The Project

- Conduct an Innovation Tournament to solicit ideas for location-based apps.
- Develop and implement the winning idea as a full-fledged iOS application.
- Use and test Parietal Systems Inc.’s Geo Toolkit Platform as a Service (PaaS).

Over the course of the 2012-2013 academic year, a group of Olin students collaborated with Parietal Systems Inc. to assess the usefulness and feasibility of the Innovation Tournament idea generation process. The team selected an idea from a pool of over 800 ideas and developed a location-based, shared to-do list iOS app using the PSI Geo Toolkit PaaS.

Innovation Tournament

The Innovation Tournament is an ideation process outlined in the book "Innovation Tournaments: Creating and Selecting Exceptional Opportunities." It is a method for generating and selecting breakthrough ideas by soliciting them from groups of individuals who will represent or “champion” each idea, hoping to see it through to the final round. In this way, large numbers of well-defined ideas can be generated in a short amount of time, and the possibility of an exceptional idea emerging from the process is high.

The team conducted the Innovation Tournament to generate and identify ideas which were novel, interesting, and demonstrate the potential of the Geo Toolkit PaaS. The goals of the Innovation Tournament were:

- Provide feedback on the Innovation Tournament
- Identify two standout app concepts

<table>
<thead>
<tr>
<th>Round 1</th>
<th>Round 2</th>
<th>Round 3</th>
<th>Final Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>803 Ideas</td>
<td>58 Ideas</td>
<td>11 Ideas</td>
<td>4 Ideas</td>
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The App

The team worked to develop a location-based, social to-do list app called Do Me A Favor. The app allows users to associate locations with items on their to-do list (called Favors) and share the list with other users of the app.

Working with Location: Geo Toolkit

One of the major goals of the project was to use Parietal Systems’ Geo Toolkit Platform as a Service to provide our backend cloud data storage. The Geo Toolkit allows us to store user information, Favors and associated Favor locations. One of the most important aspects of the Toolkit is its ability to create and store Geofences, which is used to notify the user when he/she is within a certain range of the Favor’s location.