

Analysing Foursquare as an Artifact

FOURSQUARE

Find the best places to eat, drink, shop, or visit in any city in the world.
Access over 75 million short tips from local experts.



Food



Coffee



Nightlife



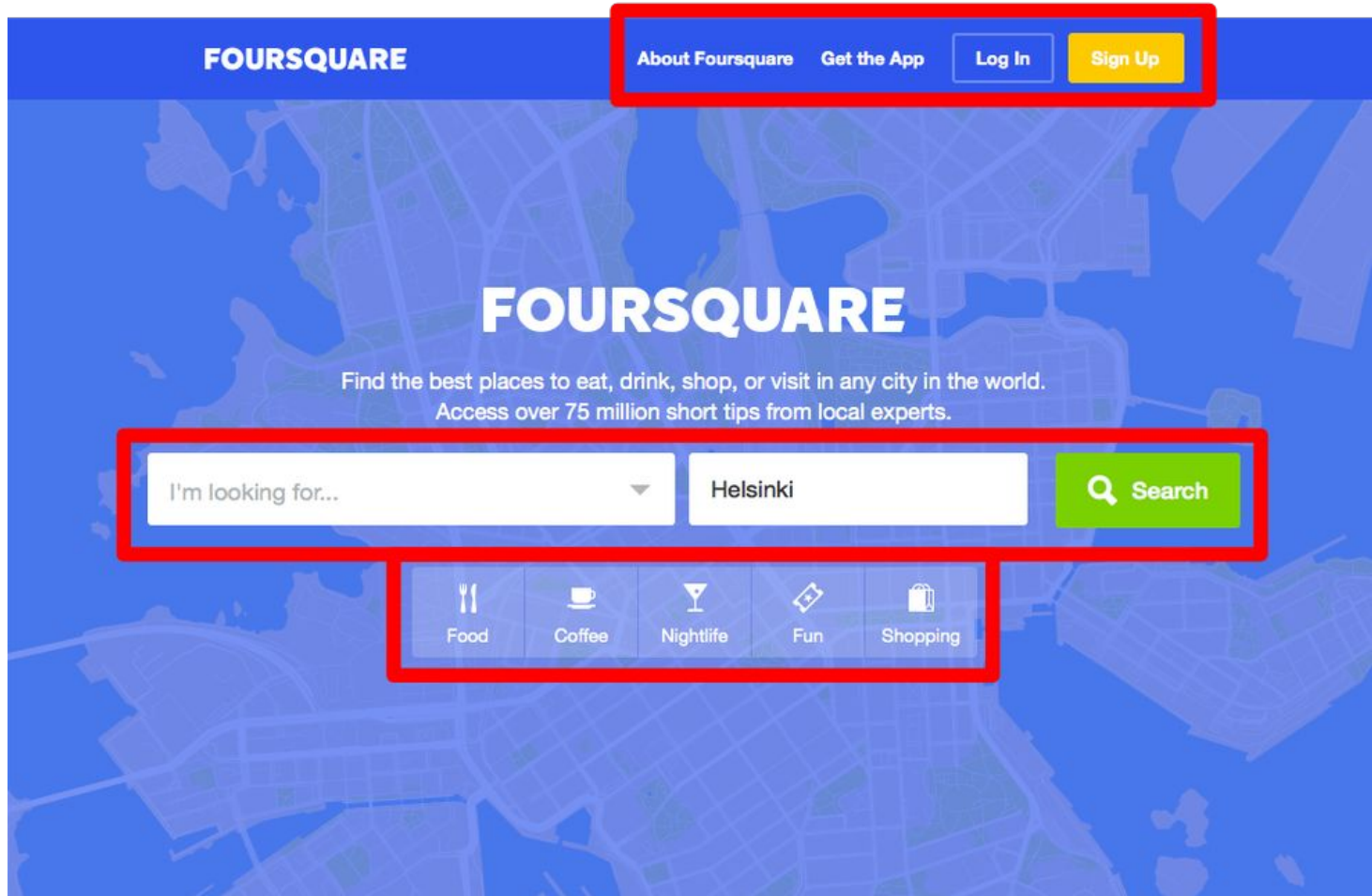
Fun



Shopping

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Alex van Giersbergen

Layout:



Suggestions for **Food** near **Helsinki**Show me: [Specials](#) [Haven't Been](#) [Following](#) [Price](#) [Open Now](#) [Saved](#) [Liked](#)

Discover places that your friends and experts love



Sign up with Facebook

or [Sign up with email](#)1. **Lemon Grass**

9.4

Kolmas linja 12

Thai • € € € €

"Some of the best Thai food in Helsinki!" (2 tips)

"Best in Helsinki, best in Finland." (2 tips)

