

MOBILE CULTURE & URBAN SPACES

APP PRESENTATION

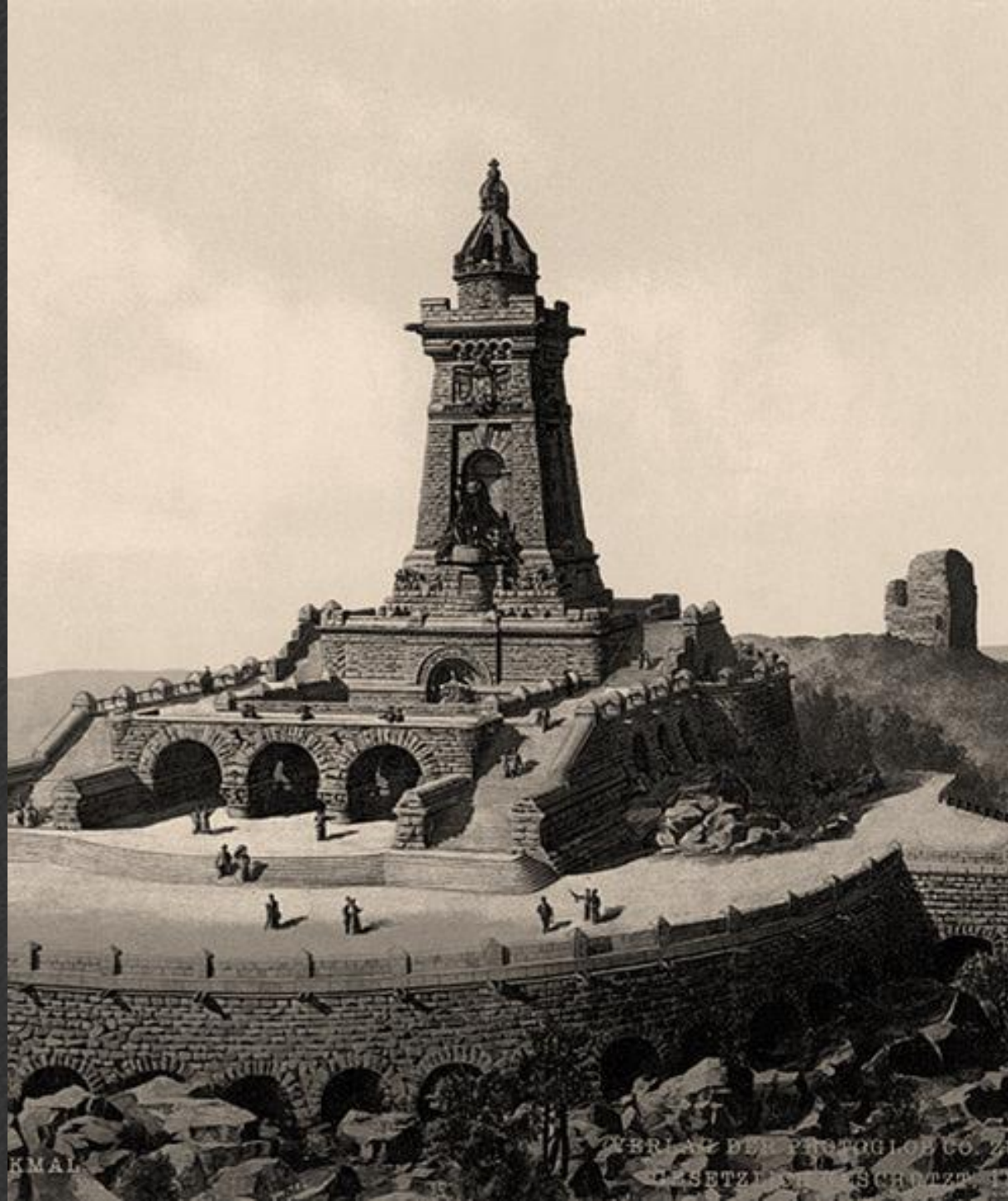
- **THE IDEA**
- **ABOUT THE APP**
- **HOW IT WORKS**
- **SCREENS**
- **NAVIGATION
SCHEME**
- **FUTURE
DEVELOPMENT**

