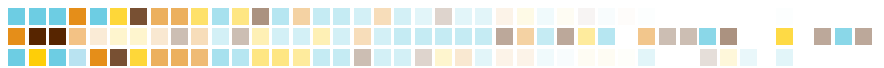


# PERSPECTIVES



A monthly look at what's happening in the ever-changing digital world and beyond.





## Table of Contents

|  |   |
|--|---|
| From the Editor .....  | 1 |
| Sharing Information: It’s as Easy as Saying “Pound It” ..... | 3 |
| The Neer Experience.....                                     | 4 |
| Counting Sheep on Your Mobile Phone .....                    | 5 |
| Strategic Luxury for the Shopaholic.....                     | 6 |
| NextBus.....   | 7 |
| DailyFeats.com – Doing Good Isn’t Its Only Reward .....      | 8 |
| About RTCRM .....  | 9 |

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# The Neer Experience

**Summary:** Neer is a location-sharing mobile app that has been described by some as “the app that will save your marriage.” Neer lets users set location-based reminders and tasks for themselves and share them with a small group of select people. After a month of using Neer with my roommate and sister, I discovered a lot of personal benefits from using the app and several takeaways that developers can learn from.

**Michelle Fares, Associate**  
Digital Integration and Innovation

Floridian Hoya. Enhancing communication btwn companies and people thru social media, online communities, and cupcakes. Lots of cupcakes. @michellefares

## Key Information

Neer creates a “to-do” list with tasks tied to specific locations (e.g., “buy toothpaste at the drugstore on 123 Main Street”). When a user passes the location, Neer automatically sends a reminder to the user to perform the task.

A feature unique to Neer is the “Inner Circle,” where users can share their location and to-do lists with a select group of people (such as family members or roommates) and set reminders or location updates for individuals within their Inner Circle. For example, parents can log in to Neer to see when their children returned home from school, spouses can see when their husband or wife is leaving the office, or a roommate could leave a reminder, such as “pick up milk,” that pops up when another roommate is passing the grocery store.

I recently used Neer for several weeks and had the following observations:

- **Usability.** The app’s interface is easily navigable; users won’t have trouble selecting locations and setting up reminders.
- **Attention to Detail.** The app has several quirky touches that make it fun to use. For example, when a page is loading, the app displays cute messages like “Loading – please wait while our hamsters check the antennas.”
- **Notification.** The notification noise is loud and extremely distinctive; the first time it went off I had no clue what it was, but for subsequent notifications, I definitely did not miss it!
- **Reminders.** One app drawback is that there isn’t a way to set a recurring reminder or task. So if you’re passing by a task location, but can’t complete the task at that time, you can’t snooze the reminder to appear the next time you pass by the same location.



## Implications and Action Items

Although many location-sharing apps exist, Neer’s uniqueness and success offer numerous learning opportunities for app developers.

- **Prioritize Privacy.** In contrast to other apps with complicated privacy filters and regulations, Neer’s default setting is private. Users must manually add “Inner Circle” members in order for them to see their actions and locations. By giving users more control from the outset, Neer eases user concerns about their privacy.
- **Automated Check-ins.** Neer doesn’t require users to check in in order to receive their notifications. Instead, the program uses Wi-Fi signals and the phone’s GPS to automatically detect a user’s location and send notifications, making the app easier and more intuitive to use.
- **Power Efficiency.** The developer, Qualcomm, has designed the app with battery life in mind; the goal is to allow users to always have Neer running and maintain a full day of battery life. It’s important that Neer not drain the user’s battery, because the app needs to constantly track the user’s location to send notifications, and if the phone is dead or the user must turn off Neer to save battery life, that would be counter-productive to the app’s intent.





## Strategic Luxury for the Shopaholic

**Summary:** A new online shopping model that provides exclusive sales to members-only groups has sparked a number of websites. To best take advantage of these sites, members need a disciplined strategy and approach. This strategy includes time management, selective scanning, and a willingness to buy on a whim. These sites aren't for everyone, but for those who love to shop daily and relish the challenges and thrills of time-sensitive shopping, the sites are well worth the daily obsession.

