BOOK CLOUD

CONCEPT: BOOK CLOUD

People's connection with their neighborhood has decreased over the past few decades. The digital world has given us the opportunity to connect with people anywhere at anytime, decreasing the value of neighbors. Neighborhoods have become more anonymous, making people feel less at home and decreases their sense of belonging.

The BookCloud is a sharing system with which neighbors can share their books with one another. Neighbors can write a short personal message (in which they recommend a book of theirs) and hanging this in the BookCloud. They read each others' messages and are triggered to visit a neighbor and borrow a book.

By having contact and sharing their experiences neighbors get connected again, increasing the feeling of belonging to your neighborhood and feeling more at home.

DESIGN GOAL

STRENGTHEN **COMMUNITY** FEELING
BY GIVING **NEIGHBORS** A TRIGGER
FOR PERSONAL **CONTACT**

INTERACTION VISION

The interaction should be natural and effortless. It should feel like coming to them, as an unexpected but fortunate discovery of a shared feeling, thought or experience.

MOMENT OF **SERENDIPITY**

► ACCIDENTAL DISCOVERY OF A SHARED INTEREST
► A FORTUNATE DISCOVERY WHILST NOT SEARCHING FOR IT

NATURAL   **EFFORT LESS**   OPEN   **LIVELY**

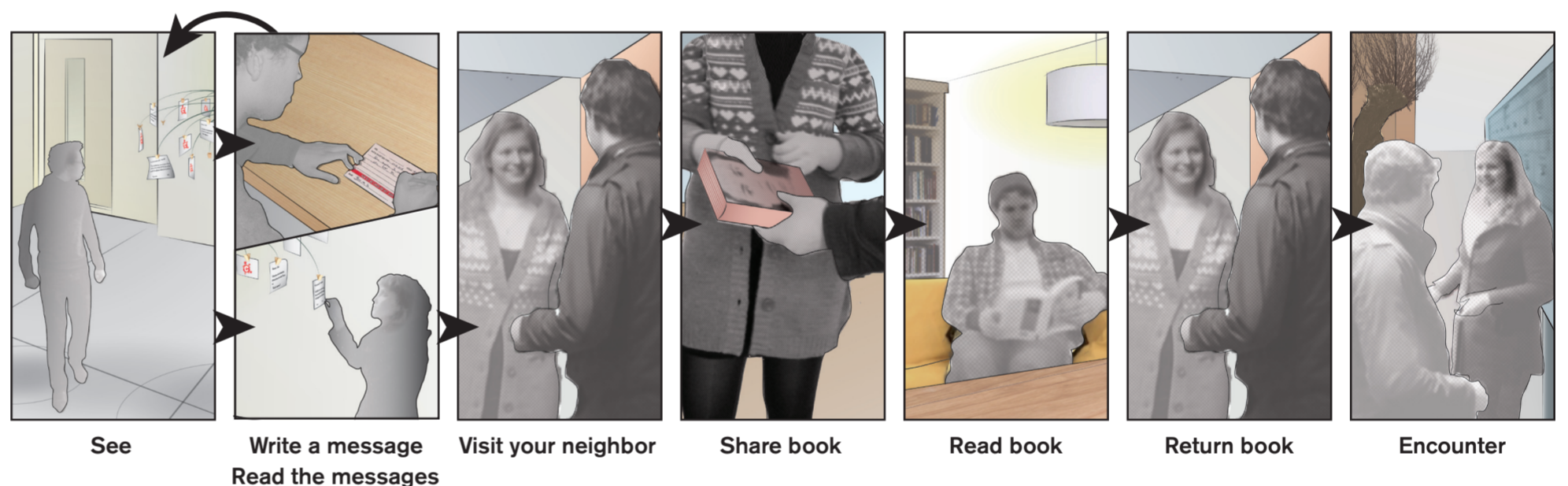## CURRENT CONTEXT

Many people experience their neighborhood as being too anonymous. They would like more contact with neighbors, but will not initiate this unless they have a validable reason.

