

# There and Back Again

A Story of How an Idea  
Grew Beyond Expectations



Kate Freedman and Abigail Willemse

# ANZ 23 Mobile Things



775 people



6 months



8 countries



23 mobile apps/technologies

# What are the 23 Mobile Things?





**I'm going on an Adventure!**



# The Journey Begins



It all started with a tweet...

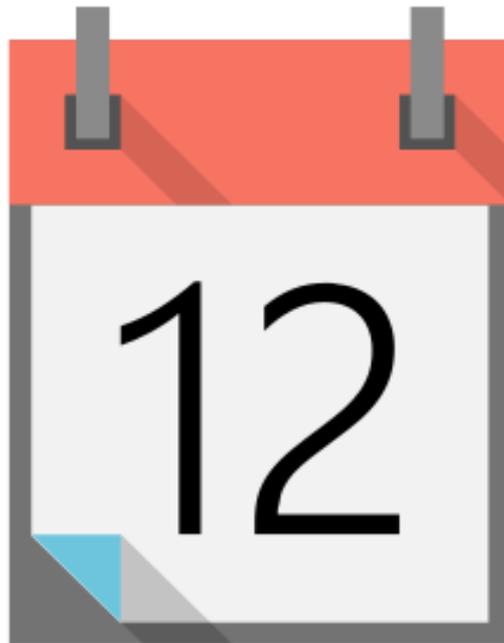


