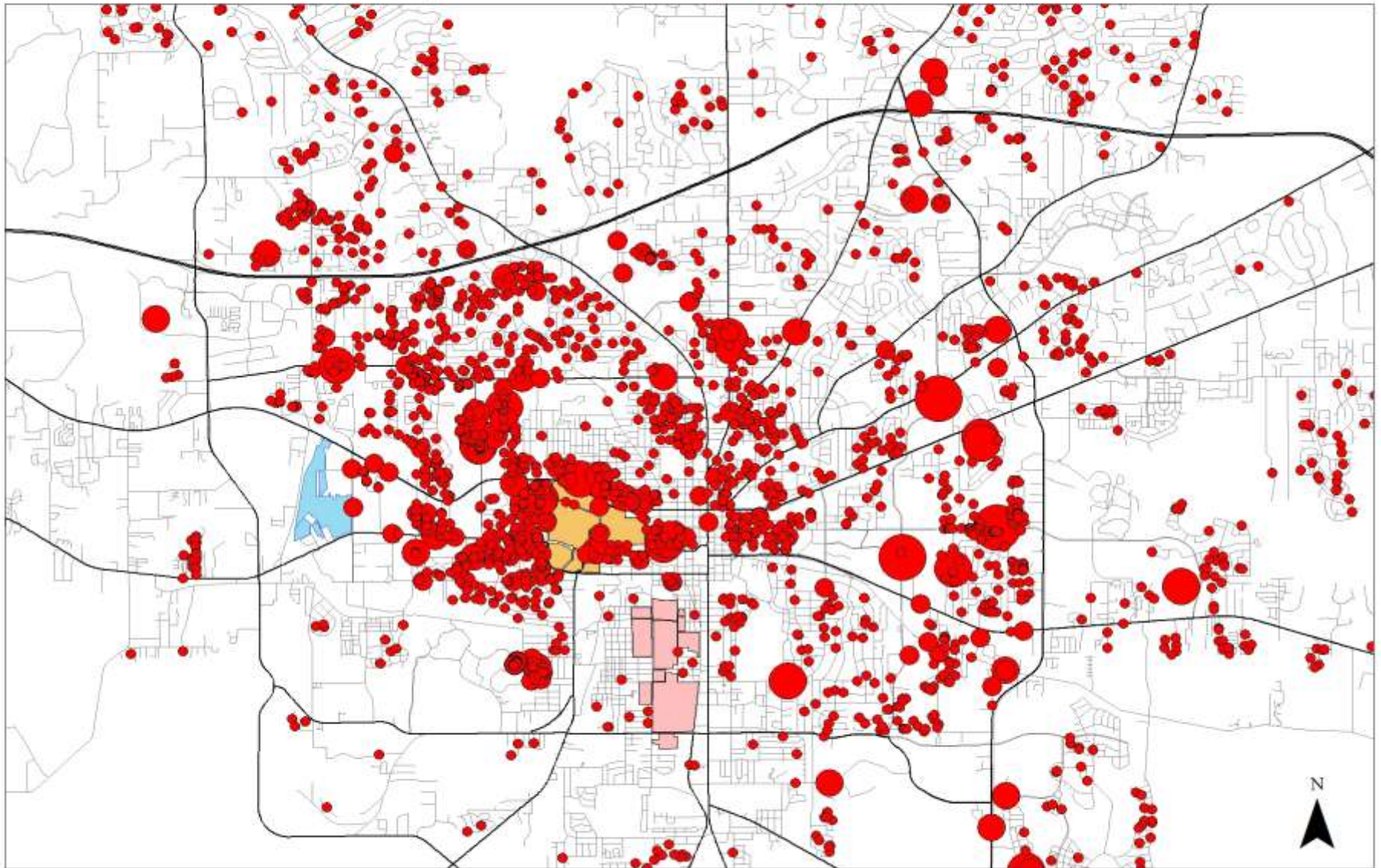
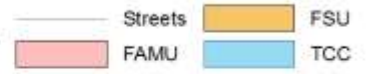


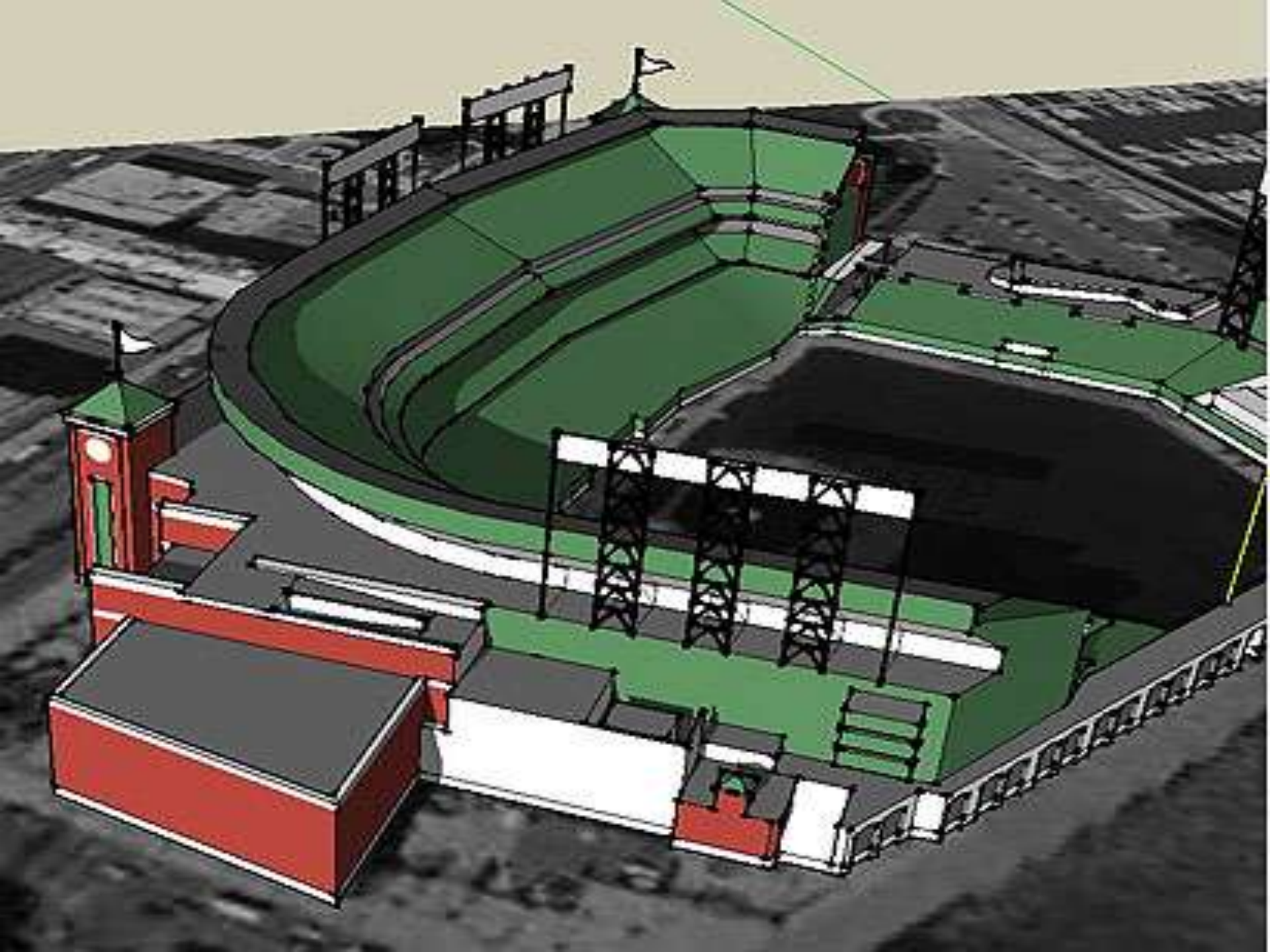
Urban Planning of Technology

Dominick J. Ard'is

Florida State University

WHERE GRAD STUDENTS CURRENTLY LIVE





The Adobe Photoshop logo, consisting of the letters 'Ps' in a white, sans-serif font centered on a blue square background.

