WE'LLCOME

App Project for Tourist Visitors

Bauhaus-Universität Weimar

Mobile Media & Cultural Heritage

LIU Yun
Faculty of Media
liu.yun@uni-weimar.de

LI Qianqian
Faculty of Media
qian.qian.li@uni-weimar.de

Summary

1. Target Group - 3
2. P.O.I and Information - 6
3. Description - 10
4. Highlights of Graphic Design - 13
5. Highlights of Function Design - 18
6. Prototype - 22
7. References - 33

Target Group

Target Group

Tourist Visitors

General age:

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

Traveling with:

- 57% couples
- 14% alone
- 9% groups
- 8% friends

Average stay: 70% up to 3 nights

Duration of stay:

- 70% up to 3 nights
- 27% 4-7 nights

http://www.uni-weimar.de/medien/wiki/images/IFD_MM%26CH_04_cultural-heritage.pdf

Target Group

Tourist Visitors

General needs when visiting Weimar:

- Find P.O.I. and Information about WHS in Weimar.
- Spend time in Weimar looking for:
  - 94% - sightseeing
  - 79% - restaurant and cafés
  - 65% - museums and exhibitions
  - 35% - UNESCO WHS

http://www.uni-weimar.de/medien/wiki/images/IFD_MM%26CH_05_mobile-guidelines.pdf

P.O.I and Information

1. WHS
2. Sites
3. Pharmacy

P.O.I and Information — WHS

Nr.	Name & Location	Coordinates	Nr.	Name & Location	Coordinates
	UNESCO - Classical Weimar			**UNESCO - Bauhaus and its Sites in Weimar**	
1	**Goethe's House** Frauenplan 2, Weimar, Thuringia, Germany	N50 58 39.30 E11 19 42.90	1	**Main building of the Weimar Academy for Architecture and Building Arts - University** Weimar, Geschwister-Scholl-Strasse 8, Germany	N50 58 29.20 E11 19 46.20
2	**Schiller's House** Schillerstraße 12, Weimar, Thuringia, Germany	N50 58 43.70 E11 19 39.30	2	**The Van-de-Velde building of the Academy for Architecture and Building Arts -University** Weimar, Geschwister-Scholl-Strasse 7, Germany	N50 58 29.00 E11 19 45.70
3	**City Church, Herder House and the Old High School** Herderplaz 8-14, Weimar, Thuringia, Germany	N50 58 52.00 E11 19 45.70	3	**The “Haus am Horn”** Weimar, Am Horn 61, Germany	N50 58 24.30 E11 20 20.90
4	**City Castle** Burgplatz 4, Weimar, Thuringia, Germany	N50 58 50.60 E11 19 55.20			
5	**Widow's Palace** Am Palace 1, Weimar, Thuringia, Germany	N50 58 46.70 E11 19 34.20			
6	**Duchess Anna Amalia Library** Platz der Demokratie 1, Weimar, Thuringia, Germany	N50 58 42.60 E11 19 55.20			
7	**Princes' Tomb and Historic Cemetery** Am Poseckschen Garten, Historischer Friedhof, Weimar, Thuringia, Germany	N50 58 21.40 E11 19 30.80			
8	**Park on the Ilm with Roman House, Goethe's Garden House and Garden** Weimar, Thuringia, Germany	N50 58 30.00 E11 19 60.00			
9	**Castle, Orangery and Castle Park Belvedere** Weimar, Thuringia, Germany	N50 56 56.00 E11 20 49.60			
10	**Castle and Castle Park Tiefurt** Weimar - Tiefurt, Thuringia, Germany	N50 59 38.30 E11 21 53.10			
11	**Castle and Castle Park Ettersburg** Weimar Rural District, Thuringia, Germany	N51 1 58.00 E11 16 31.00			

