GOOD + the **barbarian**group

iPAD APP IDEAS v1

Getting to Know GOOD

For us, it was important to understand what GOOD is about — who you are, what you do, and how you do things. We knew some of these things already, but we discovered other things too.

GOOD is a collaboration of people, businesses, and nonprofits pushing the world forward.

GOOD stays at the forefront of design and technology.

GOOD is pro-active.

GOOD loves data & infographics.

GOOD has an iterative design approach that is influenced by analysis, discourse, and collaboration.

GOOD's universe is wide & inclusive. No topic or person is excluded.

GOOD's community is smart, engaged, forward-thinking and passionate.

Taking the iPad Seriously

The iPad, like other tablets, combines developing technologies with new usage patterns. This makes it fertile, fun, and a little unpredictable. We hope to balance ease-of-use with compelling innovation.

Innovative use of the iPad's abilities will create interest.

Touch
Invites hands-on reading, browsing, playing.

Share
Accommodates multiple simultaneous participants.

Create
Built-in tools capture pictures, sound and text.

Find
Location awareness adds relevance and another axis of interest.

Show
Pictures and video look great.

Go
Made to be portable. This calls for both short scans, but also long reads.

Our Approach

Based on what we believe GOOD is about, and what we know about the iPad as both a device and an experience, we decided to create a few guidelines that would shape our ideas.

A thoughtful approach will help GOOD's apps make sense.

Apps should fit into a thriving conversation ecosystem.

Treat the medium as unique but needing exploration.

Innovate, then calibrate.

Knowledge breeds optimism.

Tangible optimism. A compelling artifact of how the world should be, the world acting as a good place.

Ideas!

We had a lot of ideas. We've narrowed it down to a set that offers a range of scope and effort, and has a mix of data, community, awareness, expression, and fun.

A Month's Worth of GOOD

A monthly package to keep the Good momentum, with surprises and delights as we turn current themes and subjects into living, breathing entities.

POSSIBLE FEATURES

A Dedicated Team
Team of editor and designer to really push visual, portable journalism and create experiences especially for the iPad.

Immersive and Multi-Dimensional Narratives
Tell stories with stunning visuals and offer alternative ways of "seeing" (e.g., different viewpoints, timelines, metadata streams).

Follow-up Stories and Live Data
Choose evergreen stories and follow up with them every month.

Progress Report
A look at the last month, and the things that made a difference.

GOOD's To-Do List
Encourage and direct activism by providing a to-do list of things to do and see. Make it local and familiar, at different levels of participation.

Picture Show
A narrative slide show, with user submitted upvoted pictures.

GOOD Data

Deliver GOOD's data visualizations, weekly, right to the user's iPad. Some visualizations will be fully interactive. Along with the gallery, users will be able to create their own visualizations from a set of themed templates.

POSSIBLE FEATURES

Static Visualizations Come to Life
Visualizations that were printed are given new interest as they are animated or made interactive.

Easy Simulations
For some illustrations, adjusting certain inputs will change other outcomes, thus making an interesting simulation or exploration.

