

Touching change



PopTech poptech.org

PopTech is a unique network of the world's most inspired—and inspiring—leaders, thinkers, and doers, dedicated to improving the way people live. Once a year, 700 of these leaders converge in the seaside town of Camden, Maine. There they plant the seeds of initiatives that will affect the lives of millions worldwide.

"When we decided we wanted to develop an iPad app, we envisioned creating a game-like experience that revealed unconventional insight. We found in Hot Studio the ideal partner for creating a final product that far exceeded our expectations."

Andrew Zolli
Executive Director, PopTech

Information overload

For the 2011 conference, "The World Rebalancing," PopTech asked sponsor Hot to collaborate with partners PwC, the UN Global Pulse, Jana, and The New York Times R&D Lab to create an iPad experience. Each partner contributed research about people, places, and problems, for which Hot would design an interface. But the data was almost too rich. How could the team weave tens of thousands of items from CEO survey results, daily life questionnaire answers, and a decades-long news archive into a memorable experience? The app needed more than attractive "skin." So the team converted reports and spreadsheets into data visualizations, communicating not only facts, but also their effects.

Numbers tell tales

PopTech wanted the app to extend their mission, so it had to pulse with ideas, not just facts. Questions of form arose. From PopTech fellows' videos

to newspaper "memory maps," the content sparked delighted discovery and sober contemplation. So should the experience resemble a gallery? A magazine? A playground? The answer: all three. Still, the app lacked a unifying thread. Despite the material's complexity, the solution was simple: past, present, and future. Applying time's lens transformed separate interactions into a cohesive story about who we've been, who we are, and who we're becoming.

It takes a village

Building the PopTech app required every discipline at Hot. We all worked beyond traditional roles, realizing new skills and unexpected insights, to launch an experience to inspire the same. Blending geography, history, and ethnography, the app lets users discover surprising information whose implications are paving the way for how we live—and could live.

Download the app:
<http://bit.ly/uXI5Ev>