

A REAL-WORLD „LIKE“ FOR CAMPAIGNING AND ADVOCACY

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TASK

CREATE A TOOL WHICH HELPS SUPPORTERS TO SHOW THEIR INTEREST IN THIS PROBLEM

SOLUTION

A WEBSITE

AN APP

A MOBILE-SITE

SOLUTION

**A WEBSITE - THE CAMPAIGN OWNER
CREATES QR CODES AND PRINTS THEM**

A Real-World "Like" for Campaigning and Advocacy

Supporting things globally online is very easy and popular at the moment. There are Systems like Google+1;FaceBook Like and Flatter - to just name 3. Offlike aims to extend this pattern to local "offline" things. By placing QR-Codes (or later NFC) on real places with real problems - and giving the user the option to support this thing we hope to increase involvement with problems that matter for you - locally - offline .

How it works: First you create a new campaign at Off Like. Entering a title, description and the amount of QR codes you need. Then Off Like creates the needed codes. You print them and put them on your campaign poster. These posters are distributed in the local area where problems appear. Everytime somebody sees a poster, he or she scans the code with the Off Like App and likes the poster immediatly. If the person hasn't got the app, he or she is directed to the site where the person can 'like' the idea. Statistics about the amount on views, likes and gps coordinates are viewable on offlike.com. This is how you can add a like button in the real-world.

[Create new Campaign](#)

SOLUTION

**AN APP - THE SUPPORTER SCAN THE QR
CODE WITH AN APP AND CAN SHOW HIS
SUPPORT WITH A LIKE IMMEDIATLY**

SOLUTION

**A MOBILE-SITE - A SUPPORTER SCANS
QR CODE WITH AN USUAL SCAN APP
AND IS DIRECTED TO THE MOBILE-SITE**

SOLUTION

**THE CAMPAIGN OWNER CAN CHECK THE
STATISTICS ABOUT VIEWS, LIKES AND
GPS COORDINATES**

EXAMPLE

GLASGOW CLEAN UP - A COMMUNITY PROBLEM

Show your support!



www.cleanglasgow.com



TIME FOR A CLEAN UP?

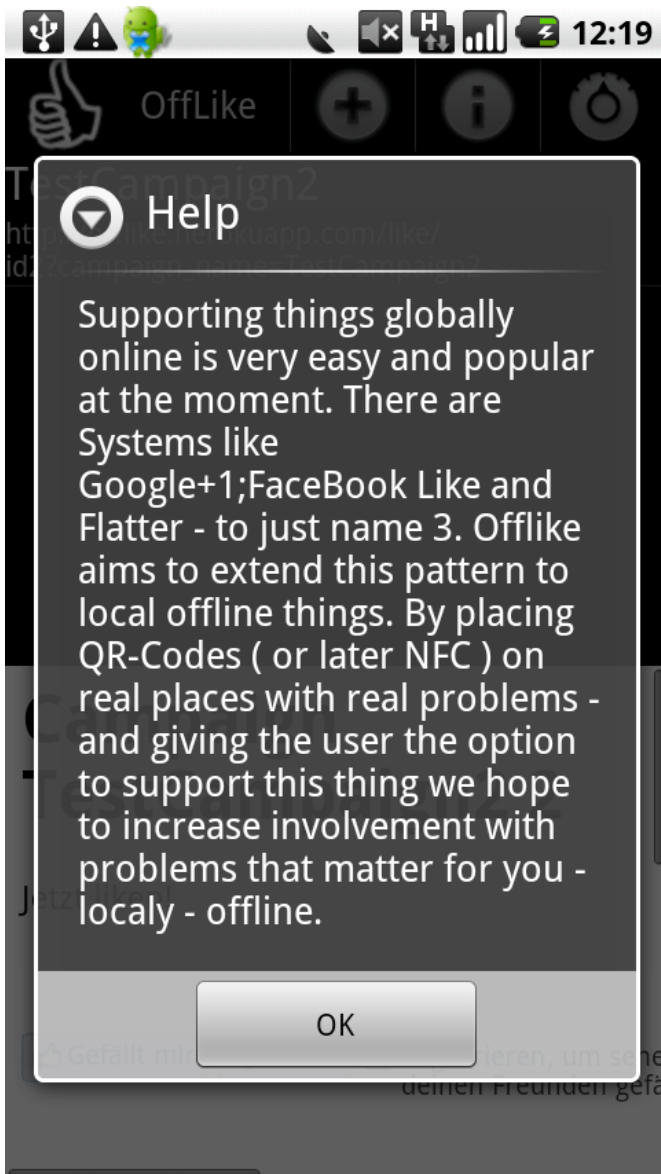
HELP US MAKE A DIFFERENCE TO THE LOCAL AREA

SATURDAY 15TH SEP
10.30_{AM} - 12.30_{PM}

STARTING POINT: **WHITEHILL POOL**, ONSLOW DRIVE
ALL EQUIPMENT PROVIDED + FREE REFRESHMENTS

EXAMPLE

SCAN WITH THE OFF LIKE APP



EXAMPLE

**SCAN WITH A QR CODE SCAN APP
AND OPENING IN A BROWSER**




Campaign Clean Glasglow

Clean Glasgow is a campaign with a straightforward goal ? to make our city and every neighbourhood within it a cleaner, safer place. It is built on a partnership with our communities and a shared responsibility for our environment, whether we are at home or school, at work or at play.

 Gefällt mir

 Senden

 Registrieren, um sehen zu können, was deinen Freunden gefällt.

EXAMPLE

**NOW THE CAMPAIGN CREATOR CAN
CHECK THE STATISTICS ON THE
WEBSITE**

THE END

HAPPY EVER AFTER