



Revolution: Mobile Product Design to shift consumer purchasing behaviour in Asia

3 mobile product philosophies



I'm Bored



3 mobile product philosophies



I want to do X... on my mobile



3 mobile product philosophies



Let's start a movement



We the People of the
insure domestic Tranquility, provide for the common defence,
and our Posterity, do ordain and establish this Constitution

Article I.

Section. 1. All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section. 2. The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and the Electors in each State shall have the Qualifications requisite for Electors of the most numerous Branch of the State Legislature.

No Person shall be a Representative who shall not have attained to the Age of twenty five Years, and been seven Years a Citizen of the United States, and who shall not, when elected, be an Inhabitant of that State in which he shall be chosen.

Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons. The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of Years which may be fixed by Law.

The Number of Representatives shall not exceed one for every thirty Thousand, but each State shall have at least one Representative. The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and the Electors in each State shall have the Qualifications requisite for Electors of the most numerous Branch of the State Legislature.

When vacancies happen in the Representation from any State, the Executive Authority thereof shall issue Writ of Election to fill such Vacancies. The House of Representatives shall choose their Speaker and other Officers; and shall have the sole Power of Impeachment.

Section. 3. The Senate of the United States shall be composed of two Senators from each State, chosen by the Legislature thereof for six Years; and each

1. Create the manifesto

- Price pal
- SG price
- Price-o-matic
- Price Check
- PricePad
- Pricecheckah
- Featured Price Comparison
- ShopAdvisor
- Shopper
- Scan & Shop
- Shop Saavy
- Pic2Shop
- Barcode Scanner Shopping
- Bakodo
- Barcode Scanner

- iBarcode
- Scan-2-List
- Barcodescan
- Best Barcode Scanner
- Barcode Reader
- Barcode Reader for iPhone
- Scan
- ScanLife
- Scandit
- Universal Scanner
- iScanner
- ScanIt
- Quick Scan Pro
- Quick Scan
- Red Laser

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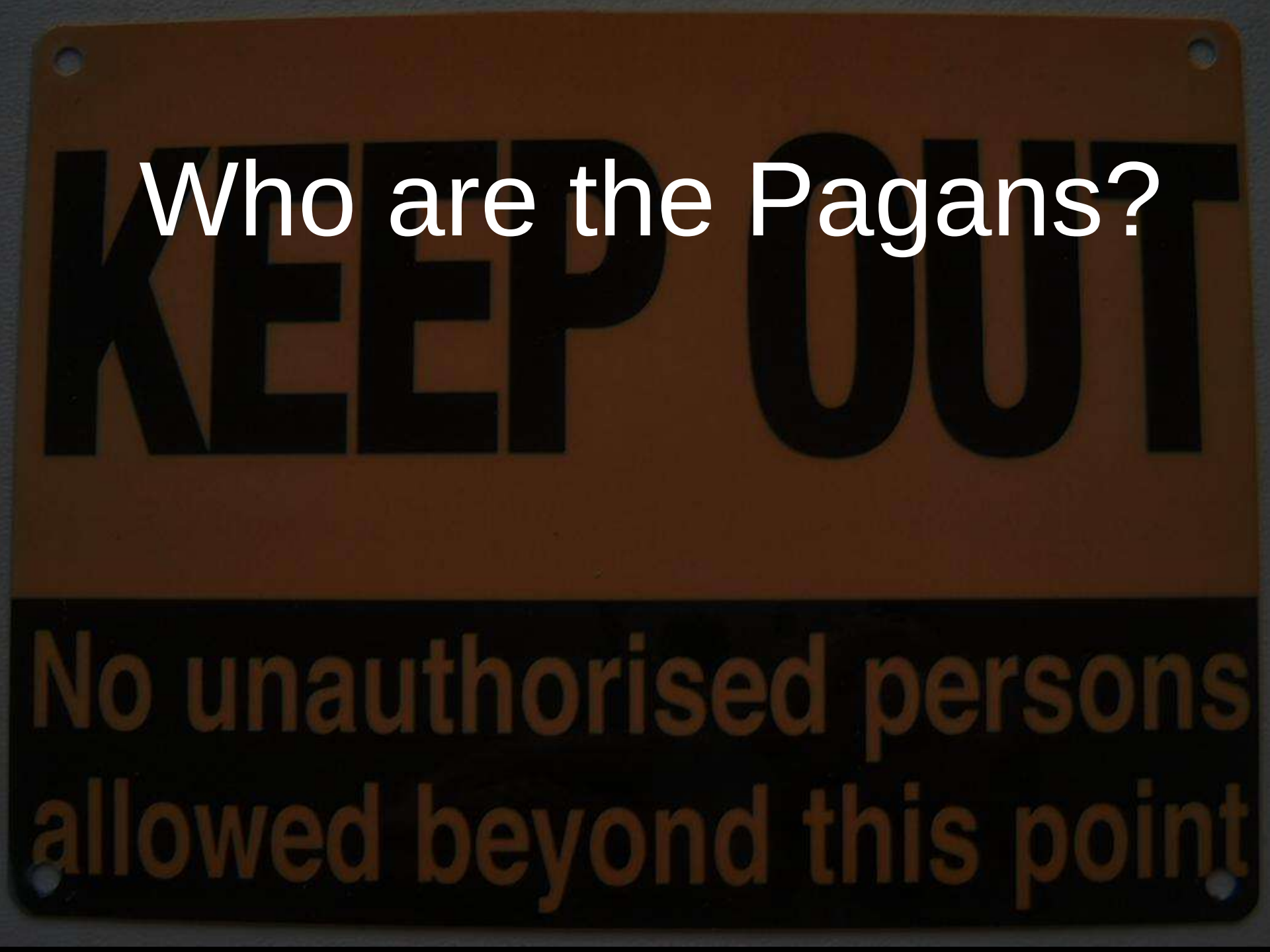
- ScanIt