OUTLINE

THE IDEA

THE KYFFÄUSER PROJECT

- WAYFINDING
SYSTEM
- INFORMATION
SYSTEM

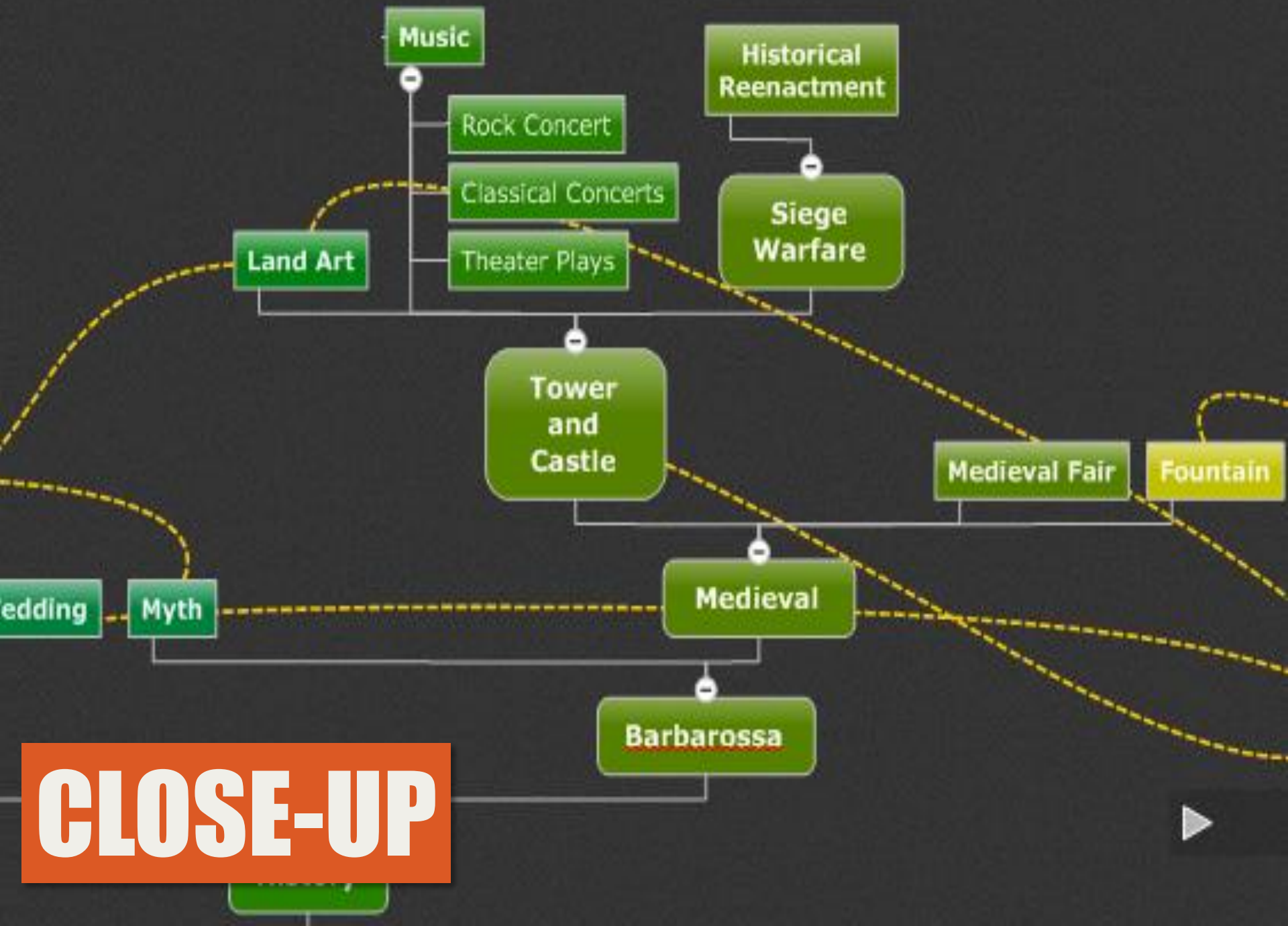


MY EXPERIENCE

- **I GOT LOST FROM
THE GROUP
SEVERAL TIMES**
- **I DIDN'T SEE
EVERYTHING I
WANTED TO SEE**







THE APP



#HASH GUIDE
BABY

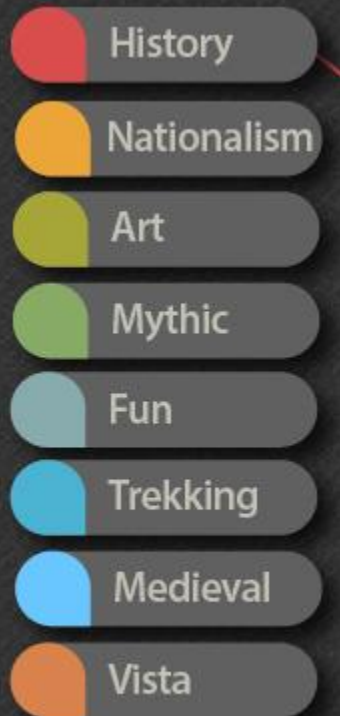


**A CULTURAL NAVIGATION
TOOL FOR YOUNG PEOPLE
BASED ON #TAGS**

**FEEDBACK TOOL FOR
MUSEUMS**

**RUNS ON iOS 4.2.1
480x320 RESOLUTION
PERSONAL EXPERIENCE**

HOW IT WORKS



**USERS SELECT ONE OR MORE
#TAGS THAT ARE INTERESTING
TO THEM**



**EACH LOCATION HAS #TAGS
ATRIBUTED TO IT**



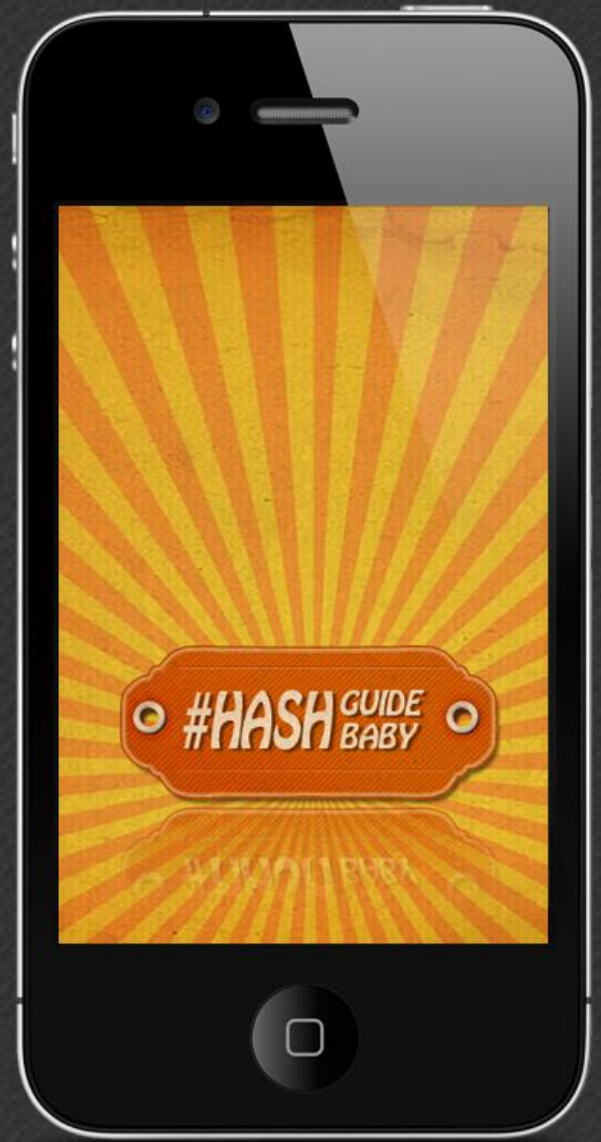
**THE APP ARRANGES LOCATIONS
BASED ON THE RELEVANCE OF THE
#TAGS.**



