

The Viral Project - Application Ideas

So we have had quite a few application ideas submitted in the forums and in this document I want to go through them all and give my comments. Most of the quoted text below is straight from the forum post with my notes. I have also missed some applications out as they are duplicates of other ideas that have been covered.

<i>Story Maker</i>	5
<i>Calendar App</i>	5
<i>Genie s Three Wishes</i>	6
<i>Do You Need This?</i>	6
<i>Time Capsule</i>	7
<i>ECards For Photo Sharing</i>	7
<i>Holidays</i>	8
<i>Beer Related Injuries</i>	8
<i>My Facebook Mobile Phone</i>	9
<i>Book Swap</i>	9
<i>Digg Killer - FB Times</i>	10
<i>Share The Love</i>	10
<i>Treasure Hunt</i>	11
<i>Enter My Kingdom</i>	11
<i>Bumper Stickers</i>	12
<i>The President Of Facebook</i>	13

<i>Most Interesting Men / Women</i>	13
<i>Do You Look Like Your Pet</i>	14
<i>That s The Ticket</i>	14
<i>Virtual Stock Market</i>	15
<i>Rate My Joke</i>	15
<i>Personal Websites</i>	15
<i>Hot or Not</i>	16
<i>Apps From Groups</i>	16
<i>Face Painting</i>	16
<i>Facebook Races</i>	17
<i>Email Via Facebook</i>	18
<i>Gossip</i>	18
<i>Lucky Duck Scratchies</i>	18
<i>Facebook Voicemail</i>	19
<i>Pets</i>	19
<i>Trade Wars</i>	20
<i>Help Me Learn</i>	20
<i>Monsters</i>	21
<i>Have You Seen... ?</i>	21
<i>Word Of Mouth</i>	22
<i>Lists</i>	22
<i>5 Things You Didn t Know About Me</i>	23
<i>Facebaby</i>	23
<i>Are We Related</i>	24
<i>Ouija Board</i>	25
<i>Dating Application</i>	25

<i>Professional Networking And Contact Management</i>	26
<i>Second Face</i>	27
<i>MorphMe</i>	27
<i>Concerts I Am Going To</i>	28
<i>Yard Sale</i>	28
<i>ePhotocons</i>	28
<i>Give Gifts, Actual Gifts</i>	29
<i>Goals Or Resolutions</i>	30
<i>Adopt-A-Cause</i>	30
<i>Share My Dreams</i>	31
<i>Six Degrees Of Seperation</i>	31
<i>Swap It</i>	32
<i>Pass The Truth Stick / Liars Club</i>	32
<i>Things I d Like To Do Before I Croak</i>	33
<i>Pass The Parcel</i>	34
<i>Genealogy</i>	34
<i>Top 10 Places I Would Like To Travel</i>	35
<i>Friend Cloud</i>	35
<i>What Have You Recycled Today?</i>	35
<i>Carbon Trading</i>	36
<i>Remember To Breath</i>	36
<i>Friend Of The Day</i>	37
<i>Weight Loss Goals</i>	37
<i>Mobile Phone Photo s</i>	37
<i>Avatar Builder</i>	38
<i>17 Minute Challenge</i>	38

<i>Rock Paper Scissors</i>	39
<i>Eye Spy</i>	40
<i>Challenge A Friend To A Bet</i>	40
<i>Video Messages</i>	41
<i>Bodywork</i>	41
<i>Online Confessional</i>	42
<i>Fantasy Sports</i>	43
<i>Millionaire / Trivial Pursuits</i>	43
<i>Raising Funds</i>	44
<i>Debt Countdown</i>	44
<i>Status Message Generator / Rater</i>	45
<i>Vision Board</i>	45
<i>What s In Your Fridge?</i>	46

Story Maker

<http://www.immediateedge.com/members/forums/showthread.php?t=172>

I remember a game we used to play when I was younger where somebody would start the story and would end with a single word then the next person would use that as a starting point for next part of the story and so on and then you would unravel the story and see what it was about. The other game like this was where one person draws the hat and the next person the top part of the body..

So basically the idea would be that you would start the story and then invite your friends and they would add to the story.

Dan: Good idea, but unfortunately this has already been done several times in facebook.

<http://www.facebook.com/apps/index.php?q=story>

Calendar App

<http://www.immediateedge.com/members/forums/showthread.php?t=108>

Can't find a good calendar/scheduling app for facebook so that you can organise your life and share what you want with friends/groups/public.

For example the meetup yesterday could have been signalled to all members of the edge facebook group and the clarification of venue signalled as an update.

Dan: Lots of calendar / scheduling apps on facebook. Would be hard to differentiate.

<http://www.facebook.com/apps/index.php?q=calendar>

Genie's Three Wishes

<http://www.immediateedge.com/members/forums/showthread.php?t=19>

You have three wishes that you can use for yourself or better...share with a friend. You have a list of wishes to wish upon another, or you can make up your own (like with the Superpoke options). Now just as with the Free Gifts - where they charge - we give the first three for free and then charge for them.

We make these wishes look visually appealing - so people receive cute visuals.

Dan: In concept this is a good idea, apart from the charging aspect. I don't think we could hit the volume if there was some fee involved. There are also several other 'wishes' type applications on facebook although at the moment they have gained little traction.

<http://www.facebook.com/apps/index.php?q=wishes>

Do You Need This?

<http://www.immediateedge.com/members/forums/showthread.php?t=93>

This would be a type of classified application, except it will be for getting rid of things that you don't need, but are still useful and don't want to throw out. For example, you may have a baby stroller or some old piece of exercise equipment that is just lying around, and you don't really want to go through the hassle of selling it.

So, this application would allow you to post things to your friends, or to people in your networks (especially geographic networks), to offer the item for free. That way, you could save the landfills from one more piece of commercial junk that you no longer desire, but someone else may be able to make good use of.

Dan: Really like the concept but I am not sure if the application is viral enough (i.e. enough mass appeal to get the traction we need). The other issue is if freecycle.com created a application we would not be able to compete. Their huge userbase would dwarf us. I have found two similar apps with very small user bases on facebook.

<http://www.facebook.com/apps/index.php?q=recycle>

<http://www.facebook.com/apps/index.php?q=garage+sale>

Time Capsule

<http://www.immediateedge.com/members/forums/showthread.php?t=129>

Your friend would like you to add to their virtual time capsule. They have nominated to open their time capsule in X years time.

You may add a message, picture, video to your friend's future self.

Dan: I don't think the idea is viral enough, and more importantly I don't think this will be a daily use application which is something we need now that the metrics have changed.

