

# Working Title: MapTales

## Abstract

Locative content or media is content that is geo-tagged or geo-located. This type of content is useful to accumulate, curate or search for content related to a particular geographical area. Currently, many platforms including Twitter, Facebook and Instagram, provide geo-located content.

**A table with some stats on the volume of updates across these three platforms can be inserted here.**

Given the volume of these updates, it is evident that there is an information overload. However, these information bytes are random in nature, meaning that they don't produce a coherent narrative that will help a user glean something about a particular place. Also, these platforms privilege those users who can read and write, thereby not including the voices of the marginalised, and those who have not had access to education.

Our proposed platform fills the above mentioned gaps. Imagined as a simple content editor both browser-based as well as mobile app-based, it will feature the following primary functionality:

- it will be triggered by the users location, play videos and audio, show images, and display textual narratives related to the location that a user is in;
- it will allow locative content to be created, disseminated and viewed thereafter by anyone; and
- it could integrate existing geo-located information, should a user choose to draw it into their narrative.

This could be a powerful way to open up access, and allow people to tell their stories specific to place, and allow a different set of users to view/hear/read these stories based on their location.

Noted below are some use cases for this platform.

## Use Cases

### Sustainable Development Goals (SDGs) Explorer

Tag and locate where you spot SDGs in action in your locality. The more stories and chains you create of local action being taken by you and your neighbourhood and locality the more prestige and points you earn in the game. Track SDGs down to goals and to-dos at the local level.

## Civic Sense

Tag places in the city in need of a clean up such as dumps and lakes. Players earn points by actually cleaning up an area and uploading images of cleaned up neighbourhoods and spaces.

## [Psychogeography](#)

Create maps(derive) of the city, places of interest, pleasure, leisure, fun.

## City Historical Walks/Food Walks

People who organize city walks are quite popular, but require a minimum number of people to organize the event. By packaging a city walk as a locative media experience on our platform, the organizer can include sights and sounds from the walk, post pictures, video clips and audio clips highlighting the sites within the walk. And all this can be delivered for individual users.

Food walks can similarly take users from one eatery to another in a locality, the content creator can tie up with restaurants to give their locative content users discounts which can be advertised within the app.

## Caste/Gender based violence

Locative content that highlights some of the troubling violence in our societies past. Histories of caste struggles and places important to the liberation and caste oppression and caste struggle.

## Alternative/Contested histories

History is largely written by the victors. But our locative content allows anyone to tell their own stories related to places. A space for the marginalized, queer, non-conforming voices can be given to create a richer nuanced understanding of spaces, places and histories.

## Trip down memory lane

Locative content with old pictures taken of different areas. Like walking down MG Road, and seeing photographs of MG Road from decades ago. Creating trips down memory lane for places you have grown up in. Parks you played at, places you used to eat at. You can create audio visual locative packets of trips down memory lane. Easy to share with people, or even to sell as tourist guides to famous places and locations.

## Directions

With GPS and location getting to places is easy. But often times we don't know the road we need to take or navigate. So perhaps locative content, which includes photographs of junctions with marks on it to note which road to take from which access road to come through etc.

## Ecology

Locative photographs and multimedia about plants and trees, birds and insects. Packaged as locative content which allows users to explore a neighbourhood and know what kinds of trees there are, what varieties are of the tree and find out a little more information about them.

Similarly in places like lakes, photographs of birds can give information about what kinds of birds exist and where they can be spotted.

## Treasure hunt

Treasure hunt with clues leading from one location to the next. Content is played when a user reaches each treasure and reveals clues to the next treasure.

## Mental Health

Schizogeography - Stories of pain and hurt geolocated and tagged to the places where users experienced trauma. Stories told as a way of exorcising the pain.

## Games

Examples of locative games are [Pacmanhattan](#), [Pokemon Go](#), <https://thenextweb.com/insider/2010/12/26/5-geolocation-games-to-try-today/>, <https://www.digitaltrends.com/gaming/best-location-based-gps-games/>

# Business Model

## #1 Free to use and create content, but payable if you charge for your content

Everything on the platform is free to use, to create and package content. But if you choose to price your locative content and make money off it, then we charge a certain fee or a cut of the purchase price.

## #2 Free to use ad revenue

Free to use for content creators and users and we make money by selling advertisers space within our app to advertise their location aware businesses.

# Competition

<https://cgeomap.eu/info/?lang=en> There doesn't seem to be much information on how to sign up for the service.

[https://en.wikipedia.org/wiki/Locative\\_media](https://en.wikipedia.org/wiki/Locative_media)

Yesterscape - Shows historical photographs.

<https://www.timescape.io/>

# Research

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0142209> - 500 million tweets per day of which 1% is geotagged - 5 million geo-tagged tweets a day.

<https://codete.com/blog/observing-world-tweeting-tendencies-in-real-time-part-2/>

# Legal

Questions for a lawyer:

# Costing

<https://docs.google.com/spreadsheets/d/11ZAKteEMNUh0ZwAcPQx5eJXgV5DdQWxb-ohRHI-IXI/edit#gid=0>