# The Challenges

*Varsha Vijayan*  
varshavijayan.tumblr.com



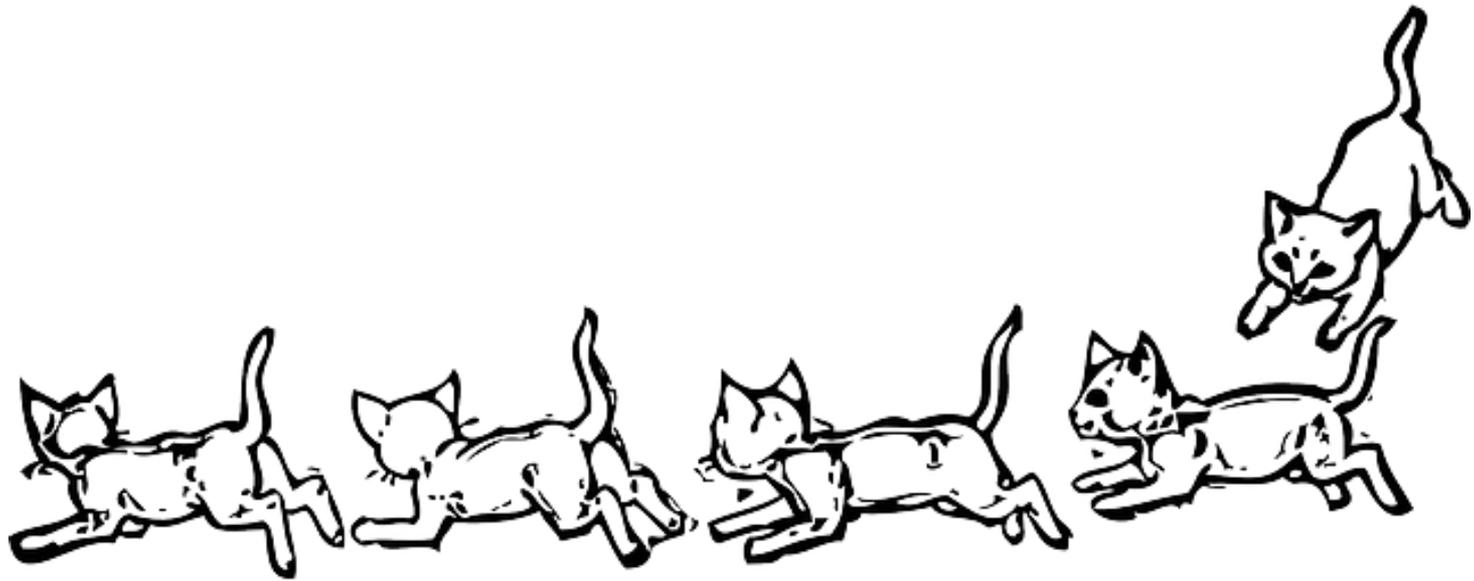
# Time



# Motivation



# Chasing volunteers up



# Time zones



# Keeping track of participants



# Survey exhaustion

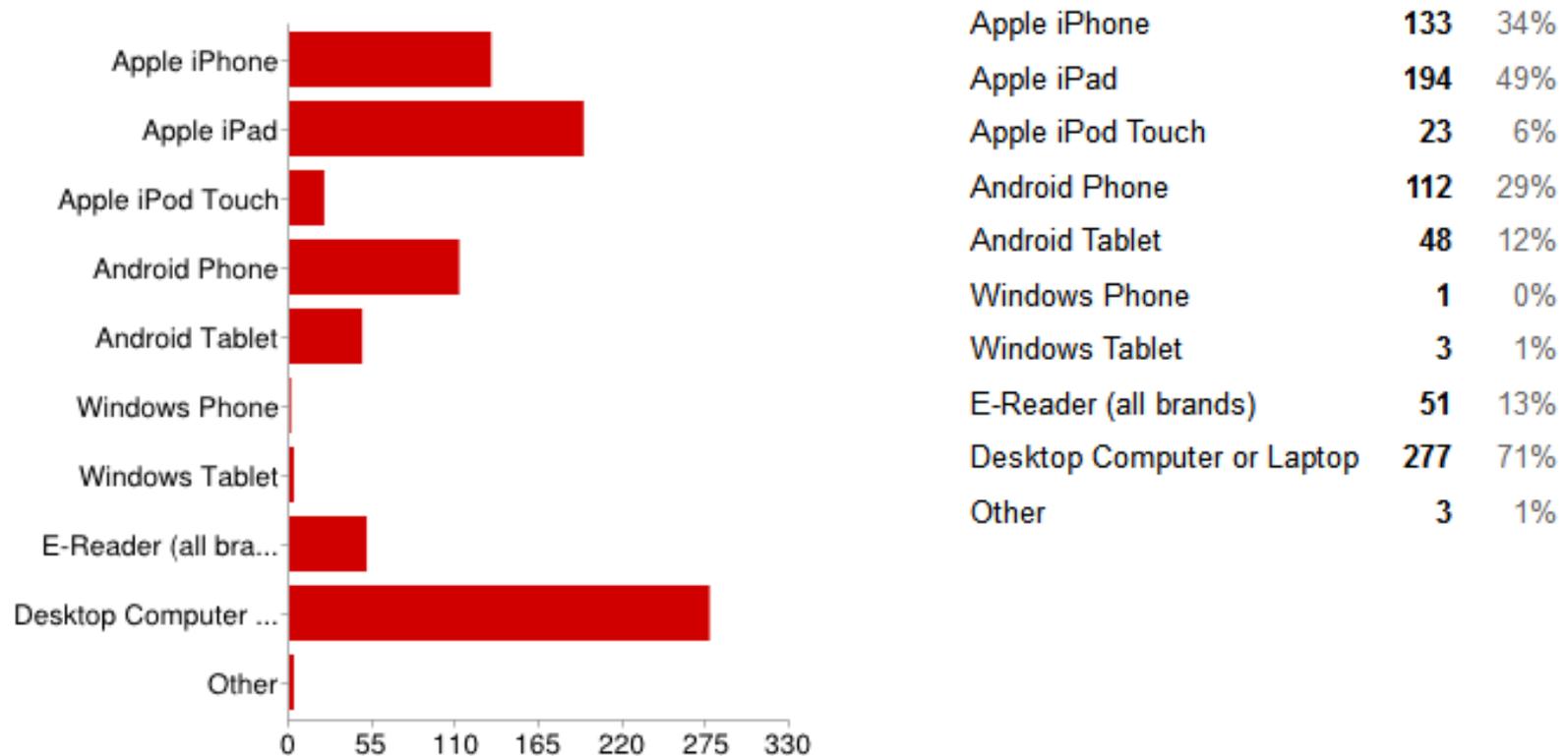


# Technological errors



# Massive range of devices!

What device(s) will you be mainly using for this course?



