

Bauhaus-  
Universität  
Weimar

# Mobile Media & Cultural Heritage

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# Summary

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- ❑ App Project
- ❑ Target Group
- ❑ Point Of Interest & Design Influence
- ❑ Platform & Software
- ❑ App Content Structure
- ❑ Navigation & Screen Preview
- ❑ References

# App Project



App prototype for world heritage sites in Weimar.



# App Target: Cultural Heritage in Weimar

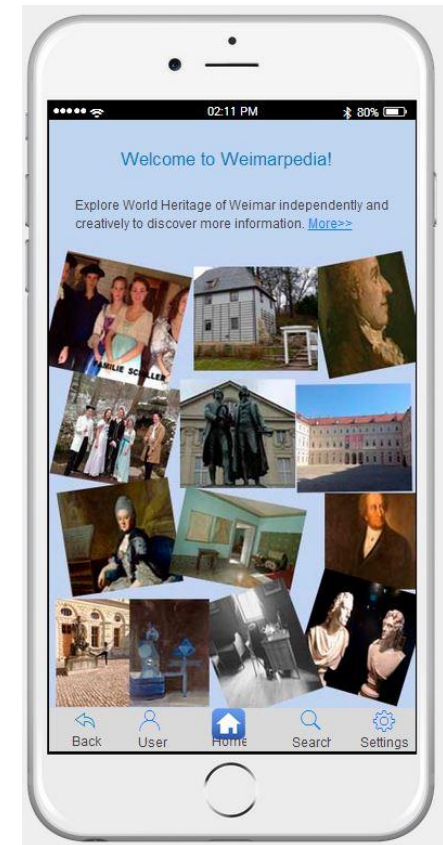
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# App Content: Weimarpedia.de

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- ❑ Map: Geo-Location
- ❑ Articles: Encyclopedia Style
- ❑ Gallery: Different Media Participatory



# Target Groups: Tourist Visitors & Weimarpedia's students

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- ❑ 50-59 years old (26% of visitors)
- ❑ 60-69 years old (21% of visitors)



# Point of Interest & Design

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- ❑ 94% sightseeing
- ❑ 79% restaurant and cafés
- ❑ 65% museums and exhibitions
- ❑ 58% strolling around
- ❑ 54% regional food and drinks
- ❑ 53% shopping
- ❑ 35% UNESCO World Heritage

