



Drottningtorget, Göteborg, Västra Götalands län, Schweden  
Adresse ist nur annähernd genau



*Mobile Cultures & Urban Spaces*

# Gothenburg Tram Sightseeing App

*presented by Julius Falk*

*22/11/2012*



The central station was celebratory opened in 1858





Vasagatan, Göteborg, Västra Götalands län, Schweden  
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# Gothenburg Tram Sightseeing App

## Quick Agenda

This is Röhsska museet.  
It was build 1913. It  
shows Design.

### 1. General information about the app

*What, where, when, who, why*

### 2. How it works

*Alternatively: How it is supposed to work*

### 3. Why it is good

*Relevance is king*

### 4. Limitations

*There is room for improvement*

### 5. Mandatory table

*Even more information*

Swedish ladies.  
Cliche: Tall, blonde  
& not pixelated

## Gothenburg Tram Sightseeing App

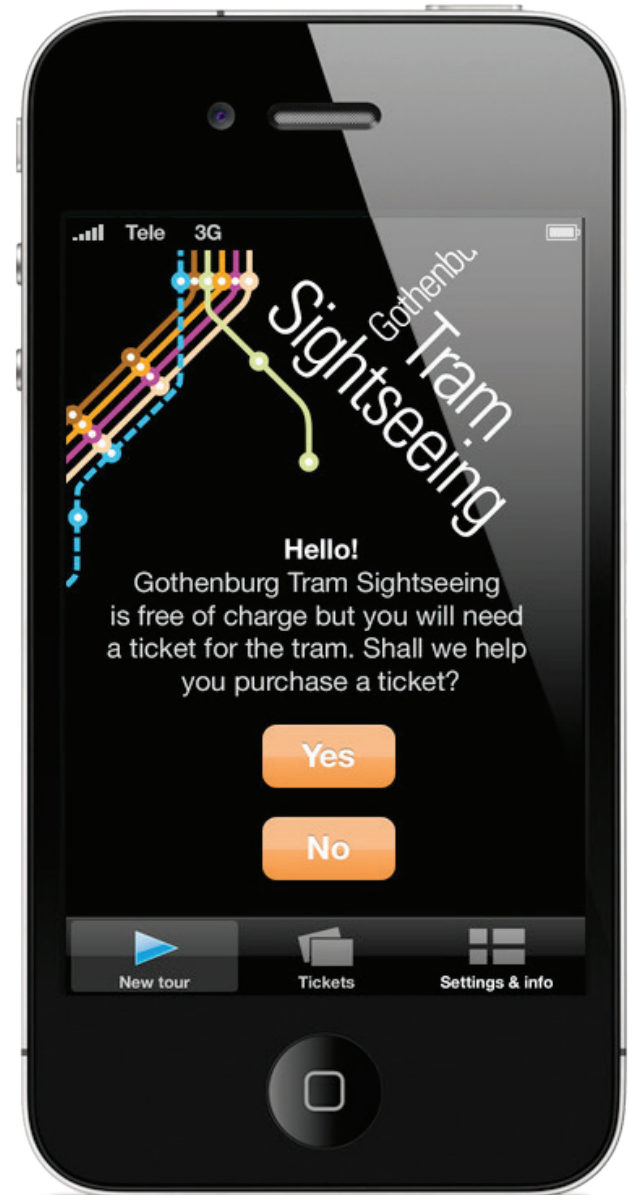
# General Information

### WHAT YOU NEED

*Usage (free) is limited to iOS only devices, so iPhones and iPads (but not natively), and a tram ticket (not free of course, 70 SEK for 1 day ticket).*

### WHAT IT DOES

*Shows city sights of Gothenburg, Sweden as they pass by the tram. Information are spoken by a female voice and shown in pictures. Two languages available: Swedish and English with swedish accent.*