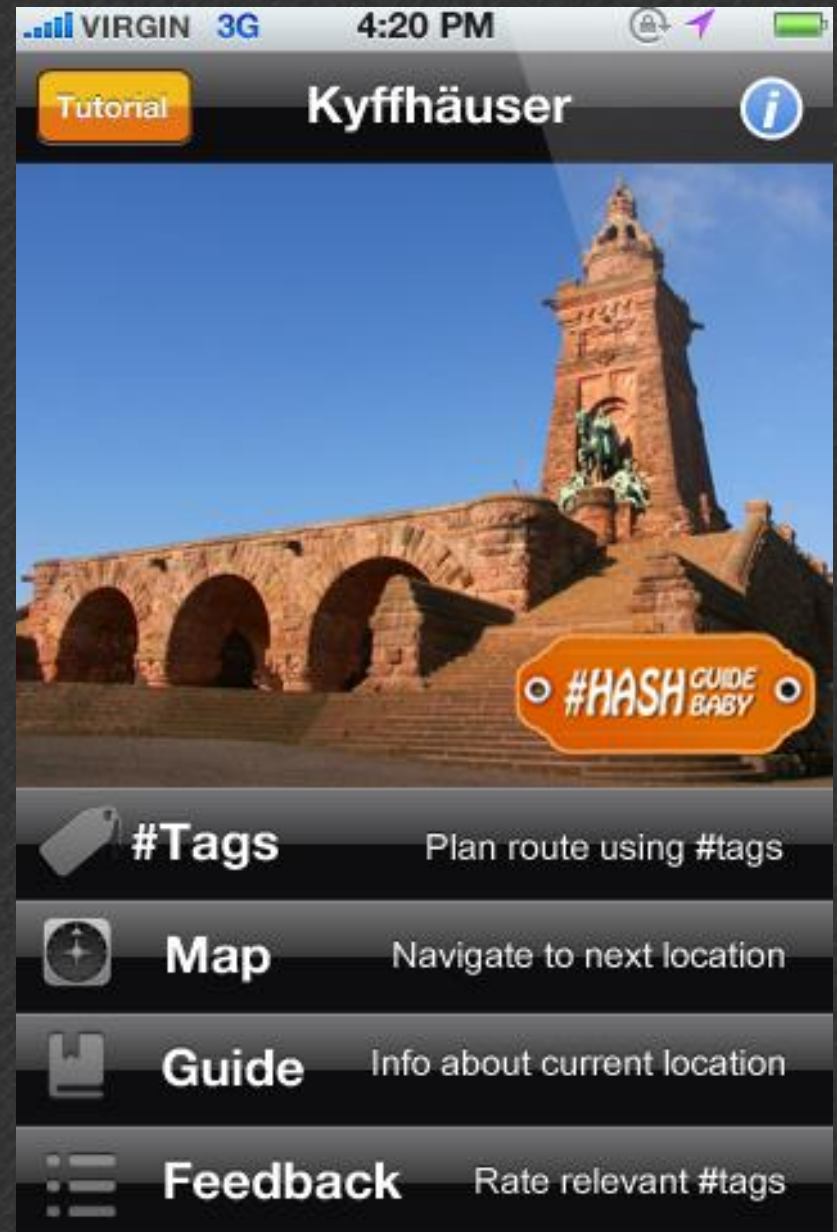
**THIS GENERATES A ROUTE.
ROUTES ARE DYNAMIC AND CHANGE OVER TIME
BASED ON RATINGS AND NEW TAGS.**