ECards For Photo Sharing

<http://www.immediateedge.com/members/forums/showthread.php?t=7>

Based on Dan's document which sites that Facebook is the No.1 photo sharing application on the web AND my own experience of putting the latest new puppy pictures on Facebook and having to copy and paste the link into an email to send to my friends.....

How great would it be to have an application that allows us to do that through Facebook!

If there is an application for Facebook that will do that - I haven't found it.

Dan: There are already a couple of greeting card apps on facebook (see link below). The idea is great because of how it fits with the social graph but unfortunately I don't think this is totally possible with the API. (i.e. I am not sure whether we can extract photo's from users profiles to be sent externally). Also one downside is taking the application 'out' of facebook.

<http://www.facebook.com/apps/index.php?q=greeting+cards>

Holidays

<http://www.immediateedge.com/members/forums/showthread.php?t=53>

I have just gone through all of the facebook applications - whew! I am surprised at what is there, it's amazing. Timing is everything they say, and I am not sure at what our date is for having this application up and running but the holiday season is coming...

Most of us are affected by it in some way or another, at least here in the states. Everyone gets into such a rush during the holidays. My idea is to create an application that makes it easy for a facebook user to send a holiday greeting card through facebook to a friend.

Or to send their friends a holiday wish list, but there are 3 wish list applications already on facebook. We don't have to stop with the upcoming holidays of Thanksgiving and Christmas or Channukah, there is New Years, Valentine's Day and St. Patrick's Day, etc., throughout the year.

Dan: I like the idea, but I think the main problem with this application is that there are so many other applications that combine these various elements that it would be hard to distinguish ourselves from the current offerings.

Beer Related Injuries

<http://www.immediateedge.com/members/forums/showthread.php?t=179>

I was thinking of having a human body where the user can click on and add stories about how they got injured whilst under the influence. They can add dates and which of their facebook pals were present at the time.

Dan: This is a simple and fun application but I don't think it has the mass viral element that we need.

My Facebook Mobile Phone

<http://www.immediateedge.com/members/forums/showthread.php?t=178>

What if we want to make sending messages from user to user more interesting and fun. What if each user can add real size image of their own phone (from our library - first only couple phones) to his/her profile.

Then the screen of the phone will be interactive (flash maybe) (the keys would be too much work).

Of course you should add/invite all your facebook users to your "phone memory". Then you'll be able to send short text messages to your friends and they'll get it on the phone and read it on the phone like it was a real phone.

There can be numerous things people are doing with their phones, but I guess the main thing here is that I have my very own personal phone on my profile, I have it customized to my liking (wallpaper, maybe sounds, ...).

Dan: I think this is a little to gimmicky and people may install it briefly but inherently people just want simple ways to communicate with each other.

Book Swap

<http://www.immediateedge.com/members/forums/showthread.php?t=118>

College kids are always looking for used text books. This app will allow them to list the books they're looking for, list books they already have but don't need anymore, and allow their friends and networks to swap with them.

It could also show a listing of all books everybody needs, all books available, and a way to get in contact with the people requesting the books to make arrangements.

Dan: There are already several applications which already provide this functionality as well as some big book apps which could easily expand into this space.

<http://www.facebook.com/apps/index.php?q=book>

Digg Killer - FB Times

<http://www.immediateedge.com/members/forums/showthread.php?t=176>

Instead of putting digg or netscape (propeller now) ON Facebook... why not REPLACE them completely?

"Top News" would appear both on the front page (external) and in user's profiles.

You can recommend stories to your friends and try and get on the frontpage. 10 messages may not be a lot to a marketer, but to Joe Schmoe who just submitted a story, 10 friends is fabulous!

And if there was an external version of the news page as well that gets fully indexed by Google it would add that much more incentive for people to get their stories on Facebook.

Dan: I like the idea, but I think Digg will be full scale inside facebook in the not too distant future either through Digg themselves or just through a user app which interfaces with the API. (there are already some limited versions of this at the moment).

Share The Love

<http://www.immediateedge.com/members/forums/showthread.php?t=174>

When I was writing about viral marketing I came across this page at <http://www.free-hugs.com/> I was thinking that you could have something where you can choose from a wide selection of sentiments to tell somebody you love them, are proud of them, encourage them..., send a hug, grapes (if they are sick), send I.O.U Certificate - I owe you a hug, I owe you a high five (so can send virtual or IOU for irl (in real life) action...

So I guess it is a bit like greeting card app but also being able to send a virtual gift

Dan: Good fit with the social graph but there are already dozens of applications out the which provide this functionality. e.g:

<http://www.facebook.com/apps/index.php?q=hugs>

Treasure Hunt

<http://www.immediateedge.com/members/forums/showthread.php?t=173>

There is something similar outside of facebook whereby it combines real world with virtual world and people join together to gather clues where they have to perform certain tasks - sometimes by doing online research and other times things in the real world.

Here is some interesting articles:

http://news.bbc.co.uk/1/hi/in_depth/...fe/2735905.stm

Also raises concept of a Virtual Thinktank app. I like what 10 Million Clicks for Peace did with the Impact Metter - wondering if this concept could be applied to something commercial

<http://www.chasingthewish.net/>

Dan: I like the idea and have been toying with it myself, I think a game is the way to go but as far as development goes, I think this kind of project would be a bit of a huge undertaking for an Edge project.

Enter My Kingdom

<http://www.immediateedge.com/members/forums/showthread.php?t=36>

Everyone at FB has their own page - and I know for myself I find it a bit cluttered at times and would almost like to have a place to go where I CHILL on Facebook.

So almost like a conservatory/reading room. But let's jazz it up a bit shall we... So what you have is an Application that allows you to create a private attachment to your Facebook profile. A place you can go and CHILL & invite particular people to join you.

OK so the varying elements to this.

1. You have different theme 'rooms' such as:

My Secret Garden

My Aladdins Cave

My Amazon Jungle

My Palace
My Country Cottage
My Tropical Island
My Enchanted Forest
My Library/Den
My Back Yard
My Parlour
My Yacht in The Mediterranean
My Tree Hut

And so it goes.

And what they are given is a basic frame-work. They pick a template. And each template comes with some basic elements in it that match the theme chosen.

They can then add to that themselves by buying other elements to decorate their private space as they want.

Dan: Love the idea and I noticed that there is an existing application that does this on a smaller scale called My Room (link below) which is doing really well. From a development point of view I think this is a little grand for our project.

<http://www.facebook.com/apps/application.php?id=5428420701&b&ref=pd>

Bumper Stickers

<http://www.immediateedge.com/members/forums/showthread.php?t=29>

How many people have bumper stickers on their car? Why not put one on your profile page?

