that connects** informal experts to high school students.

**where we are**

Using the **urban landscape** as a **portal** for informal learning.

**who we know**

These informal information networks **spread nuggets of knowledge around**.
USING THE URBAN LANDSCAPE

**as a portal**

FOR INFORMAL LEARNING

and spreading

NUGGETS OF KNOWLEDGE AROUND

- what we like
- who we know
- where we are
SCOOP
skating monkeys:: yixiu
11.10.09 @ 4:30pm
Lessons available at Wilson skatepark!

amy
11.10.09 @ 4:45pm
You have to check out this new record store.

george
11.10.09 @ 5:00pm
New coffee shop opened around the corner!

skating monkeys:: james
11.10.09 @ 5:10pm

SCOOP

sarah

my tags | found tags

New coffee shop opened around the corner!
4 rounds of paper prototyping:

refine the interaction model
define the form factors

11 participants
penetration edges -

taking gum - packs of 5 / consumables.

a case to

initiatives -

if it goes

purse or book bag.

en out yourselves?

buy + print themselves.

retrieving this without knowing where it is?

leaving some unique

so on facebook, if you would

- so how do you add a

confirmation that the photo has been taken properly?

are we interested in this too - the promoting and the

proshants' drawing
perforation edges - because our paper is consumable.

- how can people use something like this to pass on info to your own group.

Intro page

what is

- so on facebook it could be an app that adds to facebook.
- so how do you add a comment.
WATCH IT WORK!
LEAVING A TAG
AT THE SKATE PARK YIXIU BUMPS INTO JEFF - AN EXPERT SKATER WHO GIVES LESSONS.
how it works

READING A TAG

LATER, DANIEL IS PRACTICING HIS JUMPS AND NOTICES YIXIU’S TAG, WHILE TAKING A BREAK.
SCOOP \scoop\, v. t.

*to report a story first*, before
(a rival): to get a scoop, or a beat, on (a rival).

Also used in certain situations in scientific research, when one scientist or team of scientists reports their results before another who is working on the same problem.
crews
THE SCOOP NETWORK
crews
THE SCOOP NETWORK
how it works
PROTECTING PRIVACY

SKATING MONKEYS:: YIXIU
11.10.09 @ 4:30PM
Lessons available at
Wilson skatepark!

MEMBERS OF A CREW
PROTECTING PRIVACY

SKATING MONKEYS
11.10.09 @ 4:30PM
Lessons available at Wilson skatepark!

SKATING MONKEYS:: YIXIU
11.10.09 @ 4:30PM
Lessons available at Wilson skatepark!

SCOOP MEMBERS

MEMBERS OF A CREW
You need to be part of the Scoop network to view this tag.

Join Scoop Now!

SKATING MONKEYS
11.10.09 @ 4:30PM
Lessons available at Wilson skatepark!

SKATING MONKEYS:: YIXIU
11.10.09 @ 4:30PM
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NON SCOOP MEMBERS

SCOOP MEMBERS

MEMBERS OF A CREW
scoop in action
SCOOP in action
SCOOP in action
SCOOP
in action

tripadvisor®
get the truth. then go.™

THE ISLANDS OF THE
bahamas

HOSTELLING
INTERNATIONAL