SCREENS

GREETING SCREEN



MAIN SCREEN

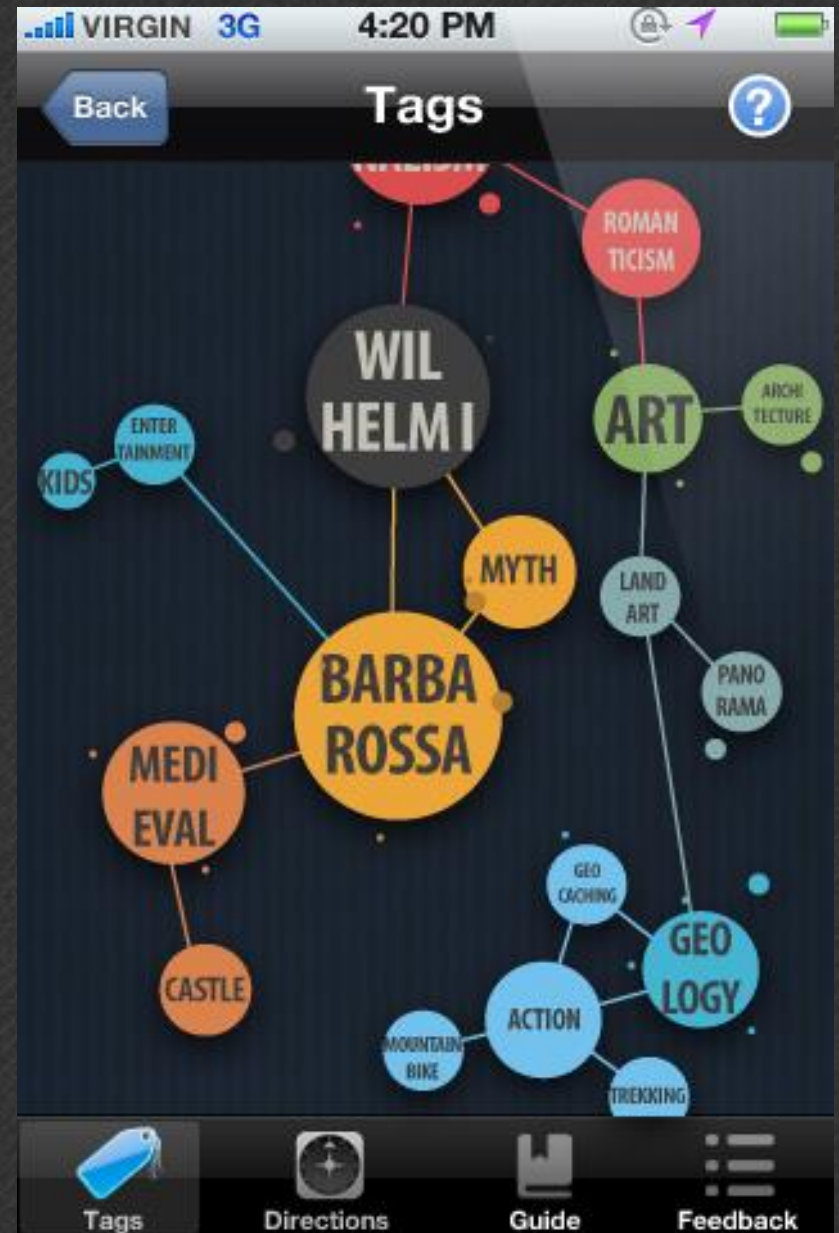


MAIN SCREEN



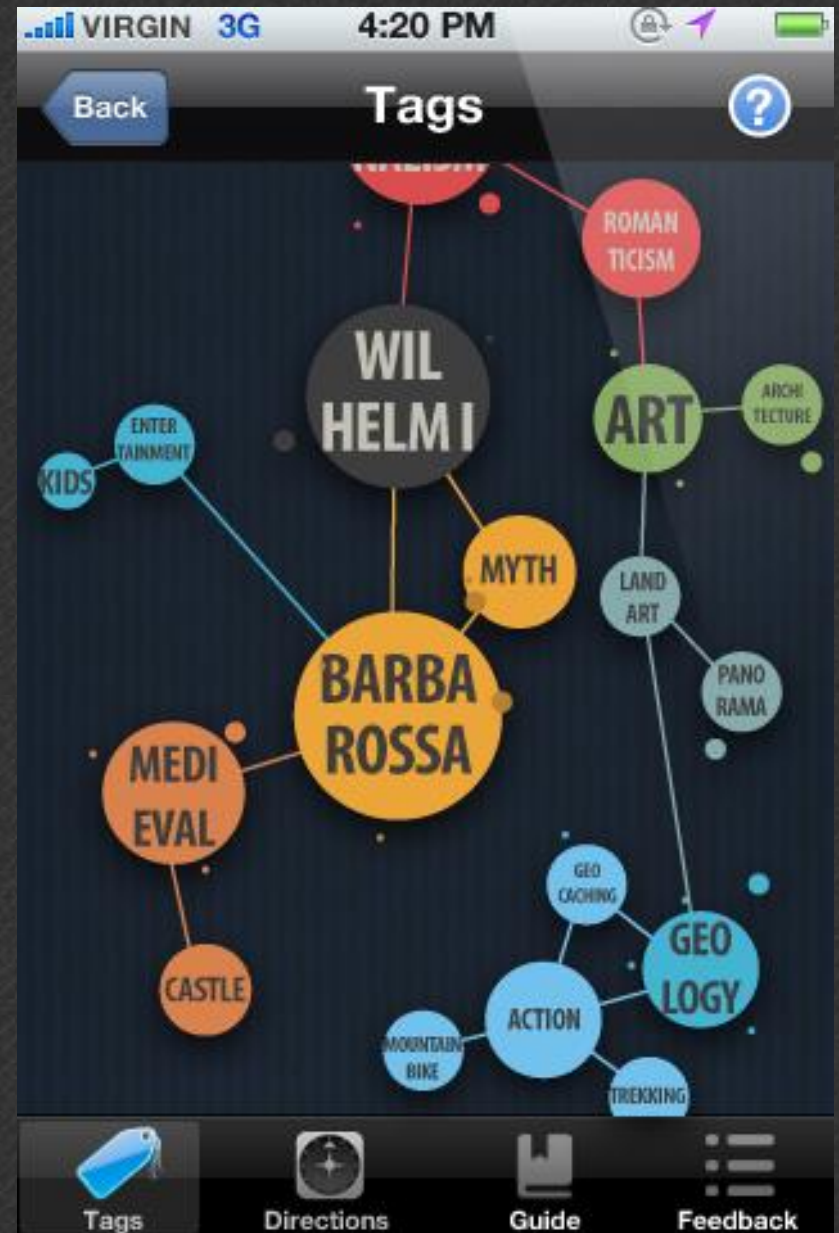
TAG SCREEN

OVERVIEW OF THE
HIGHEST RATED
#TAGS



TAG SCREEN

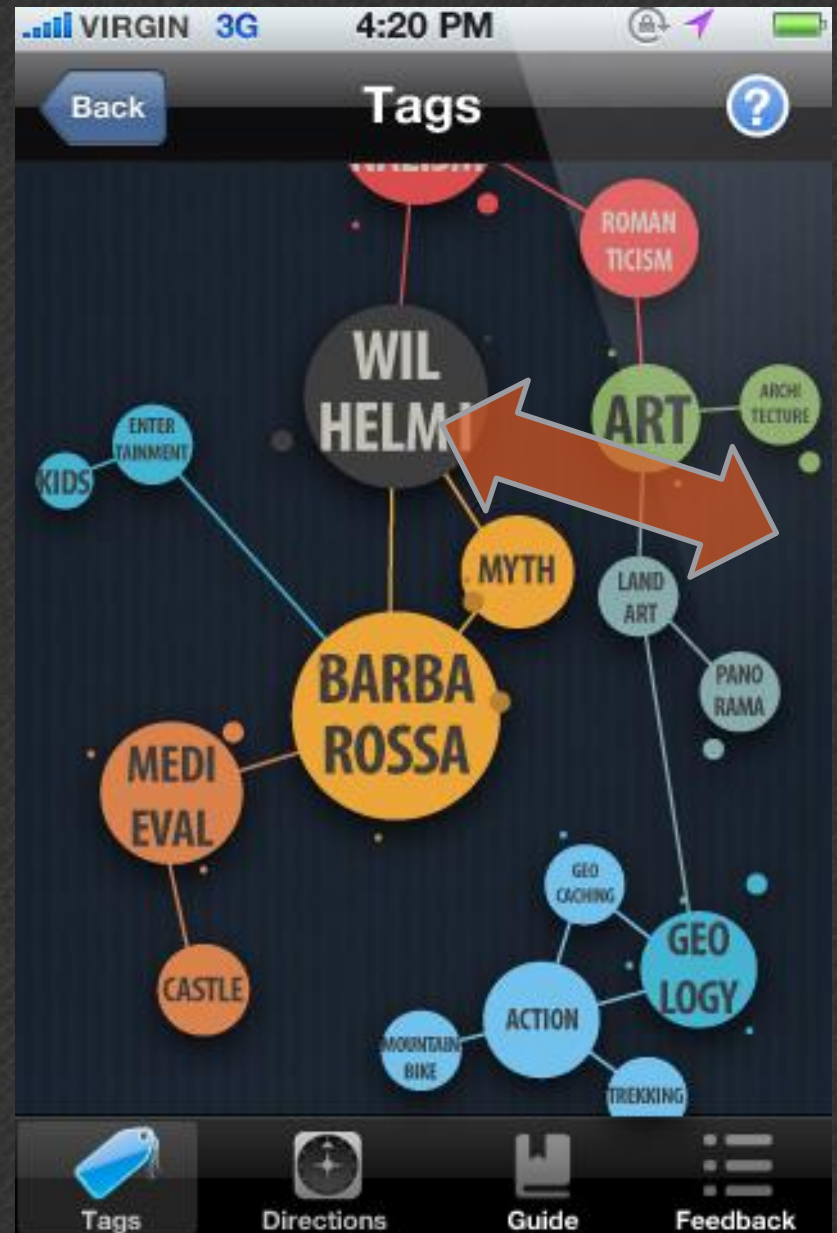
**A STARCHART IS
EASIER TO
NAVIGATE THAN A
LONG LIST**