## Gothenburg Tram Sightseeing App

# General Information

### WHERE & WHEN TO USE IT

*Usage is limited to Gothenburg.*

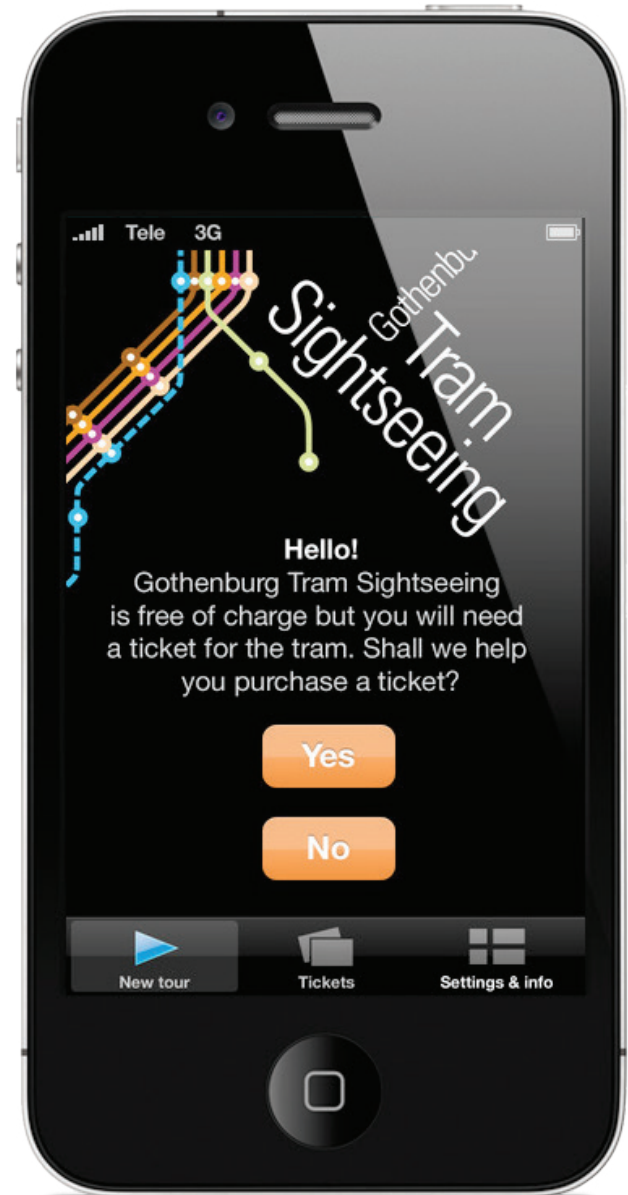
### WHO WILL USE IT

*This app is conceived for usage by tourists.*

### WHY TO USE IT

*Great way to get around Gothenburg and see the sights without looking like a tourist.*

*Plus: Save money and ridicule by not taking Doppeldecker-buses or other tourist traps.*