Back and Forth
In a twist, some visualizations could invite submission of data.
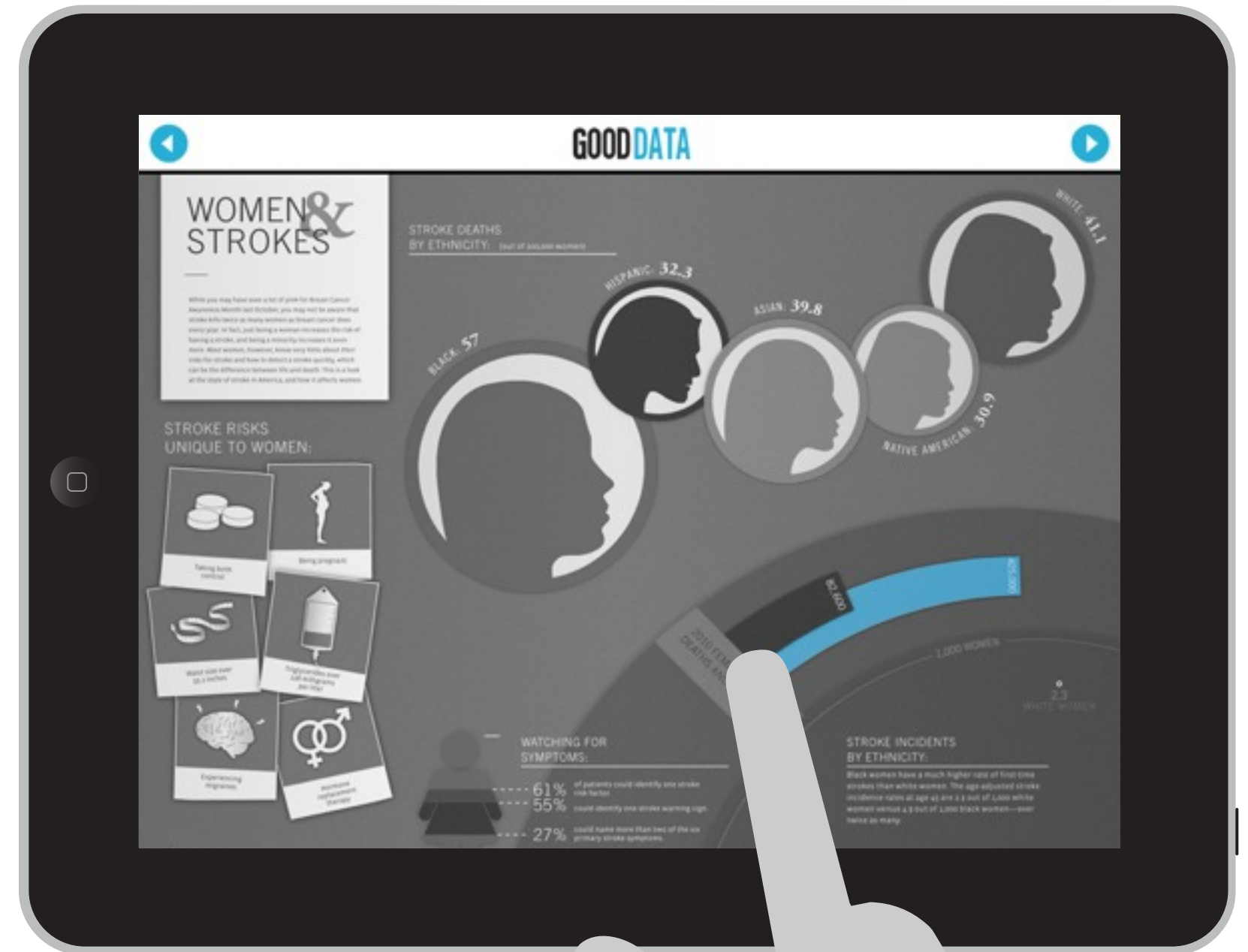
GOOD Life Guides

The entire series of helpful guides that GOOD creates offered as a toolkit for self-reliance and positive action.

POSSIBLE FEATURES

Optimized for Access
Guides are customized for iPad interface.

Constantly Growing Set
The set grows as the magazine keeps growing.

Appended by Readers
Advice and personal experiences can supplement the guides.

Keep Score
Readers can indicate which ones they've tried and rate them, and try them all to become a well-rounded smart person.

THE GOOD GUIDE — SAVING ENERGY

1 FINDING THE PATH TO USING LESS

2 YES, YOU CAN GREEN YOUR RENTAL

3 FIVE TIPS TO MAKE DRIVING LESS BAD

4 ENERGY VAMPIRES

5 AN AUDIT THAT WILL SAVE MONEY AND ENERGY

6 HOW TO TEACH AN OLD HOUSE NEW TRICKS

7 HOW TO PICK ENERGY EFFICIENT APPLIANCES

8 DOES SOLAR MAKE SENSE FOR YOU?

GOOD Citizens

A "toolset" for the citizen journalist that turns the iPad into a re-invented reporters notebook. Lets readers become reporters to put together their own stories of any size. They can extend stories that exist, or create new ones.