We could easily create some funny pre-written sayings or let people create their own and turn them into something that looks like a bumper sticker. They could also be used to express a political opinion (how many dueling I hate Bush/I love Bush stickers do you see in the U.S.?), brag about your kids, declare your allegiance to a sports team, etc.

For a viral component, we could allow people to share their stickers with others -- so if someone creates a really awesome Bush Sucks sticker (or W rules sticker, depending on your politics), I'm sure lots of people would like to have it on their profile as well. So as more people used it and created their own stickers, the gallery of what's available would grow.

Dan: Damn great idea but it has already been done and they have over 700,000 users.

<http://www.facebook.com/apps/application.php?id=2427603417&b&ref=pd>

The President Of Facebook

<http://www.immediateedge.com/members/forums/showthread.php?t=152>

Merging the themes of popularity, voting, referrals. Basically a big facebook ladder of popularity. The top person becomes the president of facebook, then you have ministers, mayors, local government folk, community leaders, citizens.

You request votes from your friends - this means they have to install the facebook app. They request from your friends, giving you partial points. People can also click on your "Vote for me" box on your profile, which asks them to install the app.

Dan: God idea in concept but I am not sure this would appeal to a mass audience just because it would be so difficult to get a ranking. Still worth considering though. Although saying that 'top friends' does give you a social status.

Most Interesting Men / Women

<http://www.immediateedge.com/members/forums/showthread.php?t=171>

Would you like to know who had been voted the most interesting man or woman on Facebook as voted by Facebook users (who had registered for the application)? This would be presented in a type of league table, the person with the most votes at the top.

Would you like to be able to narrow this search down to the most interesting man or woman who (a) resided in your area (b) was single (or any other criterion).

When browsing through Facebook I noticed in particular that a lot of woman had put their interest as - 'men'.

Dan: Another good idea, not sure if we could differentiate enough or make it as simple as Hot Or Not though to reach the tipping point.

Do You Look Like Your Pet

<http://www.immediateedge.com/members/forums/showthread.php?t=170>

It is said that people eventually start to look like their pets. I think this is mostly true of dog owners, but anyway, I've seen side-by-side pictures of the person and their pet. The similarities are scary.

Maybe we could build an app that takes a persons picture and morphs it with a pets picture to show how the pet owner will look someday. Maybe they can use the image for posters, mugs, ecards etc.

I had some fun Photoshopping a picture of a Yorkie crazed co-worker, and making into a Christmas card for her. Went over well.

Dan: Good idea, just a little to complex for the project I think (i.e. development time)

That's The Ticket

<http://www.immediateedge.com/members/forums/showthread.php?t=162>

This is based (loosely) on the old Monty Python sketch about the rich guys who were sitting around a private club and talking about how poor they used to be. If I remember one of them, it was something like, "There were 150 of us living in shoebox by the side of the road. We'd work 40 hours a day, 8 days a week down at the mill and we had to pay the mill owner for the privilege of working. But we were happy then."

So, you could create a challenge question or proposition - "I was so poor when I was younger" - and then have people try to come up with the most outrageous story. Everyone would rate the entries (and you could ask your friends to rate yours) and then there could be a prize - either virtual or real.

Dan: Fun idea and really simple to implement. Not sure how viral this would be and how many questions we could ask? How would this work with a million users? Just for you own fiends? Let's discuss.

Virtual Stock Market

<http://www.immediateedge.com/members/forums/showthread.php?t=167>

Create a Stock market challenge using a revolving 30 day challenge, keeps people interested.

In Australia the ASX runs stimulated stock market where your allocated \$10,000 to invest in certain shares winner has the most growth in 30 day period. People can buy and sell shares.

Dan: This has already been done in facebook.

<http://www.facebook.com/apps/application.php?id=2339204748&b&ref=pd>

Rate My Joke

<http://www.immediateedge.com/members/forums/showthread.php?t=158>

Users post a joke - invite friends to rate it (and in the process join up). Make it points based, so the more points you receive the more of a joker you are!

Dan: Lot's of joke applications already on facebook. Thought the rating aspect would be good. Really simple idea which we could develop in a few days. Maybe good for a test application.

<http://www.facebook.com/apps/index.php?q=joke>

Personal Websites

<http://www.immediateedge.com/members/forums/showthread.php?t=151>

People can create an automatically generated and slightly customisable website which can be indexed by google and viewed by non-facebook members, based on their profile.

They can choose what to/not to include etc. They can send invites to friends to create websites. Could monetize from minimal advertising on users generated websites.

Dan: Facebook profiles are opening up soon, not sure if this would add value to the existing profile system. Worth thinking about though.

Hot or Not

<http://www.immediateedge.com/members/forums/showthread.php?t=155>

Am I hot, or not? Based on hotornot.com. People rank you hot, or not. You get a score. Simple :-)

Dan: Simple, but hot or not are already huge on facebook.

<http://www.facebook.com/apps/application.php?id=2252801962&b&ref=pd>

Apps From Groups

<http://www.immediateedge.com/members/forums/showthread.php?t=157>

Looking at hot groups, the most popular ones seem to be about going against the trend such as:

I Dont care How Comfortable Crocs Are, You Look Like A Dumbass.

I Secretly Want To Punch Slow Walking People In The Back Of The Head (I joined that one)

f*** off... I don't want to be a pirate/vampire/werewolf/zombie (I edited the name of this one)

The stats look great (eg 466,465 members (17,254 new) for the top one), now have to think of a way of turning this backlash into an app.

Dan: Good point made, now to find the app idea ;)

Face Painting

<http://www.immediateedge.com/members/forums/showthread.php?t=156>

Get people to paint your face. Similar concept to the graffiti application, but using your display picture for the canvas. Could be very very funny.

Dan: Could easily go viral, but we already have Sketch Me on facebook.

<http://www.facebook.com/apps/application.php?id=4260387428&b&ref=pd>

Be My Angel

<http://www.immediateedge.com/members/forums/showthread.php?t=154>

Ask people to be your angel. Another than just getting self love - there could also be a simple rankings system. This would be a very simple app.

It plays on peoples desire to help, and to be loved. If you receive a request from someone "Please will you be my angel" - then your heart strings are pulled If you get to have a little counter on your profile saying "I have 50 angels" then you get to play the popularity/self love game.

Dan: Would be simple enough to create but not sure it has mass appeal or more importantly daily interactivity. Other angel app.

<http://www.facebook.com/apps/application.php?id=4454052378&b&ref=pd>

Facebook Races

<http://www.immediateedge.com/members/forums/showthread.php?t=153>

There are a lot of "The great facebook race Boys" or "The great facebook race Australia" facebook groups.