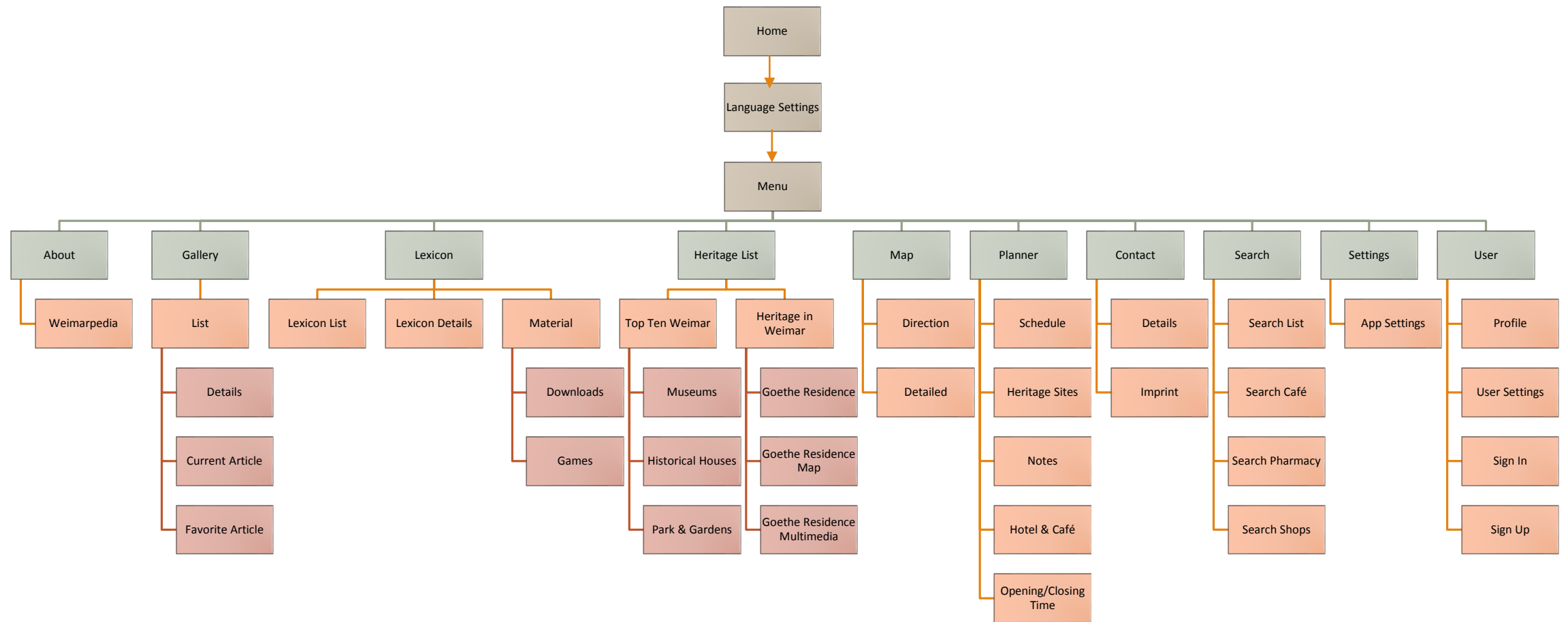
# Platform & Software

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- ❑ iPhone 6
- ❑ Adobe Photoshop
- ❑ Justinmind Prototyping Platform
- ❑ Windows 8