Ps

The Adobe Illustrator logo, consisting of the letters 'Ai' in a white, sans-serif font centered on an orange square background.

Ai

The Adobe InDesign logo, consisting of the letters 'ID' in a white, sans-serif font centered on a purple square background.

ID









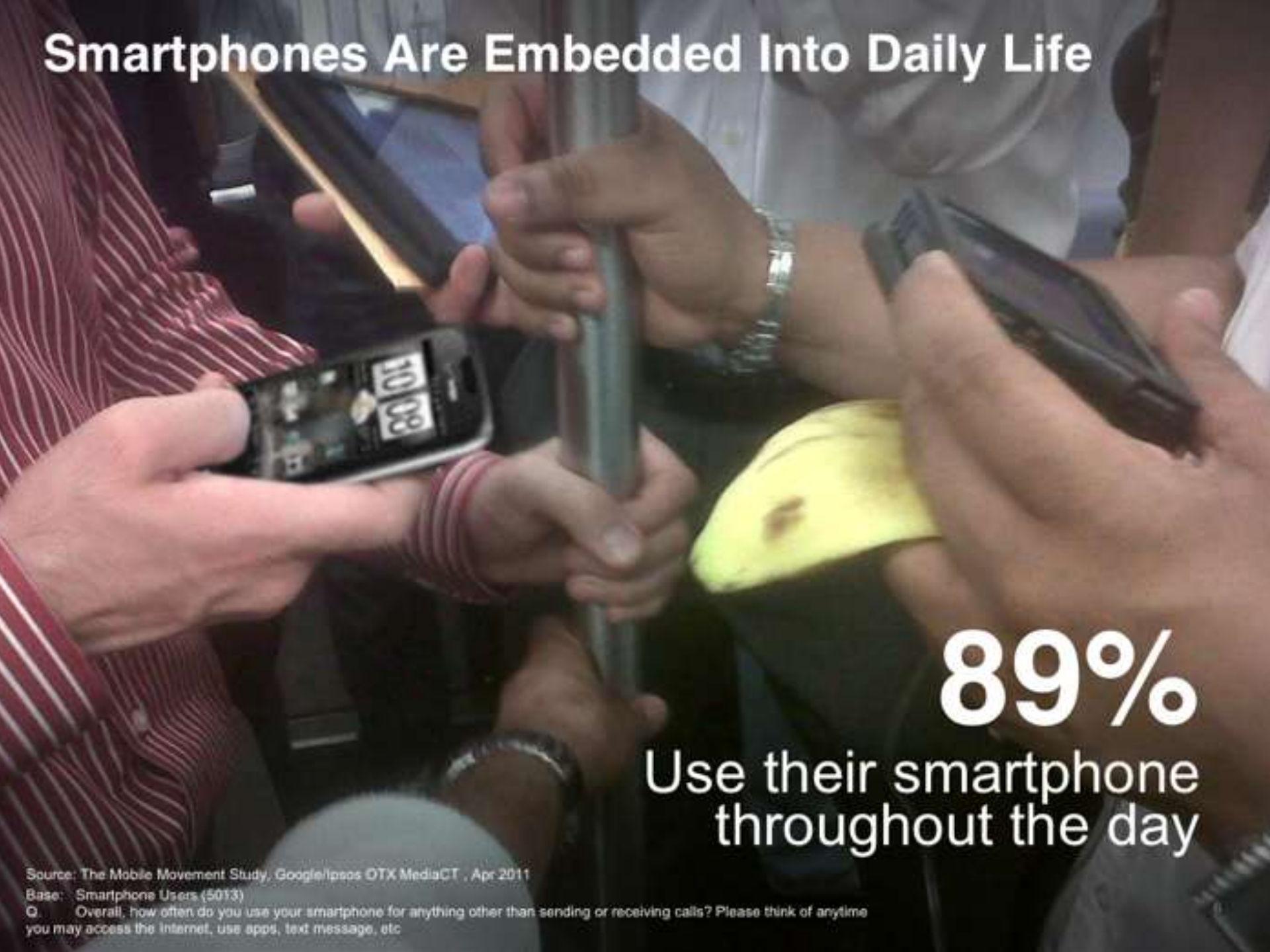








Smartphones Are Embedded Into Daily Life

A close-up photograph showing several people's hands holding smartphones. The phones are held in various ways, some in portrait and some in landscape orientation. The background is slightly blurred, showing parts of people's clothing and a yellow object, possibly a bag or a piece of clothing. The overall scene suggests a busy, mobile environment where smartphones are being used frequently.

89%

Use their smartphone
throughout the day

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011

Base: Smartphone Users (5013)

Q. Overall, how often do you use your smartphone for anything other than sending or receiving calls? Please think of anytime you may access the Internet, use apps, text message, etc