POSSIBLE FEATURES

Multimedia
The format takes advantage of the iPad's built-in tools.

Browsable By Subject or Location
A front page offers stories as an edited list, other views are by location, or by subject or other tag, such as person. Popular tags like "People are Awesome" can be promoted.
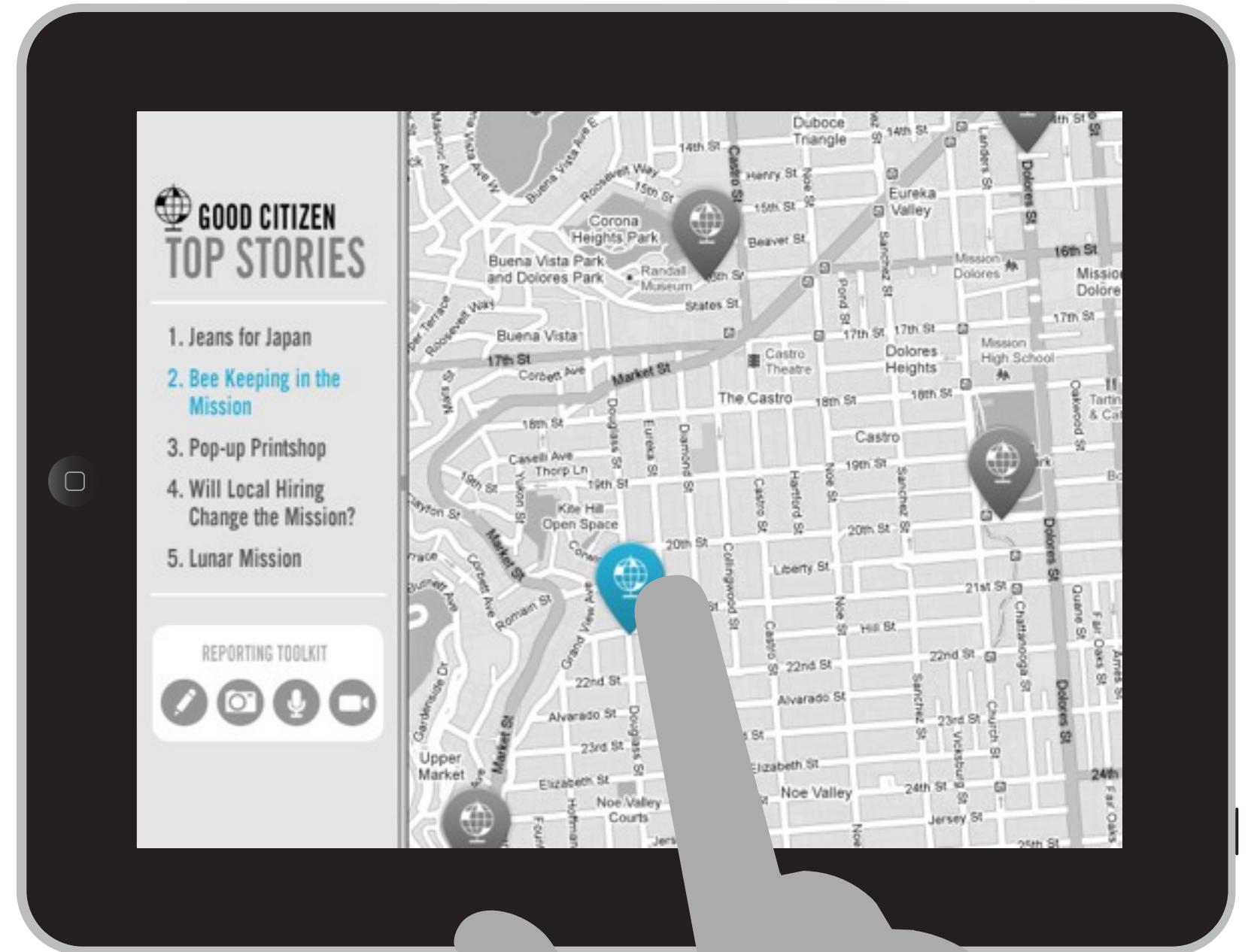
Popularity and Rankings
Readers can pick the best stories.

