

A photograph of a pond with several large, round, green lily pads. A single white water lily flower is in full bloom, positioned in the upper right quadrant. The water is dark, and the overall scene is peaceful. The text 'bloom inc.' is overlaid in the center in a bold, black, sans-serif font.

bloom inc.


www.bloomrus.com



We decided to construct a project based on these larger themes:

- simulation
- interactivity
- group collaboration
- emergence

An experience for users, developers, and researchers

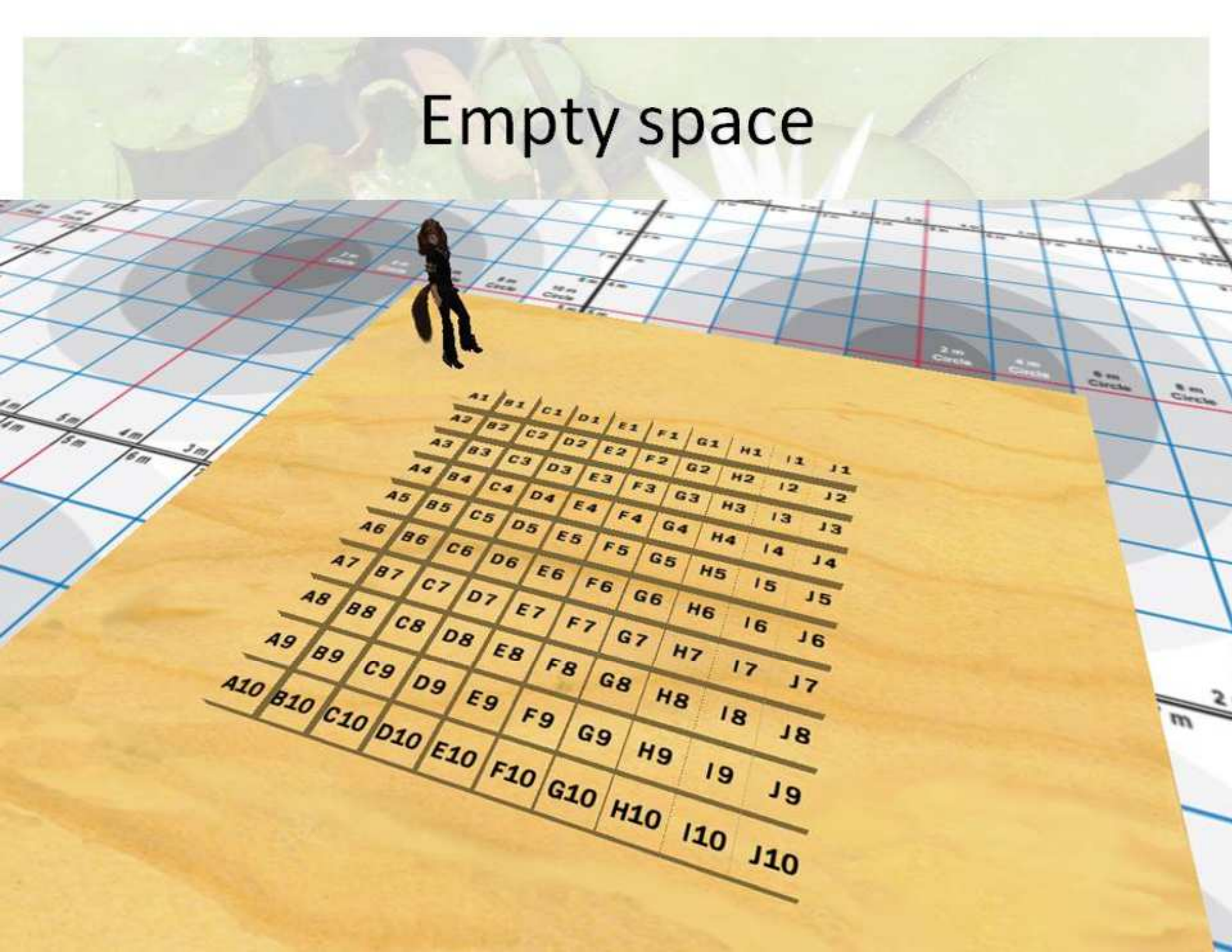
A background image of a pond with lily pads and a white water lily flower. The text is overlaid on this image.

We wanted to create something that would actually work.

Second Life is our platform.

