sticki
Spread the word.

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GOAL: To design a system that uses the city as a learning environment. We wanted to enable people, especially young people, to use the cityscape as a place of informal learning.
User Research

We set out to find:
1. How are people currently learning in the city?
2. How is information placed on a metropolis?
3. How do people use that information?

We found that the best information isn’t available on a park map or visitor guide.

“Did you know that the new bridge that connects Millennium Park and the Art Institute’s new modem wing is designed to melt snow during the winter?”
Competitive Analysis/Precedents

Social Information

Virtual

Physical

Information

Loopt

Radius IM

Google Latitude

Buzzd

Whrrl

Foursquare

Brightkite

Yellowarrow

Wikitude

Cyclopedia

Semapedia.org
Competitive Analysis/Precedents
DEMO
Location adds value to information and people will relocate information to maximize that value.
Prototyping