

Zollverein Mine App

Mobile media and urban spaces

WS2013/2014

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Zollverein Coal Mine Industrial Complex



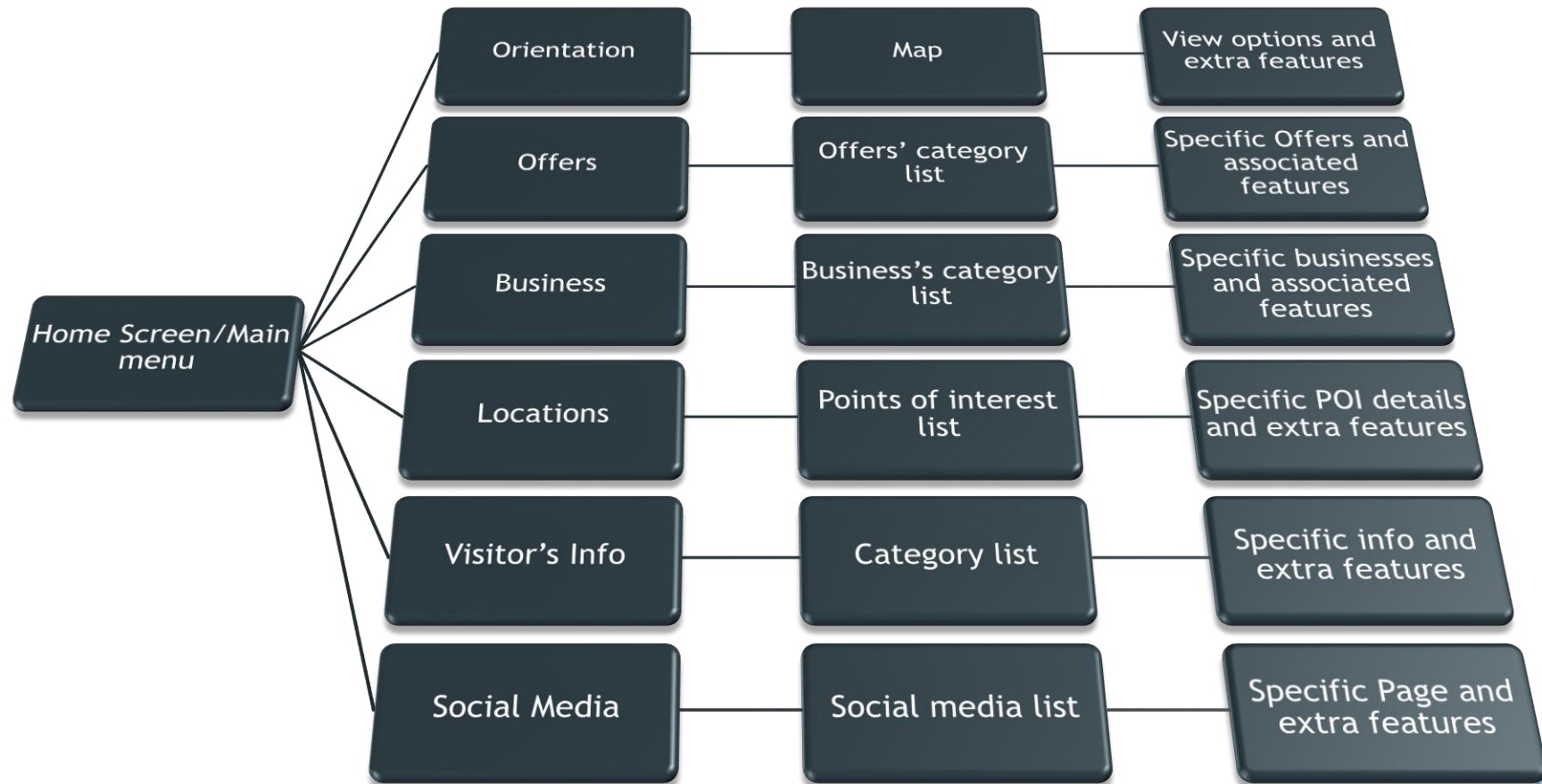
- Located in Essen (Nordrhein-Westfalen)
- Consists of the complete infrastructure of a historical coal-mining site, with some 20th-century buildings of outstanding architectural merit.
- Constitutes remarkable material evidence of the evolution and decline of an essential industry over the past 150 years.
- Inscribed into the UNESCO list of World Heritage Sites since December 14, 2001