*Gothenburg Tram Sightseeing App*

# Illustration of tourist transportation



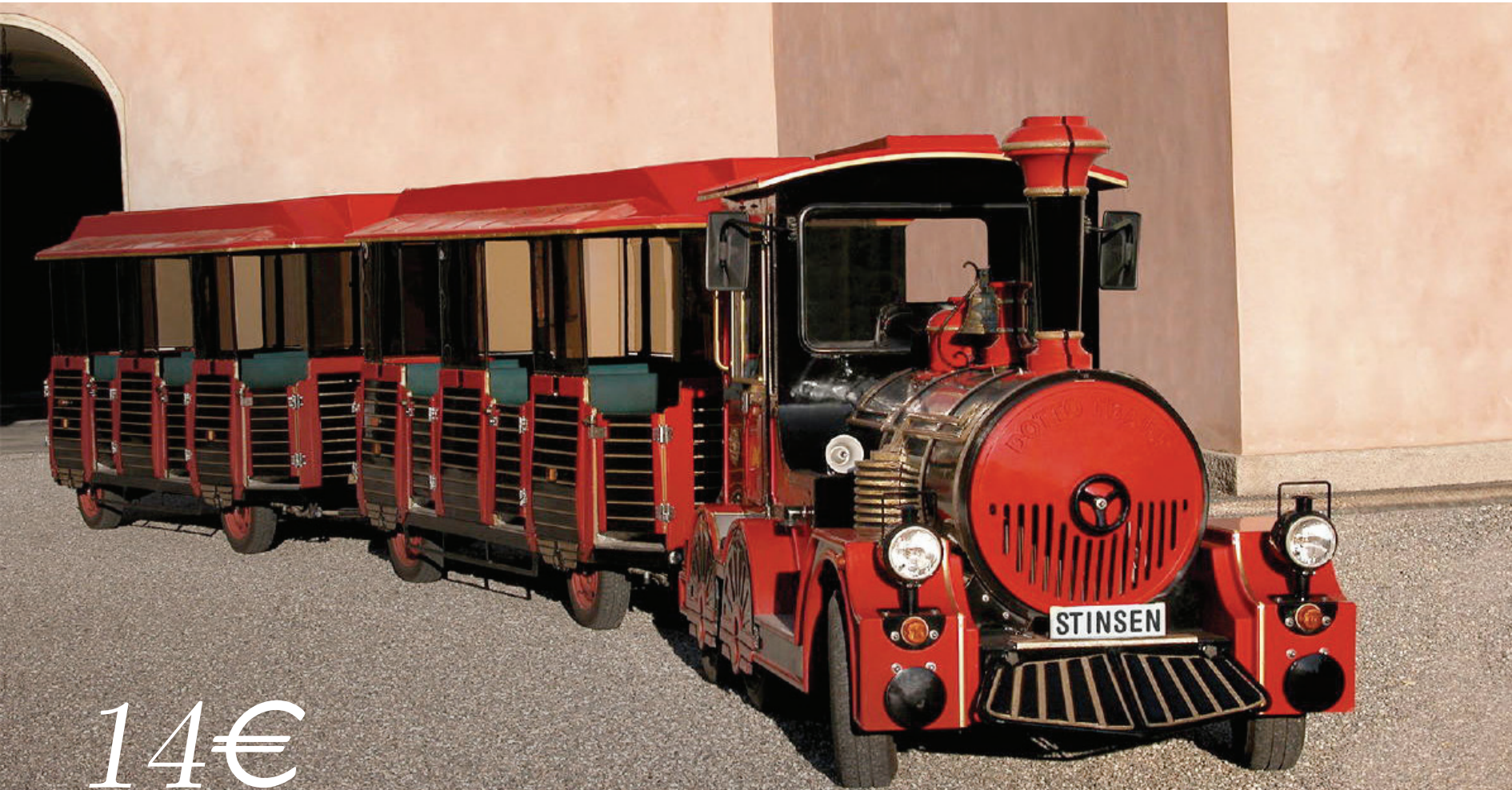
350€

*Fig 1: Horse & Tourists, Florence*



*Gothenburg Tram Sightseeing App*

## **Illustration of tourist transportation**



14€

*Fig 3: Red train & no tourists, Gothenburg*



*Gothenburg Tram Sightseeing App*

## **Illustration of tourist transportation**



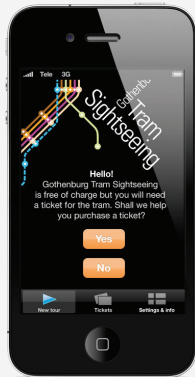
45–115€

*Fig 5: A red bike, Berlin*

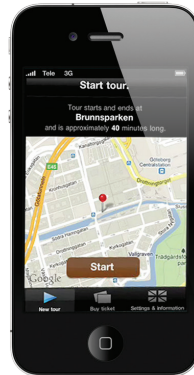
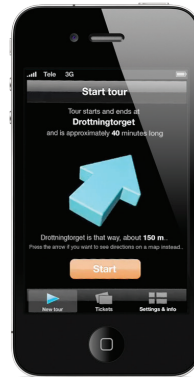
# Gothenburg Tram Sightseeing App

## How it works / Overview

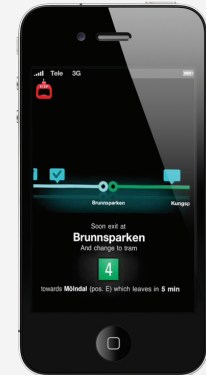
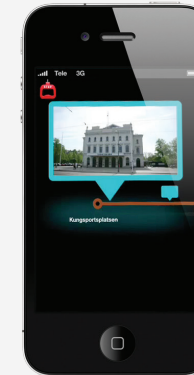
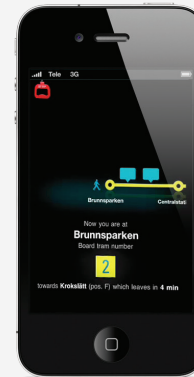
### 1. Start