Smartphones Users Multi-task in General

Activities Conducted While Using Internet on Smartphone



59%
Waiting in line



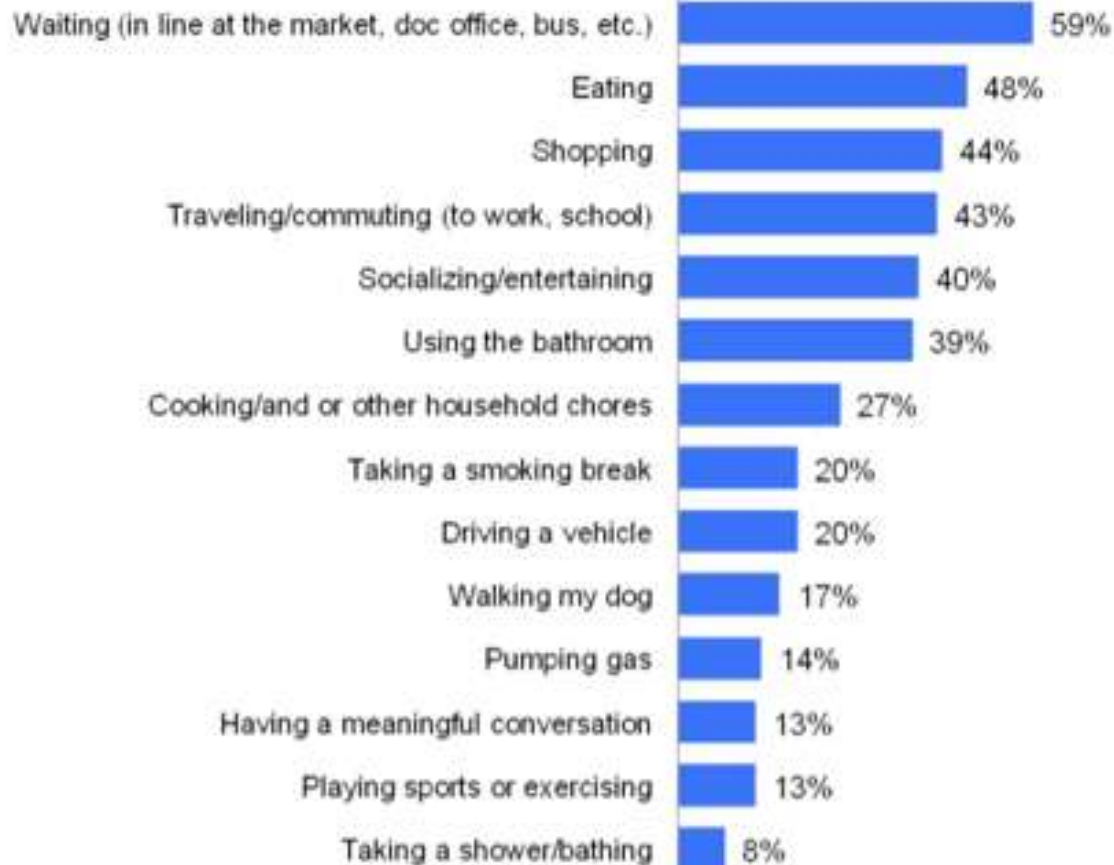
40%
Socializing



39%
Using the bathroom



27%
Cooking

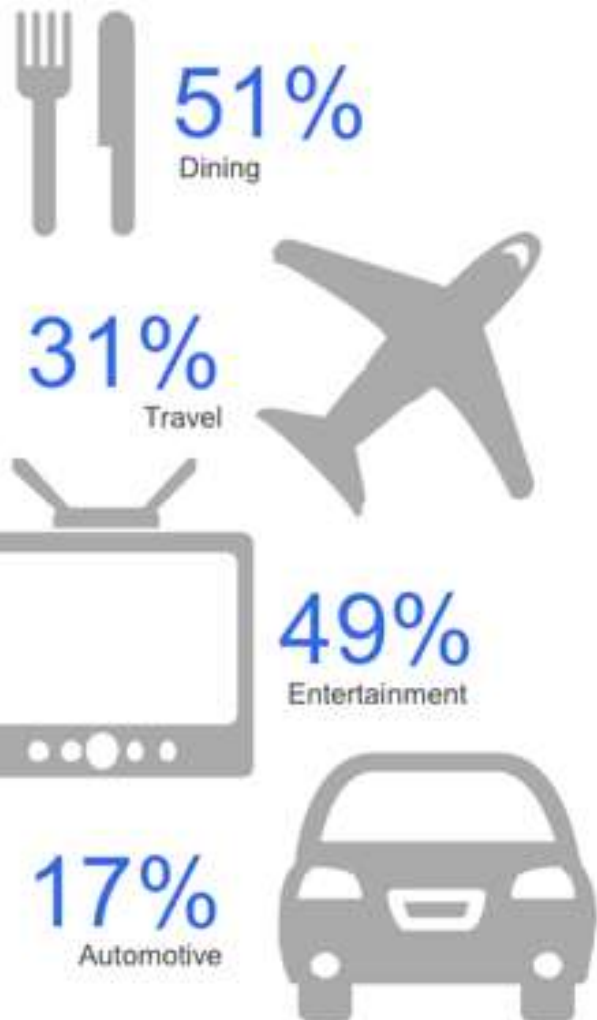


Source: The Mobile Movement Study, Google/ipsos DTX MediaCT, Apr 2011

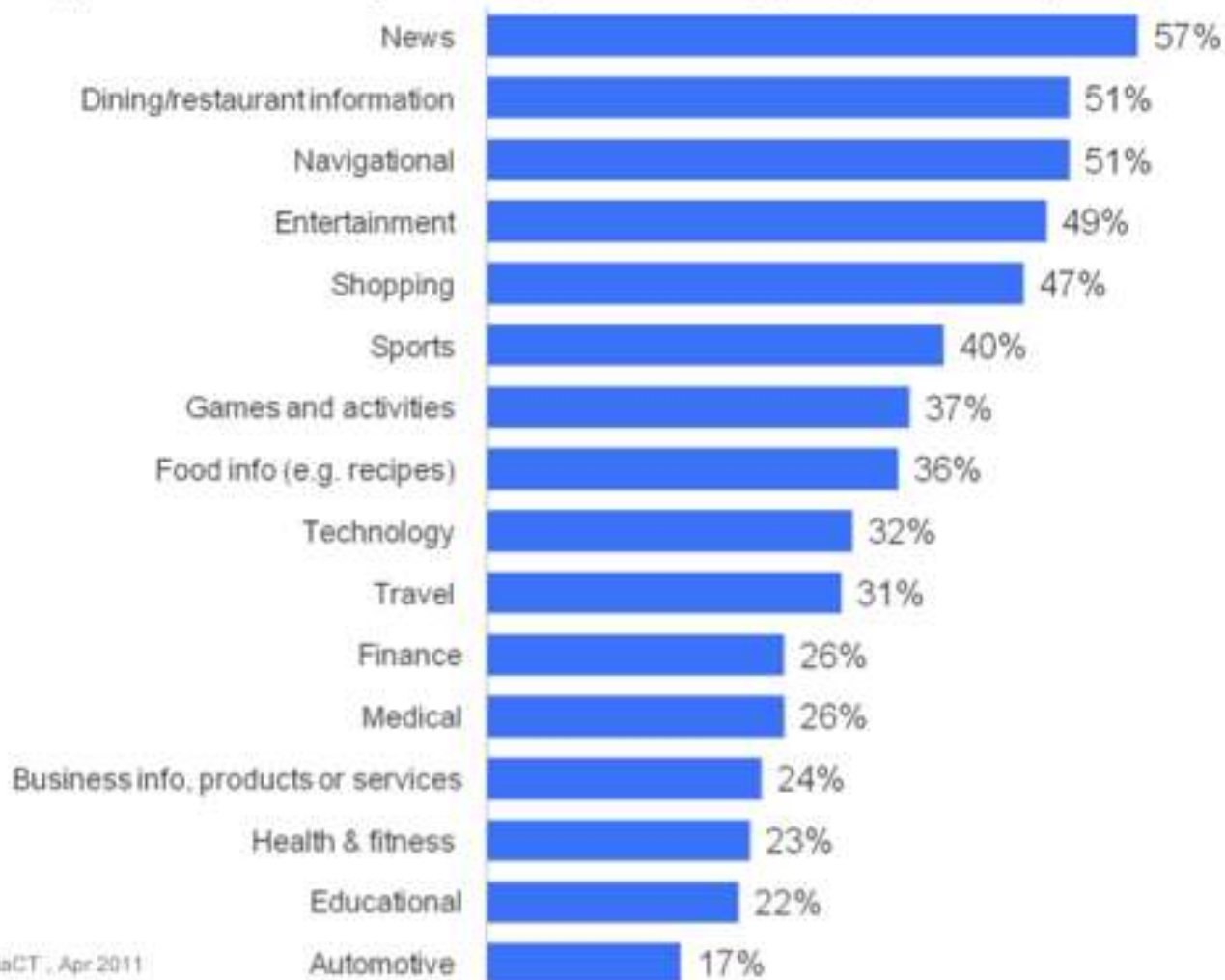
Base: Smartphone Users (5013)

Q. Over the past year, which of the following activities do you participate in while also using the Internet on your smartphone?