Aggregated to Larger Stories
Larger stories and trends can bubble up either through team effort, or through keywords and topics.

Special Tools & Pages for Working in Sync for Big Stories
Readers can pick the best stories.

GOOD Recommends

A weekly (or minute-by-minute) cheat-sheet for what's interesting, from the world of GOOD and friends. If you look at nothing else this week, look at this.
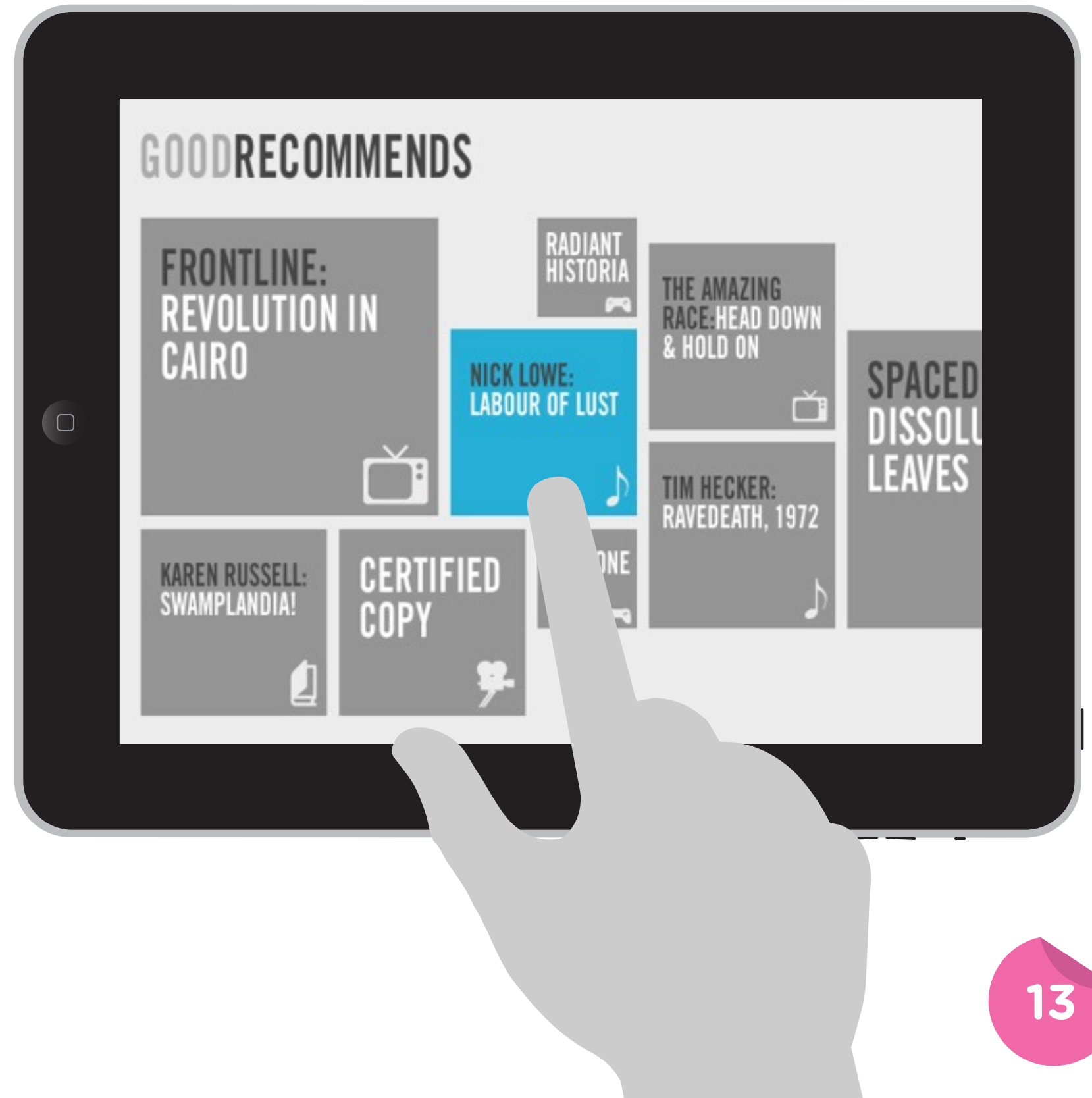
POSSIBLE FEATURES

