

### About Proboscis

We are an artist-led studio who combine artistic practice with commissioning, curatorial projects, design and consultancy to explore social, cultural and creative issues. Collaboration is at the core of our creative practice and ethos: involving innovative collaborations in fields as diverse as medical research, music, community development, housing and urban regeneration, pervasive computing, mapping and sensor technologies.



### The Idea Store and bookleteer

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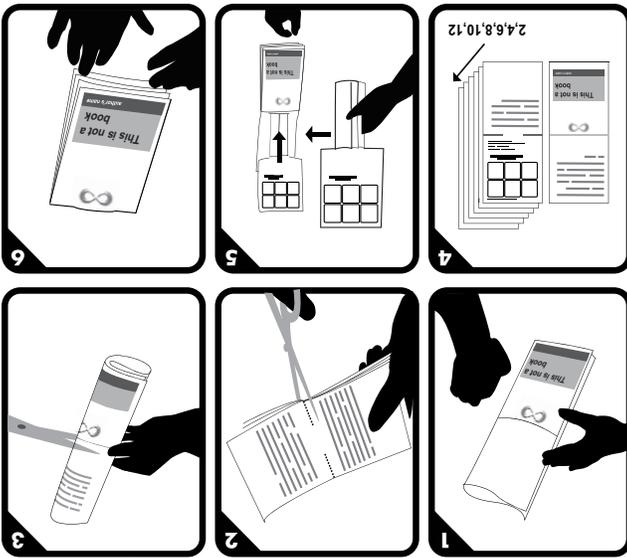
Those taking part in your courses would get the opportunity to think about what they learnt, record the process of their learning, and shows the Idea Store as a hands on and responsive learning environment that are always wanting to improve their services. Having users write eBooks of their progress, experiences, what they found helpful, what could be improved, etc, would only enhance future user experiences whilst benefiting workers as well, by showing them how to better their courses. Allowing the thousands of people who use the Idea Store to document their experiences and how they learned, created, and built upon their talent in 'user experience eBooks' would be advantageous to both the users, staff, and in helping make future courses even better.

### The Idea Store and bookleteer : User Experience eBooks

Bookleteer is a great platform for people to share their ideas, works, and thoughts, and helps encourage new ways of learning whilst having fun at the same time. Bookleteer supports publications written in Chinese, Japanese, Korean, Urdu, Russian, Greek, Hebrew, Aramaic, Hindi, Bengali, Marathi, Vietnamese, and Arabic. Bookleteer is a simple but powerful tool that allows users to publish their work on information. Once created, uploaded, and printed out, bookleteer produces story books, portfolios, learning diaries, newsletters, project notebooks, essays, project documentation, exhibition catalogues, game props, or whatever you can imagine!

### What is bookleteer?





made with [www.bookleteer.com](http://www.bookleteer.com) from proboscis



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To view information about bookleteer or Proboscis (creator of bookleteer), visit [bookleteer.com](http://bookleteer.com) or [proboscis.org.uk](http://proboscis.org.uk)

### How can the Idea Store benefit from using bookleteer?

With the Idea Store running over 800 courses in 2010 and 2011, bookleteer would offer both staff and users an easier way to manage their work more effectively, share ideas and experiences, and also help to promote and advertise courses in a new and modern way.

The benefits of using bookleteer in the Idea Store range from allowing people to create eBooks (short, easy to make and read information books), helping those who run courses by offering them the use of project notebooks and diaries, and a range of other ways to share and promote communication.

We have had the opportunity of visiting an Idea Store and have identified two specific areas in which our software would be able help the Idea Store, and these are in advertising and promotion and user experience.



Given how many courses the Idea Store run on the borough of Tower Hamlets, advertising and promotion in the Store is an area that bookleteer could potentially make a massive difference in. Making an eBook is incredibly simple but can be very valuable in helping people to understand what the Idea Store philosophy is and what it offers. eBooks would create mini information books that would be ideal in promoting, advertising, and sharing information about courses, including course dates, prices, locations and other important information that the Store would like users to know. Through the use of eBooks, users can read information provided by the Store in small, lightweight, easy to read information books that are unique and contemporary in form.

### The Idea Store and promotion eBooks