

Location-Based App for iOS Platform



Rachel Bobbins
Molly Grossman
Mandy Korpusik
Jing Li
Hannah Sarver

Allen Downey, Olin College
John Fox, Parietal Systems, Inc.



The Project

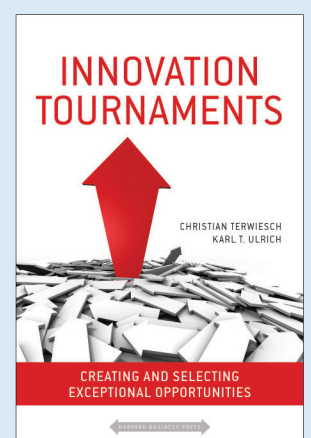
- Conduct an Innovation Tournament to solicit ideas for location-based apps.
- Develop and implement the winning idea as a full-fledged iOS application.
- Use and test Parietal Systems Inc.'s Geo Toolkit Platform as a Service (PaaS).

Over the course of the 2012-2013 academic year, a group of Olin students collaborated with Parietal Systems Inc. to assess the usefulness and feasibility of the Innovation Tournament idea generation process. The team selected an idea from a pool of over 800 ideas and developed a location-based, shared to-do list iOS app using the PSI Geo Toolkit PaaS.

The App

The team worked to develop a location-based, social to-do list app called **Do Me A Favor**. The app allows users to associate locations with items on their to do list (called *Favors*) and share the list with other users of the app.

Innovation Tournament

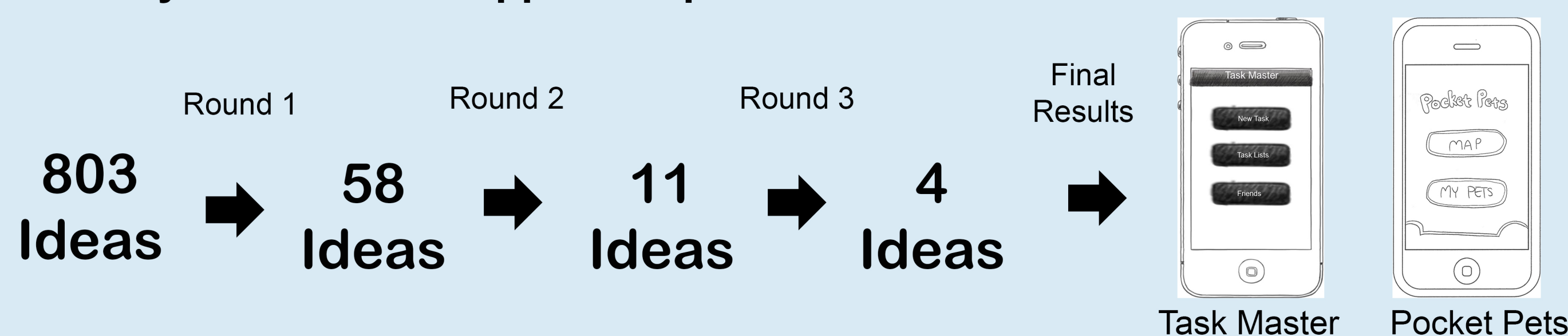


Innovation Tournaments: Creating and Selecting Exceptional Opportunities by Christian Terwiesch and Karl T. Ulrich

The Innovation Tournament is an ideation process outlined in the book *Innovation Tournaments: Creating and Selecting Exceptional Opportunities*. It is a method for generating and selecting breakthrough ideas by soliciting them from groups of individuals who will represent or "champion" each idea, hoping to see it through to the final round. In this way, large numbers of well-defined ideas can be generated in a short amount of time, and the possibility of an exceptional idea emerging from the process is high.

The team conducted the Innovation Tournament to generate and identify ideas which were novel, interesting, and demonstrate the potential of the Geo Toolkit PaaS. The goals of the Innovation Tournament were:

- Provide feedback on the Innovation Tournament
- Identify two standout app concepts



To-Do List

View & Edit Favors on homescreen

Location-Based

Create new Favors

Location-Based

Link Favor to location

Location-Based

Notifications when near Favor

Social

Add family or friends and share your Favors with them

Create groups for family or roommates for easy group Favor sharing

Working with Location: Geo Toolkit

One of the major goals of the project was to use Parietal Systems' Geo Toolkit Platform as a Service to provide our backend cloud data storage.

The Geo Toolkit allows us to store user information, Favors and associated Favor locations. One of the most important aspects of the Toolkit is its ability to create and store Geofences, which is used to notify the user when he/she is within a certain range of the Favor's location.

