

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

Ville Niemi

Melike Ceylan

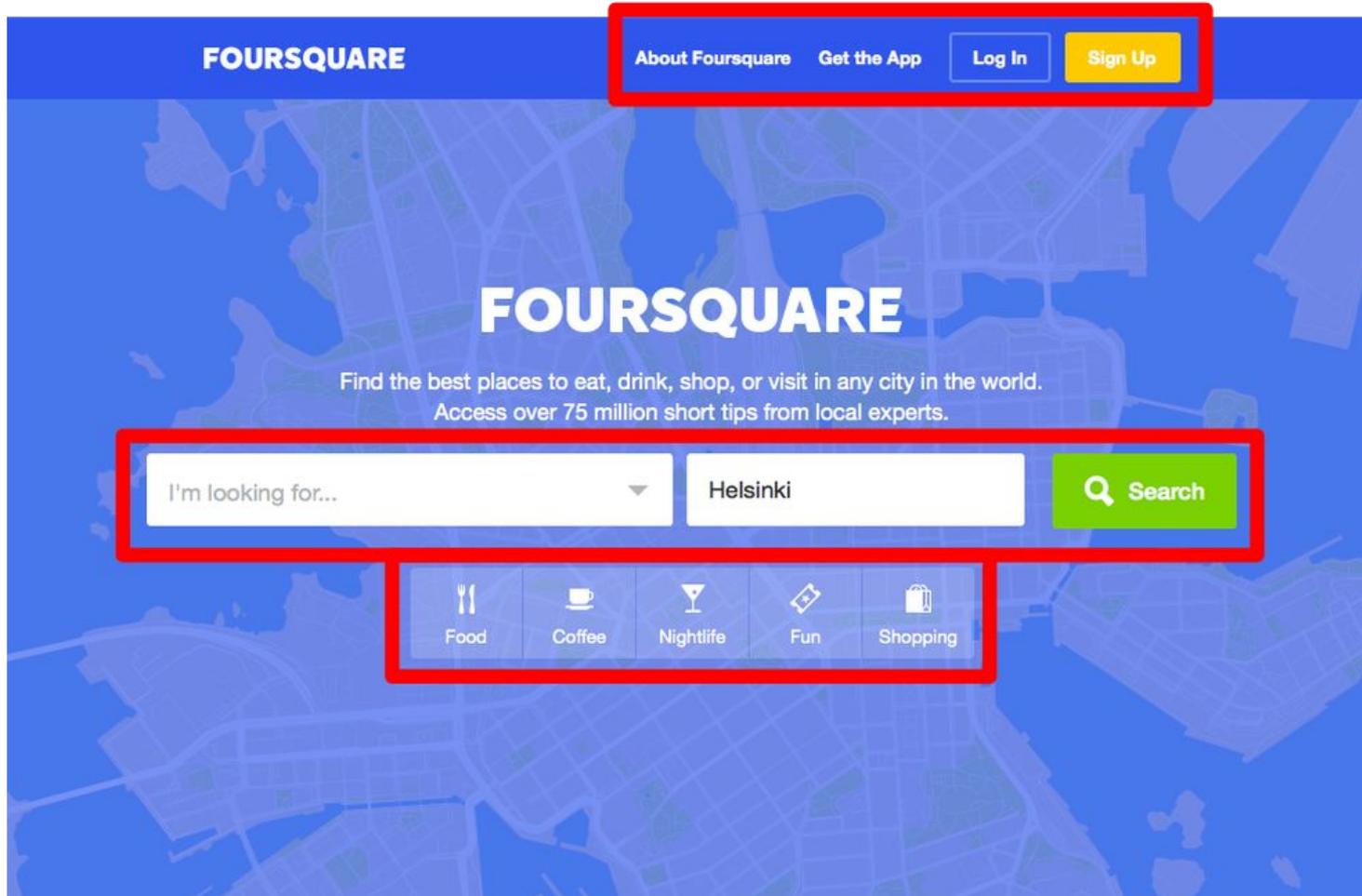
Jenna Ervasti

Mathijs Provoost

Victor Pardinho

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

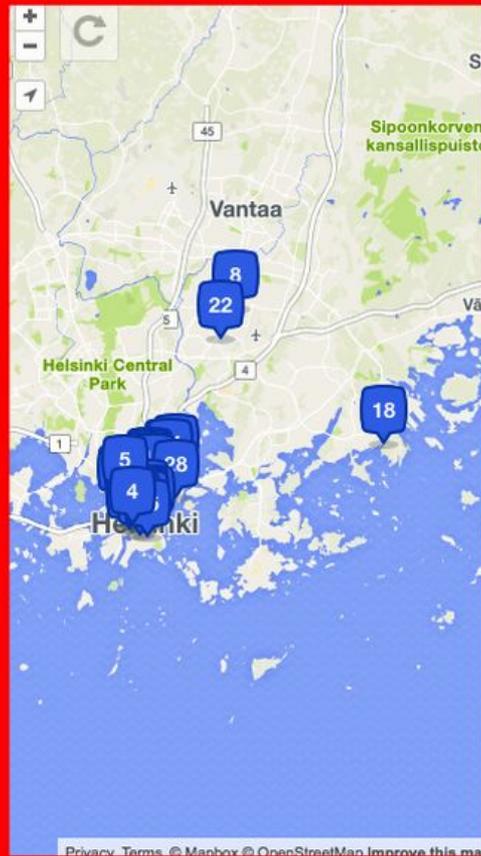
2. **Fafa's**

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**



See all 86 photos



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

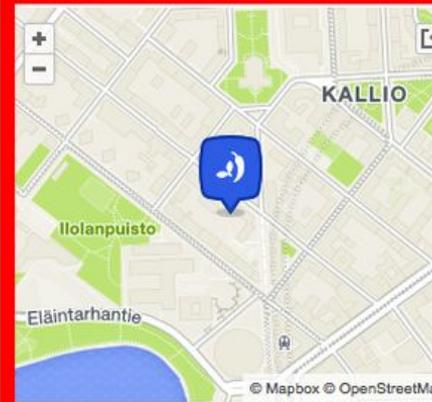
Credit Cards: Yes

Outdoor Seating: No

Wheelchair Accessible: Yes

9.4 /10

Based on 203 votes
People like this place



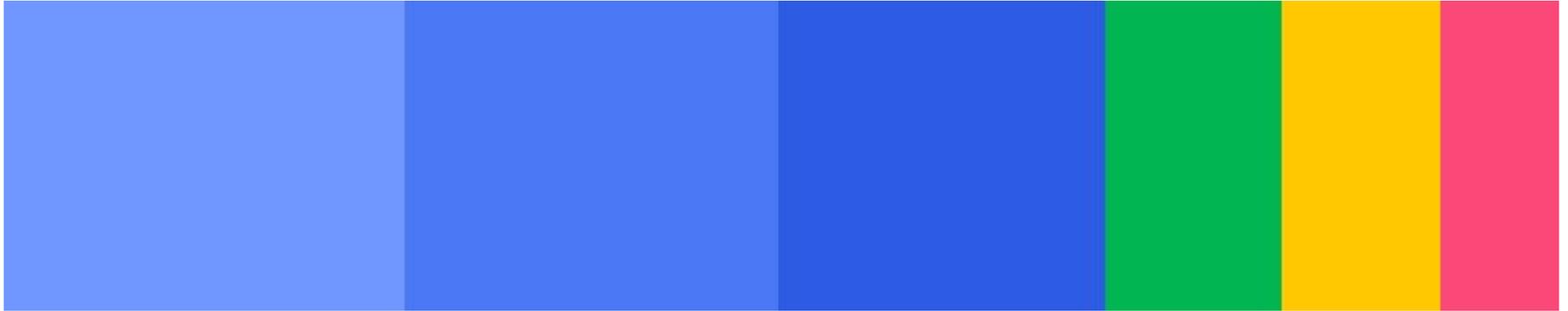
You might also like

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

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

WHAT YOU SEND →

T0: 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 ←

where is it? **what is it?**

WHAT YOUR FRIENDS RECEIVE

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

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

Bluebird Coffee Shop
1 min ago

A short walk away 1.5 km

Jess Bowery
 Sajid Bowery
 Andrew La Colombe Torrefaction
 Allison Foursquare HQ
 Ben Foursquare HQ
 Ben Foursquare HQ

Send

Time for a 🍷! Who wants in?

Visible to friends in your city

1 2 3 4 5 6 7 8 9 0
- / : ; () \$ & @ " ' , . : = + * % ^ ` ~ `

ABC [Globe] [Microphone] space return

Nearby plans

Noah • 2
Who wants to eat the best street meat ever for lunch from @The Halal Guys? 1m

Laura • 3
Heading to the 🐘 park with Moose, anyone want to meet us there? 18h

Courtney • 5
watch the flyers rangers game 7 tonight in @Fat Denny's Cafeteria at 7:00? 23h

Earlier

Adam • 19
Drinks with me & Scott! 1d

Sajid • 6
Anyone want to go see Rodrigo y Gabriela this 1d