Smartphone Searchers Look For a Wide Variety of Information



Types of Info Sought Using Search Engine (Via Smartphone)



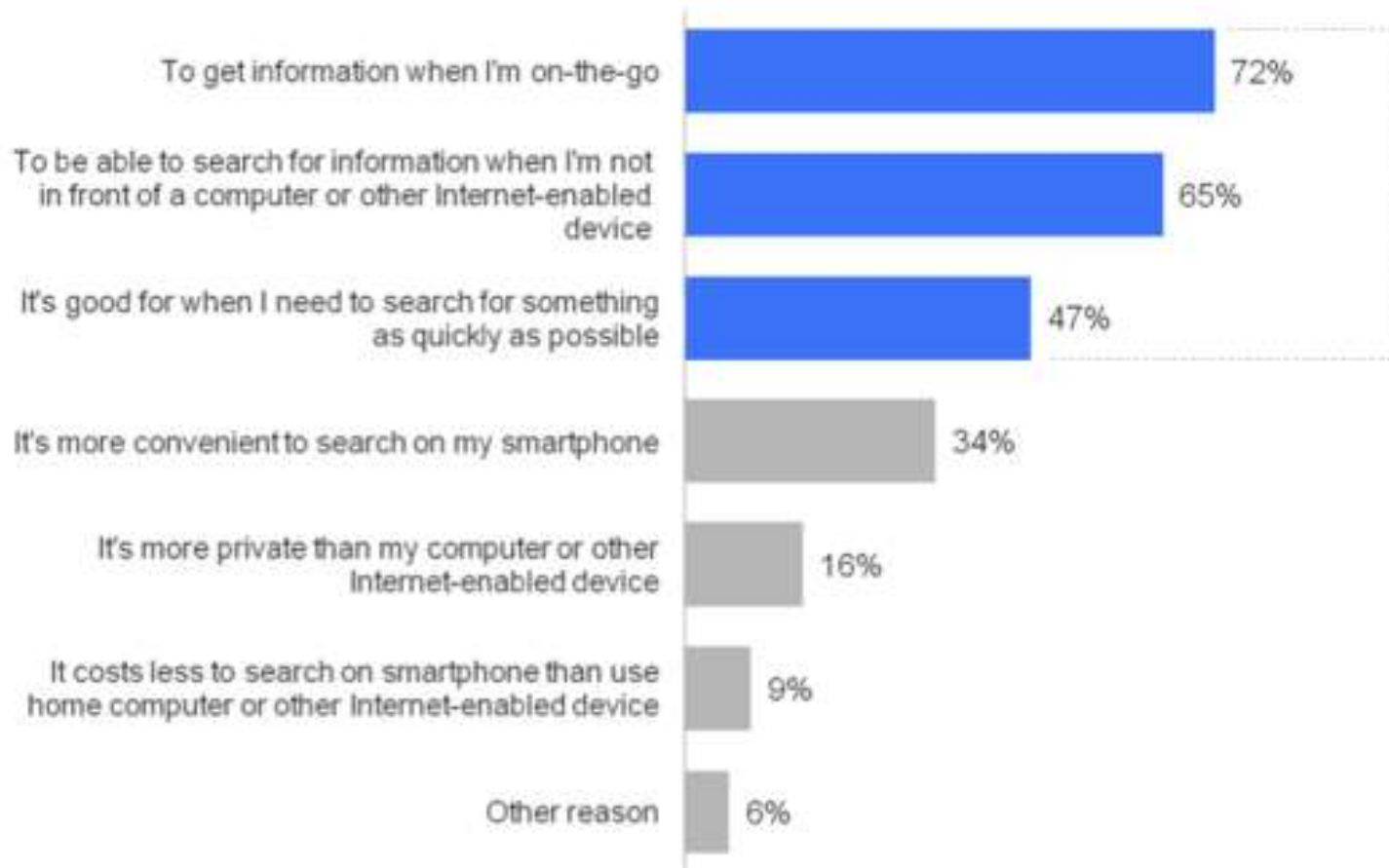
Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011

Base: Smartphone Users Who Use Search (4902)

Q. Which of the following types of information do you look for using a search engine on your smartphone?

Consumers Seek Quick and Convenient Information When Searching

Reasons For Searching On Smartphone



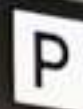
89%
urgency



Bag Claim 5-10



Ground Transport



Parking



Rental Cars



9 out of **10**
searchers have taken
action as a result of a
smartphone search

Source: The Mobile Movement Study, Google/ipsos OTX MediaCT, Apr 2011

Base: Smartphone Users Who Use Search (4902).

Q. Which, if any, of the following actions have you taken as a result of conducting a search on your smartphone?

More than Half of Smartphone Searchers Purchase



Source: The Mobile Movement Study, Google/ipsos GTX MediaCT, Apr 2011

Base: Smartphone Users Who Use Search (4902)

Q. Which, if any, of the following actions have you taken as a result of conducting a search on your smartphone?



95%

Smartphone users have looked for local information

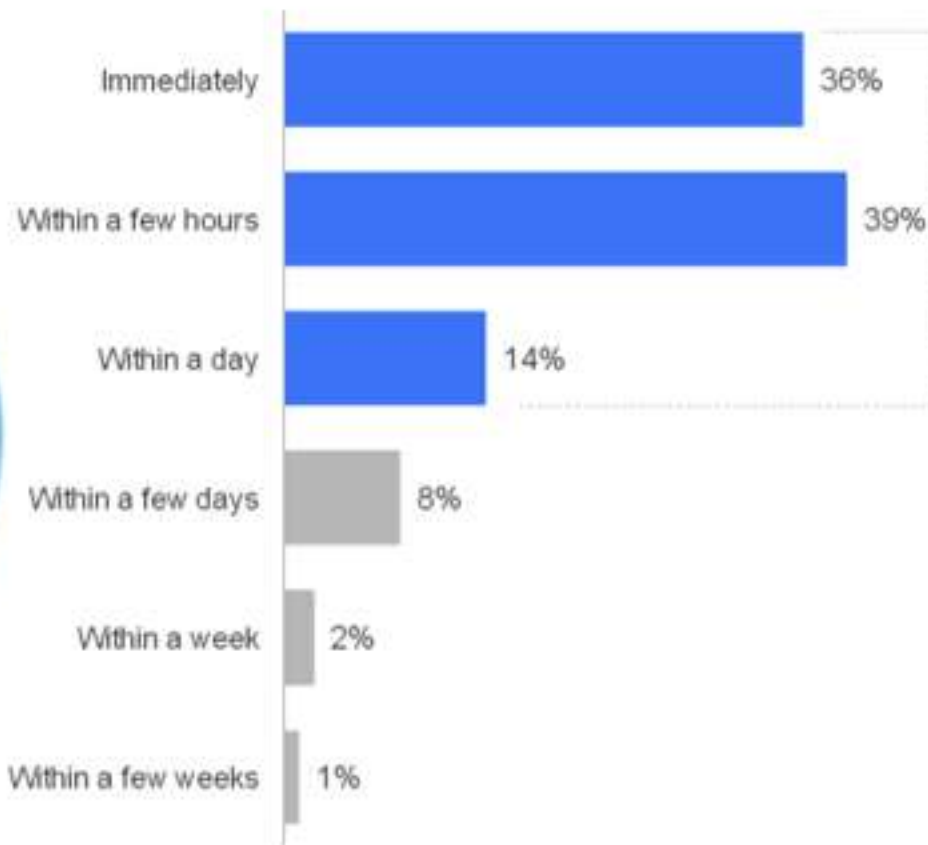
Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011

Base: Smartphone Users (5013)

Q. How often do you look for information about business or services close to your location? Think about any information you may access while you are in your home area, while travelling, etc.

Nearly All Local Information Seekers Take Action Within a Day

When Action Is Taken (After Looking Up Local Information)



Within a day: 88%

A Variety of Actions Are Taken After Accessing Local Content



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011

Base: Smartphone Users Who Access Local Content (4757)

Q. Which of the following actions have you taken after having looked up this type of information (business or services close to your location) on your smartphone?