Why not create a "Great Races" application - You have a panel in your profile which lists the great races you have joined (just like groups really) and you can invite your friends to join the races.

Lots of competitions and referral potential - more aesthetically pleasing than the current way to race with groups - more profile page prominence.

Dan: Not sure if we could do enough with this to distinguish from groups which is already well embedded and used.

Email Via Facebook

<http://www.immediateedge.com/members/forums/showthread.php?t=150>

Send people email messages via facebook - including a return-to address.

Facebook has the potential to become the new email, so why not integrate the two messaging platforms.

Dan: Developers don't have access to email details, so this is not possible/valuable.

Gossip

<http://www.immediateedge.com/members/forums/showthread.php?t=149>

Gossip has instant emotional engagement. You could gossip about other people, either anonymously or not. Other people can gossip about you.

When you gossip about somebody else, they are notified and asked to add the application.

Dan: There are lots of gossip applications on facebook already.

Lucky Duck Scratchies

<http://www.immediateedge.com/members/forums/showthread.php?t=139>

Send a scratchie to your friend...they scratch it to see if they win a prize.

You could put (sell) advertising under the scratchie bit.

Dan: Simple enough idea but I don't think this has the viral element we need.

Facebook Voicemail

<http://www.immediateedge.com/members/forums/showthread.php?t=37>

Simple idea really. To be able to leave one of your friends a voicemail message and have it arrive in their inbox just like a regular email message. After listening, the recipient would have the option of replying by voice or text.

If the recipient does not have the app installed, then a very cool feature would be a five second commercial appended to the audio message, similar to "This message brought to you by Facebook Voicemail. Install it today" with a link presented in the email to add it.

Dan: You can already leave video messages with the default applications, and there are also four applications that provide voicemail services.

<http://www.facebook.com/apps/index.php?q=voicemail>

Pets

<http://www.immediateedge.com/members/forums/showthread.php?t=3>

Just a silly idea, I personally think the application that gives drinks out is rather silly, but we could do something along the same lines and allow people to give each other pets in facebook. Or allow them to pick a mascot.

Dan: Virtual pets always work well, the trouble is there are just sooo many similar applications already in facebook to break through the noise.

<http://www.facebook.com/s.php?q=pets&init=q>

Trade Wars

<http://www.immediateedge.com/members/forums/showthread.php?t=13>

Anyone here ever used to play trade wars back in the good old BBS days? Now there was a viral game. Everyone used to be logging it on the stroke of midnight to get their next moves in.

Dan: I think this kind of daily play game would be a great fit for facebook and as long as we could add a incentive to sign up your friends it could potentially be huge. I will be discussing one of these ideas tomorrow.

Help Me Learn

<http://www.immediateedge.com/members/forums/showthread.php?t=135>

How about an app that lets you specify specific things you know how to do, as well as a text box that allows you to enter something you want to learn to do? The app then matches up what you want to do with what others know how to do and notifies people that Ms. XYZ wants to learn how to do something that you know how to do. You could then offer to help that person learn.

Dan: I like this idea, very simple, not sure about the viral aspect though, do people really want to help strangers out?

Monsters

<http://www.immediateedge.com/members/forums/showthread.php?t=20>

People can select from a stock of several different monsters to make into their pet. They get to name them, choose a color, etc.

Then, and here's the good part, friends can choose to "fight" their monsters and the winner would get to take the loser's monster. In this way a person could go around collecting a whole bunch of monsters.

There could also be a bit about the monsters getting cooler over time and with each fight they win: kind of your standard video game stuff like more hit points, better attacks, etc. (yes I'm a nerd)

The homepage for the app could list rankings for people with the most monsters, the most powerful monsters, etc.

Dan: A good idea playing on the whole top trumps / trading card idea. This kind of concept is huge in the real-world, just look at Magic The Gathering.

Have You Seen... ?

<http://www.immediateedge.com/members/forums/showthread.php?t=143>

A virtual milk carton app where you can have the face of a missing child/person and details. Click on the app will give you the opportunity to leave an email with the authorities (can be anonymous) with details of your spotting.

Dan: This has already been done but the application doesn't work that well, great idea, perhaps we should do a better version, just for the publicity.

<http://www.facebook.com/apps/application.php?id=2453190072&b&ref=pd>

Word Of Mouth

<http://www.immediateedge.com/members/forums/showthread.php?t=142>

An application that lets you list your favourite places to eat, drink, walk, holiday to, visit etc ...
If the application allowed you to upload photos and/or videos - even better!

I think this would be particularly useful for people in location based groups. For example, I am in the Manchester group, and I am always on the look out for new places (especially pubs, bars and restaurants) to try out. If I had a personal recommendation (ideally with a couple of photos as well), then I would find this really useful.

Another useful function would be the ability to ask questions (e.g. I have been told that Restaurant X is really good - has anyone been there? Did you like it?).

Dan: This idea has potential legs but could get very complex to develop and there are already a lot of companies in this space on the web who could make an easy transition to facebook.

Lists

<http://www.immediateedge.com/members/forums/showthread.php?t=146>

After seeing how popular lists are, such as UnSpun at Amazon, I checked facebook but only Books iRead seems to have any active users.

Dan: There are quite a few lists applications, could we do something better and add a viral element?

5 Things You Didn't Know About Me

Previously a gigantic game of tag was being played in the blogosphere called "5 Things You Didn't Know About Me." Bloggers had to share 5 things about themselves that they had never shared before, and then got to "tag" several other bloggers, which was the viral aspect.

For a FB app, I would shrink this to "3 Things" and perhaps make it less free-form so that you could change them up every so often and freshen the experience (did you ever get one of those "20 questions" email questionnaires?).

Dan: Simple and easy to implement, has anyone come across something similar on facebook?

Facebaby

<http://www.immediateedge.com/members/forums/showthread.php?t=132>

Many of the Facebook users in our target demographic will be having children - many for the first time.

Having that first child is a time of tremendous excitement, joy and terror.

Facebaby could let out expectant moms find kindred souls and more experienced moms to share stories with - what to expect, tips, encouragement etc.

They could set up a virtual nursery room - which could act as a gift registry.

A baby shower planner for the perfect party - with pictures of the event for those friends that couldn't be there in person

Users could have a name-my-baby-section to discuss names with their family and friends.

Of course after the big event our moms can post all those pictures - which we will gladly provide prints and posters of. And of course we will make it easy for all their family and friends to purchase gifts for the proud parents.