- Quick Scan Pro

- Quick Scan

- Red Laser

Lobangclub

A brown rectangular sign with two small circular holes at the top corners. The sign features the words 'KEEP OUT' in large, bold, black capital letters. Below this, there is a black horizontal band containing the text 'No unauthorised persons allowed beyond this point' in white, sans-serif font.

Who are the Pagans?

No unauthorised persons
allowed beyond this point



Recommended option

f Sign in with facebook

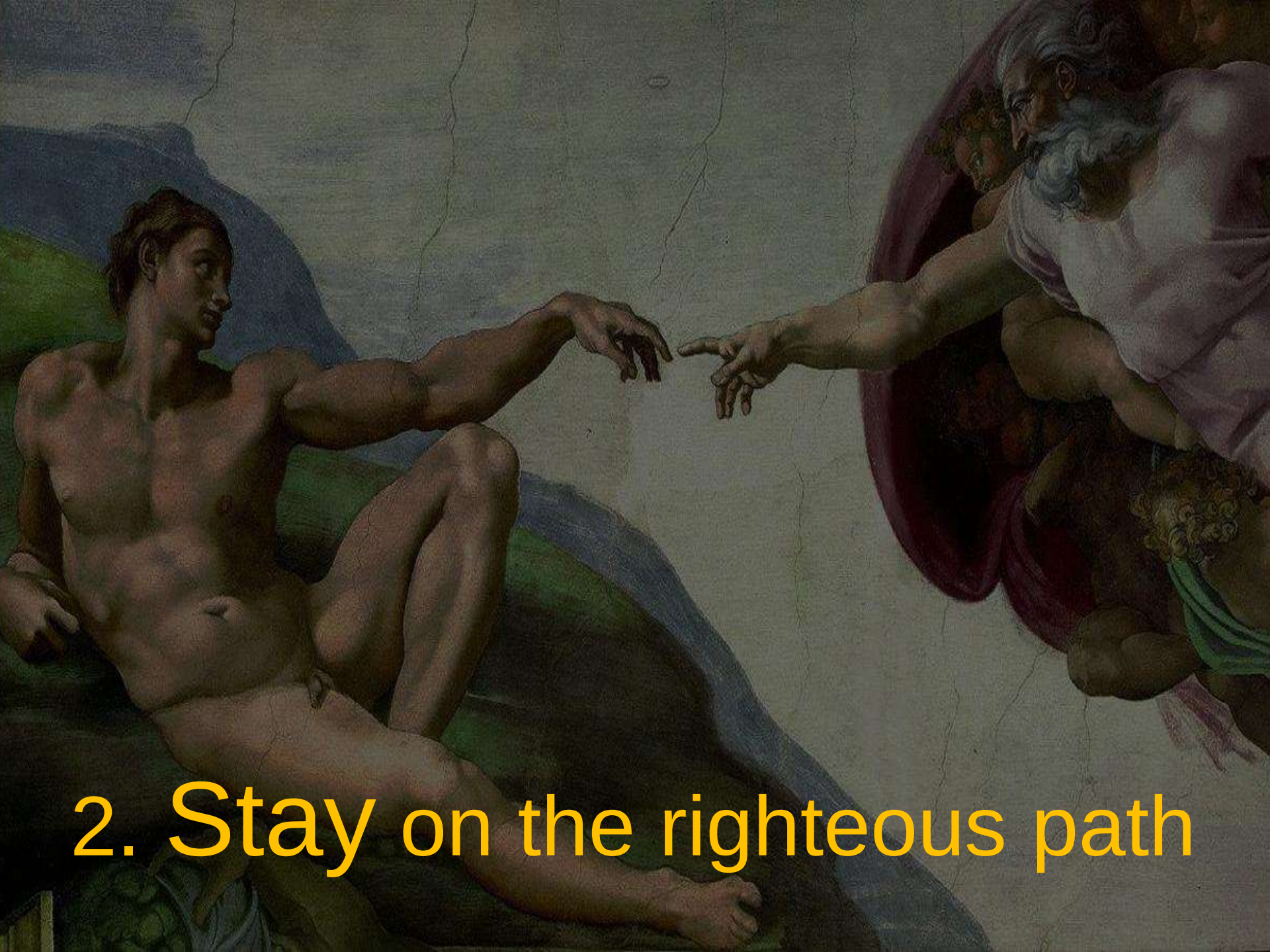
We won't spam your Wall or Feed, ever.
Promise.