## Content Structure

# Navigation & Screens Preview



Home

Start Screen



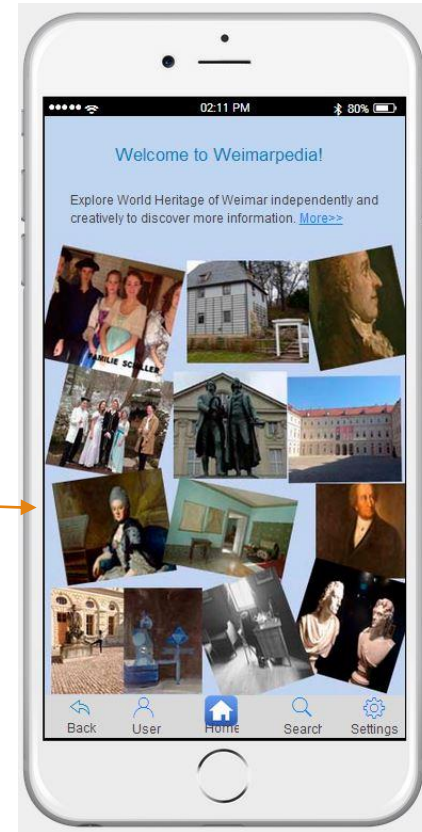
Language Settings

# Navigation & Screens Preview

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Main Menu



About Weimarpedia