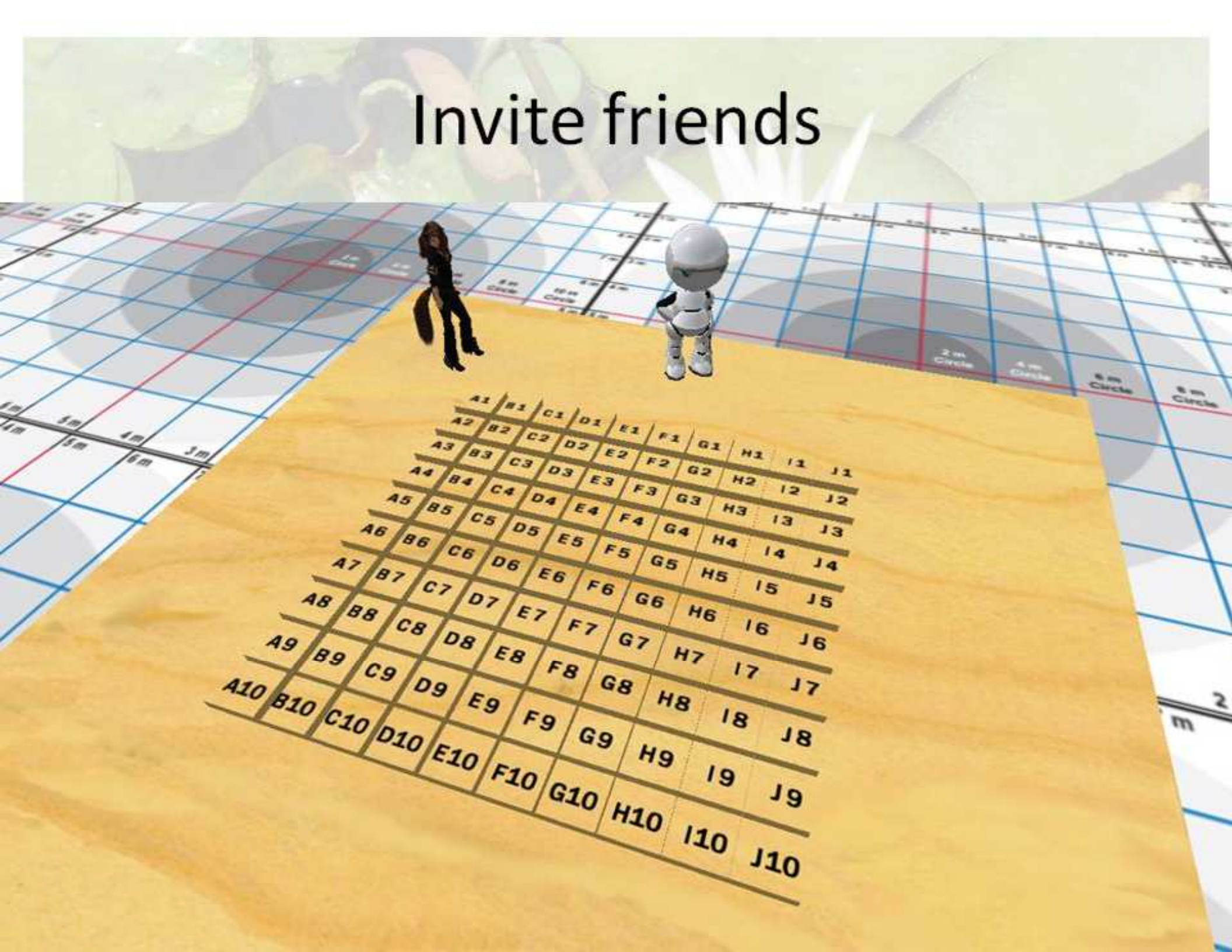
Our application can be used by one person, but becomes more interesting as the number of collaborators increases.

Empty space



A1	B1	C1	D1	E1	F1	G1	H1	I1	J1
A2	B2	C2	D2	E2	F2	G2	H2	I2	J2
A3	B3	C3	D3	E3	F3	G3	H3	I3	J3
A4	B4	C4	D4	E4	F4	G4	H4	I4	J4
A5	B5	C5	D5	E5	F5	G5	H5	I5	J5
A6	B6	C6	D6	E6	F6	G6	H6	I6	J6
A7	B7	C7	D7	E7	F7	G7	H7	I7	J7
A8	B8	C8	D8	E8	F8	G8	H8	I8	J8
A9	B9	C9	D9	E9	F9	G9	H9	I9	J9
A10	B10	C10	D10	E10	F10	G10	H10	I10	J10