We can extend this into the life of the child, allowing our parents to chronicle all the life events of their growing family.

It could even tie into a genealogy app for adding family history to the mix. So maybe our app should be FaceFamily.

Dan: I like the idea of attacking a niche (i.e. new or expectant mothers), how can we simplify this so it is easy to understand and also to implement. **What other niches could we look at for facebook?**

On another thought, we could do the 'ticker' i.e. months to birth... One thing though, is there enough expectant moms on facebook to reach our target?

Are We Related

<http://www.immediateedge.com/members/forums/showthread.php?t=128>

The idea is that one Facebook user enters some information to see if they are related to another Facebook user. It could be called 'Are We Related?', 'Kissing Cousins' 'Improper Relations' 'Black Sheep' or some such thing.

By entering surnames, maiden names and places of birth for the user, parents and grandparents, a simple 'generator' type tool could have a good guess. You can state it's just for fun, but a backend product/service could be a proper Genealogy search.

Variations on this could be 'Are you related to the Queen of England?' or to musicians, movie stars etc.

Dan: Good idea but a little to complex I think, there are also some new entrants in the genealogy space (although they may be breaking TOS by storing profile information which is needed to implement this)

Ouija Board

<http://www.immediateedge.com/members/forums/showthread.php?t=83>

Kinda like the Fortune Cookies App, the Ouija board would tell people something profound about themselves/their friends.

People could send a "Ouija Prediction" to their friends, which would prompt the friends to add the application.

Requires little of users but their own self-interest, which is nice.

Dan: I know a lot of people are going to moan about this, but I this is potentially a great and very simple idea to implement. Ok, a little gimmicky I guess, but I think we should discuss this one more.

Dating Application

<http://www.immediateedge.com/members/forums/showthread.php?t=133>

So, this application would be geared towards the singles on Facebook. You would be able to create a profile, and put in some basic information about what you are looking for in a prospective date. You should have the choice to open it up to different networks - either close geographically or country or worldwide - and also add different groups.

Adding photos, voice messages, and videos would make it a richer experience, and help people find the right Facebook partner.

As far as making it go viral, you could offer incentives for passing the application along to single friends - either special banners, or priority points that allow you to contact more people. Not so sure about this aspect.

Dan: A dating application would be huge but I don't think we can compete in this space. Due to facebook's TOS we couldn't just store their profile information so people would have to create a profile on a separate dating site (all be it inside facebook). And as there are already so many dating services out there I am not sure if we could hit the road running. All it would require is a dating site to add a field for facebook profile id in their system and add a facebook

front end on and we would be dead in the water... still worth discussing though especially in light of lamFreeTonight.com

Professional Networking And Contact Management

<http://www.immediateedge.com/members/forums/showthread.php?t=101>

I saw an interesting App. on facebook for college students that allows them to collaborate with other people in their classes on groupwork and the sort.

Seeing that facebook is predicting the non-college segment to grow faster over the next year or so, I was thinking that something along the lines of professional networking & contact management for the older crowd could be facilitated by facebook.

One obvious example is tying in existing professional networks like linked-in, but you could extend the idea further with things like syncing to exchange servers or outlook databases or lotus notes databases.

The app could leverage the existing social network base in facebook by allowing people to make introductions between contacts via facebook and manage the professional relationships they have with each person. Sort of like personal-CRM but for facebook.

Dan: I think that these types of applications are going to be huge in the not too distant future, the only problem with this from a project point of view is the complexity involved. Ideally I am looking for an application idea that can be created in a couple of weeks.

Second Face

<http://www.immediateedge.com/members/forums/showthread.php?t=126>

Probably not extreme viral but popular none the less would be to create an app that does similar to

<http://www.facebook.com/apps/applica...44980&b&ref=pd>

Where your Second Life's character and picture is displayed on your facebook account.

Then you Second Life character could add their SL friends in the application (or be notified when one of them signs up)

Dan: Good, clean, and simple idea but I don't think the market is large enough for this to be a one million user idea. Also, there is not daily interaction element which is something I would like to see.

MorphMe

<http://www.immediateedge.com/members/forums/showthread.php?t=120>

MorphMe would be an application that can take a user's picture and morph it into a South Park character, super hero, or any other cartoon character.

Dan: The viral element of this would probably be quite huge, but from a development point of view this would be a fair amount of work.

Concerts I Am Going To

<http://www.immediateedge.com/members/forums/showthread.php?t=114>

I imagine a calendar like list, with the gigs you are going the person is going to, easily be able to add a concert. I don't know if this would be done manually, or if it would be possible to list every gig as an option. Ok that won't be possible. But maybe when someone adds a concert, the concert date and location could be saved in a database, then when someone adds a concert, that concert is checked against the current database (artist, city, location), if there is a match then the person is asked "is this the concert you are going to?", if yes then they can be added under that concert, if no a new concert will be made.

Dan: There are several other applications which have this functionality.

Yard Sale

<http://www.immediateedge.com/members/forums/showthread.php?t=119>

Just an idea for an online yard sale where people can list things they want to sell on the cheap.

Dan: There is already an application called Garage Sale which is not doing very well. The trouble with this is it is not that viral.

ePhotocons

<http://www.immediateedge.com/members/forums/showthread.php?t=115>

Allow users to create their own custom "ephotocons" that show their emotions with a picture instead of smiley faces or text. Allow uploads from digital cameras or mobile phones. You could even have a rating system that would allow everyone who has the application to submit their favorite "ephotocons" for inclusion in a list of Facebook-wide ephotocons.

Dan: This is a great idea. There may be an issue with the 'simplicity' i.e. getting people to add their pictures, but a good idea non-the-less. Would this become viral? Storage space for this kind of application would also be an issue.

Give Gifts, Actual Gifts

<http://www.immediateedge.com/members/forums/showthread.php?t=110>

An app that allows a Facebook user to give an actual gift to a friend. Not like the existing apps where you give something of no monetary value, but something with real value.

Variations:

- give inexpensive gifts (candy, trinkets, etc.), hook up with small web retailer
- hook up with Amazon, etc. to give bigger gifts
- allow the friend to whom you've given the gift to redeem it at the site it's from, or pass it along to another friend; friend with the most gifts wins
- give a small monetary gift (like a gift card but for \$1 or \$2 or so) to a friend, if that friend is a really cool friend, they'll get lot's of small monetary gifts, they then redeem them somewhere and make out like a bandit

Dan: Good idea, but I think a little out of the scope of this project (i.e. a lot of work)

Goals Or Resolutions

<http://www.immediateedge.com/members/forums/showthread.php?t=107>

Something that tells your friends that you are trying to reach a goal. it could be losing weight, or quitting smoking. Perhaps it could list that you are looking for a job. Then it would ask for input so that you could encourage or give them information that they need.