### 2. Directions



### 3. On board



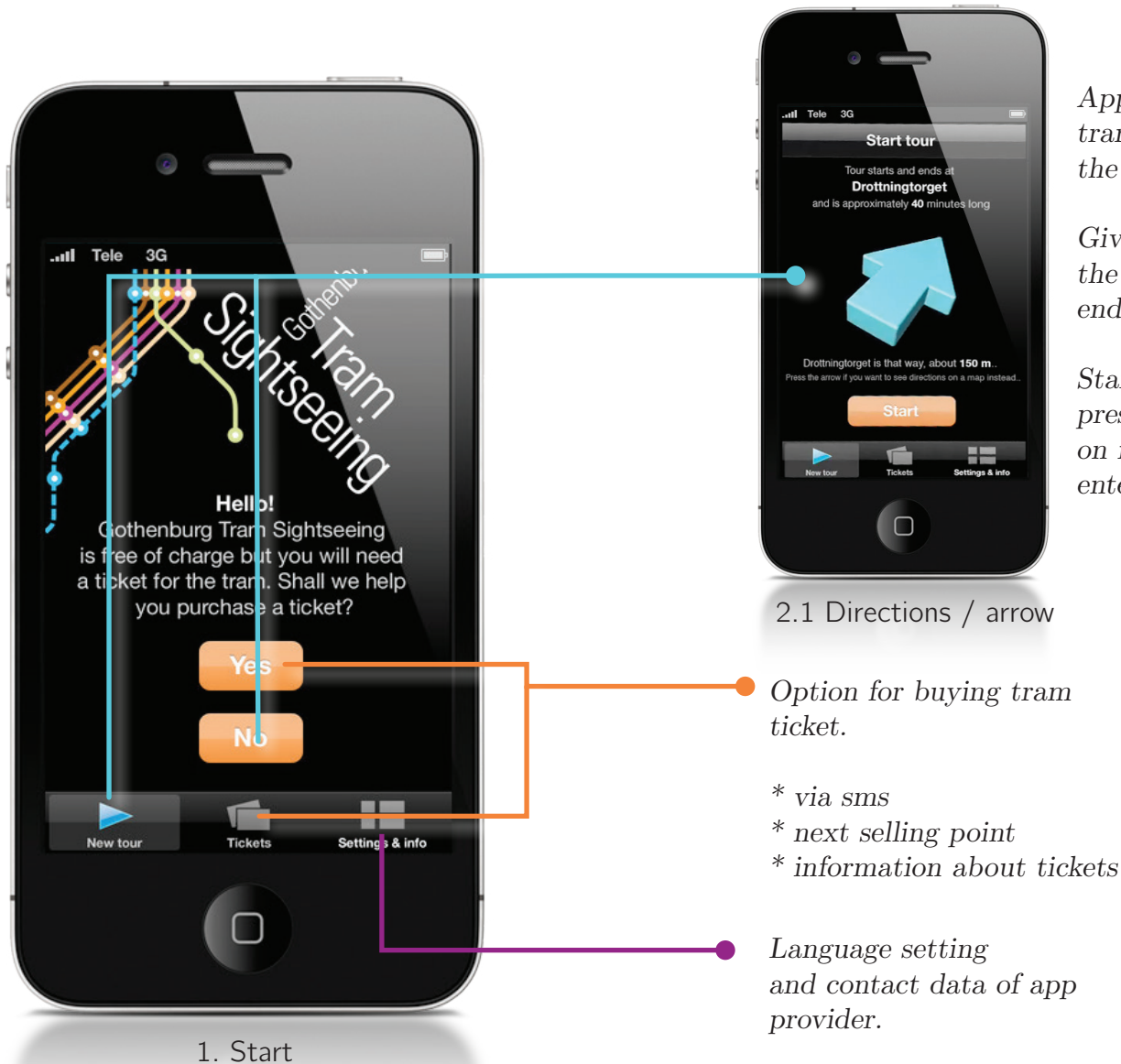
### Legend

- Interaction: Click
- - ● Interaction: GPS data



# Gothenburg Tram Sightseeing App

## How it works



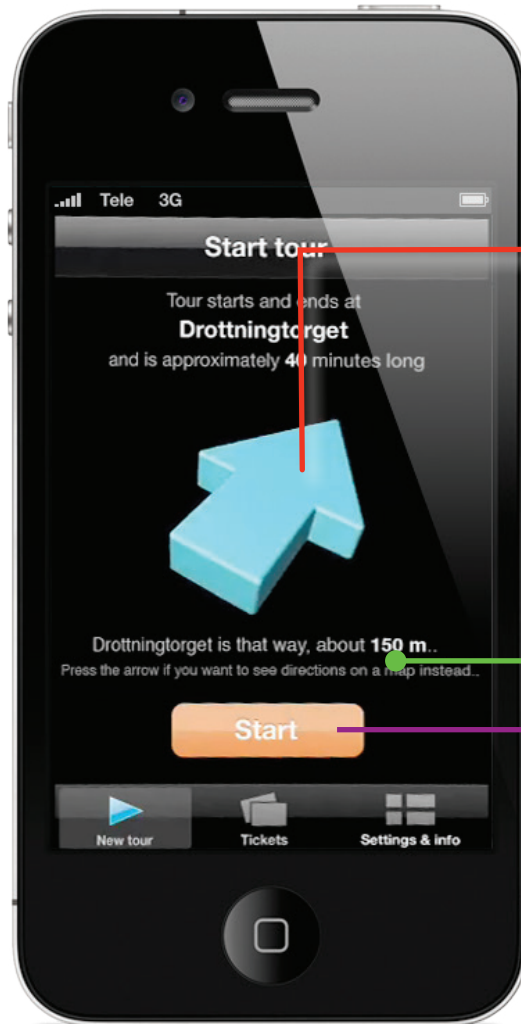
*App gives directions to the tram stop that is closest to the current position.*

*Gives information how long the tour is and where it will end.*

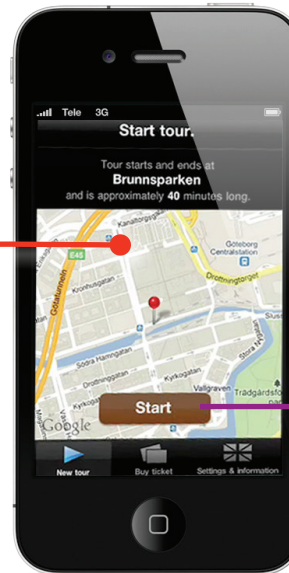
*Start button should be pressed when tram station is reached and tram is entered*