Zolverein Mine App

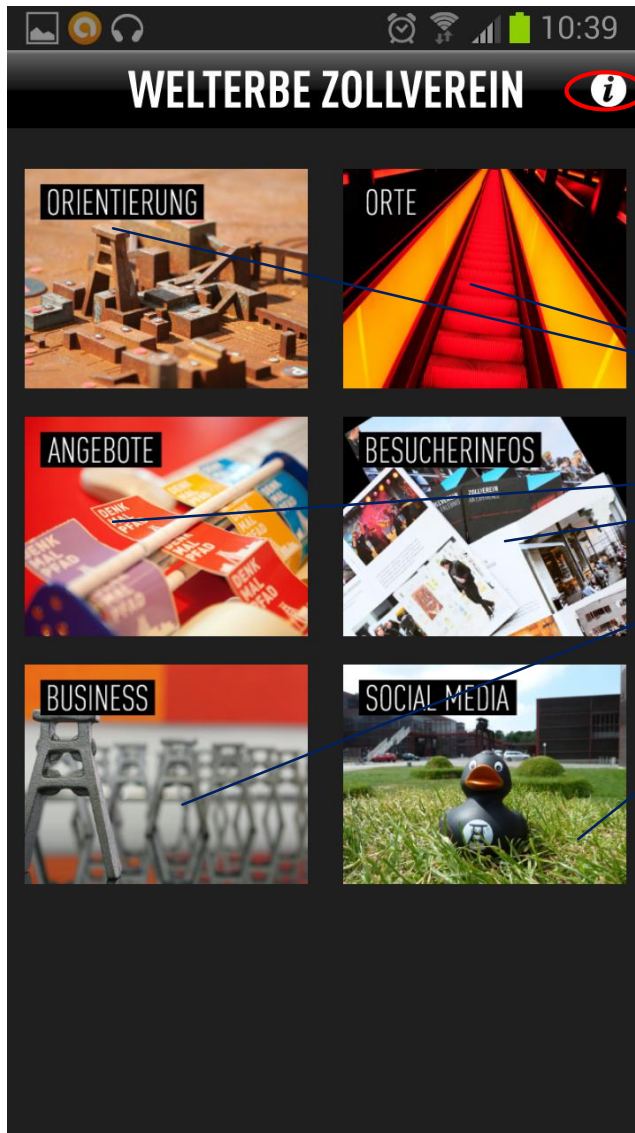


- Developed by GeoMobile GmbH
- Free on both Android and iOS
- Presentation based on Android version
- App version: 1.0
- Last update: April 2013
- 500 - 1000 downloads on google play
- Travel & tourism category

App Structure



Navigation



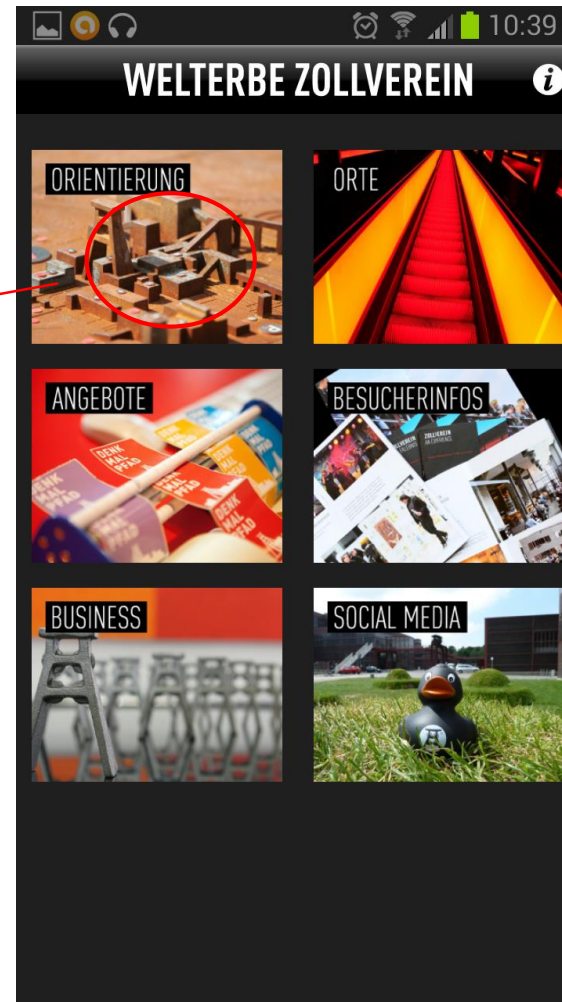
Imprint, developer's info
and disclaimer