http://whc.unesco.org/en/list/846/multiple=1&unique_number=997

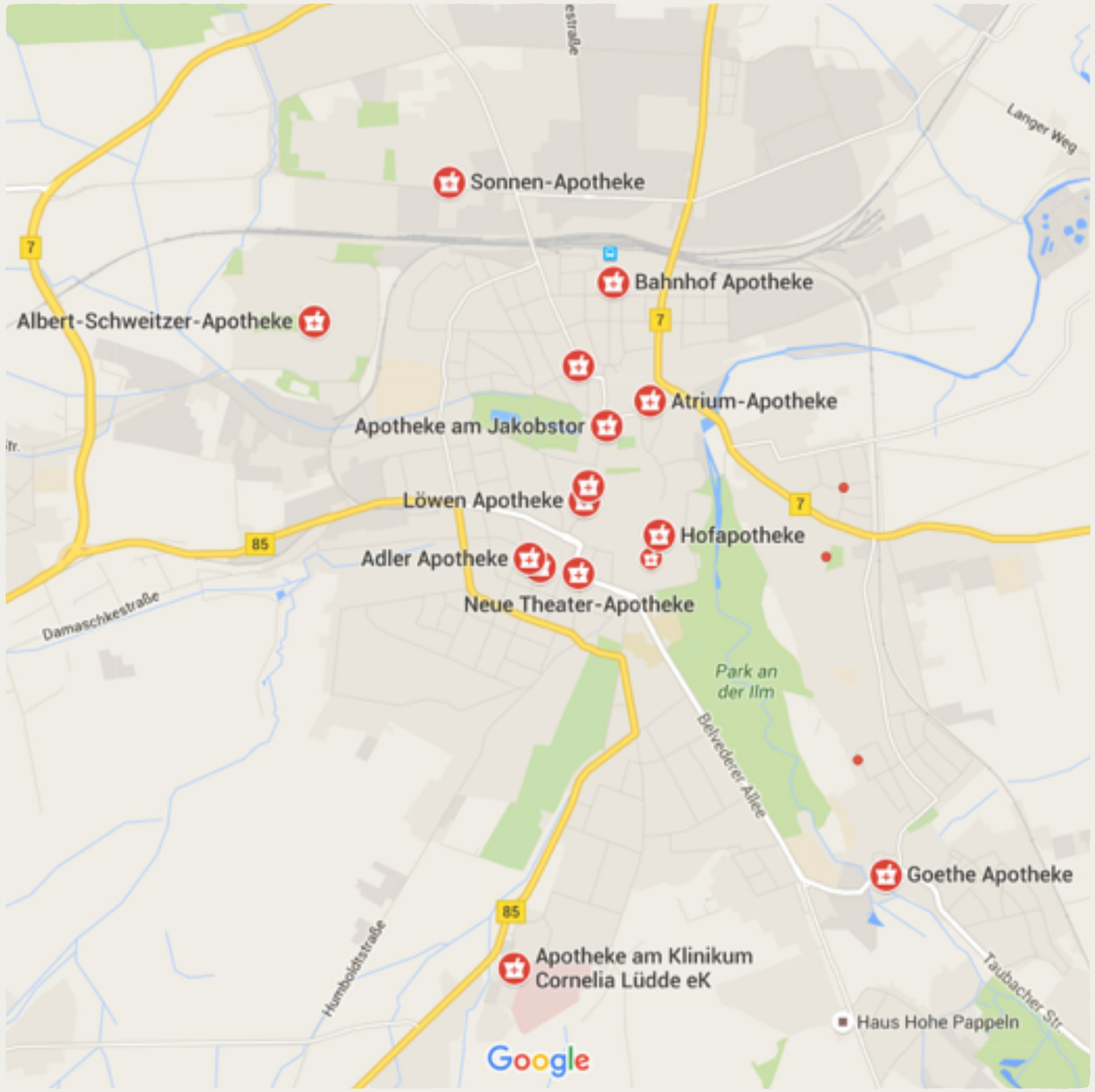
http://whc.unesco.org/en/list/729/multiple=1&unique_number=861

P.O.I and Information — Sites

Nr.	Name & Location	Coordinates	Nr.	Name & Location	Coordinates
	Museums and Exhibitions			**Sightseeing**	
1	**Neues Museum** Weimarpl. 5, Weimar Thuringia, Germany	N50 59 11.60 E11 19 35.20	1	**Deutsches Nationaltheater** Theaterpl. 2, Weimar, Thuringia, Germany	N50 58 47.40 E11 19 29.20
2	**Bauhaus-Museum Weimar** Theaterplatz 1, Weimar, Thuringia, Germany	N50 58 49.20 E11 19 35.10	2	**Haus Hohe Pappeln** Belvederer Allee 58, Weimar, Thuringia, Germany	N50 57 53.90 E11 20 31.20
3	**Weimar-Haus "Neue Geschichtserlebnis GmbH"** Schillerstraße 16, Weimar, Thuringia, Germany	N50 58 58.20 E11 19 38.00	3	**Jacobsfriedhof** Weimar, Thuringia, Germany	N50 59 00.50 E11 19 39.10
4	**Museum für Ur- Und Frühgeschichte** Humboldtstraße 11, Weimar, Thuringia, Germany	N50 58 46.10 E11 19 33.30	4	**Haus der Frau von Stein** Ackerwand 25/27, Weimar, Thuringia, Germany	N50 58 40.80 E11 19 54.70
5	**Stadtmuseum im Bertuchhaus** Karl-Liebknecht-Straße 5, Weimar, Thuringia, Germany	N50 59 14.20 E11 19 32.40	5	**Wohnhaus F.W.Riemer** Wielandplatz 2/3, Weimar, Thuringia, Germany	N50 58 35.60 E11 19 38.70
6	**Liszt-Haus** Marienstraße 17, Weimar, Thuringia, Germany	N50 58 44.00 E11 19 51.20	6	**Rotes Schloss** Platz der Demokratie 1, Weimar, Thuringia, Germany	N50 58 43.60 E11 19 56.00
7	**Druckgrafisches Museum Pavillon-Presse** Scherfgasse 5, Weimar, Thuringia, Germany	N50 59 07.30 E11 19 34.50			
8	**Deutsches Bienenmuseum** Ilmstraße 3, Weimar, Thuringia, Germany	N50 58 09.30 E11 20 39.00			
9	**Nietzsche-Archiv** Humboldtstraße 36, Weimar, Thuringia, Germany	N50 58 32.20 E11 19 07.30			
10	**Goethe-Schiller-Archiv** Hans-Wahl-Straße 4, Weimar, Thuringia, Germany Germany	N50 58 59.60 E11 20 01.90			

http://www.weimarpedia.de/index.php?id=1&tx_wpj_pi1%5Bcontroller%5D=map&cHash=136e80493e0892fbb880d49fc388084b#showMap
https://www.google.de/

