

Scenter: Spreading Words in a Region

-- a Geofencing Platform for Microblogging

David Fink, Denis Savenkov, Yu Wang
Emory University

Motivations and System Design

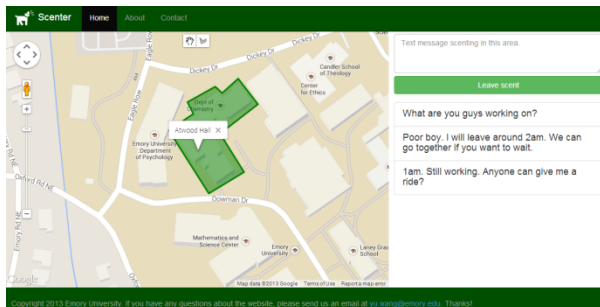
As a content provider:

Share a message to a region, to someone you may not know.

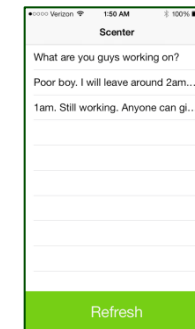
Influence news feed in an area.

As a content consumer:

See what's going on nearby.



Website: create a region, send messages



Mobile: detect regions, receive messages

Create a region, leave a scent – Web client

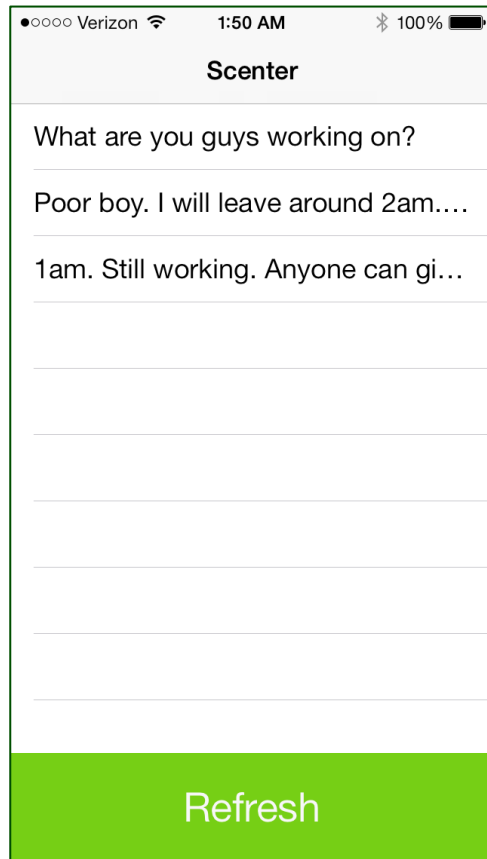
Draw and name the region

Leave *scents* to that region

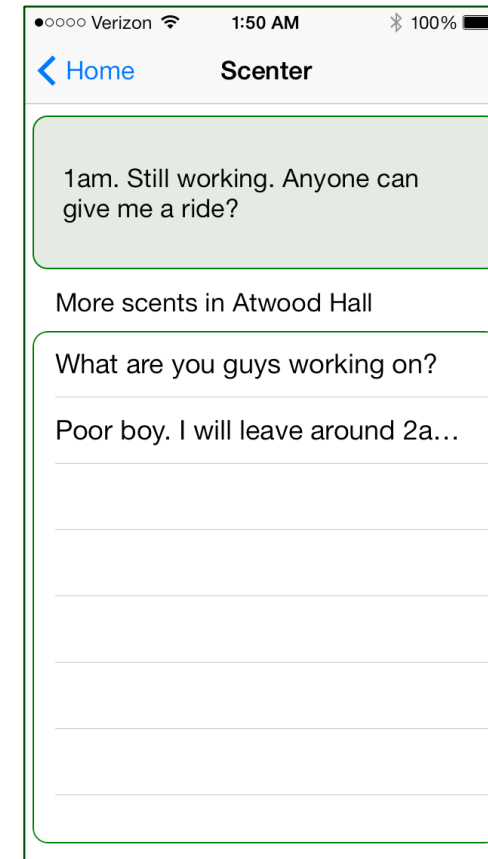
The screenshot shows the Scenter web client interface. At the top is a dark green navigation bar with the Scenter logo and links for Home, About, and Contact. Below the navigation bar is a map of Emory University. A green polygon is drawn around a building labeled 'Atwood Hall'. A green arrow points from the text 'Draw and name the region' to this polygon. To the right of the map is a text input area with a placeholder 'Text message scenting in this area.' and a green 'Leave scent' button. A green arrow points from the text 'Leave *scents* to that region' to this input area. Below the input area is a list of existing scents in the region, including 'What are you guys working on?', 'Poor boy. I will leave around 2am. We can go together if you want to wait.', and '1am. Still working. Anyone can give me a ride?'. A green arrow points from the text 'Existing *scents* in the region' to this list. At the bottom of the interface is a dark green footer with copyright information and contact details.

Copyright 2013 Emory University. If you have any questions about the website, please send us an email at yu.wang@emory.edu. Thanks!

Check out What's going on Nearby – Mobile client



Scents nearby



Scents from the same region

Use cases – Events

The screenshot displays the Scenter web application. At the top is a dark green navigation bar with the Scenter logo (a cat) and links for Home, About, and Contact. The main content area is split: on the left is a Google Map of Emory University with a green polygon highlighting the business school area. A tooltip for 'Emory Goizueta Business School' is visible. On the right is a white text input field with the placeholder 'Text message scenting in this area.' and a green 'Leave scent' button below it. A second white box contains the text 'Great event here! Check out cool things in hackATL.' The footer is a dark green bar with copyright information for Emory University and contact details.