Invite friends

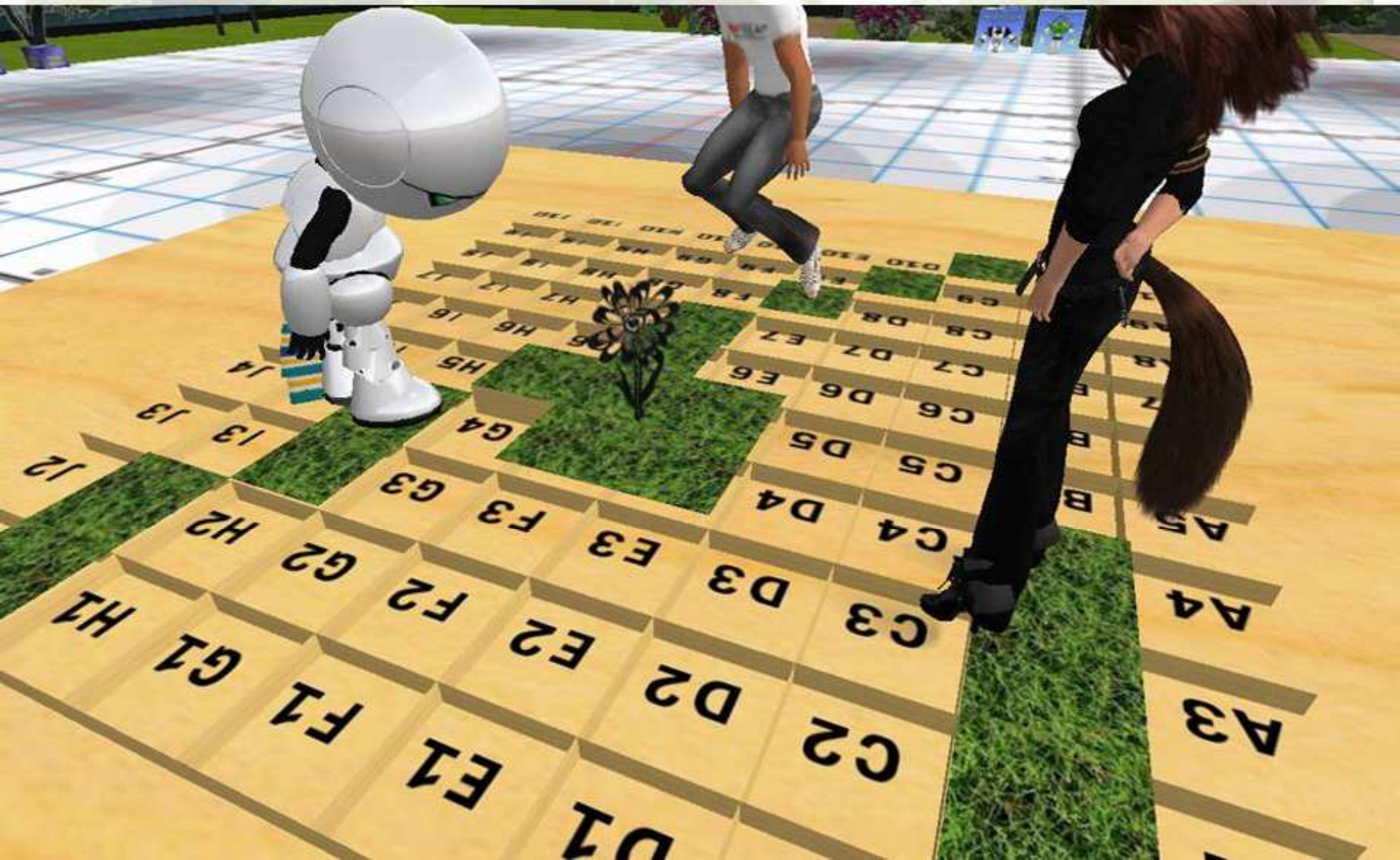


A1	B1	C1	D1	E1	F1	G1	H1	I1	J1
A2	B2	C2	D2	E2	F2	G2	H2	I2	J2
A3	B3	C3	D3	E3	F3	G3	H3	I3	J3
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A10	B10	C10	D10	E10	F10	G10	H10	I10	J10

Add first item



Add more items



Add more items
through social interaction



Take your garden home!