Save

2. **Fafa's**

9.4

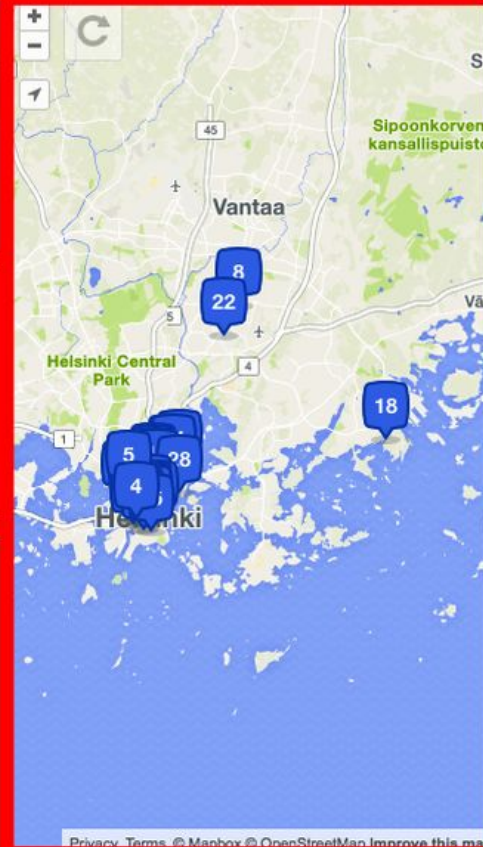
Iso Roobertinkatu 2

Falafel • € € € €

"The best falafels in town coupled with really amazing staff." (7 tips)

"Superb falafel pitas at reasonable price with fast service." (3 tips)

Save

3. **La Torrefazione**

FOURSQUARE

I'm looking for...

Helsinki



Log In

Sign Up



Lemon Grass

Thai Restaurant · Linjat

Kolmas linja 12, 00530 Helsinki, Finland



Directions



+358 9 8763279

Hours: **Open until 8:00 PM** (Show more)

Price: € € € €

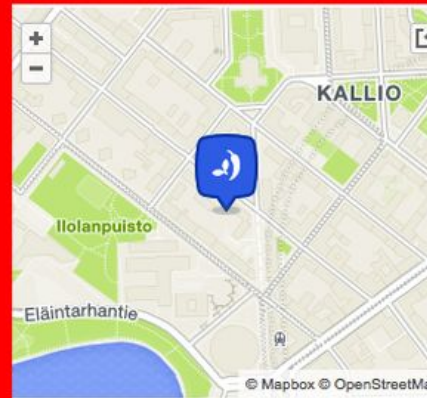
Reservations: Yes

Menus: Brunch, Lunch, Dinner

Credit Cards: Yes

Outdoor Seating: No

Wheelchair Accessible: Yes

9.4 /10Based on 203 votes
People like this place

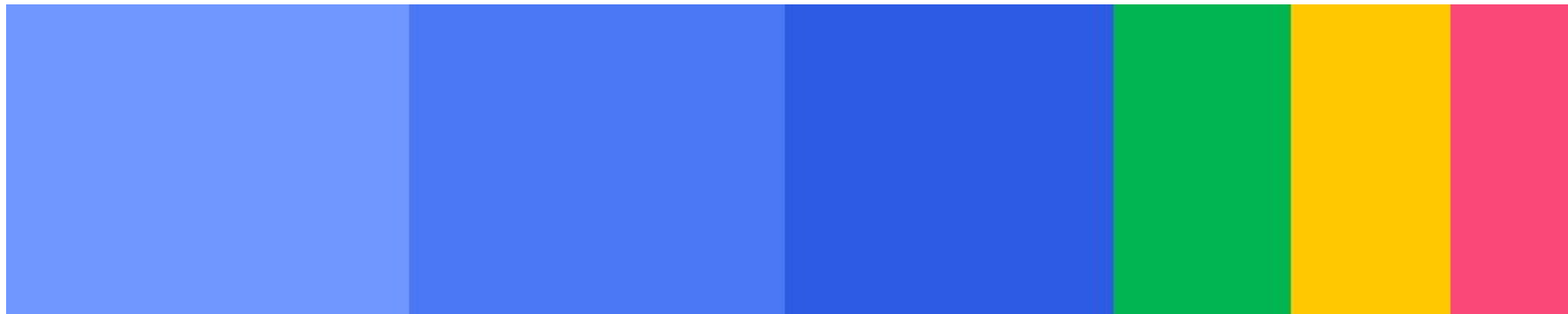
You might also like

Design:

- Simple design, big buttons and little opportunity for the user to get lost
- Dominant colour is blue, used in various shades
- Interesting is the different colour of the logo
- Use of basic typography that does not distract from the content
- User uploaded images vary greatly in quality and strongly influence the well thought out design.



FOURSQUARE



History:

**dodgeball.com** see your friends more.

Search Venues **go**

get started > **sign in** **join dodgeball** **help**

You are in [New York City](#) [Suggestions? Bugs? Send them here.](#) [Block](#)

Now available in over 22 cities!