P.O.I and Information — Pharmacy



https://www.google.com/maps/search/apotheke/@50.9831135,11.3221144,14z?hl=zh-CN

Description

1. Name of App
2. Content Structure

Description — Name of App

Logo

MEANING OF

WE'LLCOME

- **WE**IMAR
- **WELCOME** to WEIMAR
- **WE** WI**LL** **COME** to WEIMAR

Description — Content Structure

Highlights of Graphic Design

1. Theme Setting
2. Color Choosing
3. Avoid Overlaying
4. Size of Text

Graphic Design — Theme Setting

A conceptual model *is a model made of the composition of concepts, which are used to help people know, understand, or simulate a subject the model represents. Some models are physical objects.*

Skeuomorphism UI *means simulated shape and texture of the real item, simulation of the modeling of real objects and texture, physical representation by superimposing highlights, such as texture, material quality, the shadow effect.*

https://en.wikipedia.org/wiki/Skeuomorph https://en.wikipedia.org/wiki/Conceptual_model

Graphic Design — Theme Setting

Conceptual Model

+

Stamp design of sites displayed on the map

Original design in postmark (Logo & WHS)

Postcard design

Graphic Design — Color Choosing

Load difference means the difference between the set-point and core body temperature, it can affect the color preference.

The body caused by heating load difference makes people prefer cool colors. If increase it, people will be more partial to warm color.

#CE7C56 #F6F6F6 #EFEDE7 #A0BEB8 #4F6270

缺

Graphic Design — Avoid Overlaying

- *Increase the contrast between the target and the background*
- *Use more sentences instead of short words, not only large letters*
- *Avoid overlapping of texts and pictures*

缺

Highlights of Function Design

1. Personal Trip
2. Filter on map
3. Alarm
4. Audio/Video
5. Postcard
6. Solicitation Peer

Function Design — Main Function

Personal Trip	Automatically Schedule	According to personal circumstances make appropriate schedule
	Recommend Trips	
	Others Schedules	Provide perfect trip plan for choice
Filter on Map	Have been	Understand the various location information clearly
	Haven't been	
	Favorites	
	UNESCO	

Function Design — Healthy Care

Physical condition	Pharmacies	
	Bus Stops	
	Alarm	Alarm of Taking Pills
		Alarm of Closing Time
Vision	Audio / Video	Reduce the pressure of reading