Demonstrate Worldview
Pulling together and aggregating

Pull and Surface Content
Content is drawn from the links to pull people in right away.

User Submission
An interactive place for user submission and voting can add greater engagement and reader/editor cooperation.

Core Visualizations

A set of the most consistently interesting and relevant visualizations with constantly updating data streams: weather, energy, war, political issues, which foods are in season where.
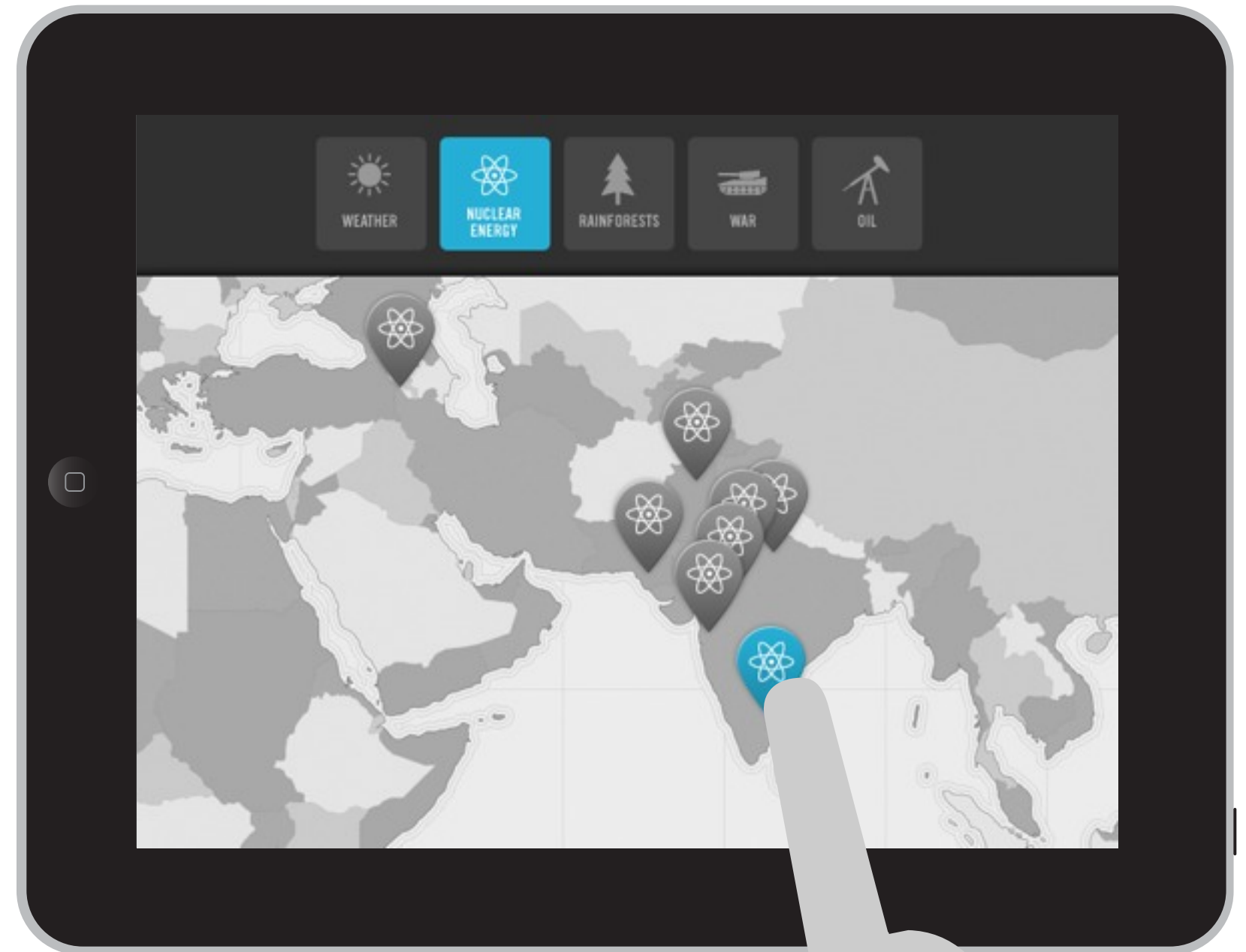
POSSIBLE FEATURES