THERE IS A **WILL**, BUT NOT A **REASON**

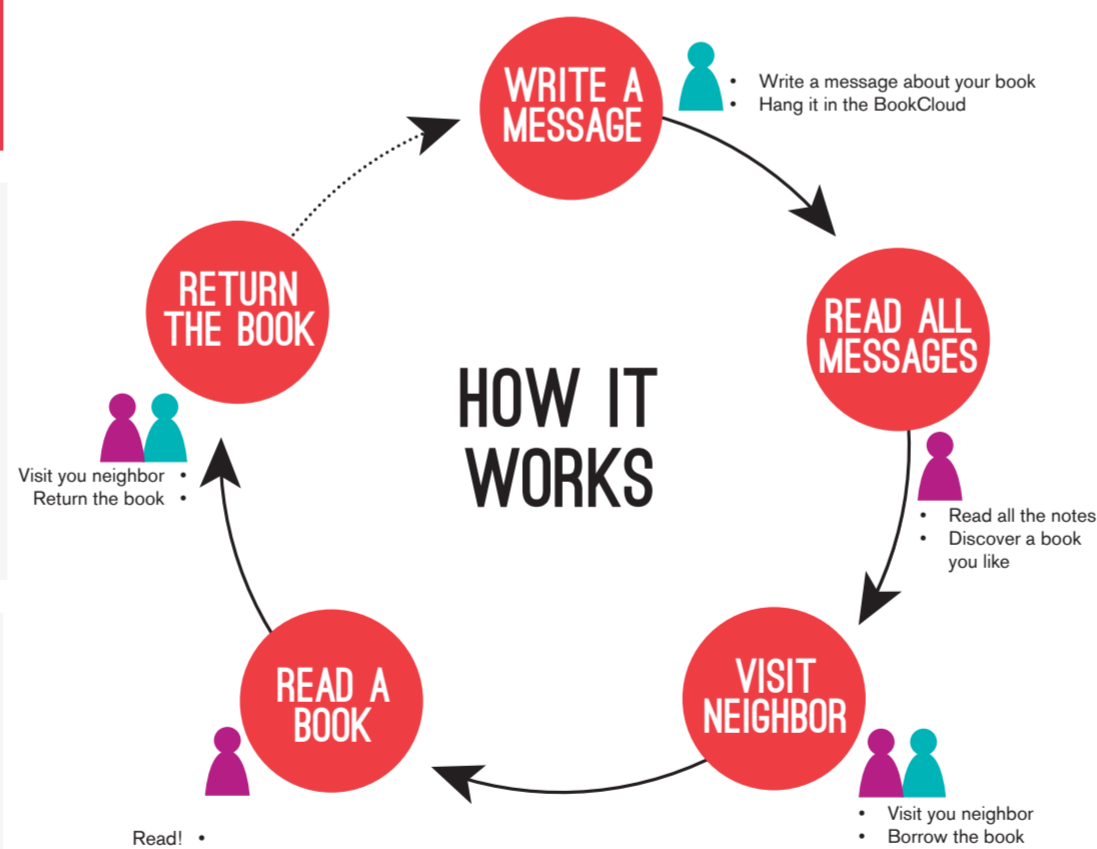## SCENARIO

| See | Write a message / Read the messages | Visit your neighbor | Share book | Read book | Return book | Encounter |

HOW IT WORKS

- **WRITE A MESSAGE** — Write a message about your book · Hang it in the BookCloud
- **READ ALL MESSAGES** — Read all the notes · Discover a book you like
- **VISIT NEIGHBOR** — Visit you neighbor · Borrow the book
- **READ A BOOK** — Read!
- **RETURN THE BOOK** — Visit you neighbor · Return the book

WHY BOOKS?

EASY
Everybody has books
Just standing on your bookshelf
Suitable for sharing: price & personal value

:)
People like sharing
Especially books

CONNECT
Discover shared interest
Something to talk about
Triggers *personal* contact

" I LOVED WRITING A MESSAGE ABOUT MY BOOK. I KEPT THINKING OF MORE THINGS I WANTED TO TELL. "

" I MET MY NEIGHBOR SOME TIME LATER ON THE STREET. THAT WAS A NICE SURPRISING MOMENT. "

" WE SHOWED EACH OTHER OUR HOMES. IT WAS FUN TO KNOW WHERE MY NEIGHBOR LIVES. "

ONLINE SUPPORT SYSTEM

REGISTER ONLINE

REMINDER