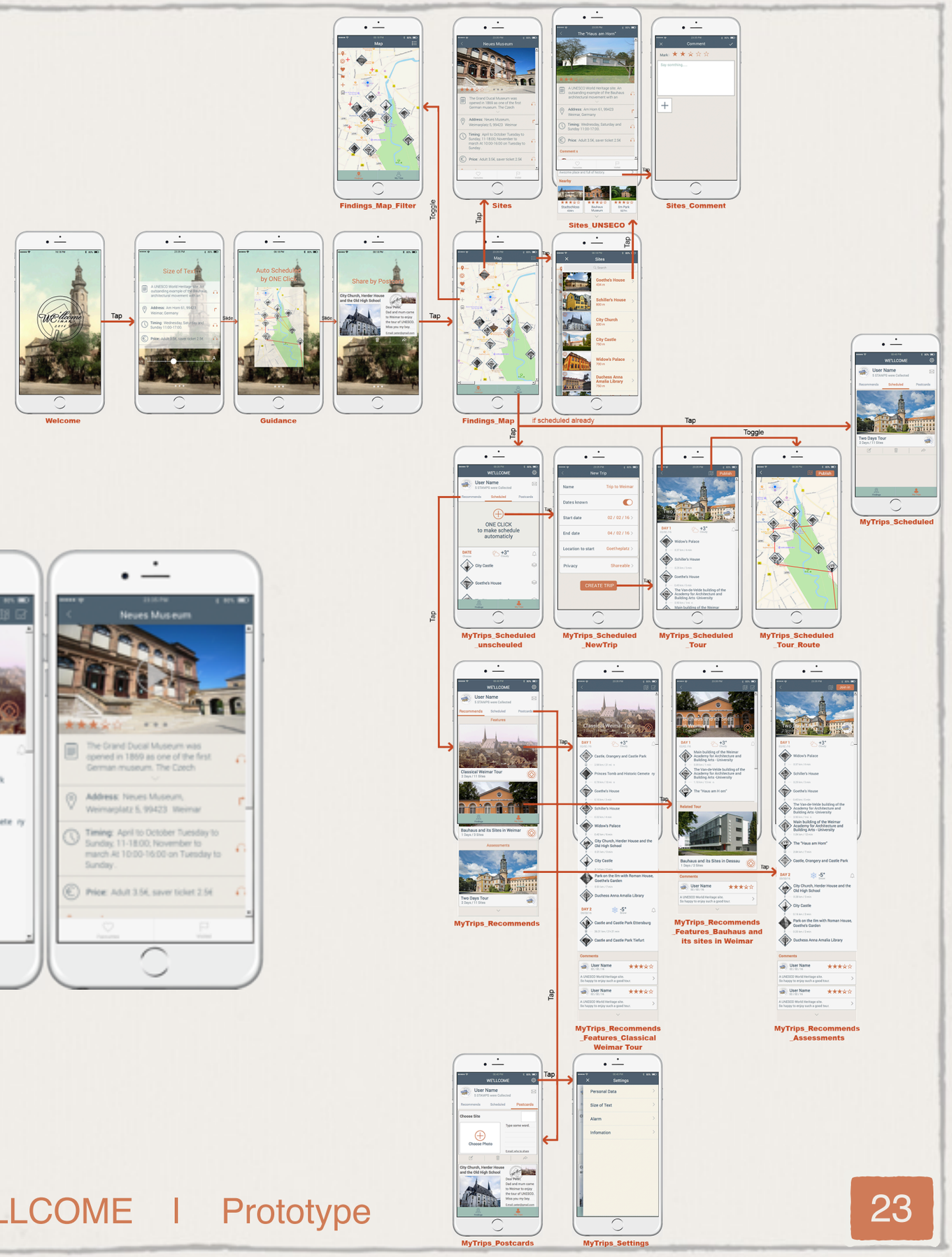
Function Design — Mental Care

		Make by yourself	Sense of achievement
	Postcard	One-click upload to share	Sense of being
Share			Family communication
	Schedule	Publish	
		Solicitation Peer	Promote opportunity
			Prevent loneliness and social exclusion

Prototype

Prototype

— Navigation



Prototype

WE’LLCOME

Device: iPhone 6 Plus

Platform: IOS 8.0

Developed by **Justinmind** Prototyper Pro Edition Version (Ver. 7.0.0)

Download Link:
https://www.dropbox.com/s/dwmtby3f2y9xyuu/MM%26CH_Prototype_YunLIU-%20QianqianLI.zip?dl=0