1. INVITE FRIENDS
Add friends to your online profile



GRELLAN YOU **WESLEY** FRIEND **DAN** FRIEND

2. CHECK IN
On your phone, check in by sending a TEXT MESSAGE

WHAT YOU SEND

TO: 36343

MSG: @Rce Bar

SEND

3. CONNECT
your friends will receive a TEXT MESSAGE on their phone with your LOCATION and TIME of check in.

WHAT YOUR FRIENDS RECEIVE

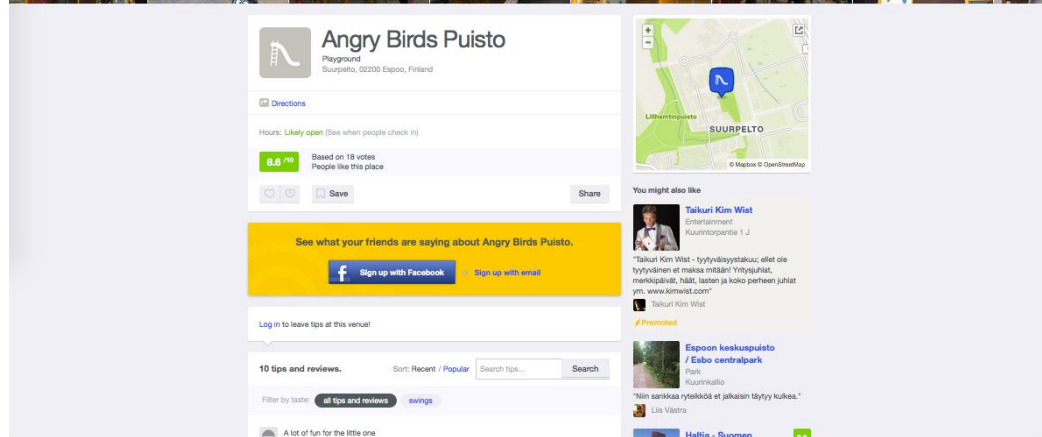
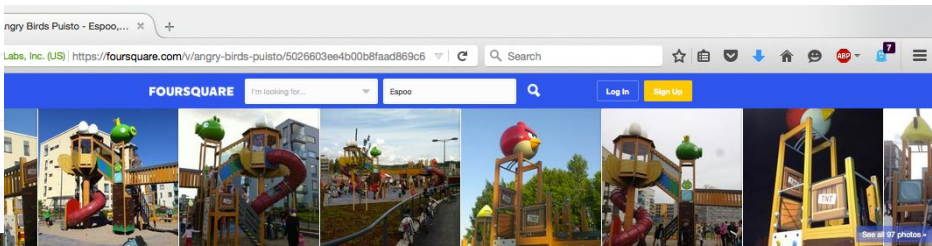
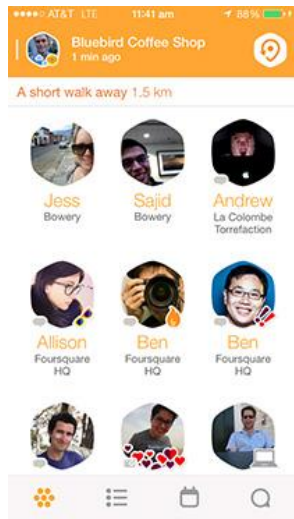
Your friend Grellan is at Ace Bar (531 E 5th St.) Why not stop by and say hello?

VIEWED **CAMERA**



History:

- Founded in 2008
- Iterated on the same idea as Dodgeball
- 8 versions since then
- World wide check-ins since 2010
- Swarm introduced in 2014 to improve suggestions



Significance:

“And next time I go on vacation, Foursquare will be the only guide book in my pocket.”

- Game element
 - Useful for daily routine
 - Millions of devoted fans
-
- People dissatisfied with the introduction of the new Swarm app

Interpretation:

- An enhanced experience of knowing one's surrounding
- Exploration guided by local 'experts' who share your interests
- *“Engine that can learn about the places people go to”*
- Making the user relate with tangible subjects

Affordances:

- The opportunity to post their whereabouts online.
 - Post comments, pictures and share experiences at these locations.
- Points and badges, as a sort of gameplay element to allow the user to gain status.
- The possibility to receive discounts.

Constraints:

- Only locations based, constraining for further communication with people
- Virtual impressions about a place
- Decisions based on personal comments

Enabling: Real-life communication, discovery

Compared to Facebook:

- Facebook community based, Foursquare intimately based on location, not on network
- Foursquare is about exploration, not as much an exhibition as Facebook.
- Facebook is knowledgeable about the person, Foursquare about a location.
- Foursquare uses a hierarchical, gamified, point system as an incentive for users, Facebook does not.
- Facebook is more an abstraction of real life, Foursquare serves to augment the experience of being.

Scenario:

R I P

(Rest in Places)

Sources:

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