Visit someones facebook, and you get the message:

"Did you know that Mr. X is trying to stop smoking? make sure that you tell them how you quit." or

"Mrs. X is trying to lose 20 lbs make sure that you give her some encouragement.

Dan: There are already several applications which provide this. How would we separate ourselves out from the others?

<http://www.facebook.com/apps/index.php?q=goals>

Adopt-A-Cause

<http://www.immediateedge.com/members/forums/showthread.php?t=104>

The Adopt-A-Cause app would allow facebook members to adopt a cause (or more, if they want) from a big list of varied but worthy causes - from eradicating poverty to pollution control to animal rights to preventing domestic violence to world peace to ending child abuse and so on. They can also add causes they believe need to be supported.

They can drum up support for their adopted causes by sending all their friends not just a simple invitation - but also a full multi-media info package (all online) about their adopted cause.

More tools can be incorporated - either in facebook - or on a separate site that would enable people supporting a specific cause to move forward towards making a real difference.

Dan: Good idea, but I am not sure if this has already been done in facebook, couldn't find something specific with a quick search but we should check it out.

Share My Dreams

<http://www.immediateedge.com/members/forums/showthread.php?t=105>

You write down a list of all your dreams - all the things you dream of achieving at some point of your life - and the ShareMyDream app automatically finds (from among its users) all those who share a dream with you so all of you could dream together - and maybe help each other achieve it sooner.

You could also invite all your friends to share their dreams to find out if you share any with them.

Dan: Simple and effective idea, very similar to goals. Not sure how viral this would be though. What do you think?

Six Degrees Of Separation

<http://www.immediateedge.com/members/forums/showthread.php?t=89>

"Six degrees of separation refers to the idea that, if a person is one "step" away from each person he or she knows and two "steps" away from each person who is known by one of the people he or she knows, then everyone is no more than six "steps" away from each person on Earth"

Perhaps users could nominate names, famous or otherwise, and somehow the application could actually work out the connection from the user to the person nominated. Does such an application exist? Whether it does or not I think facebook might be the ideal place where it would have a good chance of working it had one million users!

The name for the application could be "bacon" or "baken". It could be an adaption of the popular trivia game "Six Degrees of Kevin Bacon" which was popular in colleges in the 90's apparently.

Dan: This would have been great but is already done. What a bummer.

<http://www.facebook.com/apps/application.php?id=4616854023&b&ref=pd>

Swap It

<http://www.immediateedge.com/members/forums/showthread.php?t=99>

in the same idea as <http://oneredpaperclip.blogspot.com/>

but in this case you add your item and your wish list and as you get your friends to add the app to their system they also add stuff to their list

through 6 degrees of separation you could quite feasibly swap a paper clip for a house ... the art of the system is being able to make those impossible steps for you by looking at what you have and what you can swap it with.

the final knockout blow is when you agree with the swap every gets the physical item

Dan: Good concept idea, not sure how viral this would really be though and probably quite complex to develop.

Pass The Truth Stick / Liars Club

<http://www.immediateedge.com/members/forums/showthread.php?t=80>

Pass the Truth Stick

I saw something about the "Truth Stick" on some sitcom years ago. Basically, it was a group of men sitting around in a circle, and when they were passed the truth stick, they would say something "true" about themselves. It was very funny.

So, you could have an application where you would pass the "truth stick" among your friends. When you have the truth stick, you would post something true about yourself. It could be funny, poignant, or shocking (or all three).

You would get badges based on the number of truths you exposed, and your friends could also rate whether they thought you were telling the truth or lying.

Which brings me to...

Liar's Club

Another idea, which is related, would be to have a Liar's Club application. In this application, you would tell something about yourself, and your friends would have to guess whether this was true or not.

You would be rated on your ability to tell lies and have the most people believe you. Little devil-type badges could be given out based on participation and the number of "liar wins" you achieve.

Dan: Good ideas but I think they are too close to existing facebook apps such as confessional to make any headway. Let's discuss.

Things I'd Like To Do Before I Croak

<http://www.immediateedge.com/members/forums/showthread.php?t=88>

This is already being done on a website, but not as a facebook app as far as I know. You could pre-populate it with ideas and find commonalities between friends, etc.

You could even extend it with a sort of exchange board where people would help one another to do their thing. For example, let's say you had two people living in Vancouver: Person A is a masseuse and Person B is into parasailing, and Person A wants to try parasailing and Person B wants to have a 3-hour full body massage (bad example but I have no imagination ;-).

Dan: 47 Things have now entered facebook so already have a huge userbase.

Pass The Parcel

<http://www.immediateedge.com/members/forums/showthread.php?t=55>

Premise: You have goods or services you wish to advertise, and to do so you are willing to put one up as a "prize". This can be a virtual thing or a real life thing.

You wrap your service/goods up as a parcel and send it to someone who has the "pass the parcel application"

The friend has 24 hours to send it on or the parcel will expire

The clincher is this, as they pass the parcel to a friend they get to see what was in the parcel (how is that for scarcity advertising!)

And

Either you set the number of passes you wish the parcel to make, or days etc BUT the only way to win the parcel is attempt to pass it as that triggers the final unwrapping.

Dan: Fun application idea, not sure how useful or viral this would become.

Genealogy

<http://www.immediateedge.com/members/forums/showthread.php?t=94>

Already being done in a big way I know, but most other sites have a cost associated with them. The idea came to me when I wanted to see if I had subscribed to a particular group. I typed in my name and was amazed when literally dozens of photos came up of people with the same name as me.

My very first thought was, am I related to any of these people. I think this could spread like wild fire through a social group the size of facebook, particularly as this starts to branch of into various family trees and on fathers name and mothers maiden name etc.

Photographs and details can easily be exchanged. It can be kept as private as any individual requires.

Dan: Complex application to develop for the project and there are a couple of people already making inroads here. Wouldn't be surprised if the big boys stepped in soon.

<http://www.facebook.com/apps/application.php?id=2359239297&b&ref=pd>

Top 10 Places I Would Like To Travel

<http://www.immediateedge.com/members/forums/showthread.php?t=82>

Allow users to build a list of their top 10 places they wish to travel to or visit for a vacation.

A neat viral feature would be to show the common places that you and all your friends plan to visit in some sort of hierarchy.

Dan: Simple and good idea but this has already been done I am afraid.