Main menu

Navigation (Cont.)

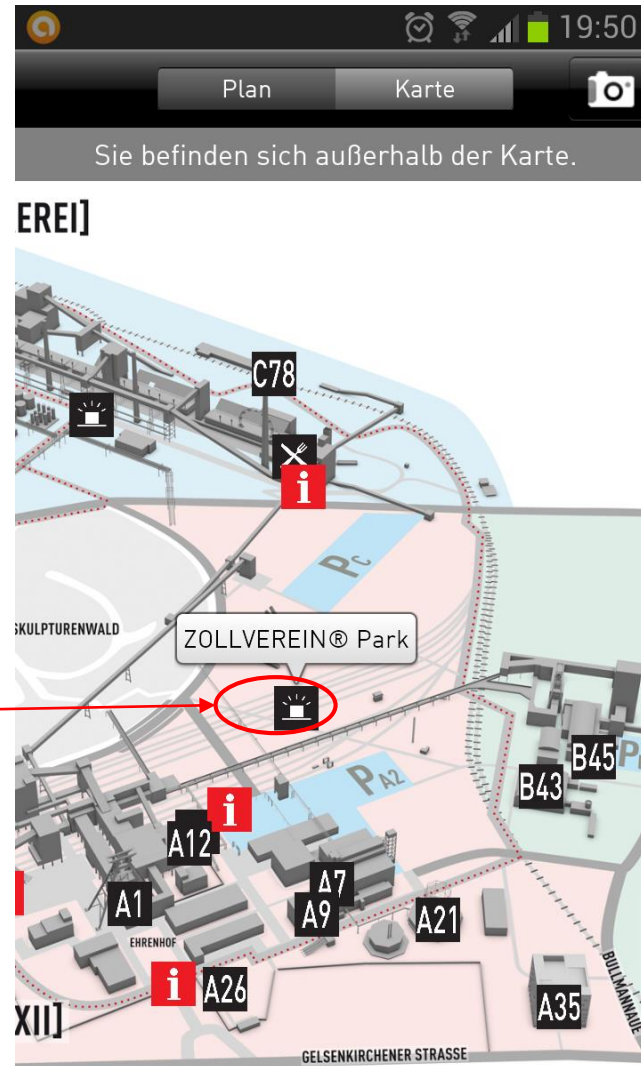
- ▶ Touches to find “Zollverein park”:

