

Worksheet | Technology is **GREAT**

Product Cards

Last.fm is a music website, founded in East London in 2002. It has over 30 million active users. The company was bought by CBS interactive in 2007 for £140m.

The site builds a detailed profile of users' musical taste by recording details of the songs the user listens to online, on their computer and from their MP3 players. This information is displayed on the user's profile page and is also used to recommend new songs and artists based on what they listen to. Users can also find out about local gigs that they might be interested in.

The website also works as a social network allowing users to find people who have similar tastes in music and has forums and chatrooms for people to talk about their favourite artists.

TweetDeck is a one of the most popular ways of using Twitter on PCs and mobile devices.

It was started in East London by Iain Dodsworth and soon became so popular that it was being used by 19% of all Twitter users worldwide. The company was bought by Twitter for £25m in 2011.

This application became popular as it allows users on Twitter to sort tweets into different columns depending on who they are from, which makes the site much easier to use.

TweetDeck also allows users to add updates from Facebook, LinkedIn, foursquare and Myspace.

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Moshi Monsters is a social networking online game and virtual pet site targeted at children aged 7 to 12. The player adopts and cares for a pet monster, solving puzzles which lead to rewards called Rox; these can be used as currency to buy items for their monster.

The game was launched in 2008 by Mind Candy, a company based in East London. By June 2011 there were 50 million users.

There is a forum on the website which users can use to chat to each other. Users can also take part in the poll which updates everyday. There also is the Daily Growl which is updated daily. It is written by the moshi character 'Roary Scrawl'. He writes about certain things that are happening such as 'Pranksgiving' and 'Twistmas'. At the bottom of his articles, users can comment and have the chance to be selected to win prizes.

Dopplr is a free social networking service, launched in 2007,^[1] that allows users to upload their travel plans and see their contacts' plans - this means that users can easily set up meetings with their contacts. The site also allows people to leave recommendations for places to visit, eat and stay at. Additional features include allowing the user to calculate the carbon footprint their journeys have produced. The site was set up by a company in East London and was then bought by Nokia.

School of Everything is based in East London and was founded in 2006. The purpose of School of Everything is to "connect people who can teach with people who want to learn"^[1]. Users of the website can search for teachers by subject and area and likewise teachers can search for students in a particular area who want to study a certain subject.

Via the website, learners are able to search for teachers in their area, and similarly teachers can search for learners. Registration is free, the site caters for teachers who charge for their lessons as well as those who offer lessons for free, or as part of a skill swap.

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Client Cards

Darren Smith, 26, is an international sales manager responsible for DazTek media's sales in the European region. He is from London and loves finding new places to visit in the city. He often travels to different parts of Europe and is frustrated by not being able to find places as interesting as he knows in London.

Claire Kingston, 29, is an estate agent in Manchester and is addicted to social media. She has already been warned by her boss about the amount of time she spends on her phone using social media. She is an avid Facebook user and also follows over 1500 people on Twitter and has a profile on LinkedIn.

Kyle Johnson, 35, is a yoga teacher in Reading who has two children. He has just been made redundant from the local leisure centre and is now looking to set up a business offering individual yoga coaching in clients' homes.

Shanell Fisher is a music blogger from Leeds. Her day job is as an assistant in a record shop, where she advises people on the best new bands. She tries to go to local gigs regularly and writes about her experiences on her blog. She has recently started to interview local bands and is obsessed with finding new artists that she likes.

Nathan Wright, 39, has got two children – Mark, 7, and Carla, 10. It is the summer holidays and the weather is terrible. Nathan is trying to find a way to keep his children occupied without having to go out in the rain.

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