# Managing mentors



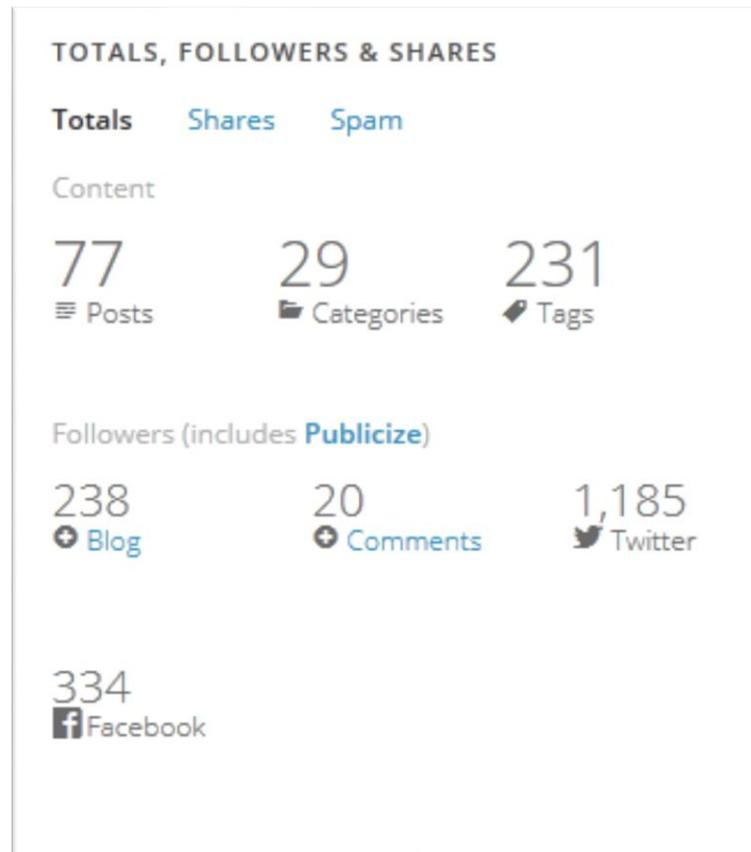
# The Successes



A blog platform as the hub



# The Statistics Slide



# Strangest search terms

6youtube 7

snapchat feet 4

feet selfies 4

allocate emails please 2

what is check cc.cch i got it in my mobile? 2

"financial domination" snapchat

thank you no thank you

saudi arabia - abduallah al bishi

what are those things that attached to your phone

where do new zealanders hang out in new york

where does cate freedman work?