Or sign up using your email.

Sign Up

Already have an account?

Log In



2. Stay on the righteous path



Don't turn intrinsic motivations into
extrinsic behaviour

A row of eight dark wooden Scrabble tiles with gold lettering, spelling out the word "ALTRUISM". The tiles are arranged on a light-colored wooden base. In the background, several other Scrabble tiles are scattered on a light surface, including letters like 'B', 'E', 'O', and 'C'.

A, L, T, R, U, I, S, M₃

Keep money completely separate
from community



3. Evangelising followers

Nobody wants to feel alone





Top



Leaderboard



Me

13



rei

118



14



echoz

117



15



Joseph81

107



16



Jubellina

106



17



Auntychronicles

100



18



steven3300

85



Lobangs



Search

1



guyi2

1



Leaderboard



First experience is critical

Search

Add New Product

Take Photo of product



Take Photo

Pick from Library

Back

Canon IXUS 115 HS Digital Cam...inch LCD

Edit



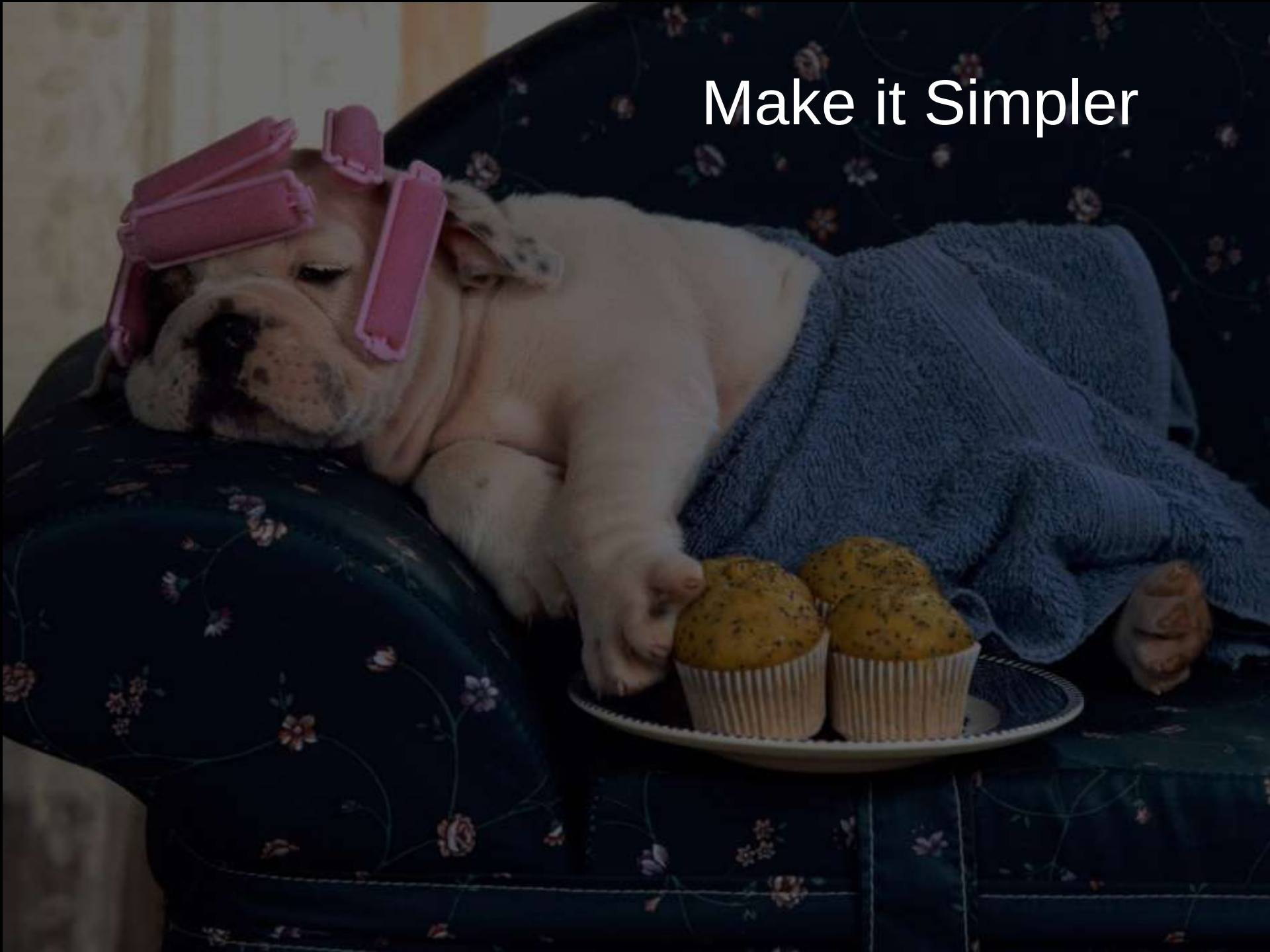
Other Stores

SLR Revolution	\$264.00 >
Courts	\$269.00 >
IT Show 2011	\$299.00 >



Add Price

Make it Simpler



Back

New Book

Upload

Barcode

9310015235283

Price

SGD (\$)

