*Exercise 9*

## INVENT A LOCATION-BASED SERVICE

*Many mobile phones can detect their geographic position (through GSM localization, GPS etc.) and connect to services (through the Internet).*

*E.g: A one-way 'location-based service' (LBS) might identify and describe the pizzeria nearest to your current position.*

*Some LBSs are two-way: they allow users to send, as well as receive, information*

*E.g: A user might tell the service about a new pizzeria he has found, thus adding it to the service's database.*

1   Form teams of 3

2   For 10 minutes, brainstorm (see rules below) at least 10 possible ideas for location-based services (one- or two-way).

3   For 5 minutes, decide which idea you wish to present

4   For 5 minutes, on one or more A3 sheets, present your idea one or more images (e.g. scenarios, storyboards, diagrams etc.) but a minimum number of words

5   Write your full names *(nomi e cognomi)* on the display

6   Fix it to the wall and be prepared to explain it to everyone.


*The rules of brainstorming:*

*1   Generate many ideas as fast as possible. Quantity increases choice; speed discourages timidity*

*2   Unchain your imagination. Wild ideas, even stupid ideas, stimulate invention*

*3   Welcome every suggestion. Never respond negatively to a suggested idea!*

*4   If possible, suggest how the ideas of the team members can be combined in unexpected ways.)*