Key points- Users

- Fun, social, interactive
 - Each garden is unique
 - Users helps to form the landscapes created
 - Increasing the number of users allows for greater complexity in garden design
 - Gardens are yours to bring home (\$)

Key points- Developers

- Leveraging existing platform (SL)
- Encourages micro-creativity
- Track your creation's success
- Ability to monetize creations

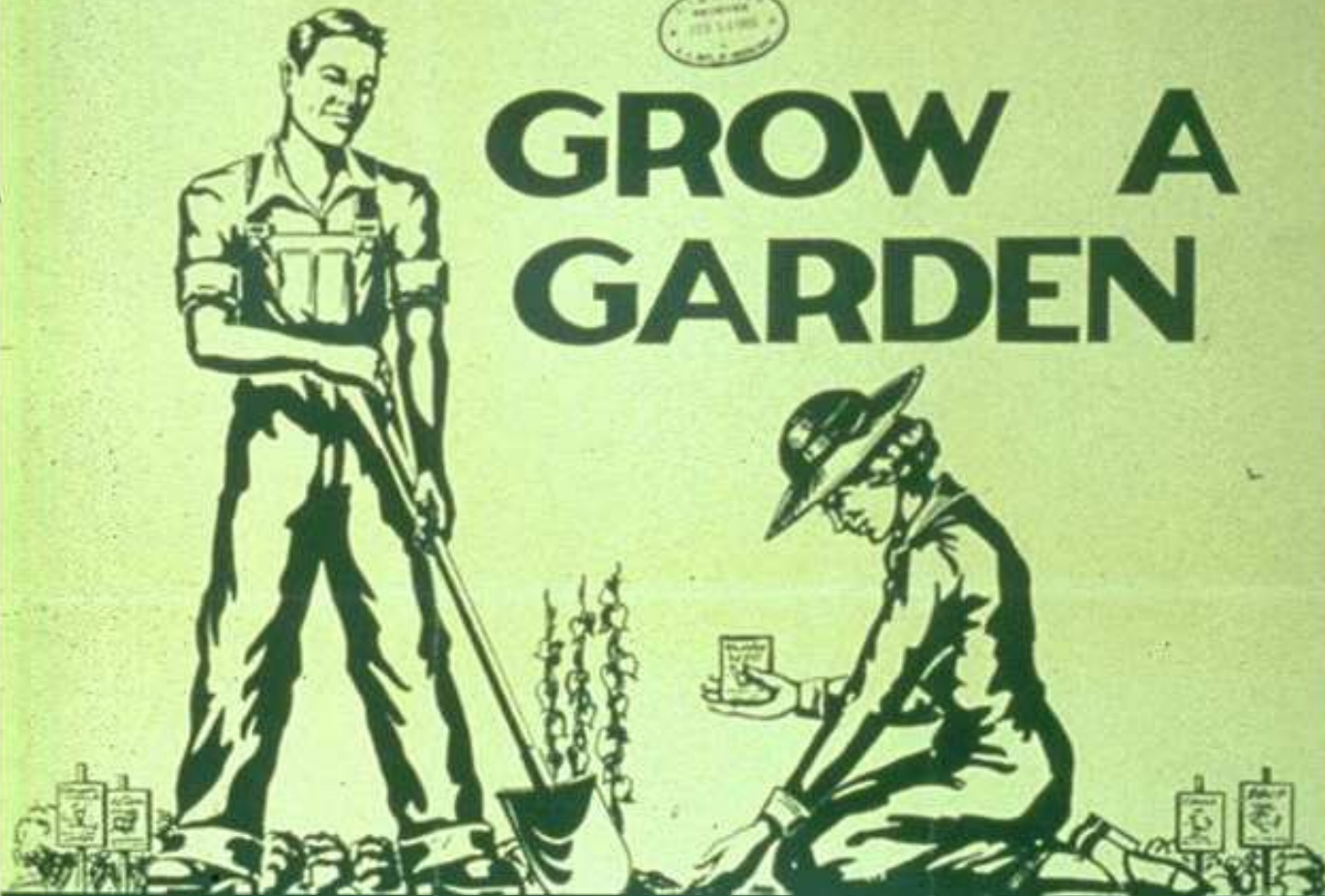
Key Points- Researchers

- Virtual experimental environment
 - Opportunity to study user activities, creations
 - Capacity to track use is built into product
- Potentially useful in studying
 - Community building
 - User driven innovation
 - Human computer interaction
- Research can pay for itself

SAVE MONEY THE EASY WAY



GROW A GARDEN



IT'S THRIFTY
IT'S PATRIOTIC
PLANT TO-DAY!