Store

(choose store)

Branch

(select branch)

Your Phone #

Product Image



Make it Simpler



Cancel

Edit Product

Done



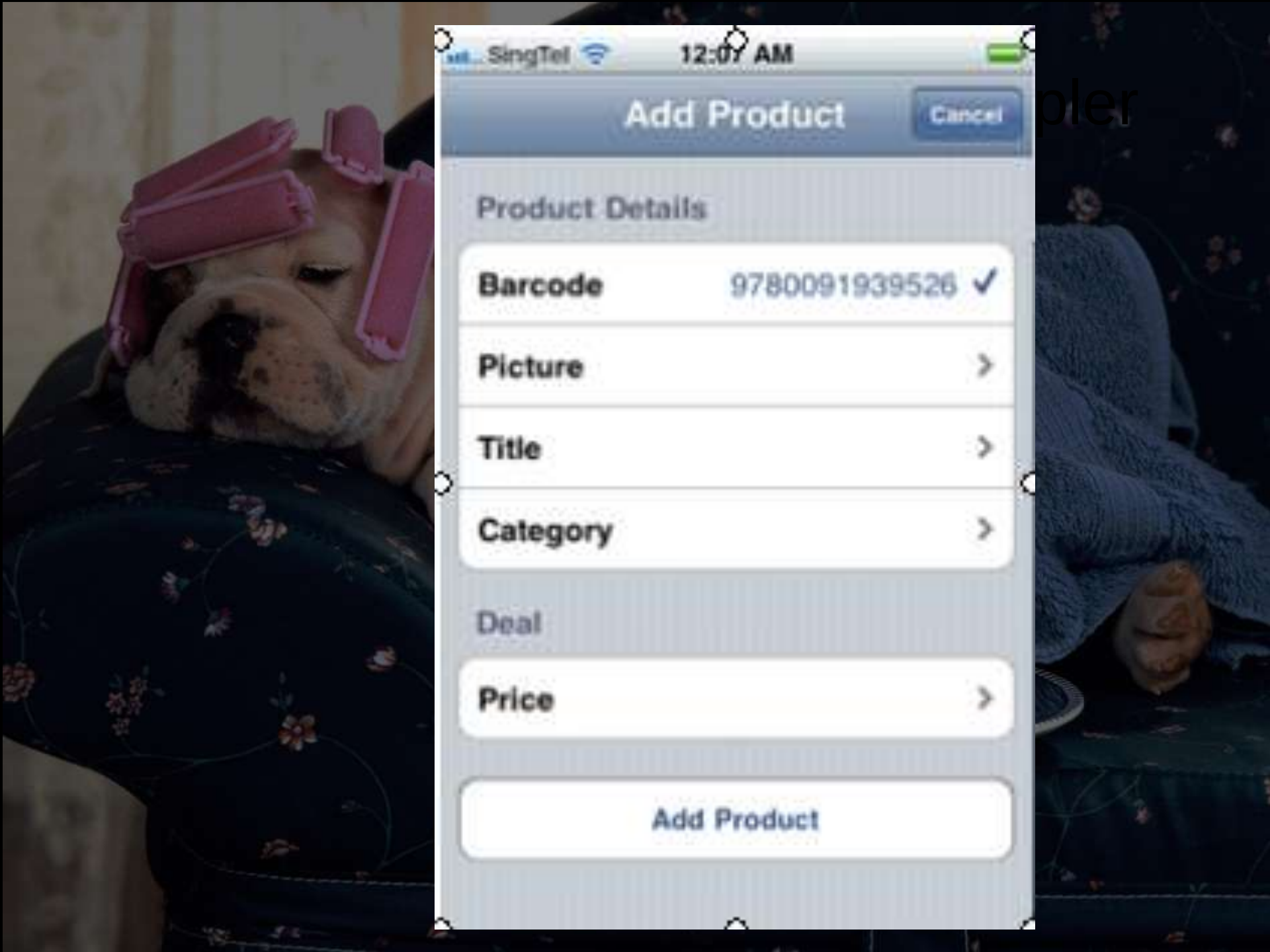
Product Name

barcode	9781932111972
store name	Optional
price	Optional

Optional Attributes



add field



SingTel12:07 AM

Add ProductCancel

Product Details

Barcode9780091939526✓

Picture>

Title>

Category>

Deal

Price>

Add Product



SingTel 3:10 PM 95%

Cancel Add Lobang Next

Key in Price

1 for \$180.99

\$ > > 17

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
	0	< x



What about trolls and griefers?