Friend Cloud

<http://www.immediateedge.com/members/forums/showthread.php?t=77>

An app where your friends show up by name similar to a tag cloud. It would show you who you keep in touch with the most and also serve as a reminder for you to reach out and make contact with those that you hadn't been in touch with

Dan: Really great idea, I love it... But from a technical point of view (the API) I don't think this can be done (i.e. we don't have access to the data needed)

What Have You Recycled Today?

<http://www.immediateedge.com/members/forums/showthread.php?t=81>

Users could write on a blank panel placed on a trashcan/Dustbin/dumptruck/wastetruck, etc and crow about what they have recycled today/thisweek/thisyear with a points system awarded for recycling grading from say 1 point for a glass bottle or tin can to 10 points for a fridge? the running total could be seen underneath the panel.

Every month, the highest point owners for that month could be awarded a cartoon style Winner's Cup which would appear beside the trashcan/Dustbin/dumptruck/wastetruck for the following month and then it would move on (Or not if they win again)

Dan: Simple idea, not sure if it is viral enough. What do you think?

Carbon Trading

<http://www.immediateedge.com/members/forums/showthread.php?t=61>

What if you could mark yourself against a set of criteria or specific ratings and the application would continually add up your tonnes of co2. Then compare this against other facebook users such as your friends, people who live in the same geographic region, people who share a similar lifestyle etc etc.

Dan: Unfortunately there are already several 'carbon footprint' type applications

<http://www.facebook.com/apps/index.php?q=carbon>

Remember To Breathe

<http://www.immediateedge.com/members/forums/showthread.php?t=78>

Passing to others the gift of breath.

Many people know that one of the easiest ways to combat the bad health effects of sitting at a computer for hours is to take a break to do some deep breathing for a couple of minutes. Releases tension, reduces blood pressure, flushes the lymph system to minimize illness... etc.

Application is a "Remember to Breathe" or "Gift of Breath" reminder... when it is installed, perhaps once every 45 minutes the application will run... generates a soothing pattern of tonal "in....." and "out....." to which someone can focus their deep breathing break.

Those who would be on this "list" are health conscious... a good market segment

Dan: To be honest I don't think this application has that huge an appeal, and don't think it would go viral.

Friend Of The Day

<http://www.immediateedge.com/members/forums/showthread.php?t=79>

Friend of the Day - you click to spin a slot machine like graphic that selects your friend of the day. The application then notifies the friend as today`s lucky winner. You could modify the idea to have "friends" of the day!

Dan: So, so, simple. I love it. Not sure whether this is viral enough to work though. What do you think

Weight Loss Goals

<http://www.immediateedge.com/members/forums/showthread.php?t=68>

Having a Facebook weight loss goal application would be cool. You could set up challenges for your friends, or even have groups or networks have challenges.

For example, you could have all the folks from the Worcester, MA network going against the folks from the Boston, MA network. The application could track individual weight loss, and then also track total weight loss.

There could also be weight loss tips that would be sent via the application to all the participants.

Dan: Good idea but unfortunately, already implemented in facebook.

<http://www.facebook.com/apps/index.php?q=weight>

Mobile Phone Photo's

<http://www.immediateedge.com/members/forums/showthread.php?t=67>

Create an application that allows you to send photos from your mobile phone to your Facebook photo albums. Also, would send notifications to your friends that you uploaded new photos.

Dan: Already so many photo apps. I am sure facebook will add support for this soon.

Avatar Builder

<http://www.immediateedge.com/members/forums/showthread.php?t=35>

This one is based on a concept similar to the Southpark Avatar we've all been having so much fun with. I think Asbjorn first introduced it to us:

<http://www.sp-studio.de/sp-studio.swf>

I think we could create a cult/club type feel with our own free avatar. I mean look how excited and viral we got with the South Park one. So it becomes about who has the coolest Edge Avatar.

And this avatar is cartoon in nature - but 3 dimensional looking in a one dimensional platform. So almost like a cross between the South Park and Second Life Avatars. It looks 3 dimensional in a static picture.

Dan: I like the idea of an avatar builder, but it is just the workload to get this up that is a negative.

17 Minute Challenge

<http://www.immediateedge.com/members/forums/showthread.php?t=62>

Create an application that allows you to send a challenge - either to just your friends or anyone who has downloaded the application - that would only take 17 minutes or less to complete. This could be something like:

- * Take a silly picture of yourself with your mobile phone
- * Find the rudest website you can
- * Tell your most embarrassing story

When you post your challenge entry (or you'll have the option to bypass entry and simply vote), you'll be redirected to the other challengers entries for voting. Perhaps it's a drag-and-

drop rating system - drag the winner to the top. Or, it could be a "select one winner" for the winner.

The winner then gets some cool graphic - which could be created in the application using a palette of pre-defined elements - that the challenge creator has defined.

Being able to define the challenge as private or public allows for a more viral experience - get involved with other challenges, and then you may meet other potential friends. And, there would be a "create your own challenge" button when voting or entering your challenge.

A "Top Challenges" page would show some of the top public challenges, allowing users to quickly find challenges in which to participate.

Dan: Would certainly appeal to the college crowd. Maybe too interactive (i.e. having to do something) to become viral.

Rock Paper Scissors

<http://www.immediateedge.com/members/forums/showthread.php?t=51>

As I have made more than one adult decision using that and I remember a scene in Friends where they decided something on that basis. So we create a paper, rock, scissors application.

And you can play it with up to 10 people a day...

Dan: Good idea but already done.

<http://www.facebook.com/apps/application.php?id=2370804527&b&ref=pd>

Eye Spy

<http://www.immediateedge.com/members/forums/showthread.php?t=50>

Like the question that you ask - this can be interactive and housed on your Facebook home page.

So you send out to 10 people a day:

I spy with my little eye something being with the letter...

AND here's the kicker - you actually retrieve from a library of pictures a picture to send along that has your answer in it.

And invite them to guess what it is.

So for example - I have a picture of a a Wharf with old fashioned boats & people ala Pirates of the Caribbean. And I spy a musket on one of the pirates (and I notice lots of other things there starting with me)...

Dan: Far too complicated and requires too much work from a users point of view to become viral.

Challenge A Friend To A Bet

<http://www.immediateedge.com/members/forums/showthread.php?t=46>

OK, so this is just a germ of an idea so I will try to explain it best I can (really just thinking as I write so it's not very well organised!!)

The idea is that someone can make a bet about anything they like with a friend that has the app.

So for example, I could bet my friend that it's going to rain tomorrow. If he thinks it's not going to rain, then he can accept my bet. Whoever wins get's a point or something.

So then another friend might challenge me with a bet for example who is going to win a football match, if i accept then the bet is on.