1st touch

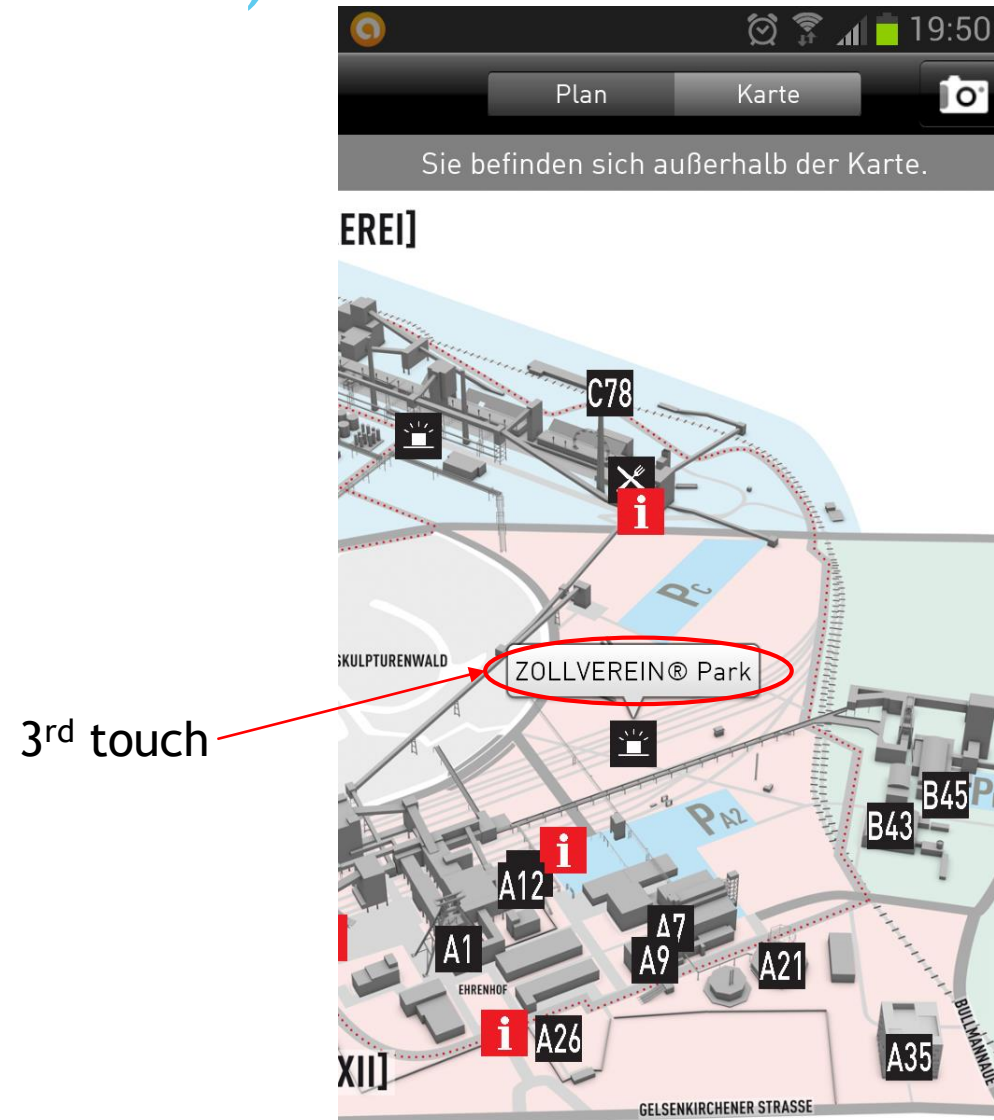


Navigation (Cont.)

2nd touch

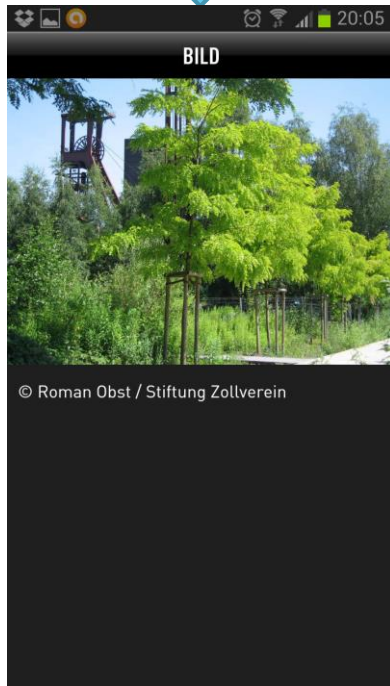


Navigation (Cont.)