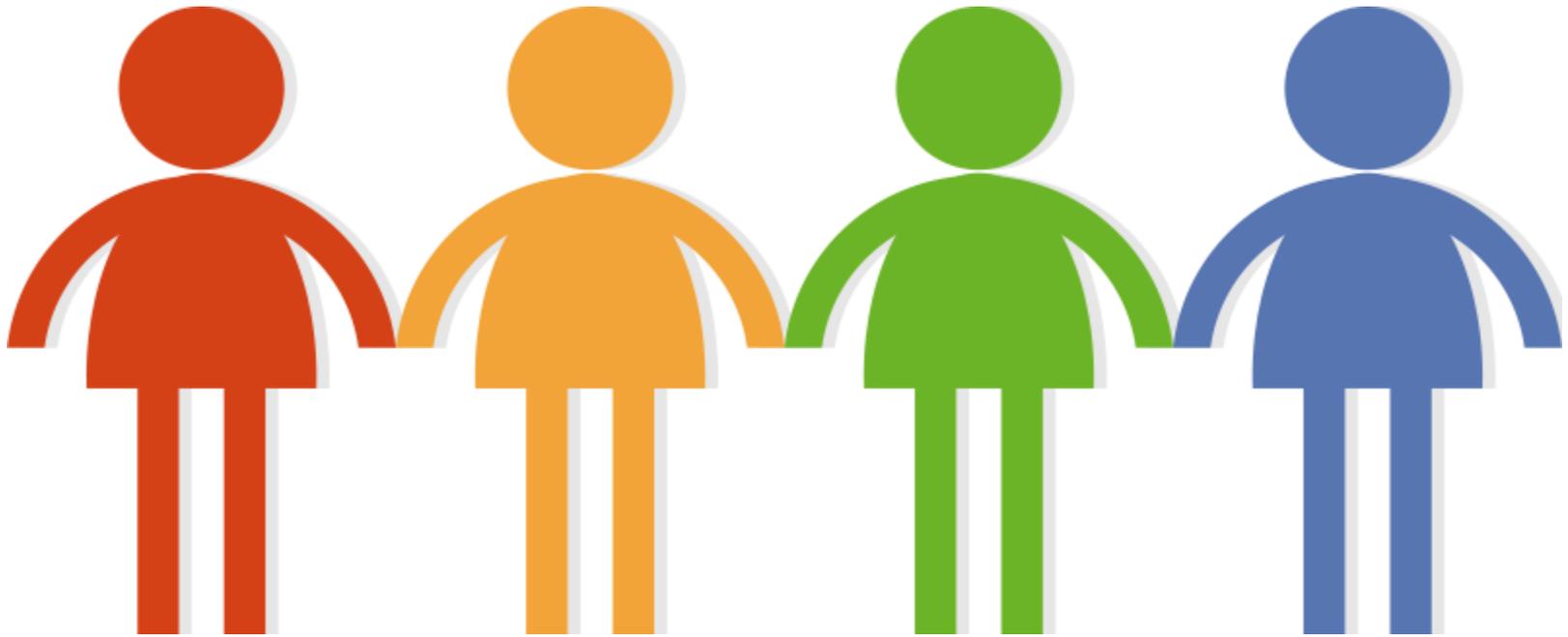
quiet angry birds

whatarethesilosonthecoastofaustralia

www.house kipping corsse

harry potter inspired captions

# Enlisting volunteers



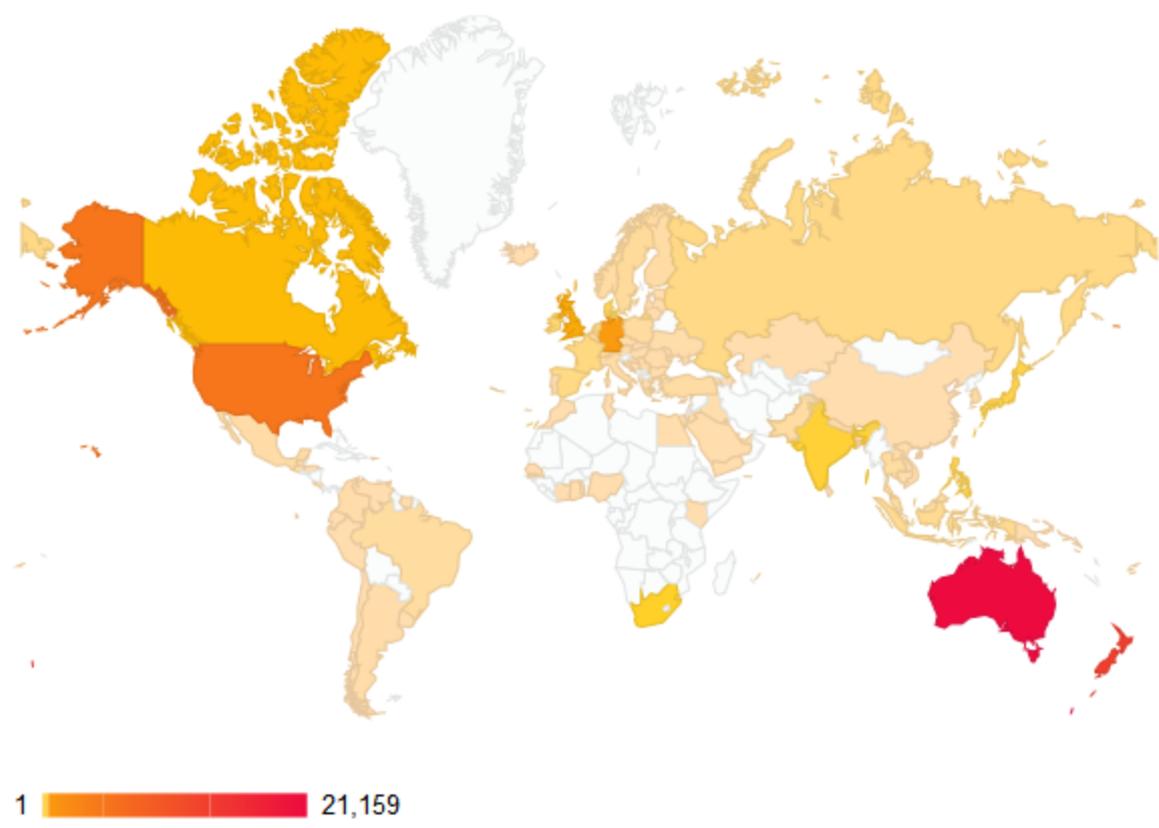
# Getting involved with the creators – the global focus