Prototype — Screens Preview

Welcome

Guidance

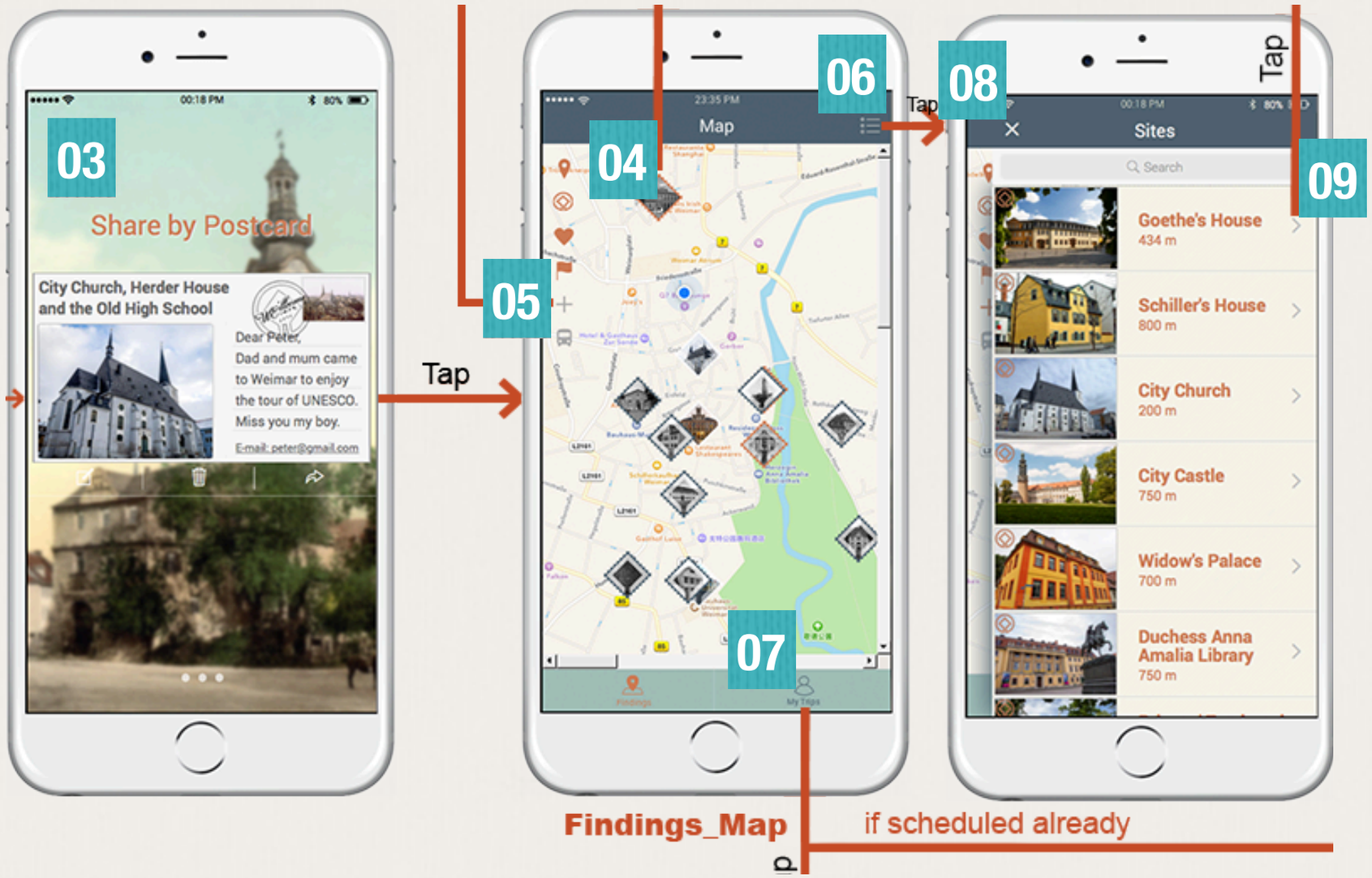
Open the app for first time >

01 **Tap:** goes to 'Guidance' with effect: fade >

02 **Slide:** check for the Guidance >

03 **Tap:** goes to 'Findings_Map' >

Prototype — Screens Preview



03 **Tap:** goes to 'Findings_Map' >

04 **Tap:** goes to 'Sites' >

05 **Toggle:** switch between 'Findings_Map_Filter' >

06 **Tap:** show list of 'Sites' >

07 **Tap:** goes to 'My Trips_Scheduled' >

08 **Tap:** hide list of 'Sites' >

09 **Tap:** goes to 'Sites_UNESCO' >

Prototype — Screens Preview

05 **Toggle:** switch between 'Findings_Map' >

10 **Tap:** goes back to 'Findings_Map' >

11 **Slide:** knows by 'Videos & Pictures' >

12 **Toggle:** play / pause 'Audio' >

13 **Toggle:** switch on / off 'Favorite' >

14 **Tap:** goes to 'Sites_Comment' >

15 **Tap:** goes back to 'Sites' >

Prototype — Screens Preview

MyTrips_Scheduled _unscheuled

MyTrips_Scheduled _NewTrip

MyTrips_Scheduled _Tour

MyTrips_Scheduled _Tour_Route

16 **Tap:** goes to 'MyTrips_ Recommends' >

17 **Tap:** goes to 'MyTrips_ Scheduled_NewTrip' >

18 **Tap:** goes to 'Findings_Map' >

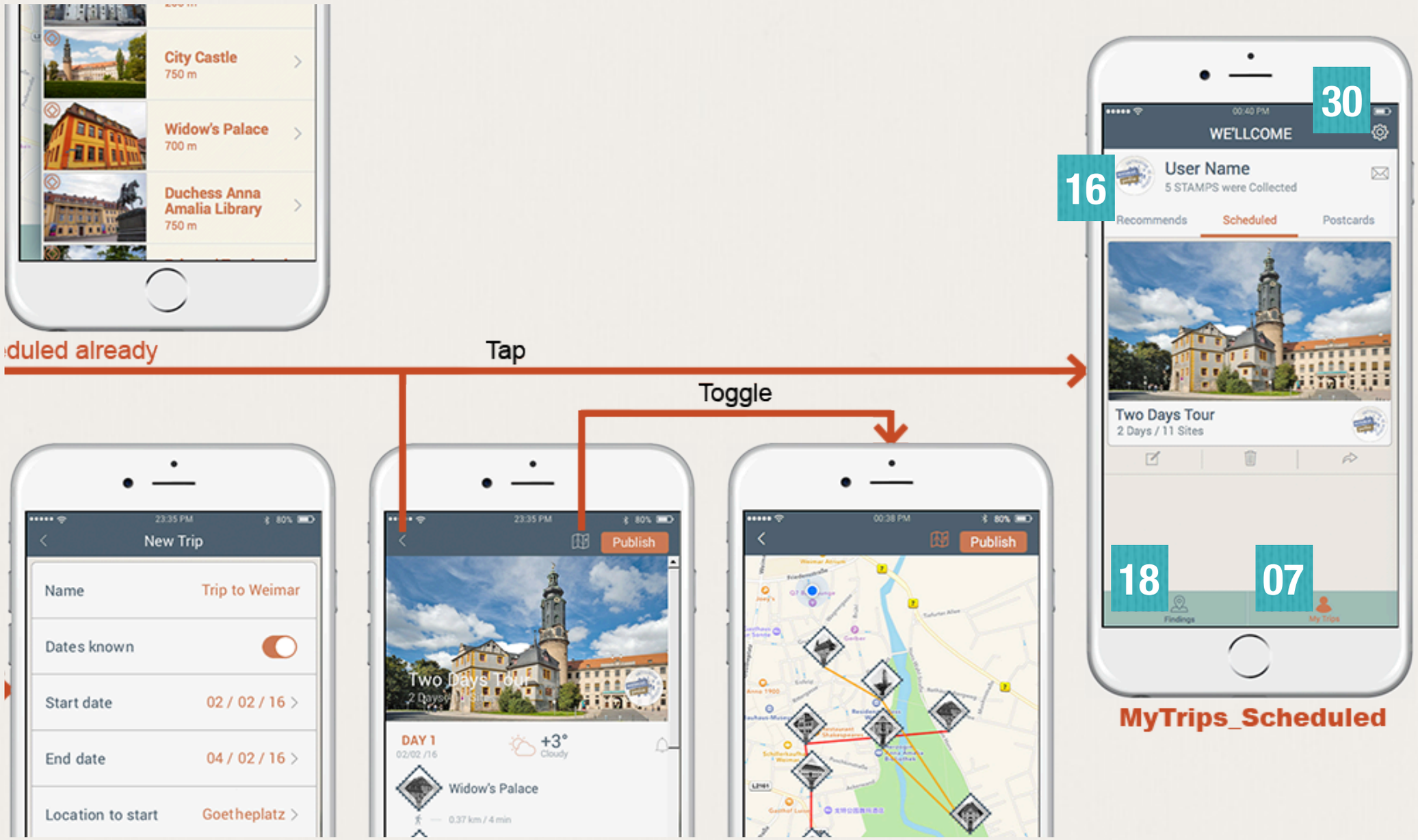
19 **Tap:** goes to'MyTrips_ Scheduled_unscheuled' >