# Navigation & Screens Preview

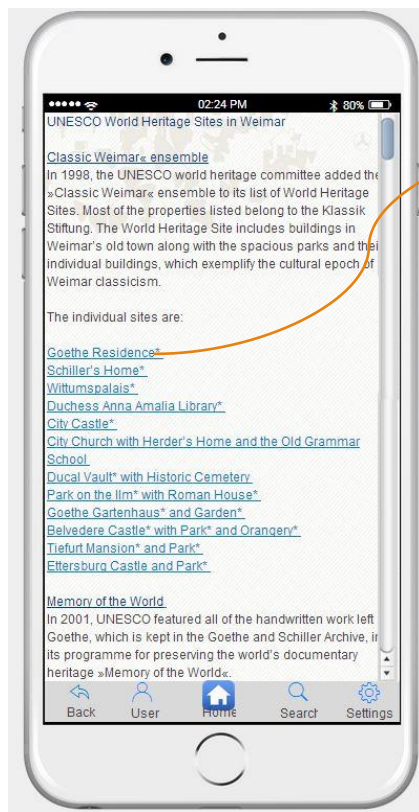


Main Menu

Heritage list of Weimar



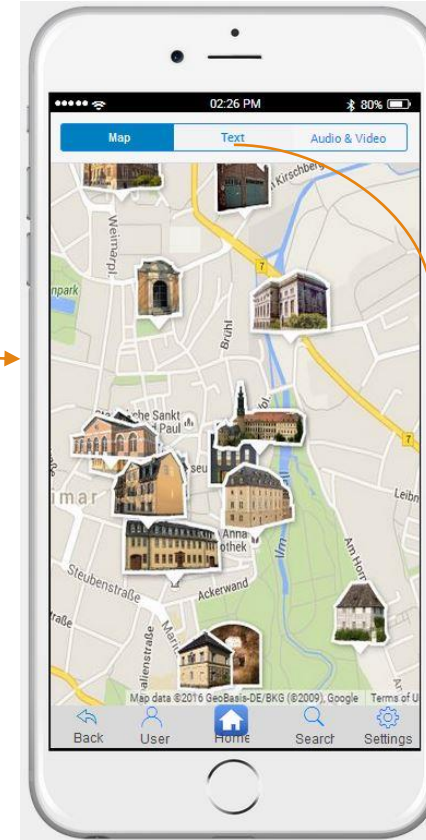
# Navigation & Screens Preview



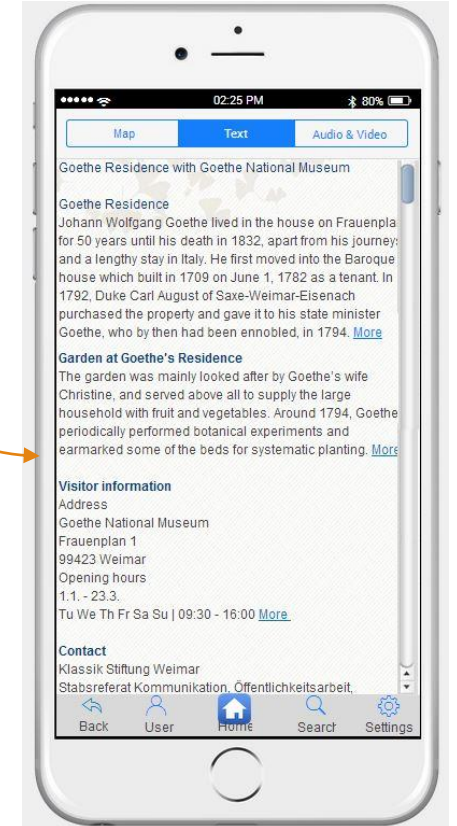
Heritage list of Weimar



Goethe Residence

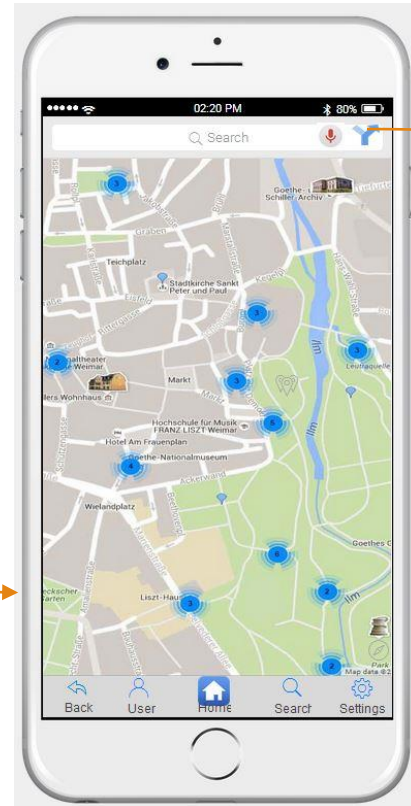