TAG SCREEN

**ZOOM AND PAN
LIKE A REGULAR
MAP**

**ZOOM IN FOR
MORE DETAILS**



SELECT TAG

SELECT ONE OR
MORE TAGS



SELECT TAG

SELECT ONE OR
MORE TAGS



MAP SCREEN

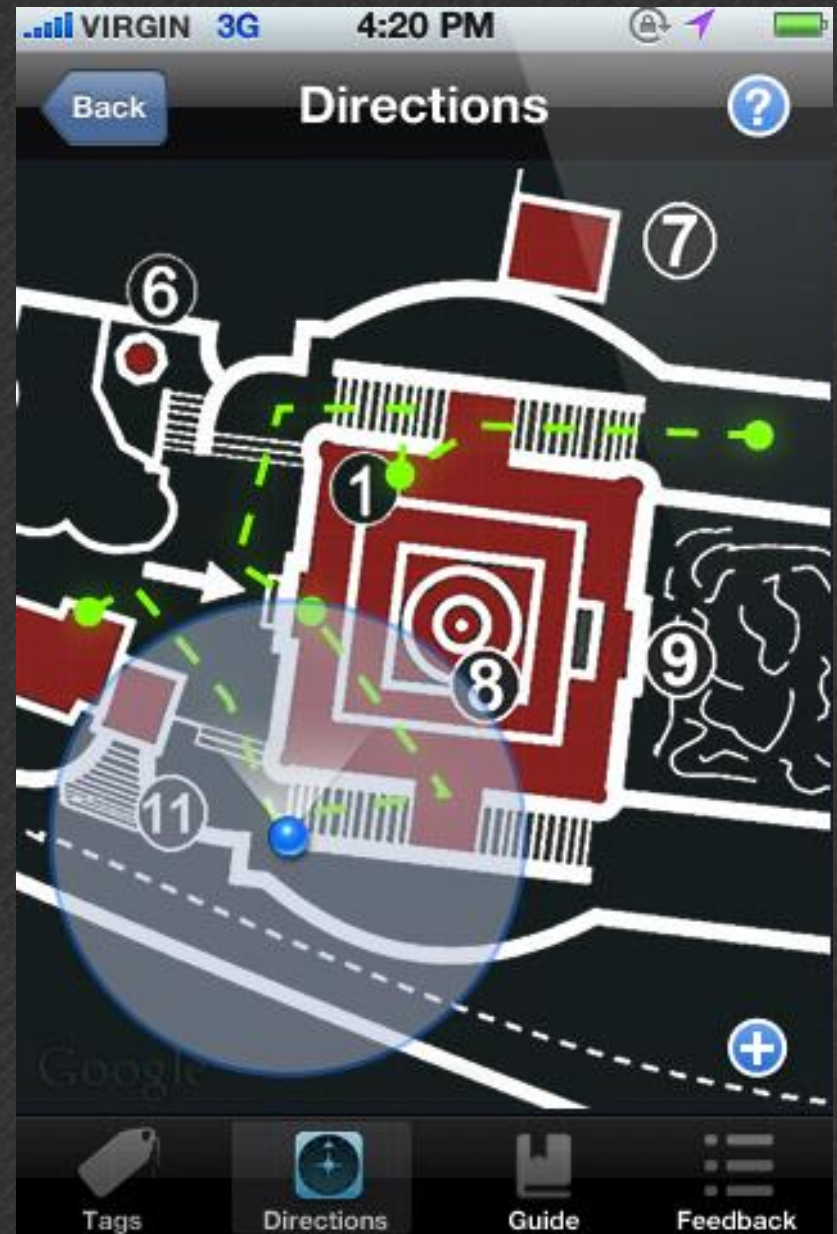
**MAP OF THE
LOCATION WITH
ROUTE TO NEXT
VISITING
LOCATION**