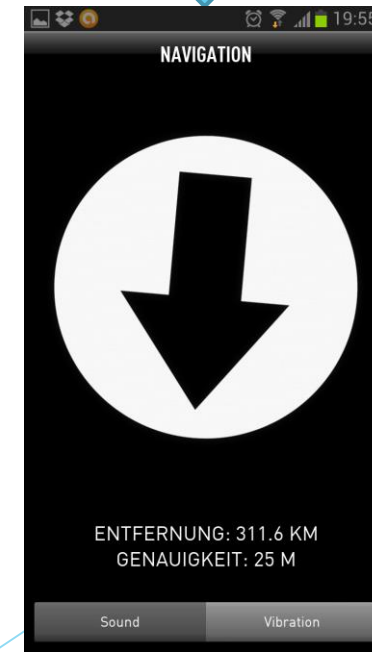
Navigation (Cont.)

Touch to see bigger pictures



Touch to return to the map

Touch to navigate there



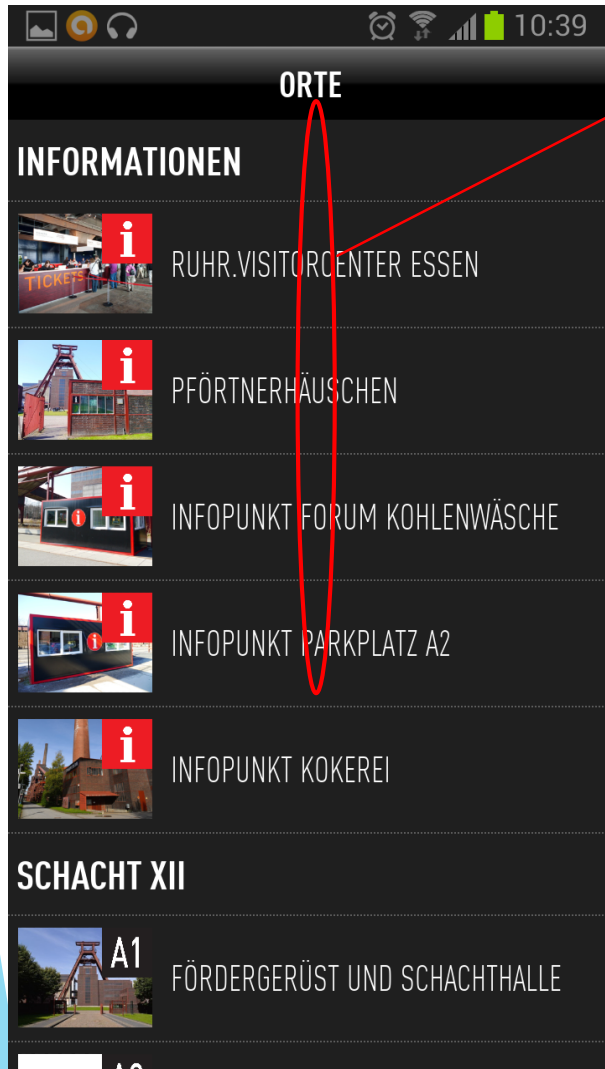
Navigation (Cont.)

- Touches to find “Café Kohlenwäsche”:

