Nudge
(a gentle reminder, where and when you need it)

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To-do lists aren’t context-aware

- To-do apps on mobile phones don’t take advantage of the technology available to them. They rely on you checking them to remind you of anything.
To-do lists should tell you what you should do, when you need to do it.

- The app will associate contexts with tasks -- place, time, date, and even priority -- and “nudge” the user to accomplish a task.
- Our to-do app will take advantage of the technology available in a mobile phone.

Nudge! Buy stamps!
Current solutions aren’t good enough

- GTD system provides context, but being paper based did not take advantage of mobile technology
- Other mobile apps manage priorities and reminders, but they do not provide or rely on context
- No apps in the market take advantage of location awareness
- Leverage:
  - Location sensing: Storyplace.me
  - Interface: every other to-do app
  - Voice: Android recognition
  - Google Places API
Smartphones are with us all the time...

- Each task can be associated with either a location or a search term for Google maps
- Key technologies: smart phone, mobile data, GPS
- Performance questions:
  - Battery life vs location frequency
  - Location accuracy
  - Search term accuracy