**USES GPS FOR
LOCALISATION**

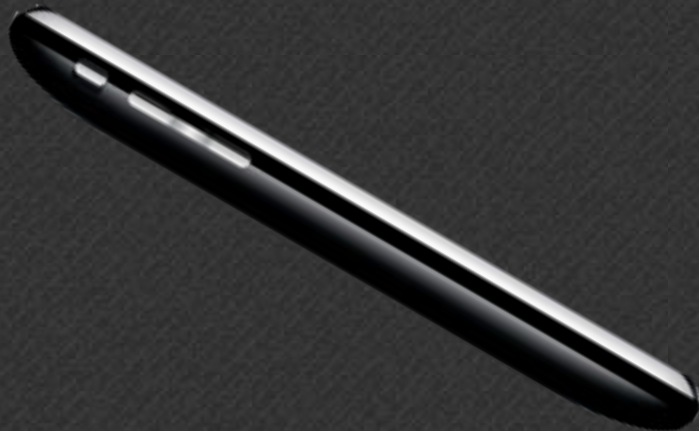


MAP SCREEN

ACCES COMPASS
VIEW



MAP SCREEN



MAP SCREEN

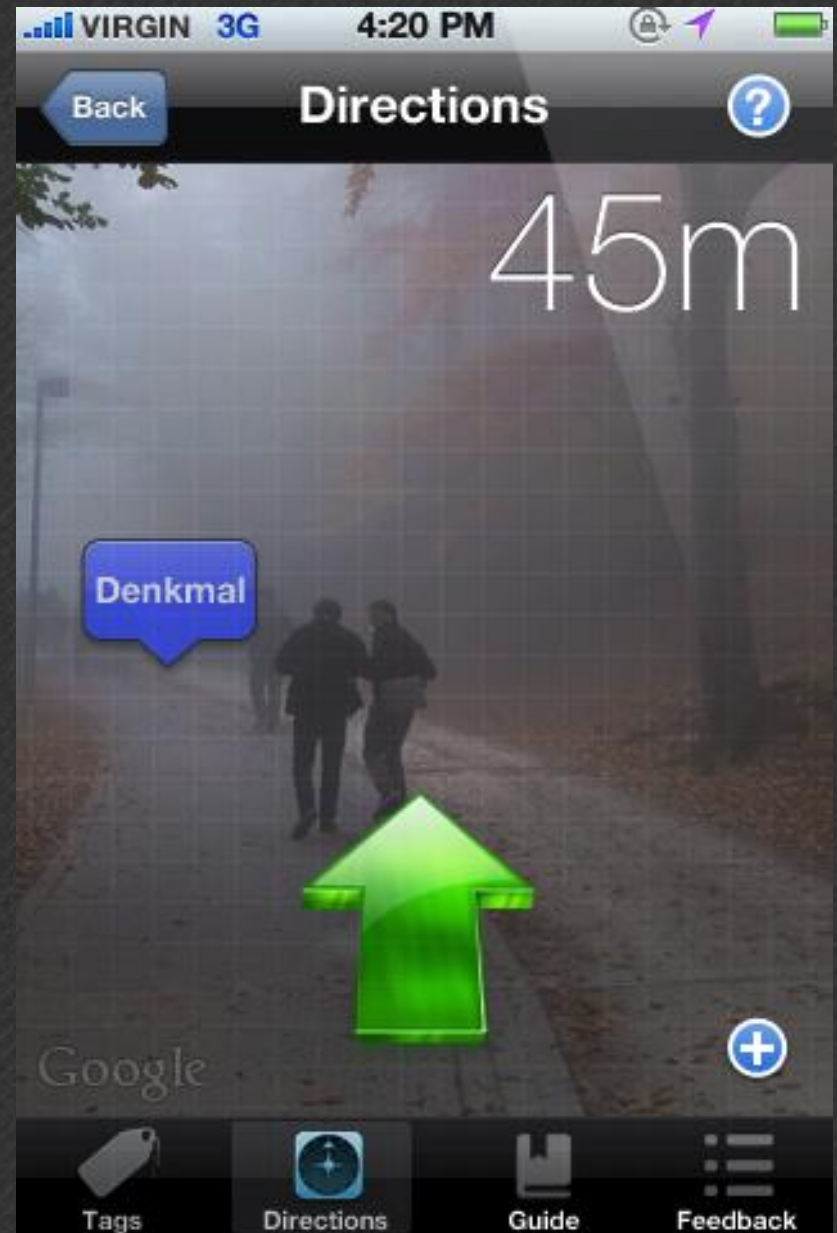


COMPASS SCREEN

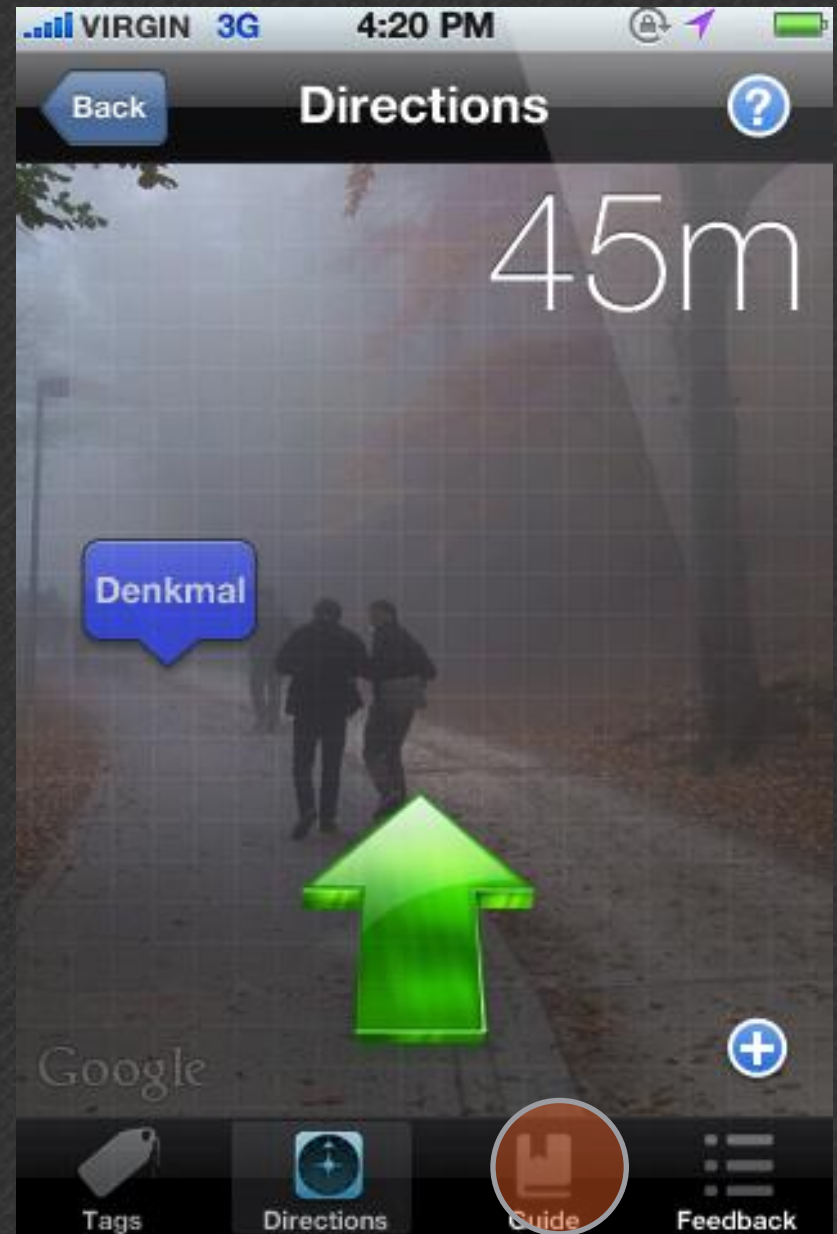


COMPASS SCREEN

GET “LIVE”
DIRECTIONS TO
THE NEXT POINT




COMPASS SCREEN



GUIDE SCREEN

**ACCES
INFORMATION
ABOUT YOUR
LOCATION**





[Main](#)[Guide](#)[?](#)



Frederick Barbarossa

(1122 – 10 June 1190)


was a German Holy Roman Emperor. He was elected King of Germany at Frankfurt on 4 March 1152 and crowned in Aachen on 9 March as King of Italy in Pavia in 1155, and finally crowned Roman Emperor by Pope Adrian IV, on 18 June 1155. Two years later in 1157 the term "sacrum" (i.e. "holy") first appeared in a document in connection with his



TagsDirectionsGuideFeedback

GUIDE SCREEN


MainGuide?





