

Quantitative Evaluation

Museum Island Visitor Guide

URL

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

Describe the content structure of the app: This app divide into two part,one is horizontal part ,it include Berlin's introduction,and another famous building in Berlin ,such as some museum and heritage but you need pay for it.If you press the Berlin ,it will introduce the city by districts and understand(like history ,talk,economy and orientation.....)and at the same list it give user some travel planning suggestion and information about eating , sleeping , nightlife , moving around and get in. The vertical part separate into several part like home ,metro app,favorites,markers,image collection ,language ,tutorial ,restore,purchases,contact us and so on . The guide lines are clearly ,but it can not update ,so if the information changed ,user can not get the newest information and help.and it also has less interaction with user .It means in this apps ,information is dead. In my opinion ,the app at least need to have one useful function that attractive user and help them to find the information they want or give them a deep impression about the scenery .

·welcome: the welcome part has 3 page ,one is teach you how to change the image ,and the second page is teach you how to choose origin and destination and tap to compute

·map: The map is useless , nobody want to use the map that don't have gps,and it means it can not guide to the place .

·style: The app use a lot good quality picture to contribute the style of the app ,but it has a problem that between the words and image there is a border .

·suggestion: In my own opinion ,this app can focus on introduce the museum island ,it not necessary to introduce other scenery in Berlin and don't need to introduce the eating and living(but it can introduce the special restaurant ,salon or some interesting place nearby the museum or about the museum,or have some relation with the museum),because other app has better function than it. It need focus on the museum.how to guide the people from anywhere to go to the museum island ,and it is better combine word and pics to give user a complete impression.and it also need to think a way that can make the user understand the museum culture deep .