# Viral size!



Country	Views
 Australia	21,159
 New Zealand	13,414
 United States	4,939
 Germany	524
 United Kingdom	503
 Canada	444
 Singapore	385
 South Africa	300
 India	265
 Japan	217
 Philippines	198
 Denmark	178
 Hong Kong	140
 Ireland	137
 France	100
 Spain	97
 Russian Federation	92
 Netherlands	88
 Indonesia	63
 Switzerland	51
 Sweden	45
 Poland	36
 Belgium	34
 Brazil	33
 Malaysia	33
 Thailand	33
United Arab Emirates	31



We reached.....

# Many people visited...

## Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2013				3,456	13,311	5,016	4,516	2,782	2,465	2,665	1,790	845	36,846
2014	1,090	727	819	888	723	927	747	1,478					7,399

## Average per Day

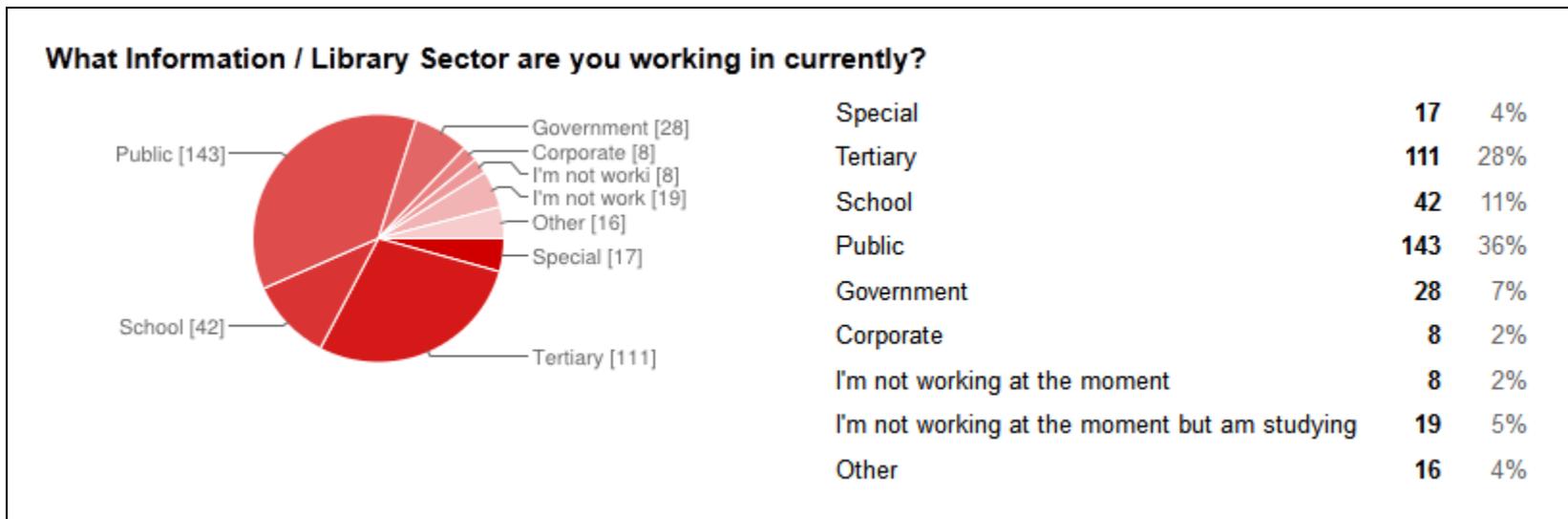
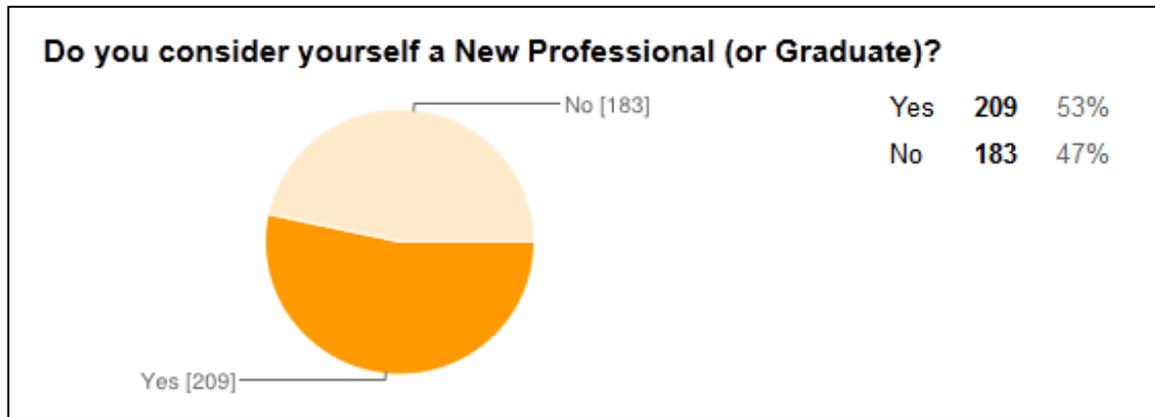
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall
2013				314	429	167	146	90	82	86	60	27	144
2014	35	26	26	30	23	31	24	54					31