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Tags

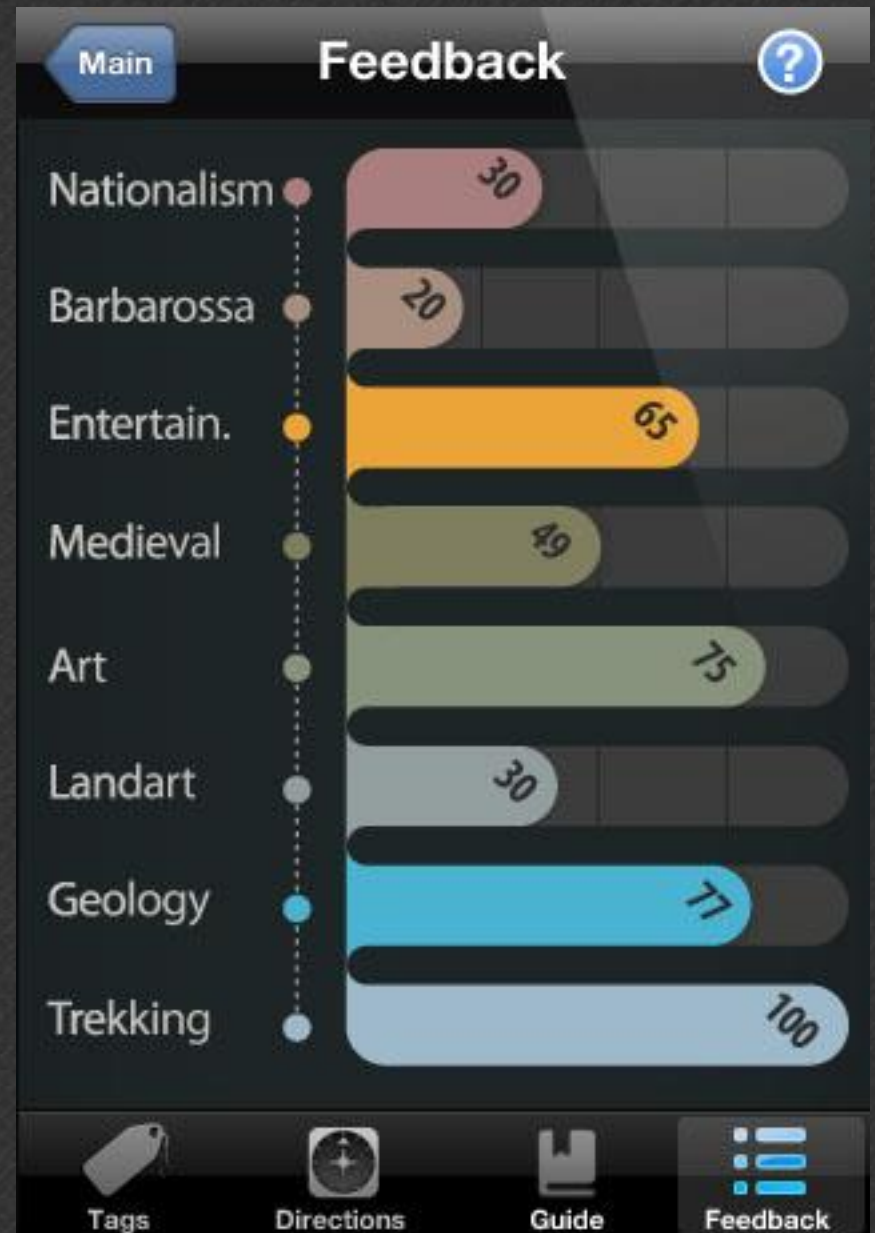

Directions


Guide


Feedback

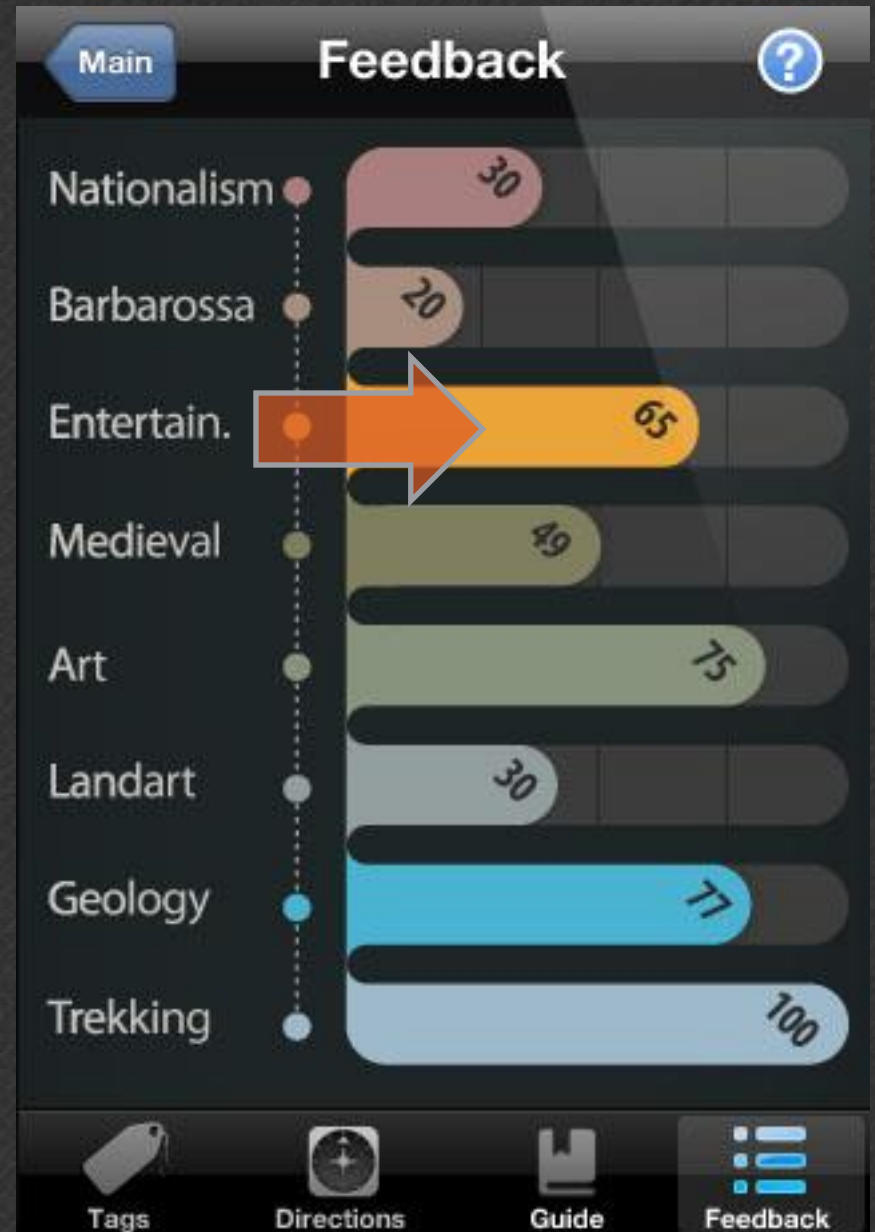
FEEDBACK SCREEN

**RATE THE TAGS
RELEVANT TO THE
PLACE YOU HAVE
VISITED**

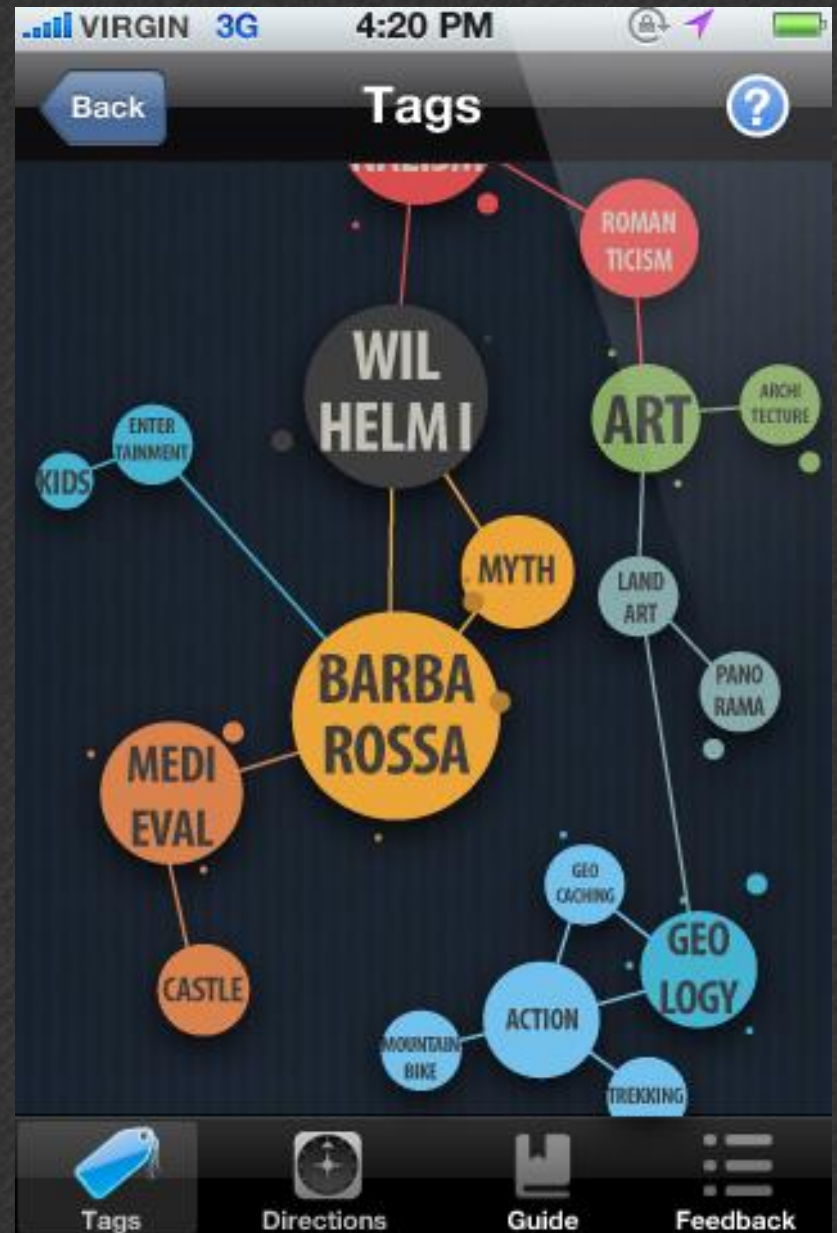