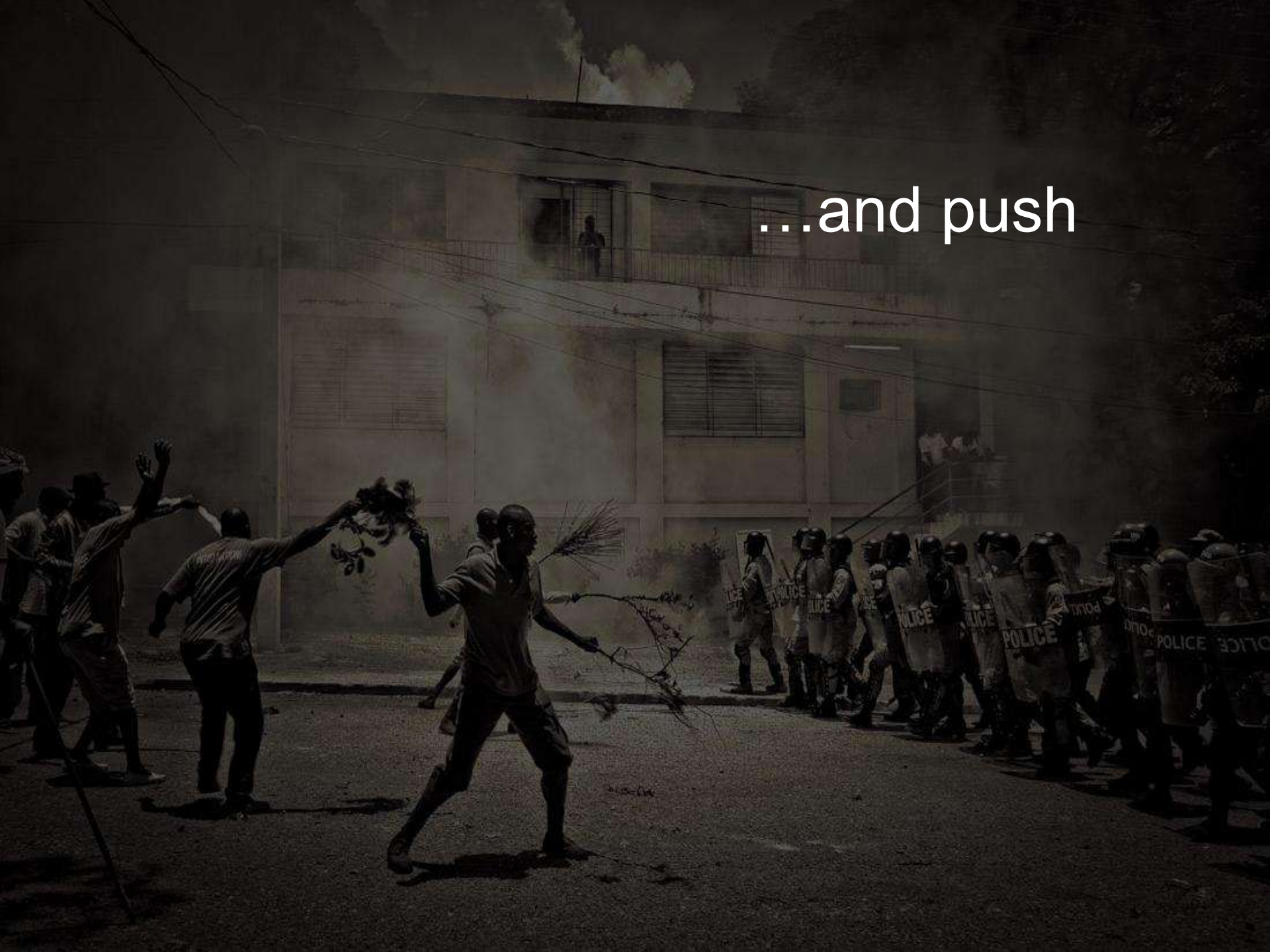


4. Spark a powderkeg

Find something they care
about...



...and push



5. Paradigm shift

JOIN THE REVOLUTION!



