



Key facts

- 30 years old
- Freelance phone application developer
- Single guy living and working in San Fransico, California
- Free spirit, sporty (loves mountain biking), hard working, ambitious (sees his future success in developing the next mobile killer app)

Relevant points

Phil has been developing mobile applications for the past 2 years after switching focus from more general web based Java development. He's got a good reputation in the market place and a string of successfully completed projects on his portfolio. Whilst he's earning a very comfortable living doing what he's doing he feels the path to real financial success is develop a "killer" mobile phone application that becomes accepted and aquired by the huge mobile phone market.

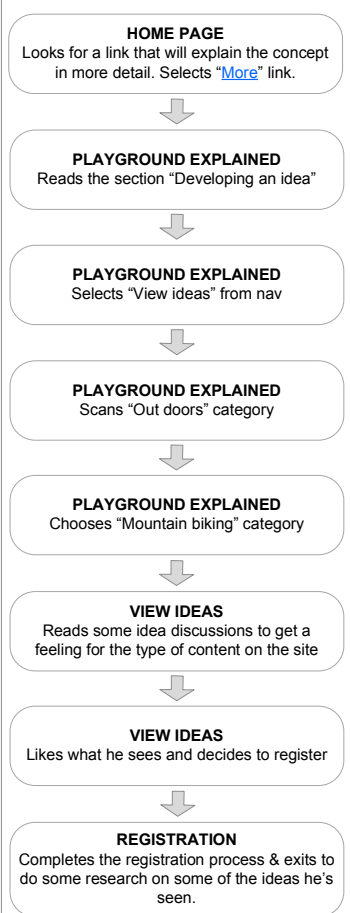
Phil has worked on several web applications designed for Sony Ericsson mobile phones (and others) and quite keen to find ways to promote his skills to a wider audience and put his development skills to the test. And if he can create that killer app in the process, well, all very much the better...

Main website drivers

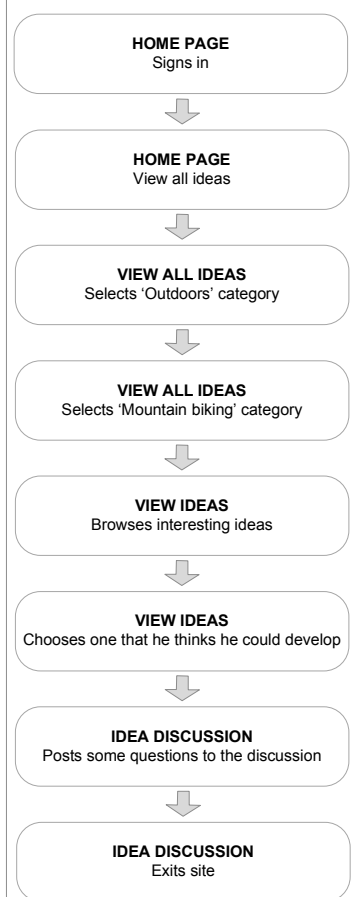
Find some interesting application development projects to work on which would:

- 1) Test his skills
- 2) Promote himself as a leading devloper within the mobile development community
- 3) Develop the next killer mobile app and enjoy the financial rewards that would result from this.

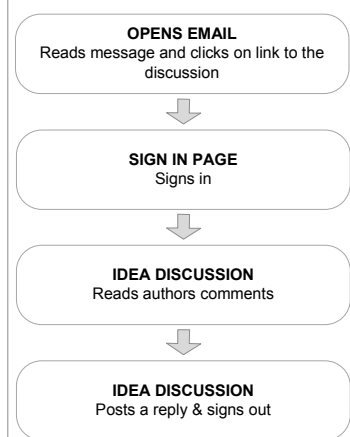
Goal 1 – find out about what's available to him on Playground, and if he likes what he sees, register to the site as a developer.



Goal 2 – sign in, search for ideas that might be suitable. Once he finds one, connect to it & ask some questions about the idea.



Goal 3 – receives an email alert, logs in to view the discussion & acts on information he reads by commencing development process.



Search ideas:

e.g. jogging

Browse your passion:

Outdoors (4693)

- Jogging (693)
- Football (673)
- Mountain biking (593)
- Rugby (93)
- Walking (293)

Category 2 (2453)

- Sub-category 1 (692)
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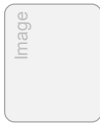
Category 5 (1443)

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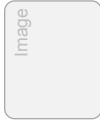
Bring passions to life, on your mobile...