Goethe Residence's Map

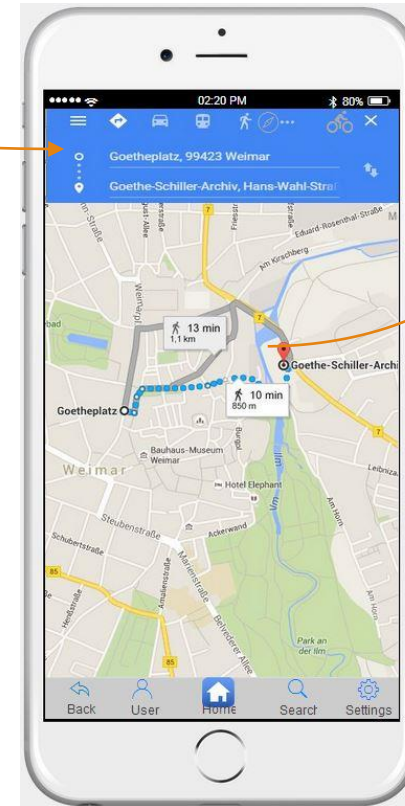


Goethe Residence Article

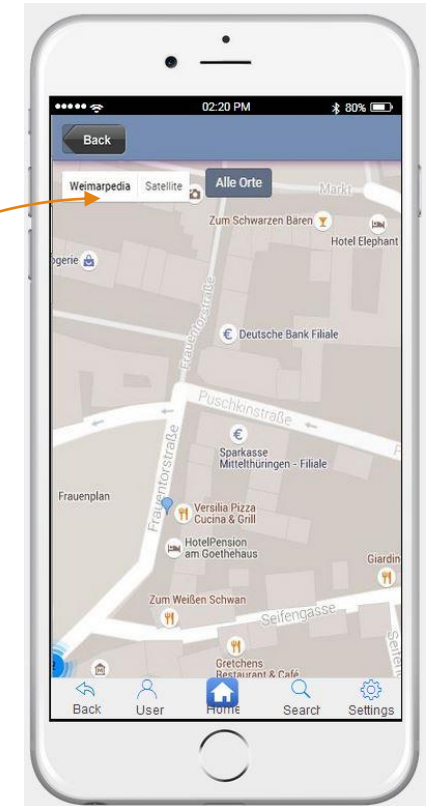
# Navigation & Screens Preview



Map



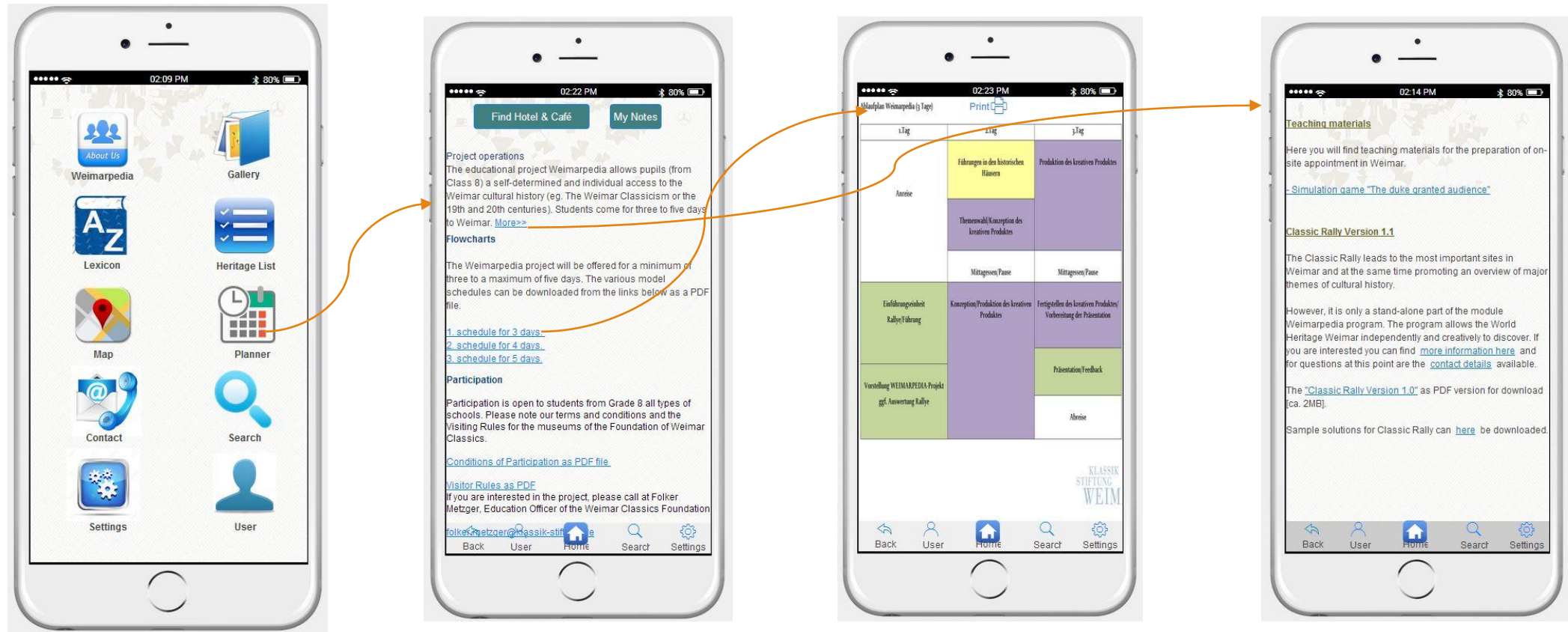
Map Direction



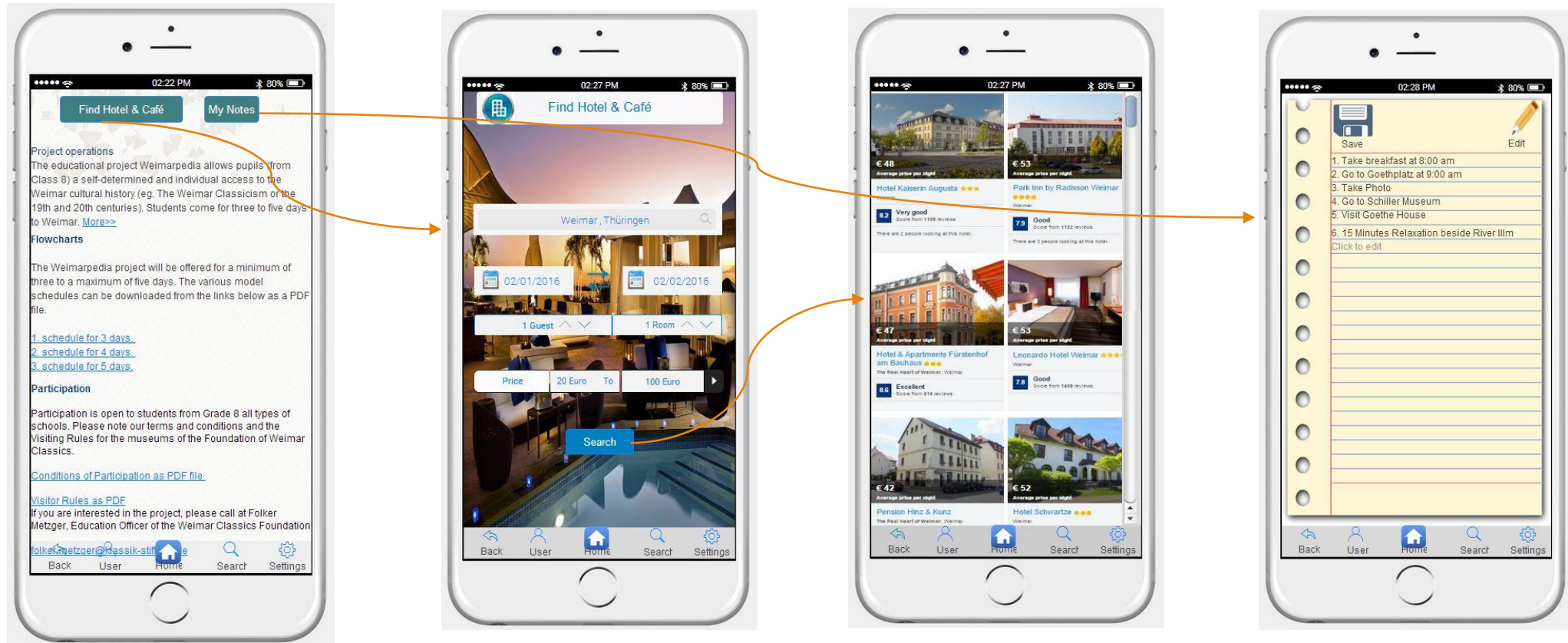