20 **Tap:** goes to 'MyTrips_ Scheduled_Tour' >

21 **Tap:** goes back to 'MyTrips_Scheduled' >

22 **Toggle:** goes to 'MyTrips_ Scheduled_Tour_Route' >

Prototype — Screens Preview



Prototype — Screens Preview

23 **Tap:** goes to ‘MyTrips_ Scheduled’ >

24 **Tap:** goes to ‘MyTrips_ Postcards’ >

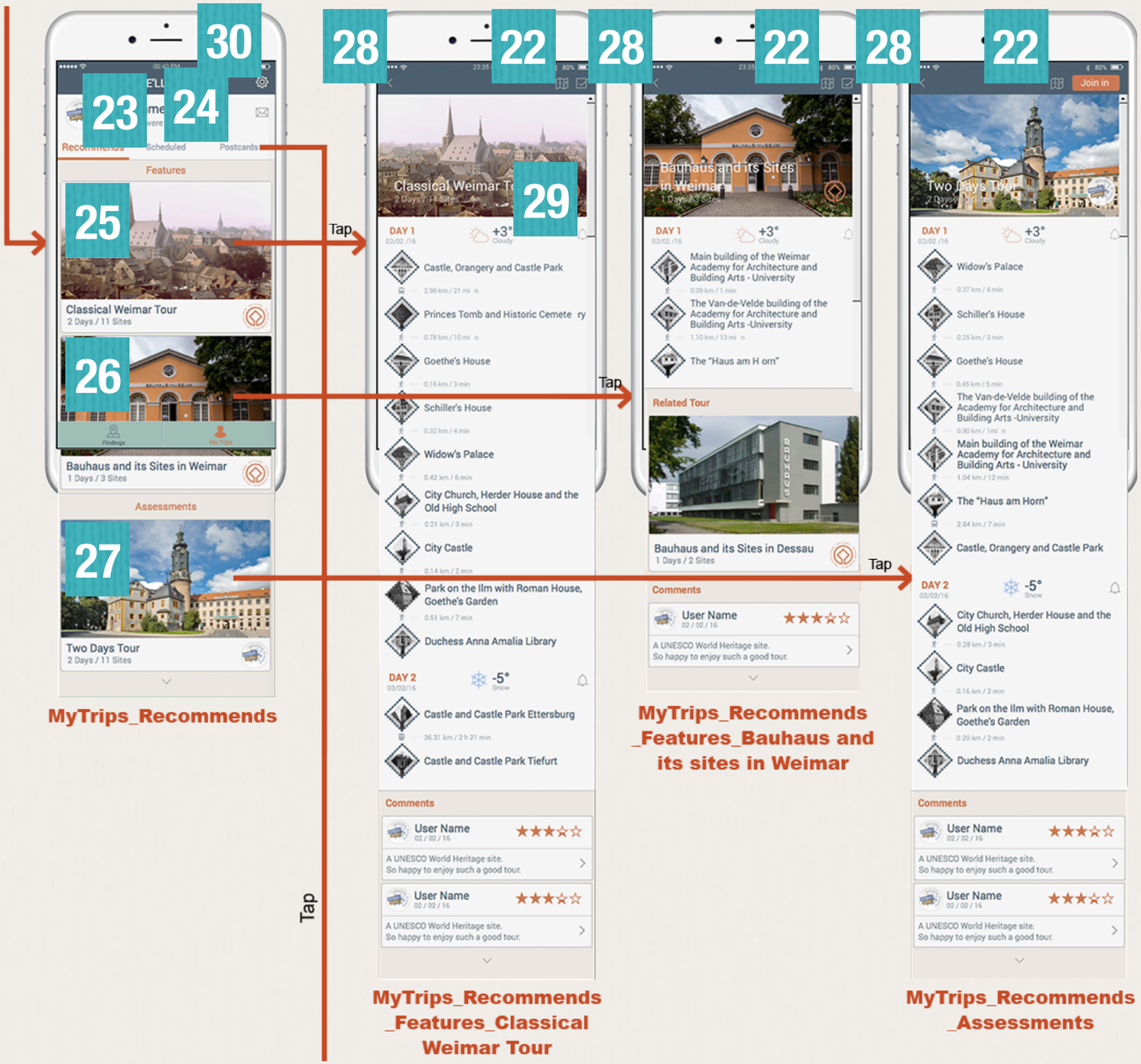
25 **Tap:** goes to ‘MyTrips_ Recommends_Features_ Classical Weimar Tour’ >

