



At a Glance

What Scoot & Doodle did

- Increased monthly unique visitors to 100,000+ (August 2012) via Google+ and Google products
- Achieved strong engagement, with returning users averaging 28 minutes per session
- Increased Google+ followers to nearly 900,000 through Google+ Circles, content-rich posts, and creative promotions

About Scoot & Doodle

Launched in March 2012, Scoot & Doodle created its first product on Google+ Hangouts. Scoot & Doodle on Hangouts is a creative, collaborative play space that transforms everyday activities such as attending meetings, drawing pictures, doing homework, and playing games into a completely new experience that is fun and memorable.

For more information, visit <http://scootdoodle.com/>

“Launching on Google+ Hangouts was absolutely the best decision for us. We couldn’t have asked for a better partner, and we’ve been amazed by the dynamic audience.”

—Christine Egy Rose, founder and CEO, Scoot & Doodle

Scoot & Doodle connects, engages, and sparks creativity with Google+ Hangouts app

San Francisco-based startup Scoot & Doodle creates integrated social products that make building strong relationships fun – at work or home – through creative and collaborative experiences. The company brings people face-to-face in a shared online play space in real time, anytime. Its first product, Scoot & Doodle, is among the first applications launched on Google+ Hangouts.

Why Google+ Hangouts?

Google+ Hangouts offered significant advantages over other platforms to help Scoot & Doodle gain traction in the crowded, competitive online social space. Those advantages include:

- Access to 400 million highly engaged Google+ users already connected through Circles, Gmail, YouTube, and Calendar
- Easy, streamlined discovery of Scoot & Doodle on Google+, through viral channels such as Notifications
- Quality, strength, and reach of face-to-face hangouts, which let Scoot & Doodle users connect, create, and collaborate with up to nine people, simultaneously, worldwide
- Relatively simple development in the Hangouts API

Scoot & Doodle went from concept to launch in just three months.

“Launching on Hangouts was absolutely the best decision for us,” says Christine Egy Rose, Scoot & Doodle founder and chief executive officer. “We couldn’t have asked for a better partner, and we’ve been amazed by the dynamic audience.”



U.S. and Japanese artists use Scoot & Doodle to collaborate on anime projects like this one.

About Google+ Hangout Apps

Google+ Hangouts let you have face-to-face online conversations with up to ten people at once. You can create memorable, branded experiences with Google+ Hangouts apps to get people even more involved. Play games, see everyone's reaction, use your whole body to communicate, collaborate face-to-face-to-face in real time, and connect with family and friends in new ways. Start interacting and make engagement with your brand more memorable, relevant, and playful.

To learn more about Google+ Hangout apps, visit developers.google.com/+hangouts

"Scoot & Doodle on Google+ Hangouts has pushed the bounds of how we look at our product and where we're going with it."
—Patty Chang, co-founder and product lead, Scoot & Doodle

Engaged, inspired hangouts

Scoot & Doodle saw extremely high engagement with its product in Hangouts. The average visitor spends 22 minutes per session, and returning users spend 28 minutes per session.

"We're seeing users engage with the product in creative, diverse ways. As a result, Scoot & Doodle has captured far more user communities than we initially envisioned," says Patty Chang, company cofounder and product lead. "Scoot & Doodle on Google+ Hangouts has pushed the bounds of how we look at our product and where we're going with it."

Creative and diverse uses

The diverse and global Scoot & Doodle customer base finds a variety of uses for Hangouts:

- Family members and couples separated by oceans spend playful, face-to-face time drawing, messaging, and connecting – so they don't feel so far apart
- Students from junior high school to college use the app to illustrate, collaborate, discuss, and solve problems for their class work; for fun breaks, they doodle and play Pictionary-like games together
- American anime artists collaborate daily with each other and with Japanese writers to create and design characters for online games

A great place to learn, iterate, and build

Scoot & Doodle has identified new uses for its product from its followers, and connects with them regularly in hangouts and via Google+. The company also conducts focus groups using Hangouts. Its latest features – talk bubbles, stamps, and scrapbook – arose from discussions between users and customer reps on Google+.

Scoot & Doodle also has increased its follower base to nearly 900,000 through Google+ Circles, content-rich posts, and creative promotions. These promotions have focused primarily on community building and engagement, with good results from encouraging users to create with the app, then share and engage with others in their Circles.