Best ever  
1,250  
views

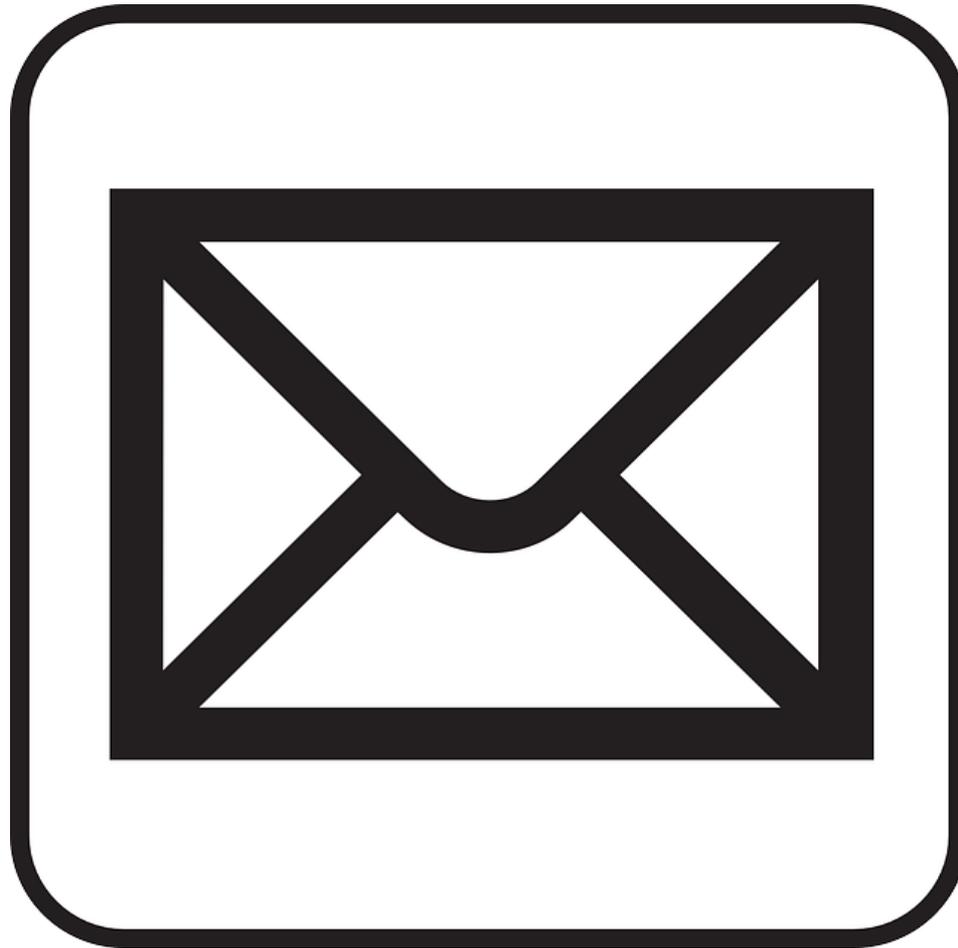
All time  
44,248  
views

397  
comments

# Bridging gap between new & old professionals & across sectors



List-Servers/ 'old-fashioned' email



One course to rule them all!



**And back again...**



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**23 Mobile Things- @23mobilethings**

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