FEEDBACK SCREEN

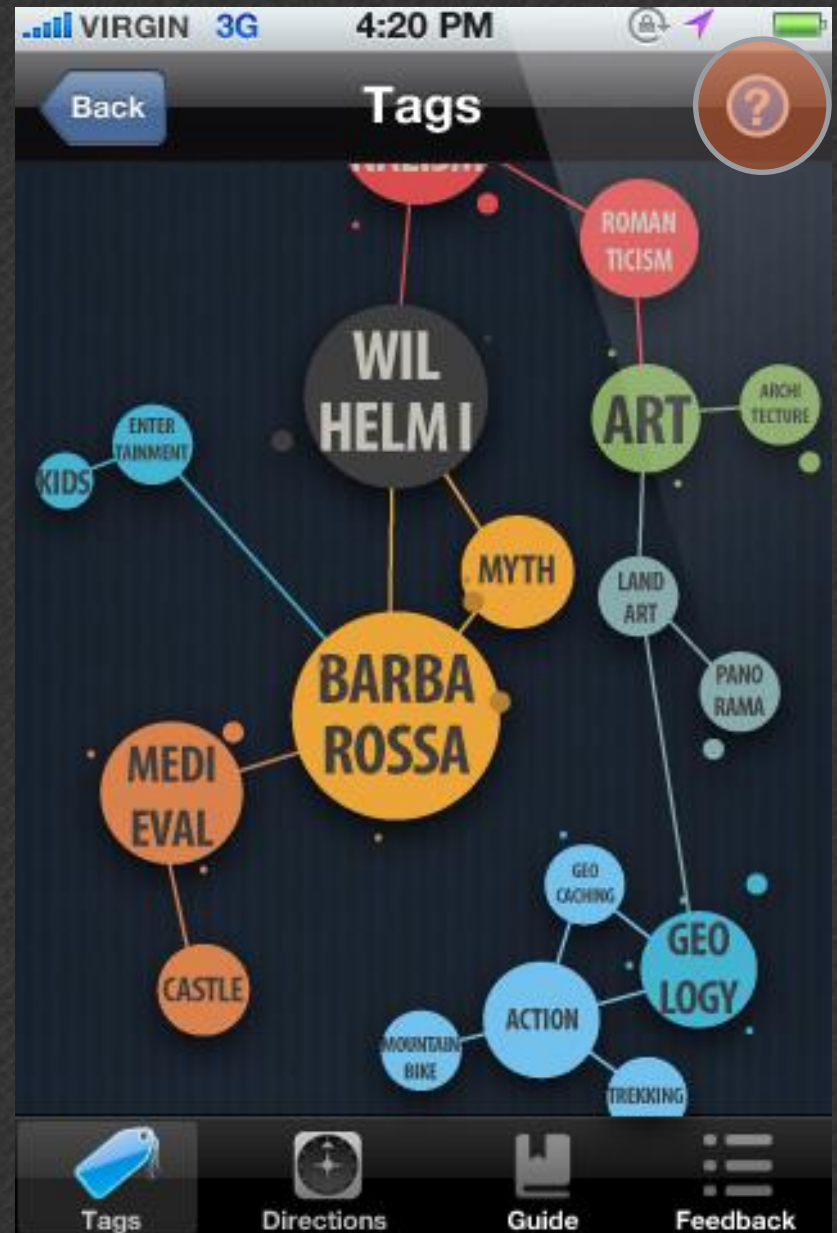
**DRAW THE
FINGER TO RATE**



HELP MODE



HELP MODE



HELP MODE



FUTURE DEVELOPMENT

FOCUS ON ONE ACTIVITY

**CAN BE ADAPTED TO ANY
MUSEUM OR EVEN CITY**

INTERACTIVE GUIDE

**#TAGS CAN BE USED AS
CULTURAL LAYERS**

THANK YOU