Angry Birds Puisto - Espoo... x +

Labs, Inc. (US) https://foursquare.com/v/angry-birds-puisto/5026603ee4b00b8faad869c6

FOURSQUARE I'm looking for... Espoo

Angry Birds Puisto
Playground
Suurpelto, 02200 Espoo, Finland

Directions

Hours: Likely open (See when people check in)

6.6 /5 Based on 18 votes
People like this place

See what your friends are saying about Angry Birds Puisto.

Log in to leave tips at this venue!

10 tips and reviews. Sort: Recent / Popular

Filter by taste: all tips and reviews savings

A lot of fun for the little one

Talkuuri Kim Wist
Entertainment
Kaukoliopatie 1 J
"Talkuuri Kim Wist - tytyväisyyttakau; ellet ole tytyväinen et maksa mitään! Yritysjuliat, merkkipaita, hata, lasten ja kocko perheen juhlat ym. www.kimwist.com"

Espeen keskuspuisto / Eäbo centralpark
Park
Kaukoliopatie
"Nin sankkaa ryykköä et jalkain täyryy tukea."
Lis Viitas

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:

Almost three: A Brief History of Foursquare Time (And A Look At Its Future), AJ Arora, Feb 26, 2012, viewed October 30th 2015, <<http://techcrunch.com/2012/02/26/a-brief-history-of-foursquare/>>.

Foursquare Video Ad Campaign 2015: Explore Our Tiny Planet, foursquareHQ, Oct 5, 2015, viewed October 30th 2015, <<https://www.youtube.com/watch?v=tNcEIWHZiqY>>.

Foursquare's big break: from check-in app to Yelp killer, video, The Verge, May 1, 2014, viewed October 30th 2015, <<https://www.youtube.com/watch?v=amT83fOsKMo>>.

Why you should delete every travel app from your iPhone and just use Foursquare, Allyson Kazmucha, Jan 14, 2014, <www.imore.com>

The 6 Reasons Why People Use Foursquare, Jason Keath, Jul 29, 2010, <www.socialfresh.com>

What Is the Point of Foursquare, Jon Mitchell, May 3, 2012, <www.readwrite.com>