26 **Tap:** goes to ‘MyTrips_ Recommends_Features_Bauhaus and its sites in Weimar’ >

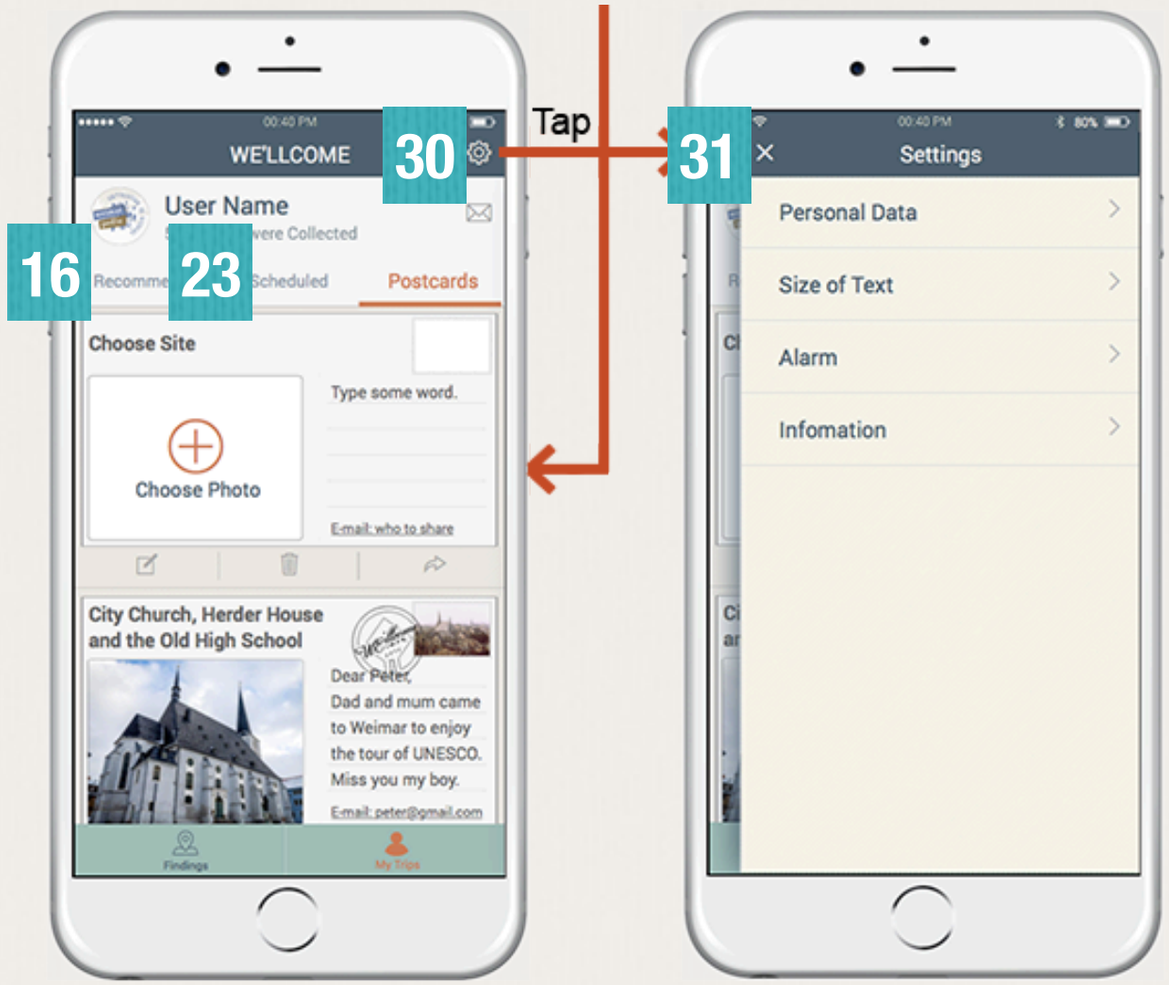
27 **Tap:** goes to ‘MyTrips_ Recommends_Assessments’ >

