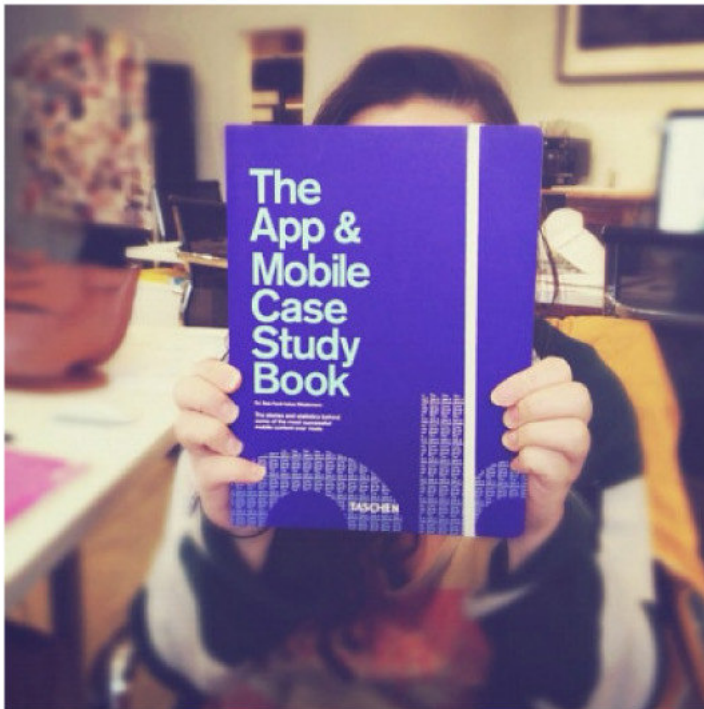


## Book of the Week #19

By Katie

Book of the Week #19 had just arrived in the studio – The App & Mobile Case Study Book, published by Taschen.



Being the social media gal in the studio, rather than a designer, I got extra excited when this one landed on the desk, and am even more excited to post my own first official Book of the Week review!

So... where to begin...

In this book, you will find 5 categories. Within each category, you will find an abundance of case studies. Reading about the apps you have been using for ages as just as interesting as discovering new ones. Did you know that the brief for instagram was to reignite the excitement around the instant nature of photos, whilst integrating the idea that photos were like telegrams, being sent over a wire to others?

Another great thing about each and every case study is the journey between the brief and the final product. It is inspiring and refreshing to read the thoughts and challenges behind the creation of each idea. My favorite example of this is a case study written about a UK app called ihobo. The aim for this campaign was to increase charitable donations within the audience of affluent, 30-something year olds to a charity who assisted the homeless. The challenge that was identified was the tendency of this age group to block out charity messages. The solution was so interesting: 'whilst they find it easy to ignore a homeless person on the street, they find it impossible to ignore a beep on their phone'. So true!!

The app created as a result of this teamed iPhone users with a virtual homeless person who required their care. For three days, they were responsible for this 'ihobo', his fate depending on whether he was fed, given money or sheltered. Failure to respond to the needs of the ihobo would cause his demise into hard drugs- highlighting the statistic that this is the reality for 3/4 homeless people in the UK. At the end of the three days, users could donate to the charity with a single click.

This book is a great reference when brainstorming ideas for clients who want to enter the social media space. Even if they aren't looking for an app specifically, this book inspires great thinking on how to evolve a company as being social and interactive.