You could have a system where you could choose how many points to put on the line in any bet.

If you challenged someone who didnt have the app then they would be invited to add it.

I can see this as spreading well because anyone can challenge their friends about whatever they happened to be interested in - if you are a mad keen basketball player, don't you like to predict who is going to win the big games better than your other basketball buddies?

Dan: Ed actually came up with this idea too... But, it has already been done in facebook.

Video Messages

<http://www.immediateedge.com/members/forums/showthread.php?t=45>

The idea is to have somewhere where people can leave audio or video posts (like a wall post) by recording directly from their webcam/microphone.

Obviously there are apps like superwall that let you post videos, but I mean an app that lets you record a video wall post from your webcam (eg saying Hi Sue, what's up)

Dan: This is already built into facebook video.

Bodywork

<http://www.immediateedge.com/members/forums/showthread.php?t=48>

You can get almost anything in the virtual world except touch.

How about an app that allows the user to give, get and request all sorts of (g-rated) "physical" tlc like: back massages, foot rubs, neck rubs, facials? tickles? It could put an icon on your page allowing you to make your request or ask for what you want like the mood/status icons on myspace, etc.

For increased virality (is that a word?) it could have a counter that keeps track of how many you get and give. Of course, anytime you send bodywork to someone who hasn't had it yet, they have to install the tool to get it.

Top senders could continue rising in status based on the total number sent (like forum posters do-novice, prodigy, master, ect) to inspire people to keep giving them out. Status could remain visible on their fb page. To keep it fresh, perhaps the overall Top toucher for each day, week, month and year could be recognized on their page with The Velvet Hand award or something fun.

Dan: Superpoke and others effectively let people do this already (at least in the action respect).

Online Confessional

<http://www.immediateedge.com/members/forums/showthread.php?t=21>

One of your friends has confessed a sin.

(You don't know what friend as even though Facebook is about names, this sin is anonymous and only you can see the sins of your friends)

Choose one of the seven deadly sins icons and free-form text what the sin was

e.g.

Gluttony - I ate 3 Mars Bars Today

Dan: Truly one of my favorite ideas but alas, it has been done by a number of people already.

<http://www.facebook.com/apps/application.php?id=4704064863&b&ref=pd>

Fantasy Sports

<http://www.immediateedge.com/members/forums/showthread.php?t=23>

I was reading through some of the other posts, and I had an idea I didn't see here anywhere. What about a fantasy sports league type application?

I'm not sure if this would have the type of viral draw we are looking for, but these are huge elsewhere. Fantasy baseball and football are big in the US. I'm not sure, but I would imagine fantasy soccer is big elsewhere in the world.

The competition aspect could make it viral. People would have incentive to invite their friends so they could compete against one another.

Dan: I like the whole concept of 'fantasy leagues', but the most popular sports have already gone in facebook. Worth thinking of a similar idea though.

Millionaire / Trivial Pursuits

<http://www.immediateedge.com/members/forums/showthread.php?t=27>

The idea is to develop a game that members sign up to play. They are given a choice of categories they can choose to participate in: such as music, movies, sports, etc.

They would then receive a daily/weekly question based on the category they choose (categorizing them would add to the lead value). If they answer the question correctly, they are instantly rewarded by being told that they have answered correctly and have been entered into the weekly/monthly/yearly prize drawing pool. (A list telling them what they are eligible to win could also show up with the "right answer" announcement).

Dan: A quiz game or something along those lines would be good. It would be great if we could make it daily play. Millionaire has already gone, but that would have been bad from a legal aspect though anyway. Worth thinking about.

<http://www.facebook.com/apps/application.php?id=2931330721&b&ref=pd>

Raising Funds

<http://www.immediateedge.com/members/forums/showthread.php?t=26>

I was thinking of was something along the lines of using people's willingness to help others but only on a small scale, and leveraging that to help people get what they want.

For example, a home-schooling group needs a new microscope, which costs \$400

This app will take the microscope image, slice it into pieces so that the un-purchased parts are grayed out, and as you donate, it fills in the picture so that you see the progress made and how your contribution helped. So, if someone donated \$50 towards that \$400 microscope, then 1/8th of the image would be filled in with the rest still grayed out.

Dan: Good idea but I don't think we are going to hit the viral mark here as interaction may be too localized.

Debt Countdown

<http://www.immediateedge.com/members/forums/showthread.php?t=10>

After installing the clock, the user enters his amount of debt, the interest rate and the time horizon. Then in his home page, a financial clock would tick down the time to debt freedom. It could also be customized to display the debt amount updated each second.

For example:

Days to debt freedom: 2,467

Debt freedom amount: \$143,323.34

I imagine the lead generation value would be quite substantial for anyone installing the app.

Dan: As you say, the lead-gen aspect would be huge but I don't think there is any viral aspect here, I know most people would rather not share the amount of debt that they have with others.

Status Message Generator / Rater

<http://www.immediateedge.com/members/forums/showthread.php?t=15>

What about an application that would let people rate your status message? If the Facebook API allows it, it could also update your status on a scheduled basis from a list of messages that you provide it. It could even include a certain number of canned messages or some kind of status message generator for those time that you just can't think of anything clever.

Dan: Not sure about being able to update this with the API (we could do it via logging in with a script but I think that is against TOS.) Could potentially be a great app, very simple, but not sure how viral... need to investigate more on this.

Vision Board

<http://www.immediateedge.com/members/forums/showthread.php?t=25>

One way of purposefully bringing the Law of Attraction into your life is to create a Vision Board.

This is basically a place where you can put clippings, photographs, quotations and/or anything related to the life you desire.

The idea, at a very basic level, is that you hold the intention of already having these things at the forefront of your thoughts.

I reckon it would be fairly easy to build a visionboard application where the users not only have their intentions right in front of them but can also show their intentions to others.

Dan: Nice idea, not sure how viral it is though, development would be a bit of work too. What do people think? How could we make this more viral?

What's In Your Fridge?

<http://www.immediateedge.com/members/forums/showthread.php?t=24>

Got this idea from a site I literally Stumbled upon. People like to peer voyeuristically into the lives of others, especially when it is in a harmless way.

The first idea I had was for "What in your fridge". People who have the app installed could post 10 or 20 items about what they have in their fridges. It could be fun to know what your friends eat when they are by themselves.

Then I thought the concept could be extended into other areas. For example:

1. What's in your fridge
2. What's in your wallet (hehe)
3. What's in your purse
4. What's in your closet
5. What's under your sink
6. What's in your medicine chest

Dan: I love the simplicity of this, not sure how viral it is but I do like the idea. Will have to check facebook for similar applications.