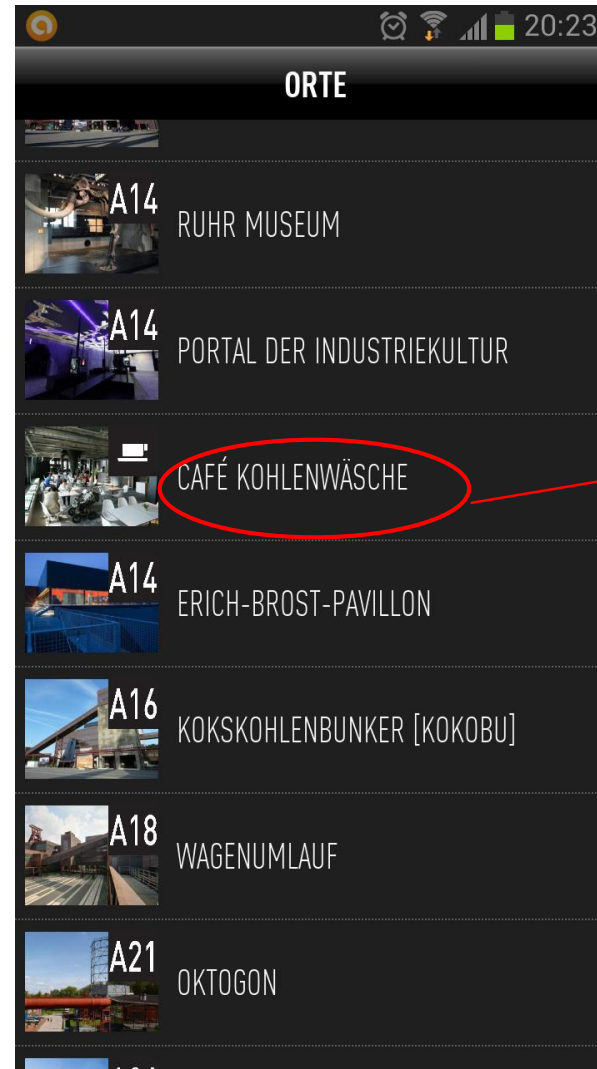


1st touch

Navigation (Cont.)



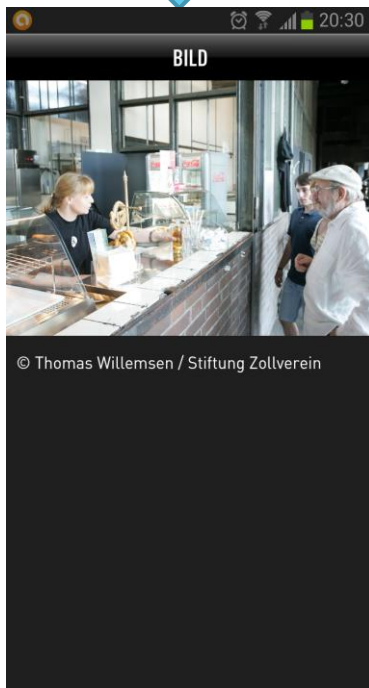
Scroll down



3rd touch

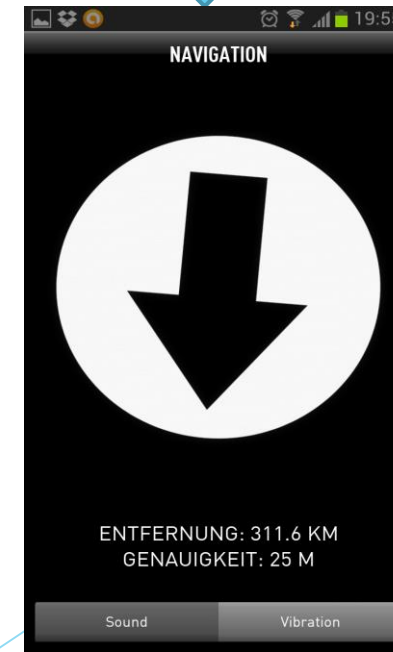
Navigation (Cont.)

