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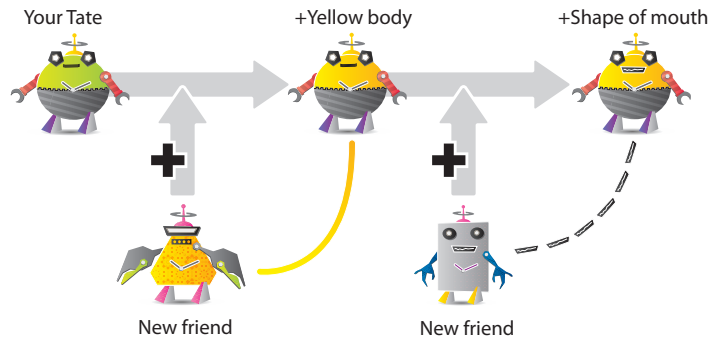Bruno Scheele
mytate.com

tate

THE SOCIAL MUTATOR

A Proximity Aware Portable Offline Device.
Find, connect & play. As if you're online.

Concept

Tate is a virtual creature on a proximity Aware portable Offline Device (P.A.POD). It supports children from around the age of 12 in their switch from primary to secondary school.

The Ingredients of online social networking are translated into a physical product they can carry with them everywhere they go. Enabling the kids to use their online social skills in the real world. This way they can handle the new situation much better.

Proces

During the past summer months three students from the Delft University of Technology in the Netherlands developed their concept. They used a user-centered design process using iterative prototyping as a way to gain useful insights in the needs, wishes and desires of the target group.

Your Tate   +Yellow body   +Shape of mouth
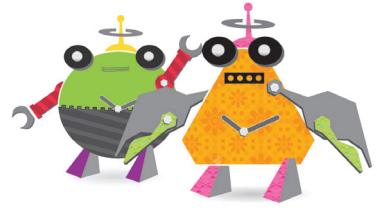
+ New friend   + New friend

Every time you become friends with another Tate-user, your Tate mutates with the other Tate. Thereby developing together with you and your social network.

Creative session with kids: what are their expectations?

The P.A.POD enables The Tate to find, connect and communicate with other Tates nearby.

Test session with kids: How should the Tate react? By observing their usage we could detail the concept.