Mobile Development Guidelines for Government Agencies

by *Will Reese*

Purpose

Medium

Experience

Mobility

Purpose

- What is the clear purpose of this experience?
- Who is the audience / or will it have an audience?
- Is the purpose better met by already available solutions?

Experience

- Will the purpose of the experience be addressed better through an app or a mobile web experience or both?
- Is there a unique attractiveness about the application?
- Is it acceptable if the most dedicated users or “enthusiasts” rather than occasional users benefit the most from the experience?







The White House

Has Clear Purpose

Easy User Interface



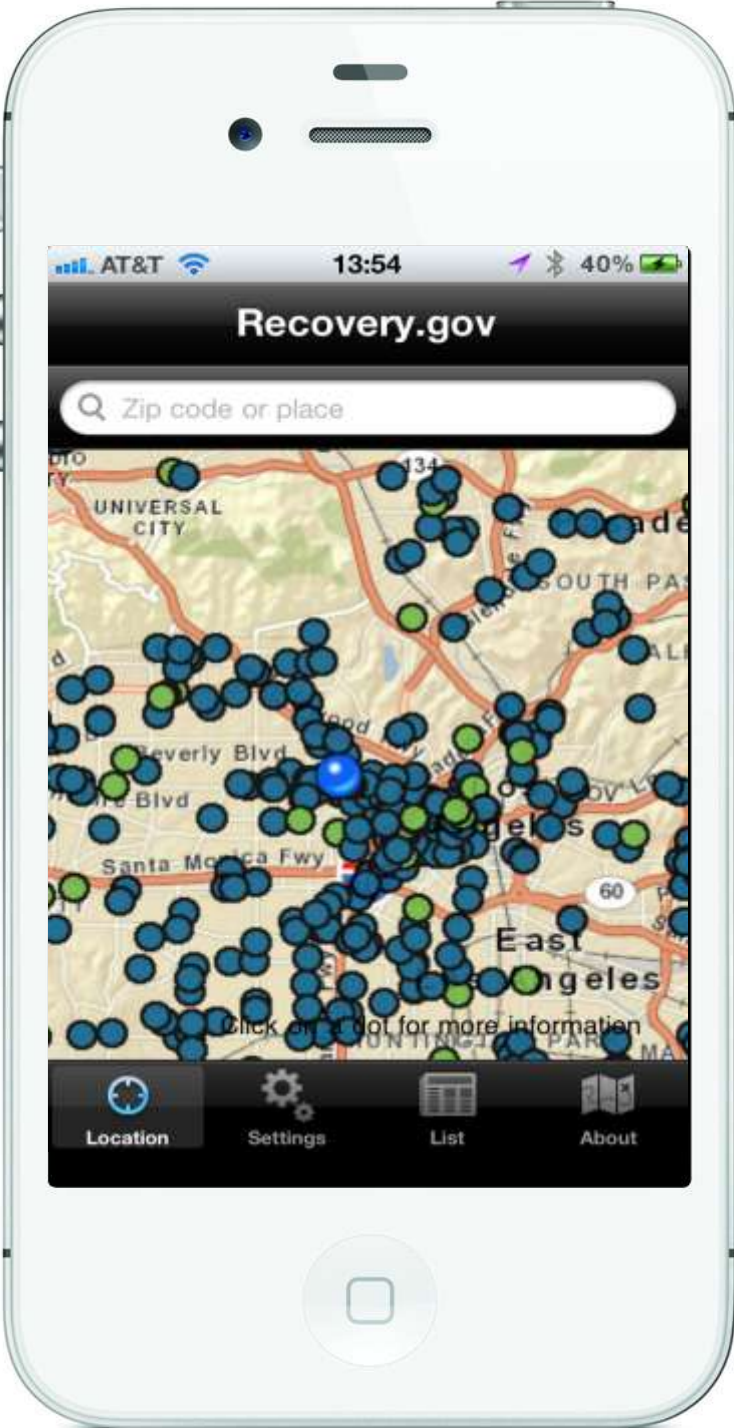


The White House

Navigable

Utilizes Media







Case Studies



Boston



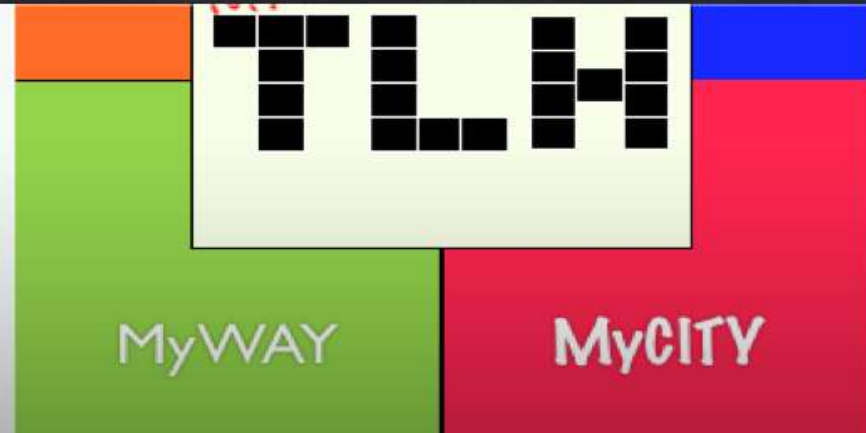
You the Man



Buy Local

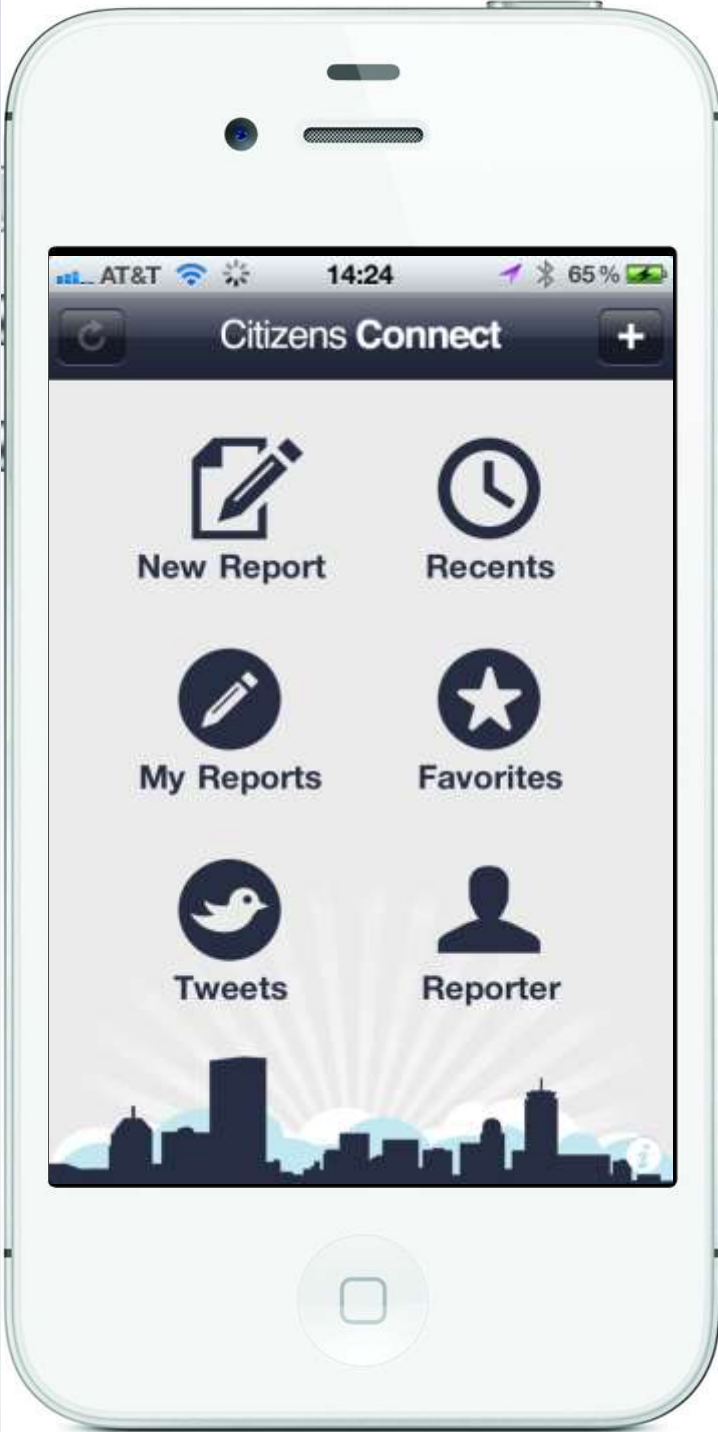


Embark DC



MyWAY

MyCITY



AT&T 14:24 65%

Citizens Connect

New Report

Recents

My Reports

Favorites

Tweets

Reporter





AT&T 14:24 65%

Cancel **New Report**

General

- Pothole
- Streetlight