Touch to see bigger pictures

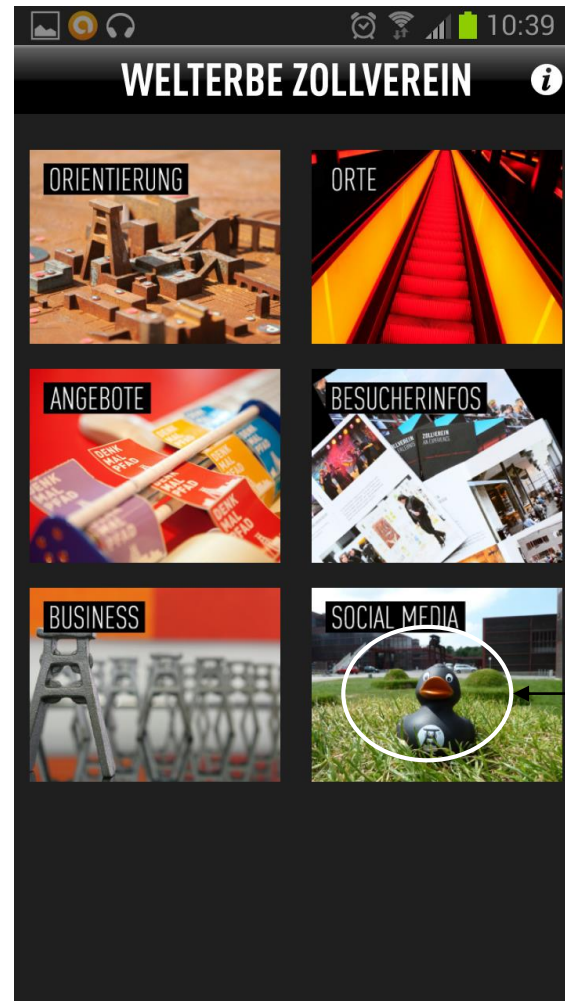


Touch to see the map

Touch to navigate there

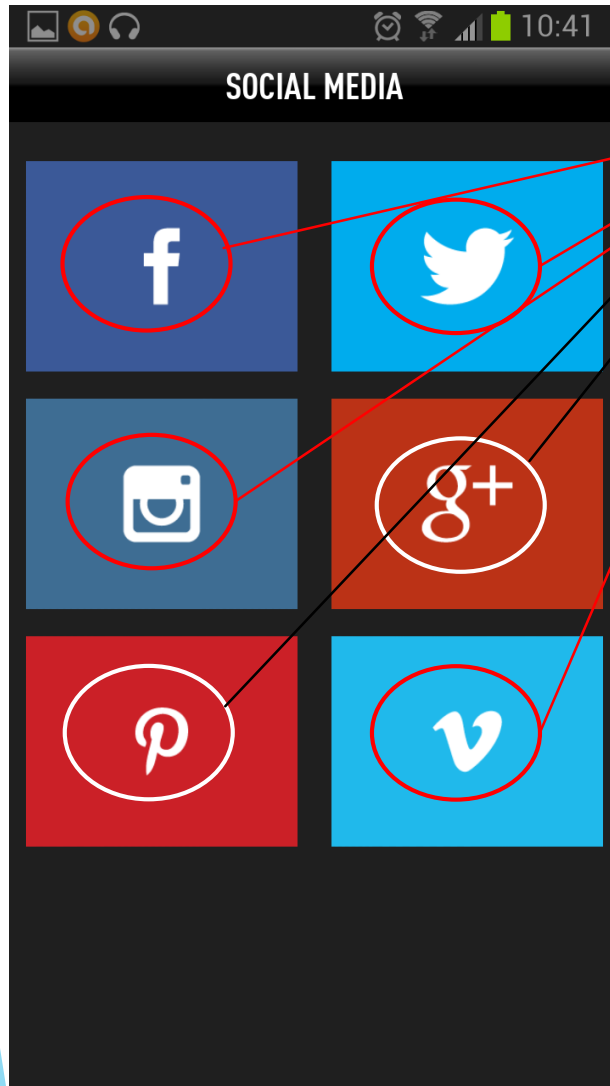


Navigation (Cont.)



1st touch

Navigation (Cont.)



External
links to the
mine's
social media
pages



Wrap up

- ▶ Nice design
 - ▶ User always 3 to 5 touches (clicks) away from useful information
 - ▶ Easy navigation
 - ▶ Navigation feature
- ▶ No way to directly upload content through the app
 - ▶ Possibility to interact with respective pages (Facebook, Google +, etc)
- ▶ App available in German only
 - ▶ Cannot be used by non german speakers
- ▶ Only a few pictures available in the app
- ▶ Works only one mobile phones
 - ▶ Cannot be installed on a tablet

Thank you for your attention

Sources

- ▶ Wikipedia,
http://en.wikipedia.org/wiki/Zollverein_Coal_Mine_Industrial_Complex ,
Nov. 2013