Temple University Press, the university press arm of Temple University, was founded in 1969. It publishes books in a wide variety of topics, from academic works to travel books. TUP also has a wide variety of other media content that related to many of their works. They are interested in exploring new ways to make their publications more accessible, more interactive and richer, with a wider array of readily available supporting content. To explore these areas, they have requested that MIS 3504 to work on three projects:

1. **Redesign the TU Press website to create an interactive experience and digital resource**

Create a website that is a discovery tool for Press content, promotional material, and the disciplines we serve. The Press website currently acts as a catalog and doesn’t foster discovery of the ancillary audiovisual content posted for many books. The use of social media is rudimentary and the site doesn’t link the books to appropriate scholarly and pedagogical uses.

As part of website prototyping, inventory the Press’ existing social media tools (Facebook page, Twitter feed, YouTube videos, author interviews, blog, and dormant Pinterest and Instagram accounts) and create strategies for integrating them into website. Create uniform style of composing web marketing material across all platforms and allow users to share Press marketing content through their own social media accounts.

Create more dynamic linking between Press products to increase user time on web site. Link Press content (books, chapter samples, etc.) with other material outside of Press site (e.g., urban archives, current news sites) to make web experience more immersive.

2. **Forgotten Philadelphia App: an interactive digital companion for the print edition**

Using geolocation and smart phone cameras, together with archival photos and text from *Forgotten Philadelphia*, create a virtual tour through Philadelphia’s lost architecture and buildings. The “tour guide” concept behind the app would apply to many TUP books on the region. App should include augmented reality API so that users can “see” historic street scenes when they point their smart phone camera to guided locations.

Include features for people not traveling to Philadelphia, including the option of organizing information in app around historic or thematic, rather than geographic, themes. Allow app to link to web sites (Wikipedia, Phila.gov, Historical Society of Pennsylvania, Library Company, Urban Archives, etc.).

Propose potential business models for app.
3. The Gender Knot App or website, and by extension, a digital platform available to scholars and professors for "bread and butter" scholarly books in dynamic/evolving subject areas.

*The Gender Knot*, in its third edition, is used in numerous classes in sociology and gender studies. It’s written by an expert author heavily engaged with the subject and with his readers. His work continues to change the field, and the evolution is captured in each subsequent edition. A digital companion could provide a forum for scholarly interaction and a place to document evolving aspects of study between editions. In addition, the author has a strong web presence ([http://www.agjohnson.us/](http://www.agjohnson.us/)), aspects of which could be incorporated.

As part of the app development the Press would amend the third edition of the printed book to give students and teachers access to the app as part of the purchase price; we would also include a qr code to direct students to the app.