- Graffiti
- Sidewalk Patch
- Damaged Sign
- Other

AT&T

9:47 AM



Back

Damaged Sign

location **560 Columbus Ave, Boston**



There is no road work in the area.
Please remove "End Road Work" sign.

has pole **No**





AT&T 14:50 83%

Designated Driver Picker



Players

Players

INSTRUCTIONS

Choose a color for each player and spin the bottle. The color the bottle picks is tonight's Designated Driver!



Driver Picker



Shout Out



BAC Calculator



Ride Finder





AT&T 3G 13:04 42%

Merchants

search

1618 Something...
10% off in addition...
2197.8 mi.

3 Styles Boutique
\$5 off \$50 purchase...
2202.3 mi.

310 Lakeside
2198.4 mi.

4 Paws House...
\$20 off your first hou...
2200.5 mi.

List Map



AT&T 3G 13:04 41%

← 3 Styles Boutique



1712 Woolco Way
Orlando, FL 32822



Visit



Call



Locate

\$5 off \$50 purchase or
10% off any purchase.

↪ Share

🔄 Redeem



AT&T 3G 13:05 41%



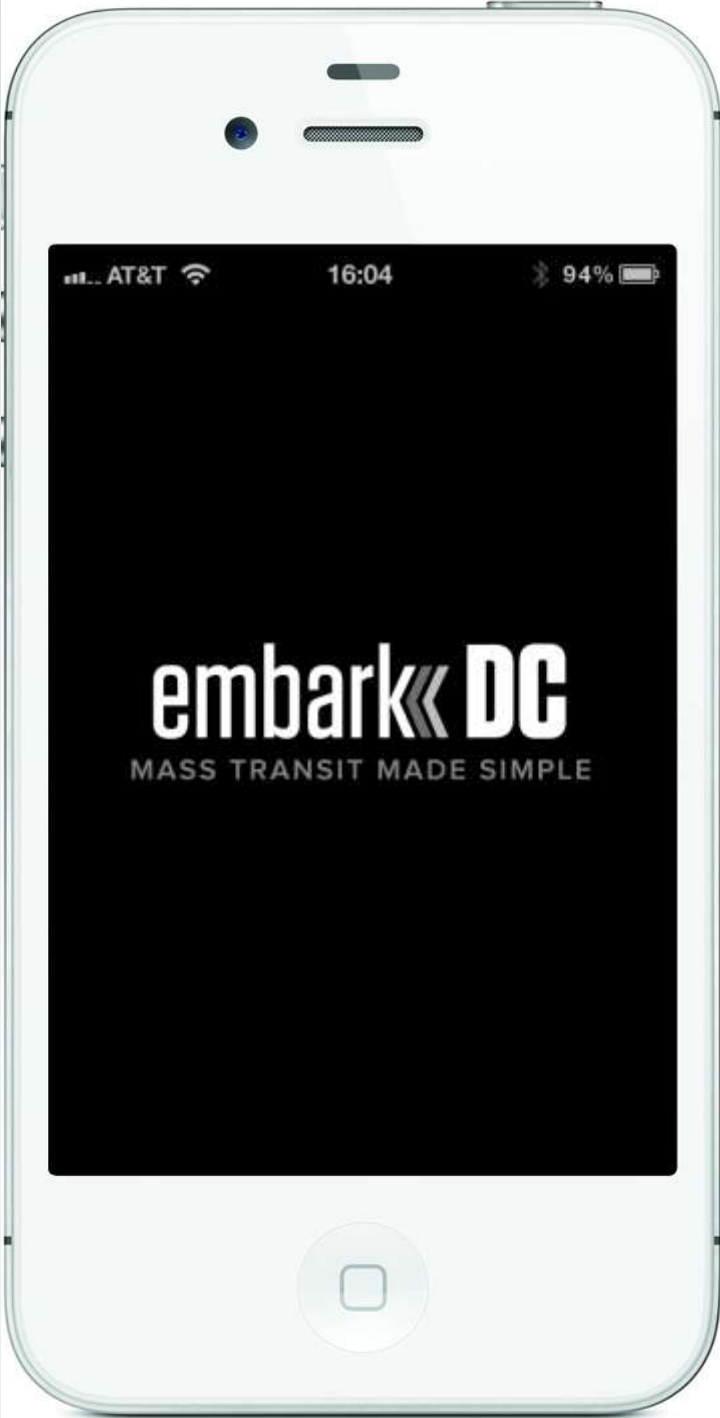
Redeem

3 Styles Boutique

Please show this screen to the merchant to redeem the deal.

\$5 off \$50 purchase or
10% off any purchase.



