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MemoryKloud.

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Background:

Most social media platforms such as Facebook, Twitter, Foursquare enable us to share "byte-size" information in the form of status-update with our friends and family. Byte-size updates might make sense in the fast-pace life we live in today, however, this introduces problems.

Problem:

1- Status update streams come in from different sources, all of which compete for user attention, which makes it challenging to stay on top of a particular event.
2- Status updates usually come in as separate pieces of information, making it difficult for users to assess their relevance and/or importance.

Both of these problems usually result in fragmenting the narrative, which ultimately leads to missing the bigger picture.

Solution

Most memories are experienced with our family and friends, however, popular social media platforms are designed around individuals. These platforms focus on what their users are thinking or doing but pay lesser attention to the context of the memory: who was it experienced with, what was the occasion, where was it? The solution we envision with MemoryKloud, is to flip the paradigm on its head; a social network with events at its heart and users feeding into it, instead of a user feeding out their own bits and pieces of memories.

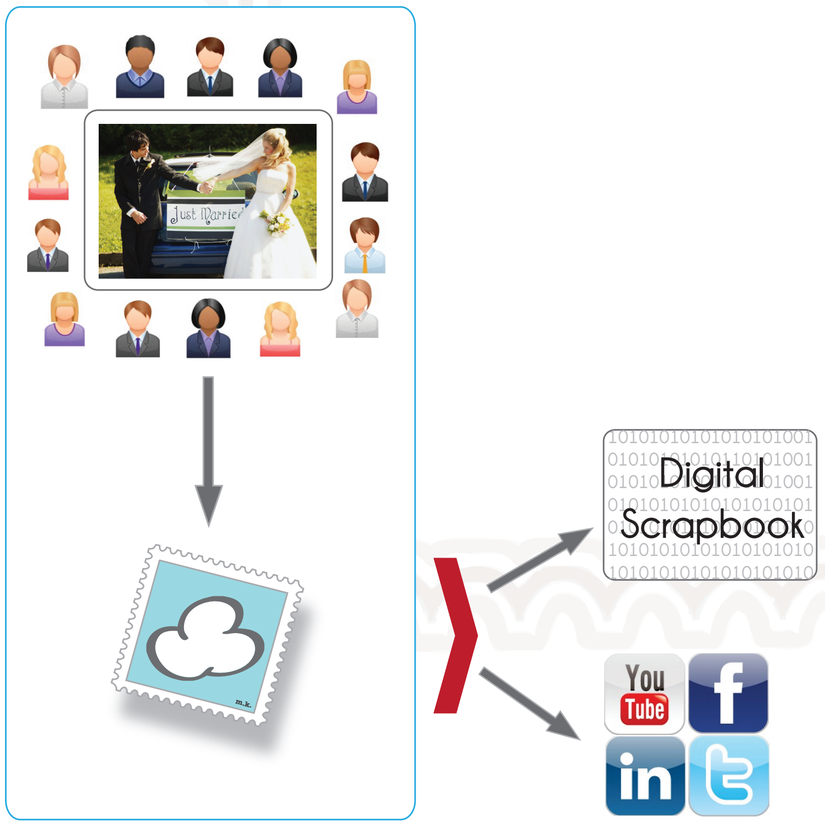

Figure 1: A mobile application, which would sit in between users and social media platforms to record interesting moments based on events

Figure 2: A web application that could potentially pull users' updates from various social platforms and auto-classify them into relevant events.