Quantitative Evaluation

Name of the App	Bergpark
URL	https://play.google.com/store/apps/details?id=de.softwarehauskassel.bergpark
Mask with X which features you can find in the app	

Map	Map GPS	Map Static	AR	Photos	Articles	Particip.	P. Review	P. Rating	P. Upload	Share	Audio	Video	Nearby	Links	Tours	(?)
X	X	X		X	X									X	X	

Structure description

Welcome

Bergpark is the app of the Wilhelmshöhe park, which is one of the largest in Europe. The welcome screen starts with observing the back part of the Hercules monument in the park. Maybe the developers had something in mind while doing this, but for users that are not familiar with the culture samples in the park it may seem a bit strange, as it was for me. After a short observation of the nice Hercules body parts, the navigation menu appears. The user is offered to choose from "Allgemeine Informationen", "Schloss Wilhelmshöhe", "Herkules" and "Wasserspiele". Apparently, the last three are the most important things in the park. But as a designer, I would have provided also the visual images of these features. Or at least put the sign "Herkules" clother to Hercules…

Map

There's a GPS option in the map section, but it couldn't find the connection with my smartphone. Though, the main objects in the park are marked with big red dots, so you immediately get the understanding of what you are supposed to visit here. Unfortunately, these objects differ a little bit from the menu items that we saw on the welcome screen: here they are "Herkules", "Künslternekropole", "Löwenburg" and "Schloss". In my mind, this is an example of interface inconsistency and it may confuse the user.
The app offers only the one possible rout, marked with the big red dots with numbers. The user may zoom the image, select the dot and get the information about the place. The information is usually presented with the article and some photos. Each place included in the rout scheme is also marked with the time (14:30, 14:35), which may be good for giving the understanding the time requirements.

Service

Service information includes the working hours and contacts of visitor centers. list of cafes situated on the park territory and price list for excursions. It's also nice that you can call to visitors centers directly from the app (via your mobile phone or skype).

Arrival

The app contains the information about getting to the park by buses, cars and trains. It also shows the map with the numbers of highways and parking places.

Opinion

In my app design I would use such features as welcome screen, as it attracts attention and gives the general idea and atmosphere of the whole thing. It is also the starting point in navigation, so I would try to do it clearer as in the Bergpark app. It also stands to reason that I'm going to use maps and routs. Maybe we will have more than one rout in our app. Service information is also important, but maybe it doesn't make sence to do it as a separate section, but just to put the sign "i" on the map and make it clickable. As for the arrivalls, it can be just a link to the other sources, because the extra data makes the app quite "heavy" and users do want to have free space on their phones.