It's a little bit about saving money

Everyone

Friends



Laundry Detergent

\$4.15 at Ntuc E Hub



\$0.30 (7%) saved by danielsim



2d



Pearlie White Toothpaste

\$5.45 at Ntuc E Hub



\$4.45 (45%) saved by danielsim



Comment

Share

More Prices



Apple fresh ajax

\$5.99 at Ntuc E Hub



danielsim



2d



Gladware Containers and Lids, Soup & Salad, 5 ea

\$3.80 at Ntuc E Hub

2d



Lobangs



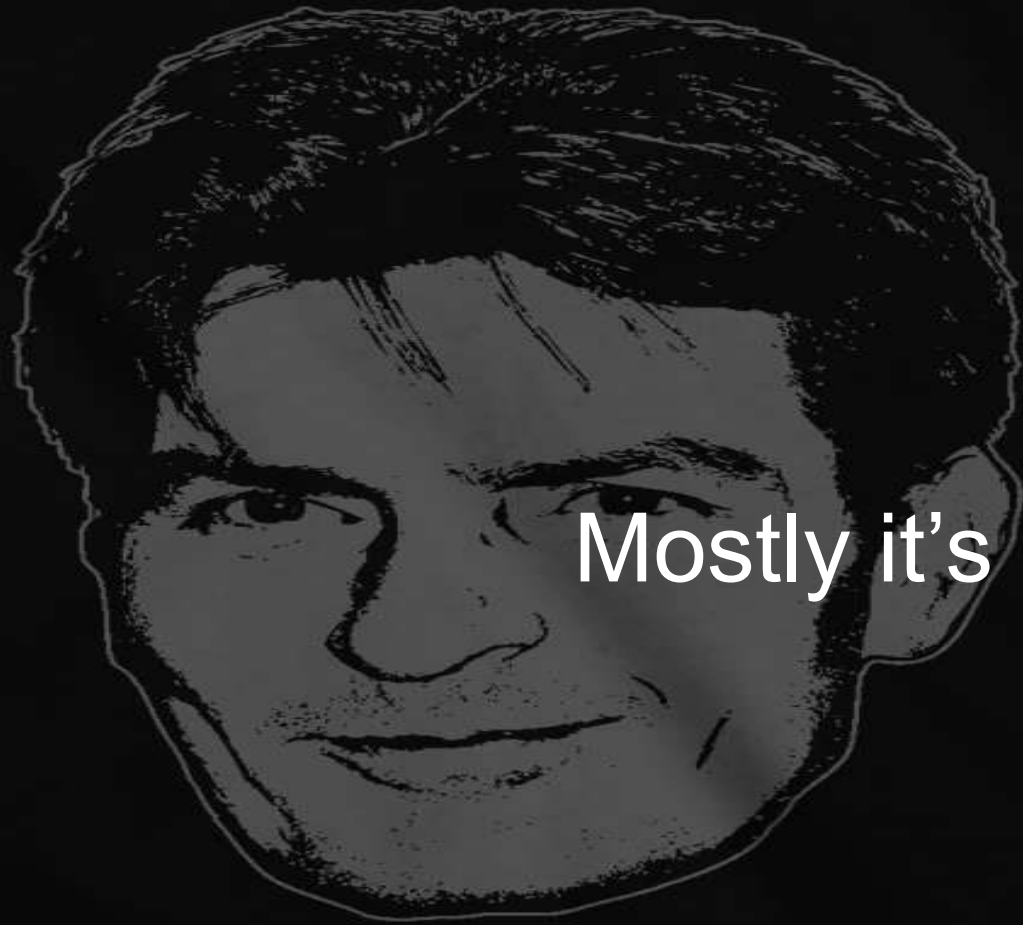
Search



guyi2



Leaderboard



Mostly it's about...