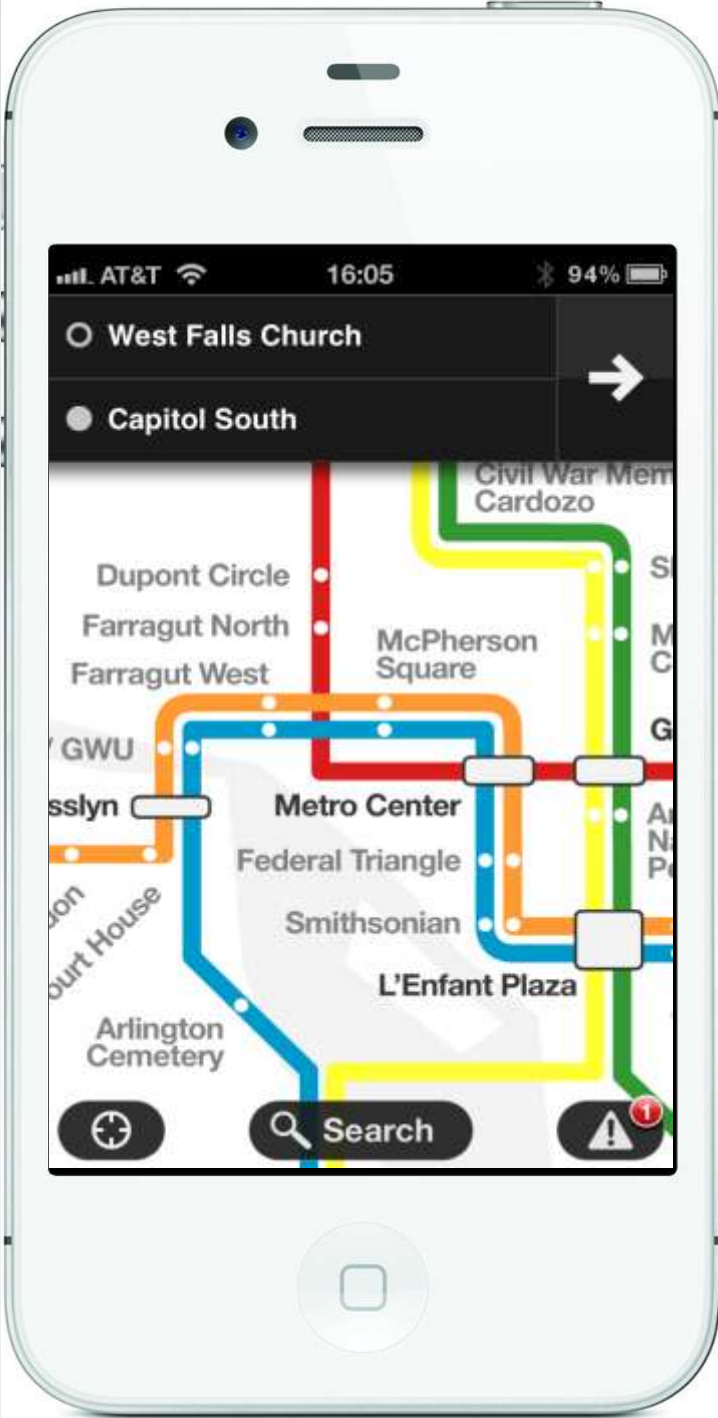


AT&T

16:04

94%

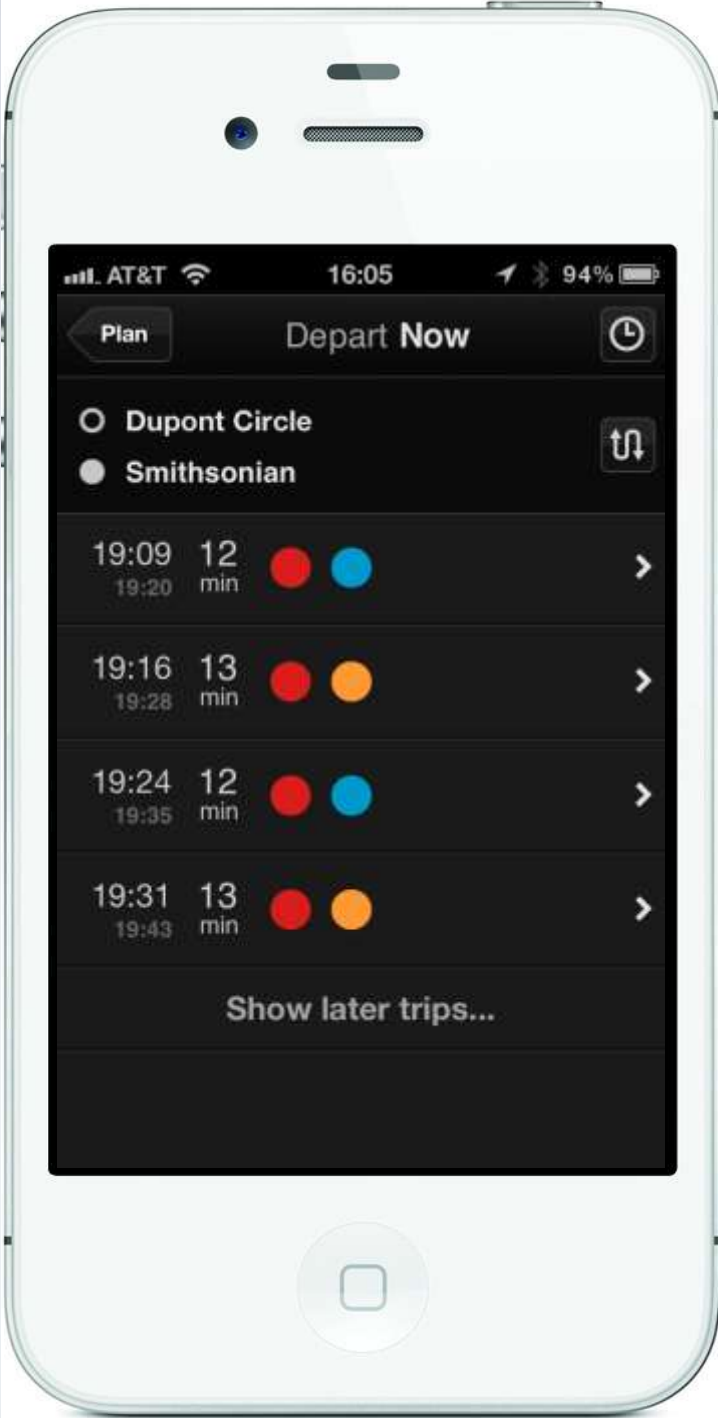
embark DC
MASS TRANSIT MADE SIMPLE



AT&T 16:05 94%

○ West Falls Church
● Capitol South





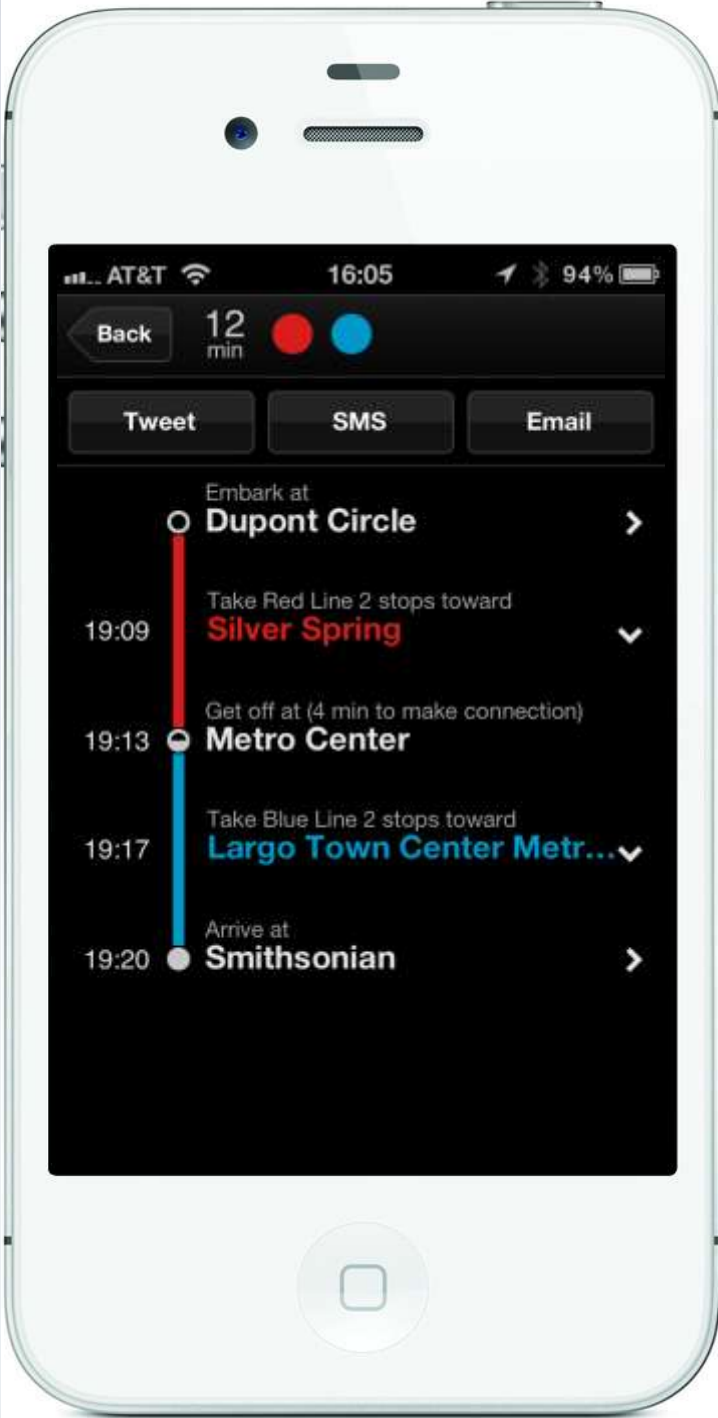
AT&T 16:05 94%

Plan Depart Now

Dupont Circle
Smithsonian

- 19:09 12 min
- 19:16 13 min
- 19:24 12 min
- 19:31 13 min

Show later trips...





