Creative Solutions

"When high creativity drops from 92% as infants to 2% as adults, maybe we're debating the wrong 'basics'"

"Combine skate wheels in a different way and you get roller blades"

What's next?

Jay Tastes His Apple Dream

The future looks promising for MIT student Jay Park after developing a unique business search application for Apple's iPhone and iPod Touch devices.
A final year Bachelor of Engineering Technology student, Jay has successfully developed and released to market 'Find! NZ' - a mobile, internet-free business search engine, which enables iPhone and iPod Touch users to search for local businesses and amenities without connecting to a mobile network or using a wireless hot-spot.

In developing the software for his final year degree project, Jay was driven by his love of Apple products and ambition to build a more effective business search engine for mobile Apple devices than was currently available on the market.
"I'm a big fan of Apple products," says Jay, who moved to New Zealand with his family from South Korea in 2000.

After releasing the software to the New Zealand market as a free download, Jay is starting to reap the rewards of his efforts…'Find! NZ' was ranked number one in the navigation category of the iTunes showcase chart with 20,000 downloads to date, Jay recently featured in Computer World magazine and is starting to receive interest from prospective employers in the software design market.

But, Jay's success is the product of much hard work and dedication. During the last summer break, he took the initiative to teach himself the Objective-C programming language, which is the basis of Apple's Cocoa frameworks. He then worked hard for one month solid to design and develop the software package, losing many nights sleep.
"It was a pretty intense month," says Jay. "I became so engrossed in the project that I just couldn't switch off. By the end, I was even designing the software in my sleep!"

Jay compares his software to having a Yellow Pages in your phone with the ability to search via business type, street, city or region. It also allows users to make bookings and place orders direct from their phone. And, 'Find! NZ' is receiving rave reviews from iPhone and iPod Touch users. One iPhone user commented on Jay's blog page, "Wow this sounds awesome! Great work."

And what does the future hold for Jay? "My priority now is to find a job in software design," says Jay. "I don't mind if it's Apple or another platform. I enjoy programming and design and that's where I see my future."

iPhone and iPod Touch users can download Jay's 'Find! NZ' application free-of-charge from iTunes.

"Who can resist the power of an idea whose time has come?"