I'M NOT BI-POLAR...
I'M BI-WINNING

Search

Sunsilk Si...poo 700MI

Edit

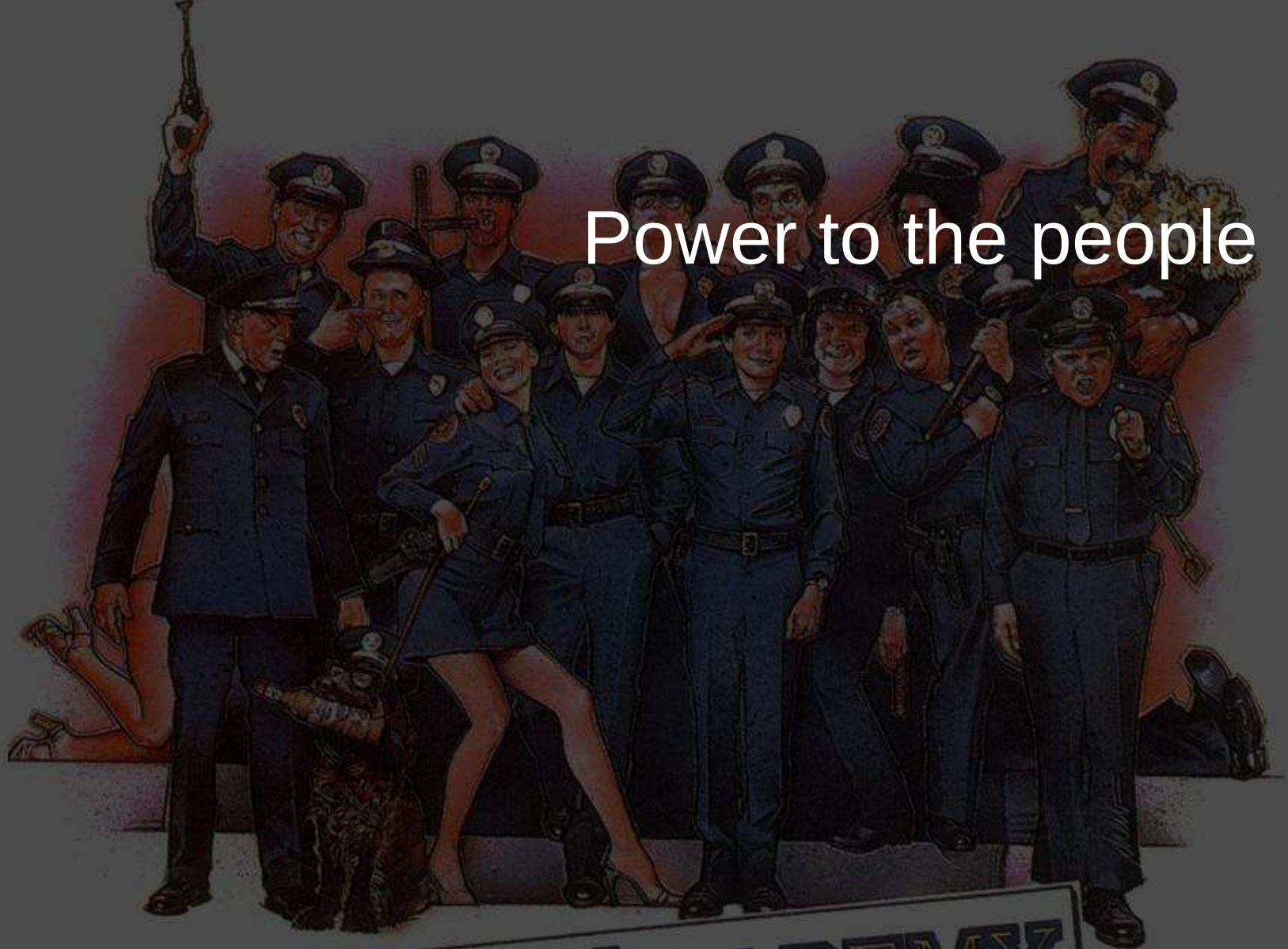
SwanSton	\$5.80 >
C K Dept Store	\$6.80 >
EZ Home Products	\$6.90 >
NTUC Fairprice	\$7.95 >
GAB Minimart #01-217	\$8.50 >
Nanyang Supermart	\$9.30 >
Giant Hypermarket	\$10.75 >
Guardian Health & Beauty...	\$10.90 >
NTUC Fairprice	\$10.90 >

2 Comments

Add Price

POLAR...
NNING

Power to the people



POLICE ACADEMY...