Short, well written intro summing up the concept in a nutshell both from a general **contributors'** as well as a **developers** perspective. Need to answer the key questions, what is this? Why should I engage (what's in it for me)?, where do I start? [More...](#)

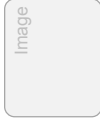
View ideas



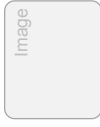
Share your ideas



In development



Completed ideas



How can we bring your passion to life?

e.g. I'd like to be able to use my mobile phone to monitor the calories I burn each day...

Just a title please (25 word maximum)

Highest rated ideas

Newest ideas

Most commented ideas

[I'd like to use my mobile phone to improve...](#)

Posted by [Username](#) 13 weeks ago

Votes: 623 Comments: 43 Developers: 5

[Idea title.....lorem ipsum dolor sit amet, consectetur](#)

Posted by [Username](#) 7 weeks ago

Votes: 523 Comments: 32 Developers: 3

[Idea title.....lorem ipsum dolor sit amet, consectetur](#)

Posted by [Username](#) 9 weeks ago

Votes: 455 Comments: 30 Developers: 2

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Posted by [Username](#) 4 weeks ago

Votes: 345 Comments: 32 Developers: 0

[Idea title.....lorem ipsum dolor sit amet, consectetur](#)

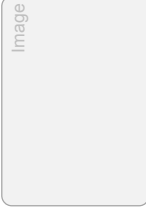
Posted by [Username](#) 9 weeks ago

Votes: 340 Comments: 23 Developers: 1

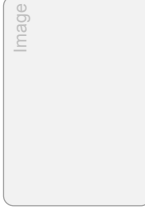
[More highest rated ideas](#)

Sort by: [Fewest developers assigned](#)

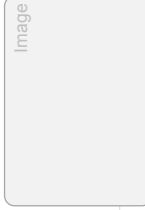
Your ideas brought to life



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. [Find out more](#) ★★★★★

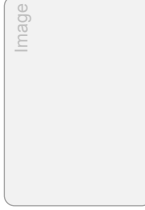


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New from Sony Ericsson



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560 px fold

Search ideas:

e.g. jogging

GO

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Suggest a new category

Preview your idea

Vote

Demote

Use my mobile phone to find my way when I get lost on remote mountain bike trails

Posted by [Username](#) today.

Idea description goes here...lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Votes: 0 Comments: 0 Developers: 0

[Add to favourites](#)

Categories: [Outdoors](#) [Mountain biking](#)

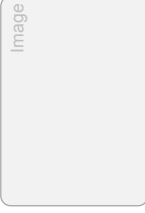
Edit

Cancel

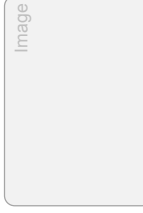
Post

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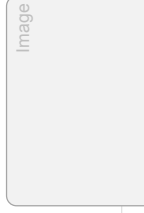
Your ideas brought to life



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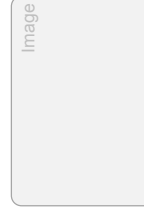


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1 The user decides to edit some of the copy in the description.

560 px fold

Developer connection - step 2 (category page)

1 Developer selects an idea that does not currently have any developers assigned to it.

2 Sorts the list (only items on current page) so that the fewer developers assigned to an idea the higher it appears on the list.

3 Tag cloud can now be used to graphically display popular passions within the current category (e.g. Outdoors).

560 px fold

4 Either a Sony Ericsson product/app or an independently developed app can be promoted here. The app that is promoted should be relevant to the specific category (e.g in this case "Outdoors").

View ideas

Category: [Outdoors](#) > Mountain biking (593)

Highest rated ideas

Sort by: [Fewest developers assigned](#)

[Idea title.....lorem ipsum dolor sit amet, consectetur](#) 2

Posted by [Username](#) 11 weeks ago

Votes: 528 Comments: 30 Developers: 2

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[Prev](#) ◀ 1 2 3 4 5 6 7 8 9 ▶ [Next](#)

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3 Popular passions within this category

Golf

Shopping

Getting fit Rugby

Mountain biking

Loose weight

Tennis Football

Surfing

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Image

4 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. [Find out more](#)

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View ideas



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Votes: 345 Comments: 3 Developers: 1

[Add to favourites](#)

Categories: [Outdoors](#) [Mountain biking](#)

Type a [new comment](#)

Comments

Posted by [Username](#) (Developer) today.

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Posted by [Username](#) 2 days ago.

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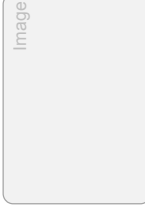
Flag as [inappropriate](#)

Type your new comment

Popular passions within this category

- Golf
- Shopping
- Getting fit
- Rugby
- Mountain biking
- Loose weight
- Tennis
- Football
- Surfing

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1 Comment stats have been updated

2 New comment has been added.

560 px fold