**Sara Weiner, Associate Director**  
Digital Integration and Innovation

Yrs of planning, prodding & implementing digital stuff. Philadelphia born 'n' raised. Geeky, athletic and green. Go Big Red!

### Key Information

In the past year or two, luxury online boutique stores such as Gilt.com, Jetsetter.com, Rue-La-La.com and Hautelook.com have grown in popularity. These sites offer steals and deals to members-only shoppers; the promoted items range from pieces of jewelry worth \$10,000 to hotel suites in the south of France. A month ago, I tried out these sites and quickly became obsessed with checking them daily. My compulsive behavior was caused by two facts: One, these sites switch their inventory every day, so you have to be ready to purchase immediately. And two, other shoppers (with what appear to be bottomless wallets) act so quickly that it ignites an unspoken competition among the members. In the beginning, these sites stole the worst of me: my money, my sanity, and my compulsiveness. But after a couple of weeks, I had it down and am now shopping with the elite. In total, I've saved over \$300 and have acquired some new fancy clothes, shoes, and jewelry.



### Implications and Action Items

Since many of these sites turn over their inventory at 12 p.m. EST each day, the savviest shoppers plan their day around this time, allotting at least 15 minutes to log in to the sites. Some even log in ahead of time, and set an alarm to hit refresh right as the clock chimes. As the sites flip inventory all at once, shoppers must consider the site order in which they browse; veterans have this down to a science—some browse all the sites first to scan for the designers they like, flipping quickly, while others look through entire sites, one at a time, starting with their favorite. Once on a site, experienced shoppers act quickly (in minutes, \$5,000 jewelry will be sold out), so becoming one of these shoppers takes patience, practice, and swiftness. A few things will help you get started:

- **Get Invited.** Site deals are for members only, but membership invites can come from a friend or simply through a request form on the store's site.
- **Get Acquainted.** Each site operates differently, with different layouts and navigation. Spend time digging around, figuring out the navigation and learning what sales are coming up.
- **Plan Accordingly.** Schedule reminders on your calendar five minutes before the daily switch, so you can log in and get after it. Also, take note of upcoming sales and designer features and mark your calendar.
- **Know What You Want.** Decide ahead of time what your priority needs are—jewelry, shoes, a dress—whatever it is, start with those items and only move on to non-priorities after you have exhausted your first round of needs.
- **Know the Risks.** Not everything is returnable, and those that are have short return windows, so spend time reading the return policies on each site.







## About RTCRM

RTC Relationship Marketing (RTCRM) is a full-service direct marketing and relationship marketing agency based in Washington, D.C., in the heart of Georgetown, with an additional office in New York. RTCRM boasts more than 40 years' worth of innovative, targeted solutions that grow its clients' brands and help them forge lasting, valuable relationships with their customers. What distinguishes RTCRM is its unique ability to analyze data and research on both a rational and emotional level. RTCRM's clients include major brands in the telecom, technology, pharmaceutical, and other business sectors such as AARP, BlackRock, Eli Lilly, and Novo Nordisk.

To learn more about RTCRM, please visit [www.rtcrm.com](http://www.rtcrm.com) or follow the Twitter feed @rtcrcm.

## About the Digital Integration and Innovation Team

Dii is the Digital Integration and Innovation team at RTCRM, a full-service WPP Group creative agency in Washington, D.C., focused on building relationships between brands and consumers. Dii is tasked with keeping track and making sense of the ever-changing digital world. It's our job to discover and understand the nuances of how and why different types of people use technology and what that tells us about them. More importantly, it's our job to help our clients apply this knowledge to better engage with their customers.

It's not about what's cool. It's about what's smart.

**Treffpunkt**, Digital Integration and Innovation Team Blog: <http://rtctreffpunkt.blogspot.com>

