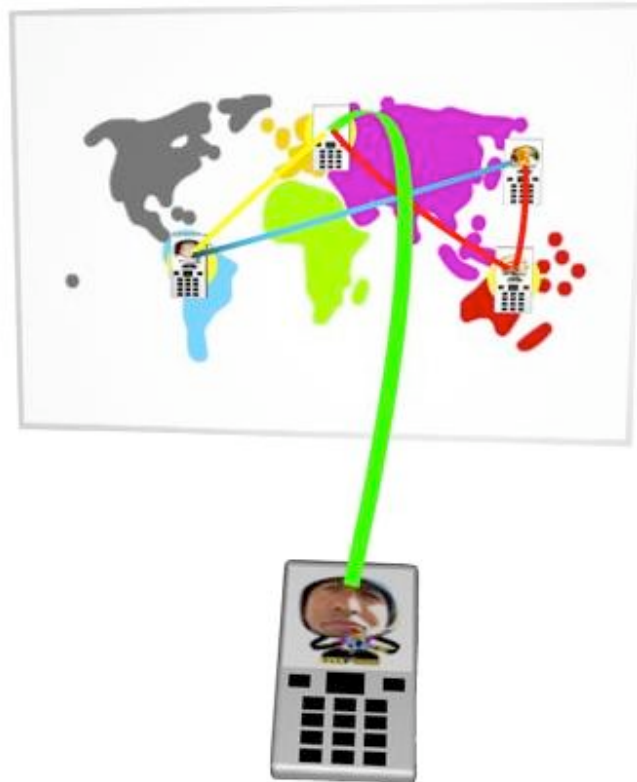


Mekwa

Surprise me



London, Jan 2009
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Use cases

Use case 1 — To go places one can't and see amazing things



Janet is a 16 year old girl who needs to write a paper on Japanese culture. She changes her Mekwa's desire tags to "Japanese food, Tokyo, Mount Fuji, Japanese Culture". After a few days she notices her Mekwa has been hosted by 4 different Japanese Mekwa users. They have added a lot of great images about their lives and daily routines. Janet uses this to enrich her school paper.

Use case 2 — The distant voyeur in us



Liam is 19. He's a student in Cape town. He has had a Mekwa for some weeks. He enjoys hosting (beaming down) other people's Mekwas to his mobile. Not som much to fulfill other's wishes but because he says it feels like watching TV. Some Mekwas, he notices, are very interesting and rich.

Liam has favoured a Mekwa from a Swedish girl named Eva. Eva's Mekwa is called Kussli and has as unique wish "Kisses from around the world". It has been going around the world collecting real kisses from other Mekwa users. It's better then watching TV Liam notices. It surprises him every time.

Use case 3 — Trip advice



Anna is 23, she lives in Madrid.

Anna wants to go to Chile for her Summer holidays. She is a Mekwa user, so she sends her Mekwa to Chile, i.e. Desire Tags: “Holidays in Chile, anyone?” She wants to get a feel for what undiscovered places there might be. The next day she gets an email from her Mekwa saying it has been beamed down to a mobile in Chile. Anna follows the link and browses her Mekwa at Mekwa.com. There is a new entry in her Mekwa’s narrative and it is about Santiago de Chile.

Alex, from Santiago Chile, has posted a little video of some really cool places she should check out. Anna replies to that entry, thanking Alex and sending Alex a Friendship request, which he accepts. They are now friends on Mekwa.

Use case 4 — Breaking the ice, the first flirt



Kim, 17, Hong Kong.

Kim is in love with the new girl in school, Tui. She looks so cool. He finds out that she has a Mekwa. He is sure that if he beams her Mekwa down to his phone he will be able to post an entry that will make her fall for him. Kim musters the courage and beams down Tui’s Mekwa to his mobile. Kim then takes a ride with his father, a subway conductor and records the trip from a point of view of the conductor. He then adds the trip to Tui’s Mekwa as a private entry (only himself and Tui are able to see that Mekwa’s entry).

Tui receives an email from her Mekwa and follows the link. Wow! She is touched. In return she sends him as a gift a new song by Massive Attack. Let the flirt begin.

Use case 5 — VIP Mekwas



Andreia, 17, Bucarest.

Andreia knows that Jennifer Lopez has a Mekwa. It would be so cool if I could beam it down to my mobile and sing to it, she thinks. Jennifer's Mekwa is also full of goodies (secret dates to concerts, free mp3s...). In order to unlock Jennifer Lopez's Mekwa Andreia sends a premium SMS and gets a code back that unlocks the Mekwa. She now has access to all of the goodies in Jennifer's Mekwa.

Use case 6 — New Mekwa bodies every week



Oscar, 16, London.

Oscar loves his Mekwa. It's a virtual creature where he can put his face in and it will go out there trying to surprise him. Every week there are new Mekwa bodies available. This week the Mekwa bodies were created by Simone Legno. He goes online and chooses one. There are only 3 left. He then goes looking for other Mekwa users who have got the same body, as though they belonged to the same species. He comes across one that has as a wish "Pictures of Designer Toys". He faves it and pokes it with a thumbs up.

Use case 7 — My Mekwa is my little mobile blog, with style.



Adrian has never really bothered getting a blog. When twitter came out he liked it, quick posts, but it lacked something. Mekwa just felt like Twitter with a twist. A little creature, just like a pet that he carries in his mobile and can be beamed to other mobiles all over the world. Every day Adrian changes his Mekwa's wishes and sees his Mekwa gathering lot's of entries from others. Now this is the kind of blogging I enjoy, he thinks to himself. The other feature he uses a lot is poking. Unlike other sites, Mekwa allows him to poke with all sorts of different objects and with music. Whilst browsing he finds his cousin's Mekwa and pokes her with a monkey.

Use case 8 — Mekwa jumping game to be ported for iPhone (already developed in J2ME for some nokia phones).



John is 25 and loves gaming. He comes across Jumping Mekwa in the app store and decides to download it to his Mobile. It looks intriguing. The next morning while he commutes he plays the Jumping Mekwa game. It's a lot of fun. He then realizes that Mekwa is actually much more than a stand-alone game. It's a mobile social network. He goes online with the mobile application and browses for interesting Mekwas. When he gets to his office he goes to Mekwa.com. He creates his Mekwa and joins in the Fun.

Note: Mekwa has created and tested a game in J2ME called Jumping Mekwa. Initially we thought the game was a wonderful way to seed the social network, an idea we will revive for the iPhone.