# Gothenburg Tram Sightseeing App

## How it works

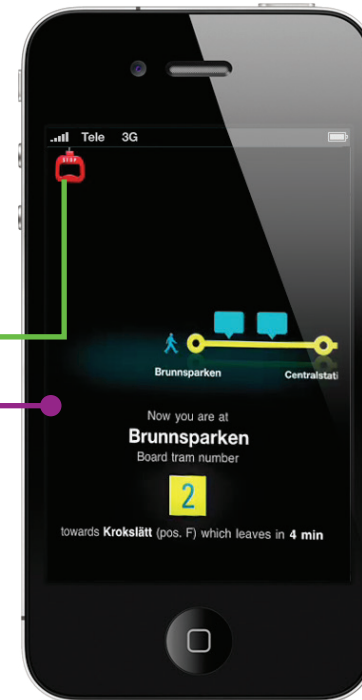


2.1 Directions / arrow



2.2 Directions / map

*Alternative view  
on a map*



3.1 On board / boarding

*Show following information:*

*\* which tram you are on*

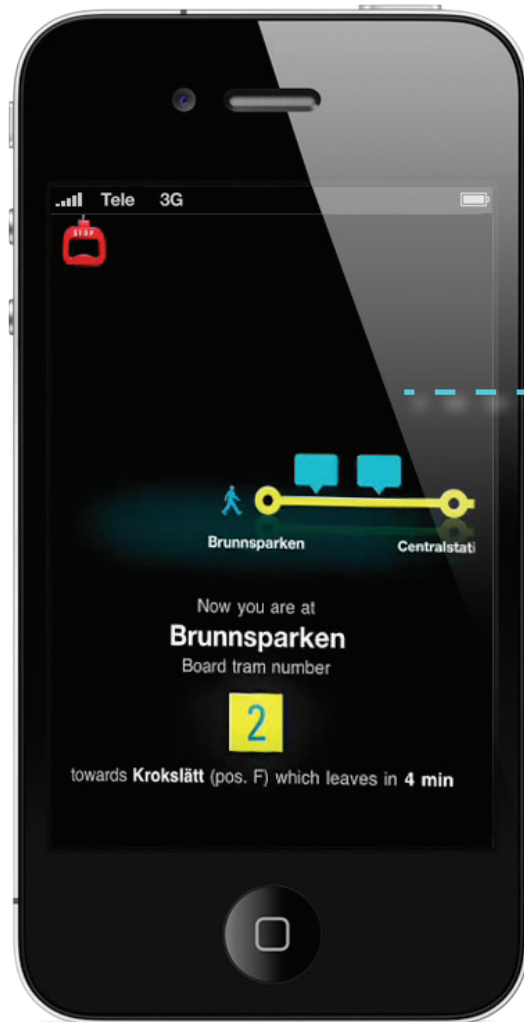
*\* when the tram will leave*

*\* what the next stops are*

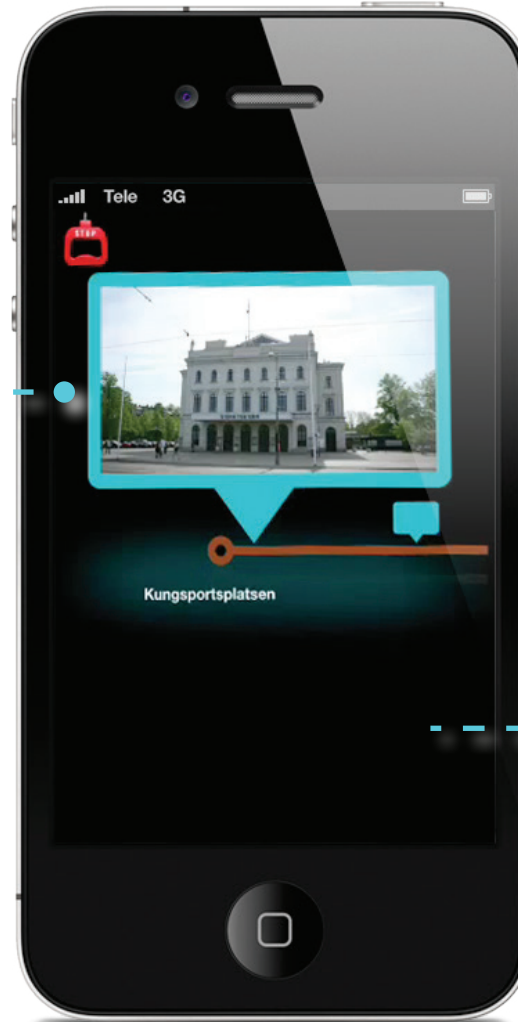


# Gothenburg Tram Sightseeing App

## How it works



3.1. On board / boarding

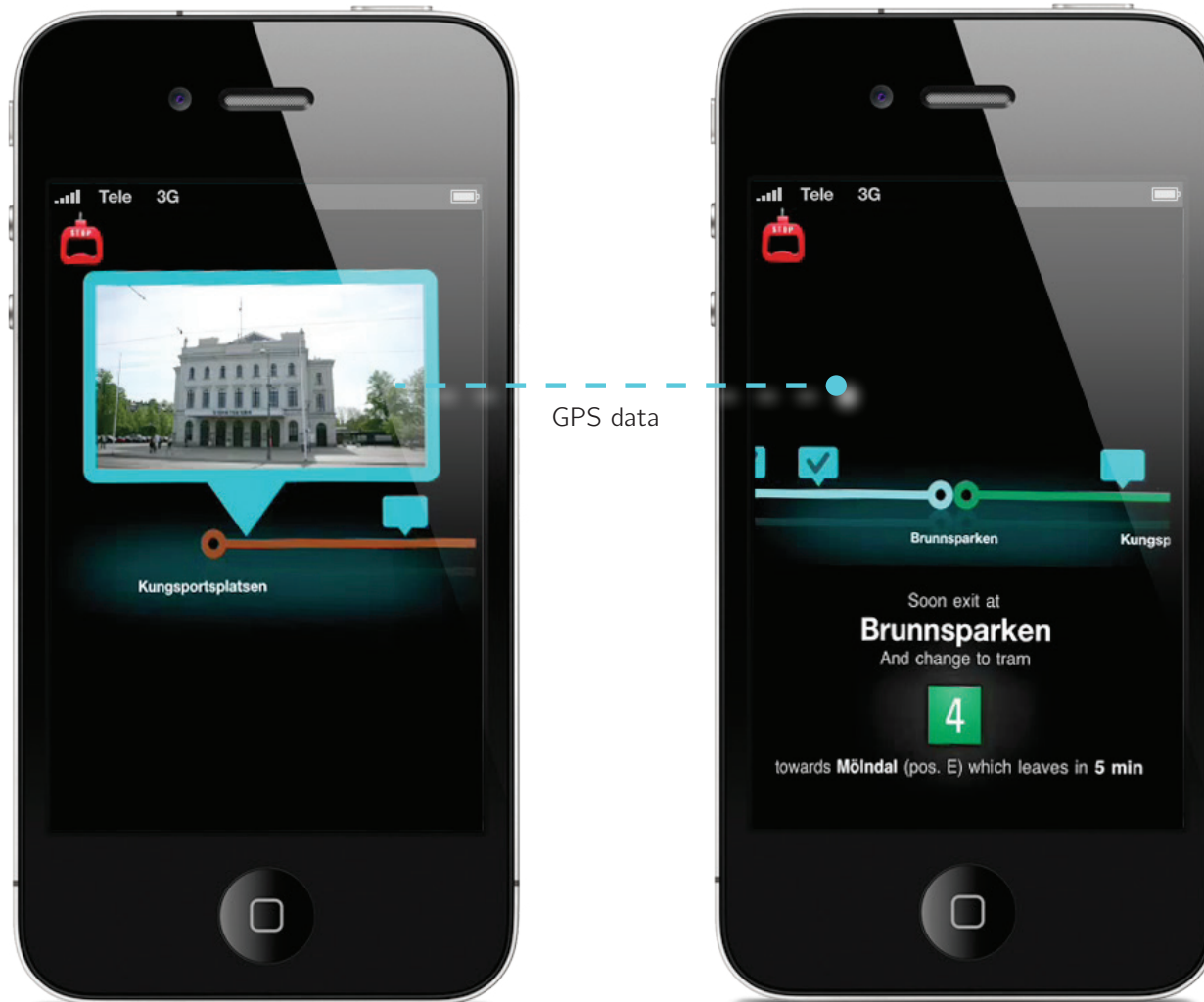


*When the tram drives by a sight, the voice gives information about it and a picture pops up, so that the user can identify the building*

3.2 On board / sight

# Gothenburg Tram Sightseeing App

## How it works



*Every tour has sections of different tram lines. Once you reach the end of a section. The app gives you information about:*

