



Homeless SMS

www.homelessSMS.com

Started in 2010, Homeless SMS is a young, innovative, London based digital social venture providing homeless people with free-to-use mobile tools to help them find and access relevant services in their area. Homeless SMS's mission is to encourage homeless people's social and psychological re-integration with society by helping them to stay in touch with useful and relevant opportunities

Their twitter-sms project is the first in a series of mobile developments aimed at helping the homeless. It enables the homeless to receive timely information of their choice around issues ranging from where to find free meals to skills courses, and even social events where they can meet others in a non-homeless context.

The brief for Good for Nothing

1. Naming and identity

The current name is a working title and is not considered suitable for the organisation as it grows. The team's primary concern is that people with no fixed address do not like being labelled homeless. Beyond this SMS is considered limiting given the need to develop and grow the service as technologies shift.

2. Simple service instructions on a card

Instructions on how to sign up and use the service are currently held online and delivered on small cards. They focus on key instructions for creating and manipulating twitter accounts through SMS and they are not that clear or easy to understand. The team are looking to simplify the instructions and to capture them in an easy to distribute, portable format e.g. an origami style card. Ideally a template structure would be used so that the cards could be updated as and when additional information channels come available.