"News that stays new"
The set of visualizations and data streams are those that are continually appealing and useful.

Mix Relevance and Surprise
Visualizations will mix more straightforward informative with those that offer more visual surprise.

Data Set
An important factor will be finding data sets that update dependably.

GOOD Feelings

Check-in with your moods and feelings, and this app will keep track of them, plot them, and illustrate a sense of your mood changes over time as well as the mood of your city, country, and world.

POSSIBLE FEATURES

Comparing Feelings
Watching your feelings change over time and location.

Mood Meter
Take the pulse of the world.

Keyword Co-Factors
Show how you, or others, are affected by various other things.

Check-in with Others
Let your group check-in to get a sense of how your mood is affected by those around you. (iPhone version could let everyone at a particular location see the general mood.)

Feeling Friends
Follow your friends' feelings and get alerts if they're gloomy.

How the Ideas Compare

We've created a matrix to see how compatible our ideas are with the iPad's abilities and attributes of GOOD's brand.

Our Ideas & the iPad's Abilities

THE IDEAS:	TOUCH	SHARE	CREATE	FIND	SHOW	GO
A Month's Worth of GOOD	★★★	★★	★★	★★	★★★	★★★
GOOD Data	★★★	★★★	★★	★★	★★★	★★★
GOOD Life Guides	★★★	★★	★★	★★	★	★★★
GOOD Citizens	★★★	★★★	★★★	★★★	★★	★★★
GOOD Recommends	★★★	★	★★	★★★	★★	★★★
Core Visualizations	★★★	★★	★	★★	★★★	★★★
GOOD Feelings	★★★	★★★	★★★	★★★	★★★	★★★

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Our Ideas & GOOD's Brand Attributes

THE IDEAS:	DESIGN & TECH	PRO-ACTIVE	DATA & INFOGRAPHICS	COLLABOR-ATIVE	MULTI-TOPIC	COMMUNITY
A Month's Worth of GOOD	★★★	★★★	★★	★★	★★★	★★
GOOD Data	★★★	★★★	★★★	★★	★★★	★★★
GOOD Life Guides	★★	★★★	★★	★★	★★★	★★
GOOD Citizens	★★★	★★★	★★	★★★	★★★	★★★
GOOD Recommends	★★	★★★	★	★★	★★★	★★
Core Visualizations	★★★	★★★	★★★	★★	★★★	★★
GOOD Feelings	★★★	★★★	★★★	★★	★	★★★

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THANK YOU