Scenter Home About Contact


Text message scenting in this area.

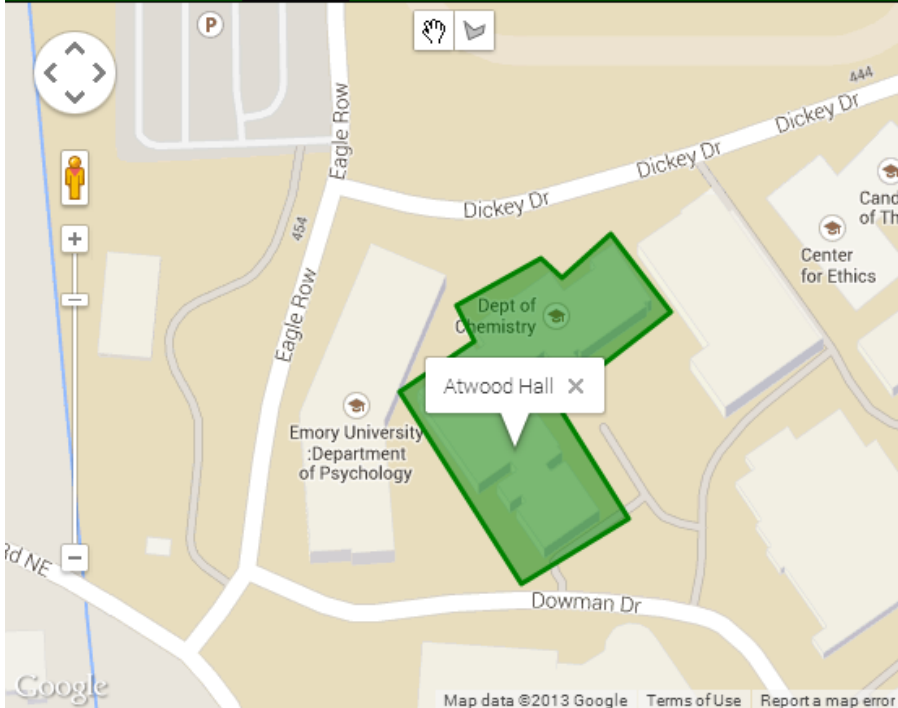
Leave scent

Great event here! Check out cool things in hackATL.

Copyright 2013 Emory University. If you have any questions about the website, please send us an email at yu.wang@emory.edu. Thanks!

Use cases – Local chats

 **Scenter** [Home](#) [About](#) [Contact](#)



Map data ©2013 Google [Terms of Use](#) [Report a map error](#)

Text message scenting in this area.

Leave scent


What are you guys working on?

Poor boy. I will leave around 2am. We can go together if you want to wait.

1am. Still working. Anyone can give me a ride?

Copyright 2013 Emory University. If you have any questions about the website, please send us an email at yu.wang@emory.edu. Thanks!

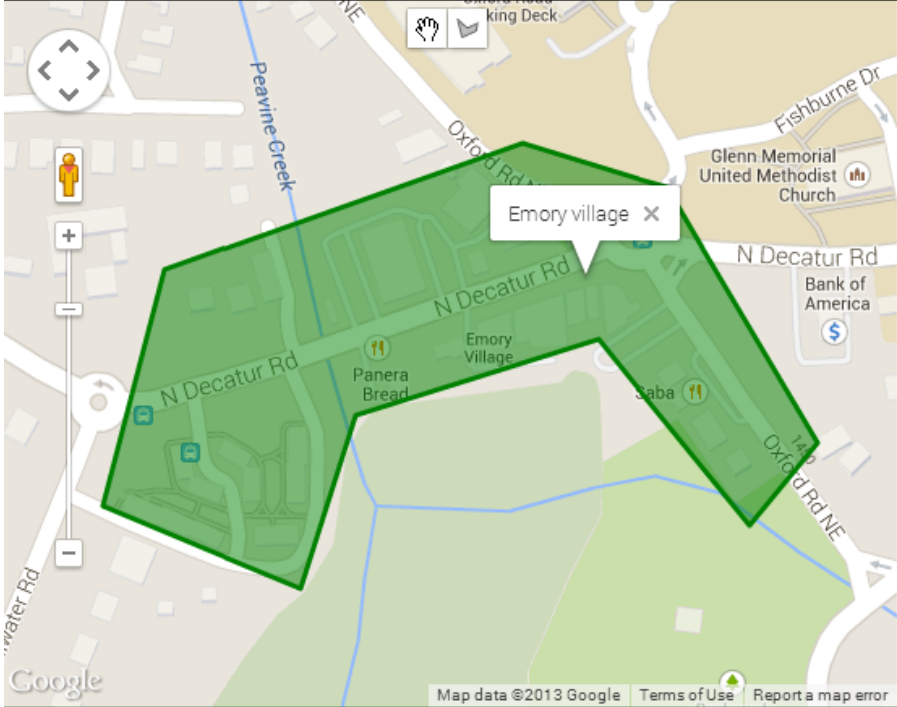
Use cases – Local business

 Scenter

Home

About

Contact



Emory village X

Text message scenting in this area.

Leave scent

Breaking!!! New restaurant: Ink & elm.

Great subs at Dave's!! Love it!

Copyright 2013 Emory University. If you have any questions about the website, please send us an email at yu.wang@emory.edu. Thanks!

Scenter: a Geofencing Platform for Microblogging

- Monetization plan:
 - Businesses pay for featured scents.
 - Businesses pay to the users who carry commercial *scents* to other area.
 - Businesses pay to create large regions.
- Chatting with people nearby.
- Meeting with new people.
- Promoting and discovering local events and news.

Happy Scenting