Map Detailed



# Navigation & Screens Preview



# Navigation & Screens Preview



Find Restaurant

My Notes

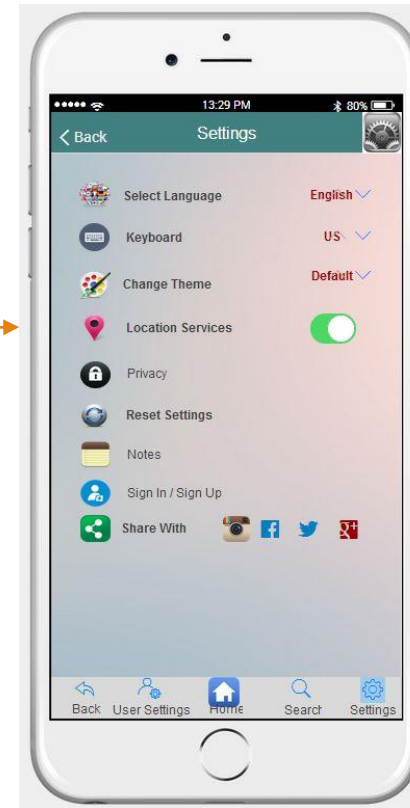


# Navigation & Screens Preview

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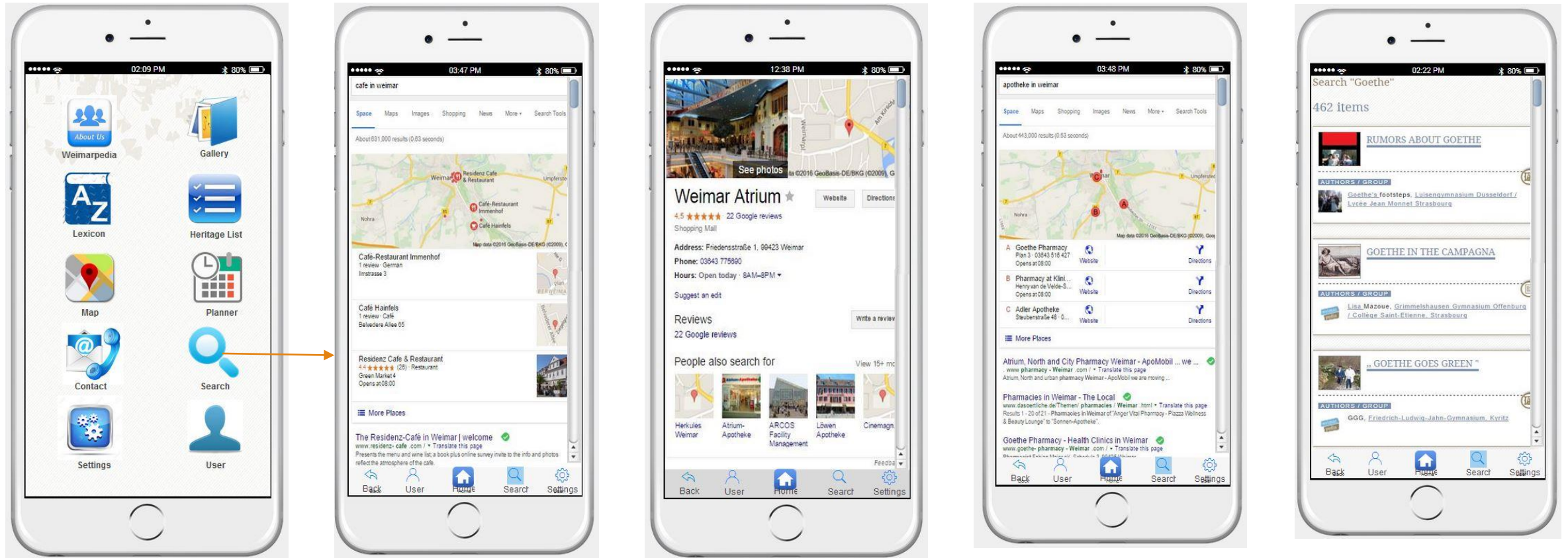