Advisories

Done

Red Line
Good Service

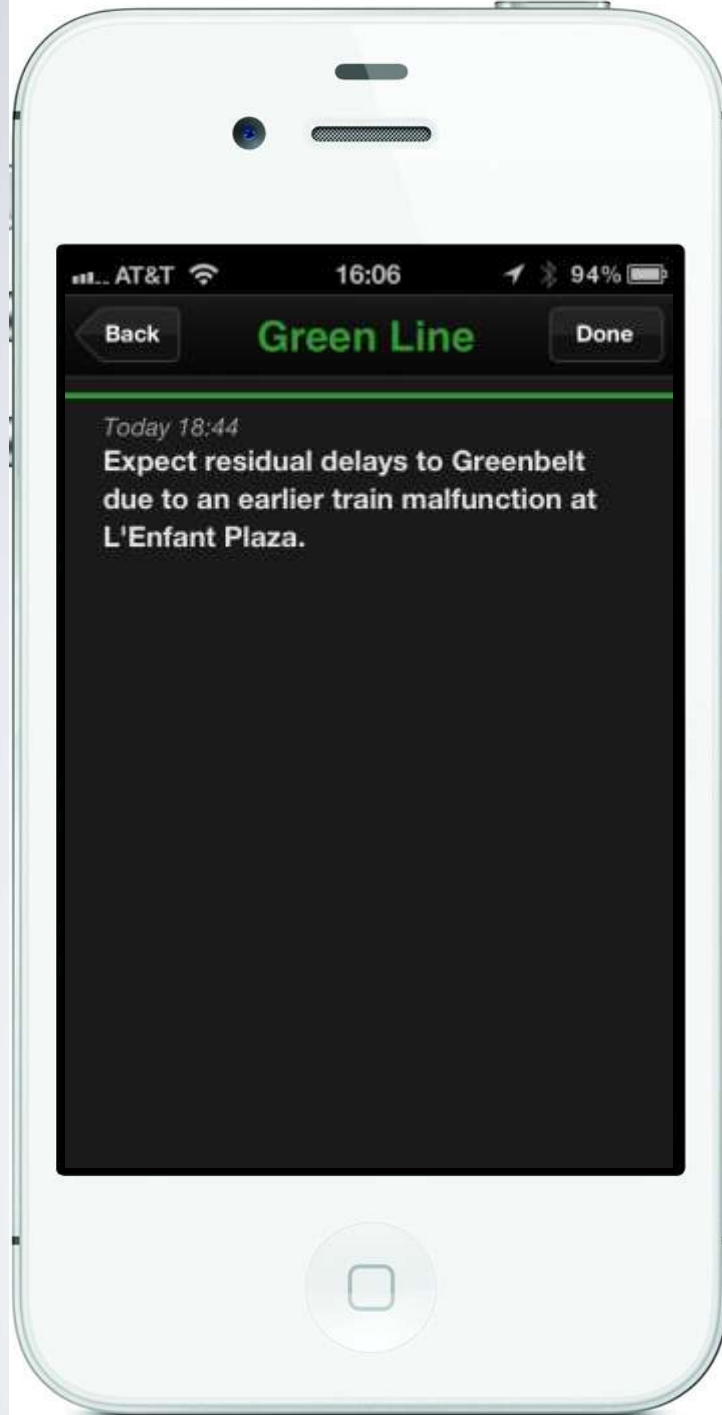
Orange Line
Good Service

Yellow Line
Good Service

Green Line
Line Advisories

1 >

Blue Line
Good Service



AT&T

16:06

94%

Back

Green Line

Done

Today 18:44

**Expect residual delays to Greenbelt
due to an earlier train malfunction at
L'Enfant Plaza.**

Benefits

- Engage citizens in new ways
- Support local merchants and small business owners
- Substantive feedback that can help improve processes
- Making your city more attractive

How do municipal planners
and city officials go about
getting this done?

SET A GOAL!

MAKE IT A PRIORITY!

PUBLIC – PRIVATE PARTNERSHIPS

OPEN GOVERNMENT

SEARCHER vs. PLANNER

NYC Big Apps 3.0

FOLLOW
 8980 followers
 3 days until winners announced
 \$50,000 in prizes

- HOME
- RULES
- SUBMISSION GALLERY
- UPDATES
- DISCUSSIONS
- APIS
- RESOURCES
- FAQ

New York City is challenging software developers to create apps that use city data to make NYC better. \$50k in cash and prizes!

FOLLOW



The expert panel of judges are making their decisions for eleven of the thirteen awards. Public voting has ended for the remaining two awards. Thank you to anyone who voted. Please note, votes will be verified rigorously for integrity before being counted.

About the Challenge

NYC Big Apps 3.0 offers \$50,000 in cash and other prizes to software developers for the best new apps that utilize

Recent Followers





"WE NEED TO REMEMBER WE'RE NOT JUST CONSUMERS. WE'RE CITIZENS"

CfA's Founder Jennifer Pahlka gave a TED Talk about our fellowship program, which calls technologists into public service.

We're now recruiting our 2013 class. **Make a difference.**

[Apply Now](#)

[Learn More](#)



WHO'S GOT OUR BACK?



 John S. and James L.
Knight Foundation



OMIDYAR NETWORK

THE
ROCKEFELLER
FOUNDATION

Google

 esri



LOOK FOR UNIVERSITY
TALENT

Millie's
COFFEE SHOP

elena

TATTOO
COMPANY

OPEN 12-10
EXPERT WORK
CLEAN STERILE

BOYANCA
800-555-5555
30-80-00

MILLIE'S

323-664-0404

TATTOO







hit refresh
McDonald's

Apple
Ma Farm
Certified Organic
Convent

MADE WITH LOVE
TOMATOES
CAREFULLY GROWN IN
CALIFORNIA'S GREAT VINEYARDS

NO ANIMALS ALLOWED

CITY OF SANTA ANITA
DEPT. OF PUBLIC WORKS
STREET SERVICES



MARY
THE ORIGINAL...
2CD/3LP/DOWNLO...
APRIL 17TH, 20...

KASABIAN
APRIL 14 & 15
COACHELLA

KASABIAN
APRIL 17
THE FONDA
THEATER
NEW ALBUM
OUT NOW





PURE
Honey
Aunt Willie's Apiary
PO Box 1626
Bellflower, CA 90706
(562) 277-5929
Wildflower 48 oz.



PURE
Honey
Aunt Willie's Apiary
PO Box 1626
Bellflower, CA 90706
(562) 277-5929
Wildflower 48 oz.



H
Aunt
PO
Bell
(562)
Wild









THANK YOU!