Cheering 2.0 by Mikkel Broe Christensen & Siri Johansson

Cheering 2.0 is a phone application that brings fans and competitors closer together and lets the fans play a more active part in the championships.

USE SCENARIO

On the athlete's page, the performance of the athlete is shown together with the performance of the audience (decibel levels of their on-site cheering). The 'Cheers' speech bubbles are comments and proof of appreciation that the fans can post on their favorite's page in the Cheering 2.0 app. 'Cheers' posted by audience on-site and 'cheers' posted by others have different colors. If a 'cheer' is well-written and given many thumbs-ups by other fans, it grows in size. The 'cheer' that has gotten the most thumbs-up before a race will be shown on the large-screen display around the finishing line area, when the competitor finishes a race. Afterwards, the athlete can talk to his/her fans through the application and thank the audience for cheering. Communication, participation and socialization is enabled on both a local and global scale.
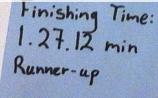
TECHNOLOGY

smart phone application, decibel measuring

VIDEO

http://www.youtube.com/watch?v=9XqQ3TPddaM