

NuYu: Promoting Mobile Discovery of New Activities

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Photo by [D'Arcy Norman](#)

It's Wednesday evening and Joe finds himself waiting for the 5:28 bus as he does every weeknight.

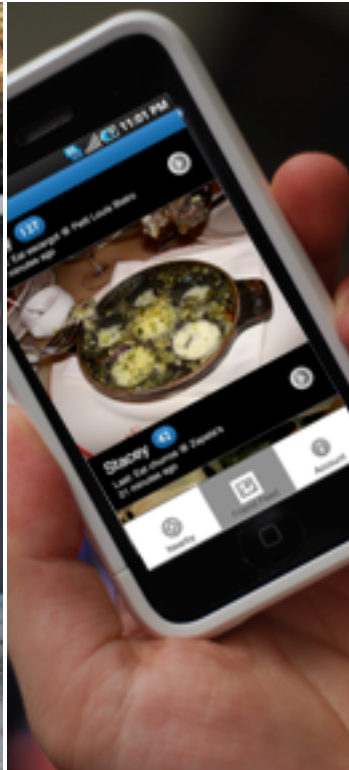


Photo by [blueyedrican](#)

To pass the time, Joe browses NuYu's Friend Feed. "Wow, Amy just tried a plate of snails," he thinks to himself. "I'm not sure I could do that."



Photo by [Gesa Henselmans](#)

Inspired by her adventurousism though, Joe decides to check NuYu for ideas on what new activities he can try for himself.



Photo by [Sami Keinänen](#)

NuYu alerts Joe that there's a pizzeria just across the street where he can try an anchovy pizza. He figures he can just catch the next bus, and marches across the street.



Photo by [Alpha](#)

Although Joe feared anchovies as a kid, he discovers that they're delectable. He snaps a photo and shares it with friends on NuYu. He wonders what new activity he'll try tomorrow.