- \* when to exit the tram*
- \* in which tram to change*
- \* when it leaves*

3.2 On board / sight

3.3 On Board / change tram



# Gothenburg Tram Sightseeing App

## Why it is good



### TECHNICAL RELEVANT

*not just a gimmick*



### EASY TO USE

*maybe even easier to  
use*



### LOCAL SPIRIT

*makes you smile*



### REAL VALUE

*offers advantage in information,  
individualization and money*

€0,00

### IT'S FREE

*and free is good*



### ROLEMODEL

*for a new way of exploring  
our cities*

# Gothenburg Tram Sightseeing App

## Limitations



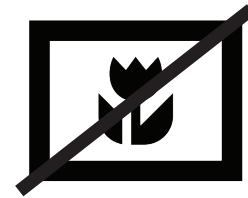
### LIMITED TO CITY & VEHICLE

*what about buses, trains, taxis, bicycles...*



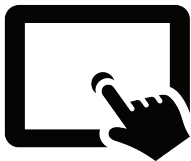
### FEW INFORMATION

*option to hear more, see more, read more*



### IT'S NOT BEAUTIFUL

*but it's not ugly either*



### IPHONE ONLY

*what about tablets and Android devices?*



### OUT OF REACH SIGHTS

*of course: not all sights are near a tram line*



### SIGHTS PASS BY FAST

*not the app's fault but still: it's a problem*





*Gothenburg Tram Sightseeing App*

# Mandatory table

Name	<i>Tram sightseeing</i>
Version	<i>1.4, updated Jul 06, 2012</i>
Seller	<i>Vasttrafik AB</i>
Developer	<i>Forsman &amp; Bodenfors</i>
Category	<i>Travel Sightseeing</i>
OS	<i>iOS</i>
Min. resolution	<i>640x960 Pixel</i>
Minimum OS	<i>iOS 4.0</i>
Type	<i>Native app for iPhone</i>
Costs	<i>Free</i>
Link	<i><a href="https://itunes.apple.com/us/app/tram-sightseeing/id443895564?mt=8">https://itunes.apple.com/us/app/tram-sightseeing/id443895564?mt=8</a></i>

*Trädgårdsföreningen garden.  
This is one of the best pre-  
served 19th century parks in  
Europe, and is honoured by  
the Michelin Guide.*