Back

Report Problem

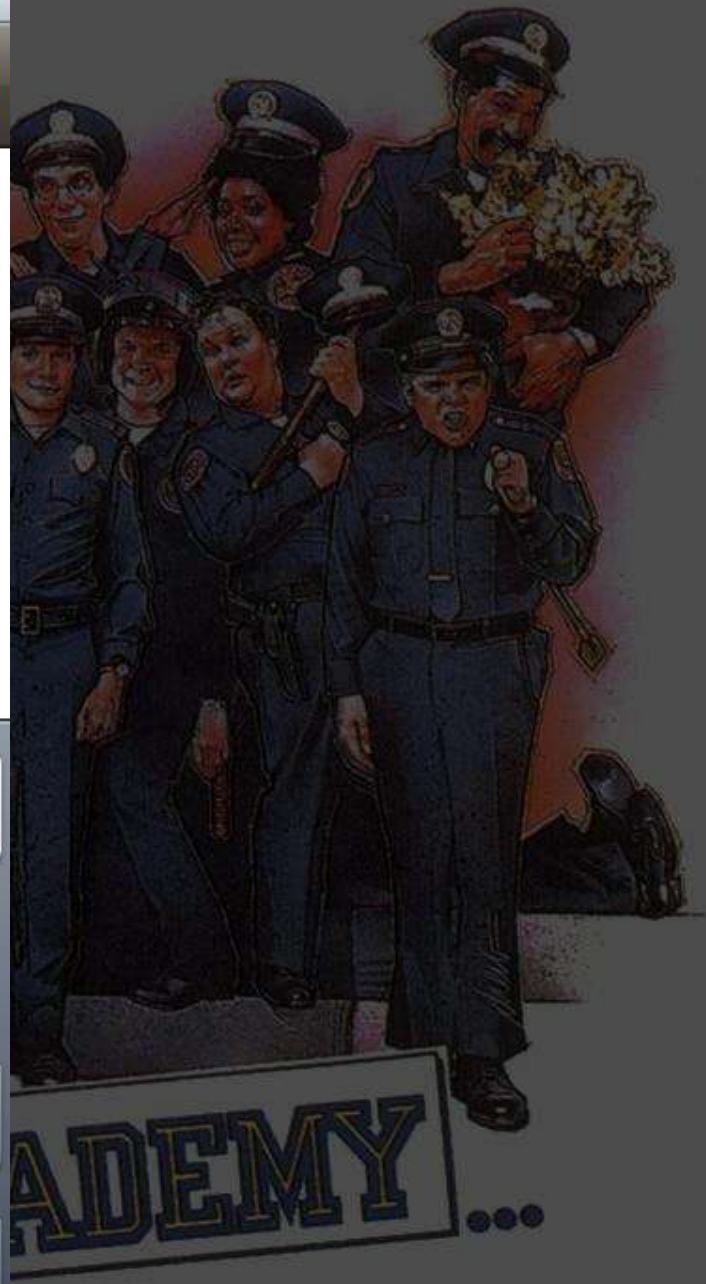
Send

Product

Price

Store

This price is wrong



Purchase influenced
at point of sale



Ajax Fabul...

Report Problem



Ntuc E Hub

Submitted by danielsim

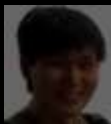
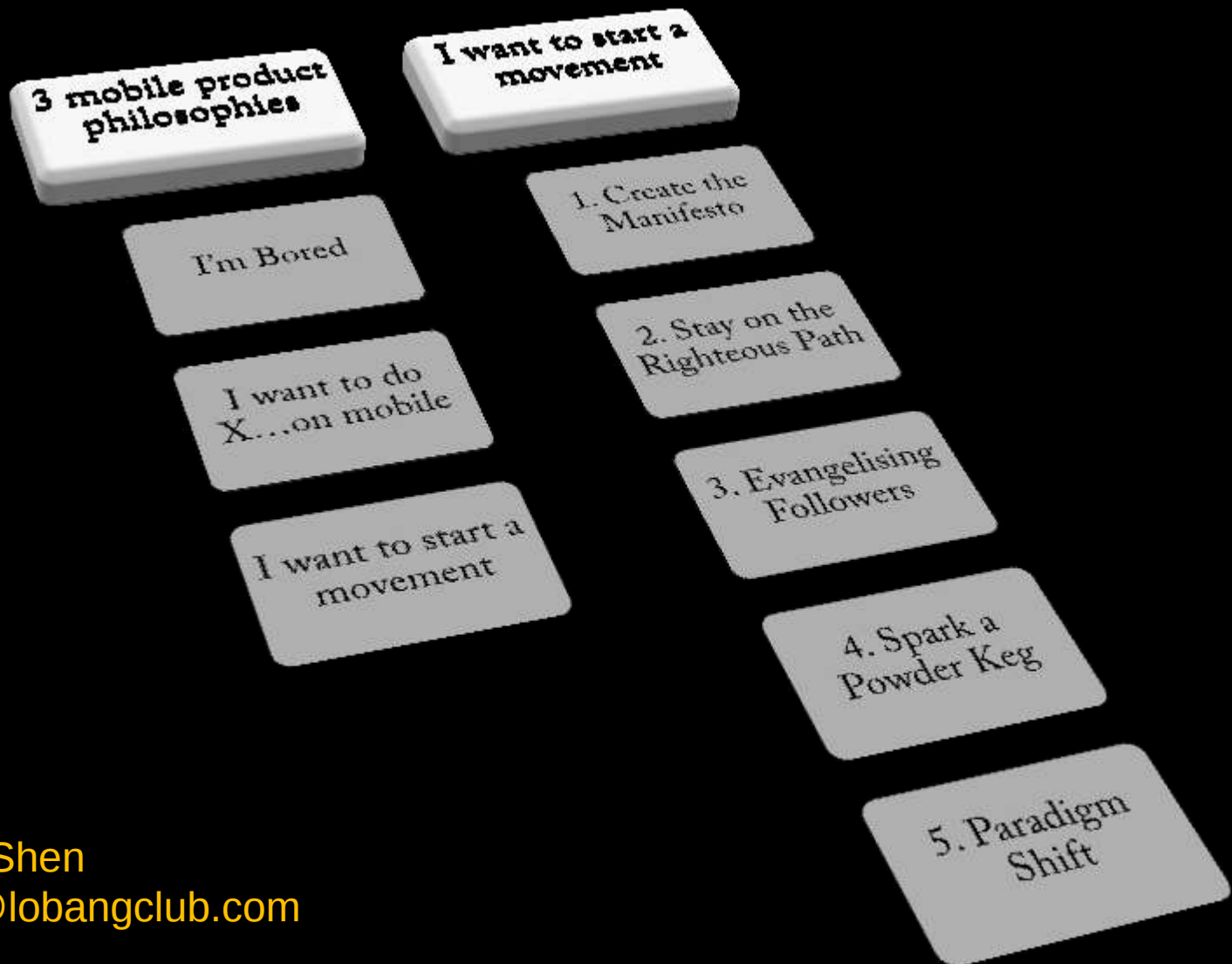


\$5.99 (Sale ends in 4 days)

Address: Pasir Ris Drive 3, Singapore



Share on facebook



Guyi Shen
guyi@lobangclub.com