Main Menu



Global Settings

# Navigation & Screens Preview

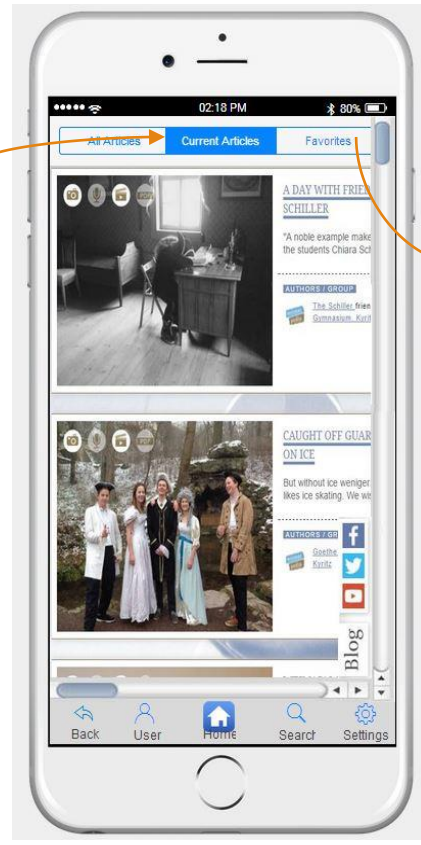


Search

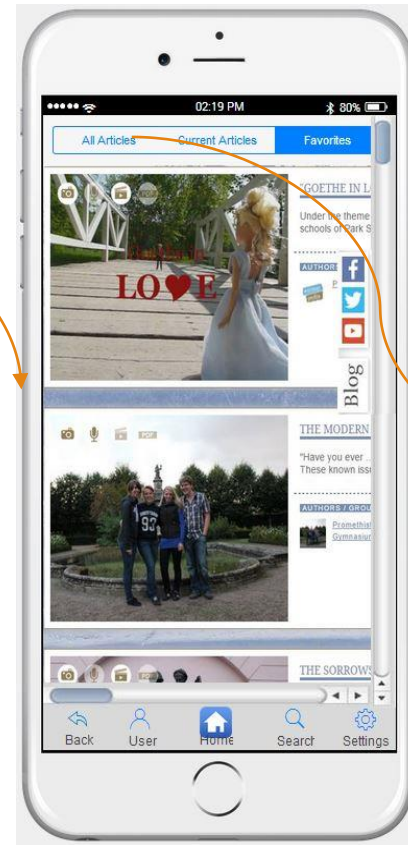
# Navigation & Screens Preview



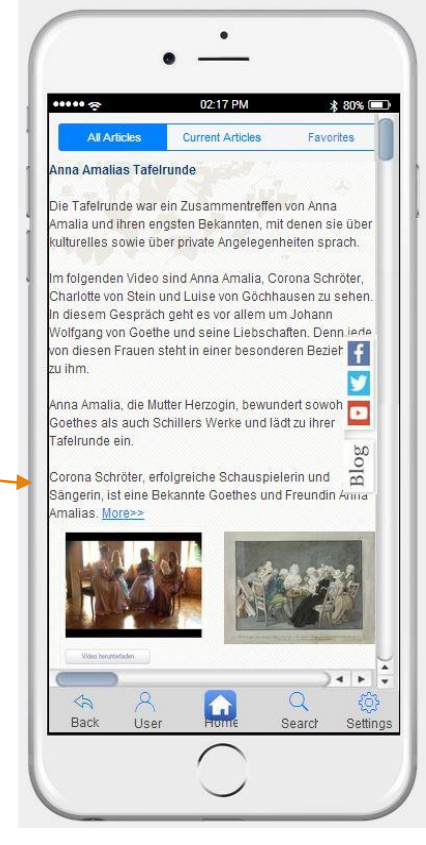
Gallery



Current



Favorite



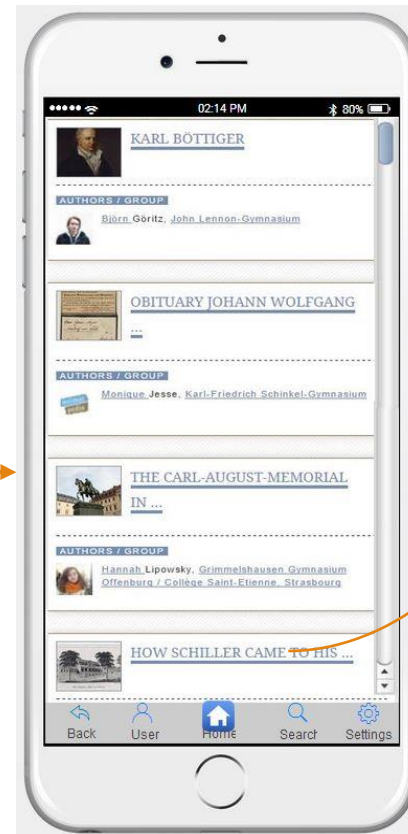
All Article



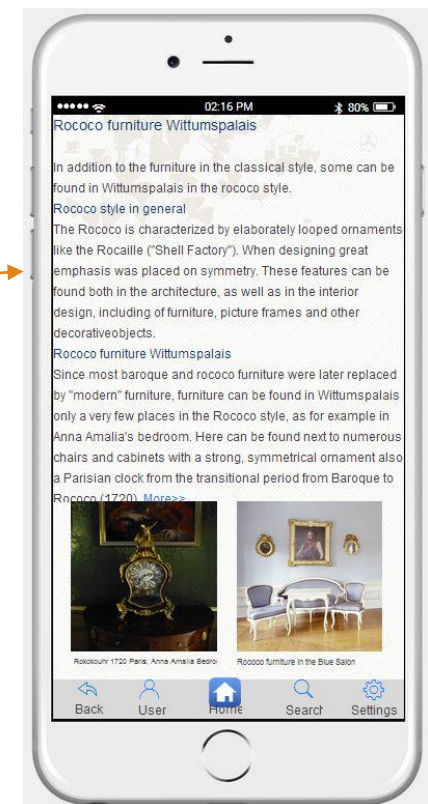
# Navigation & Screens Preview



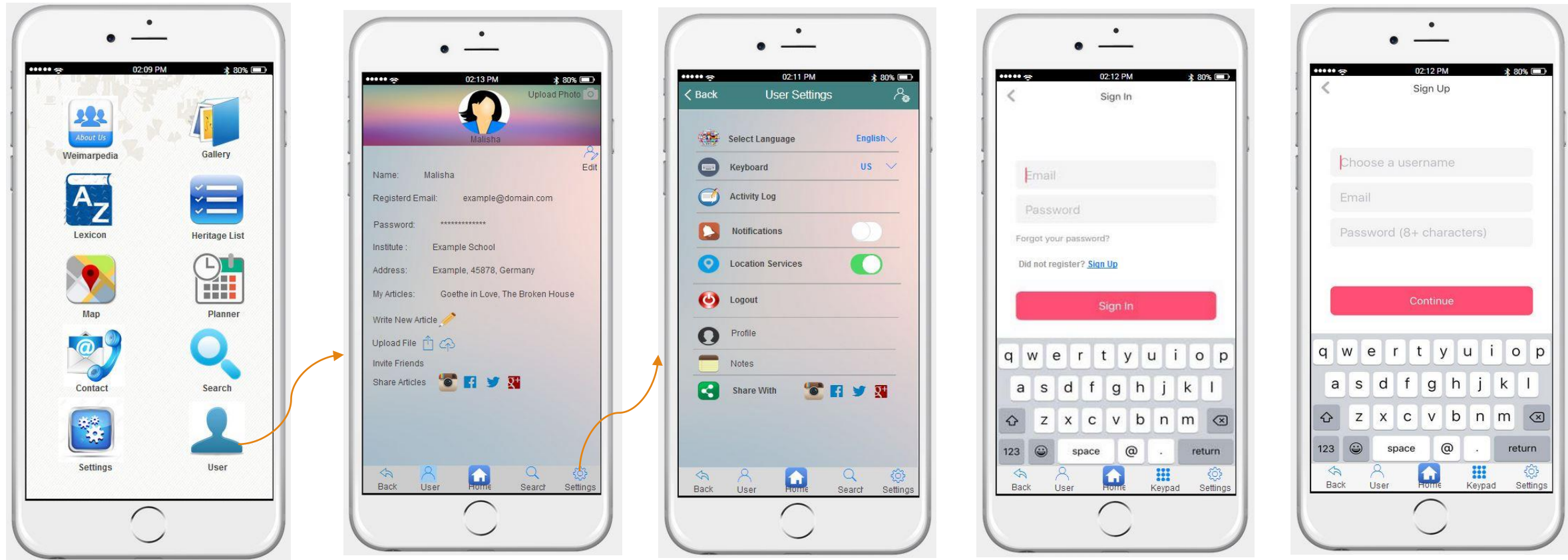
Lexicon



List and Details



# Navigation & Screens Preview



User Profile

User Settings

User login/ signup

# Navigation & Screens Preview



Contact

# References

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- ❑ <http://weimarpedia.de/>
- ❑ <http://whc.unesco.org/en/list/846>
- ❑ <https://www.weimar.de/en/tourismus/sights/unesco-world-heritage/>
- ❑ [https://www.google.de/?gfe\\_rd=cr&ei=mluwVqaOFOGI8Qe8g6ToBw](https://www.google.de/?gfe_rd=cr&ei=mluwVqaOFOGI8Qe8g6ToBw)
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- ❑ [https://www.uni-weimar.de/medien/wiki/images/IFD\\_MM%26CH\\_06\\_references.pdf](https://www.uni-weimar.de/medien/wiki/images/IFD_MM%26CH_06_references.pdf)
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- ❑ [https://www.uni-weimar.de/medien/wiki/images/IFD\\_MM%26CH\\_02\\_media-mediatization.pdf](https://www.uni-weimar.de/medien/wiki/images/IFD_MM%26CH_02_media-mediatization.pdf)
- ❑ [https://www.uni-weimar.de/medien/wiki/images/IFD\\_MM%26CH\\_05\\_mobile-guidelines.pdf](https://www.uni-weimar.de/medien/wiki/images/IFD_MM%26CH_05_mobile-guidelines.pdf)

# Thank You

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