28 **Tap:** goes to ‘MyTrips_ Recommends’ >

29 **Tap:** goes to set Alarm >



Prototype — Screens Preview



MyTrips_Postcards

MyTrips_Settings

30 **Tap:** Show 'MyTrips_Settings' >

31 **Tap:** Hide 'MyTrips_Settings' >

References

Reference

- IFD_MM&CH_04_cultural-heritage. (n.d.). Retrieved Jan 31, 2016, from http://www.uni-weimar.de/medien/wiki/images/IFD_MM%26CH_04_cultural-heritage.pdf
- IFD_MM&CH_05_mobile-guidelines. (n.d.). Retrieved Jan 31, 2016, from http://www.uni-weimar.de/medien/wiki/images/IFD_MM%26CH_05_mobile-guidelines.pdf
- UNESCO World Heritage Centre - Classical Weimar. (n.d.). Retrieved Jan 31, 2016, from http://whc.unesco.org/en/list/846/multiple=1&unique_number=997
- UNESCO World Heritage Centre - Bauhaus and its Sites in Weimar and Dessau. (n.d.). Retrieved Jan 31, 2016, from http://whc.unesco.org/en/list/729/multiple=1&unique_number=861
- KARTE - Weimarpedia. (n.d.). Retrieved Jan 31, 2016, from http://www.weimarpedia.de/index.php?id=1&tx_wpj_pi1%5Bcontroller%5D=map&cHash=136e80493e0892fbb880d49fc388084b#showMap
- About Museum in Weimar. (n.d.). Retrieved Jan 31, 2016, from https://www.google.de/?gfe_rd=cr&ei=DF7sVem0LeKI8QfZ1LrACg&gws_rd=ssl#q=museum in weimar
- About Apotheke in Weimar. (n.d.). Retrieved Jan 31, 2016, from https://www.google.com/maps/search/apotheke/@50.9831135,11.3221144,14z?hl=zh-CN

Reference

- Skeuomorph - Wikipedia, the free encyclopedia. (n.d.). Retrieved Jan 31, 2016, from https://en.wikipedia.org/wiki/Skeuomorph
- Conceptual model - Wikipedia, the free encyclopedia. (n.d.). Retrieved Jan 31, 2016, from https://en.wikipedia.org/wiki/Conceptual_model
- IFD_MM&CH_04_cultural-heritage. (n.d.). Retrieved Jan 31, 2016, from http://www.uni-weimar.de/medien/wiki/images/IFD_MM%26CH_04_cultural-heritage.pdf
- Fu, Qin, Daniel, Rao, Peilun, & Chen, Cuiling, (2011). Old people online social networking platform development investigation and study. Chinese Journal of Gerontology, (2), 303–307.
- Chen Deyang. (2012). Based on the user experience of the elderly in web page design research.
- Guo Fu, Chen, Deyang, Cao Yaqin, Ding Yi & Liu Weilin. (2013). The middle-aged and old user oriented research - web design method from the perspective of the user experience. Journal of Industrial Engineering and Management, (01), 94–99.
- Li Hongting & Wang pingfei. (2012). young and old color preference page research. Journal of Psychological Science, (4), 848–851.

Reference — APP

- Tripomatic Trip Planner and Sightseeing Travel Guide with Offline Maps on the App Store. (n.d.). Retrieved January 31, 2016, from https://itunes.apple.com/us/app/tripomatic-trip-planner-sightseeing/id519058033?mt=8
- „Zeitfenster“ im App Store. (n.d.). Retrieved January 31, 2016, from https://itunes.apple.com/de/app/zeitfenster/id609025769?mt=8
- „Zeitfenster Weimar“ im App Store. (n.d.). Retrieved January 31, 2016, from https://itunes.apple.com/de/app/zeitfenster-weimar/id911733839?mt=8
- Weimar on the App Store. (n.d.). Retrieved January 31, 2016, from https://itunes.apple.com/cn/app/weimar/id949883198?l=en&mt=8
- 出发吧Pro-旅行计划，行程助手 on the App Store. (n.d.). Retrieved January 31, 2016, from https://itunes.apple.com/cn/app/chu-fa-bapro-lu-xing-ji-hua/id611640407?l=en&mt=8
- 蝉游记 - 攻略/游记/旅行工具箱：在 App Store 上的内容. (n.d.). Retrieved January 31, 2016, from https://itunes.apple.com/cn/app/chan-you-ji-gong-e-you-ji/id559653959?mt=8

THANK YOU

LIU Yun
Faculty of Media
liu.yun@uni-weimar.de

LI Qianqian
Faculty of Media
qian.qian.li@uni-weimar.de