



Discover HafenCity App

# About

With an overall area of 157 hectares, the HafenCity is one of the most impressive **waterfront urban development projects** anywhere in the world.

It will eventually expand the area of Hamburg City by 40% (Hamburg has a population of some 1.8 million, the whole Hamburg Metropolitan Region 4.3 million).

A new city is growing up between the historic Speicherstadt and the Elbe River, characterized by a **dense urban mix** of living space, service businesses, culture, leisure, tourism and commerce.

The development time frame for the whole area extends to around **2025**.

HafenCity is already regarded as the flagship for international waterfront **11 Bl.€**.























# Cultural relevance

From my experience, tourists visiting Hamburg often connect with the city of Hamburg just the red light district and the surrounding party area.

Because of the constructional dimension and the massive investments taken to build up a whole new city district, it deserves more attention.

The app offers is a mixture of **location-based game** and classic map delivering **places of touristic interest**.

It offers an easy touristic entrance to arouse curiosity transported by the game character added to the classic guide character.





# How to start - Navigation



HafenCity App creates a symbiosis between guided discovery of a new area and the fun of playing a location-based game.

The game will contain six different spots spread all over the HafenCity which can be reached by using the given map (GPS-based).

In these spots, the user can **interact** with the **environment** by scanning the QR-codes placed in the spots. Only the app and its integrated QR-Reader are able to read these QR-Codes.

As an **incentive** to participate, a reward will be available after visiting all 6 spots.

Additionally to that, the app offers also useful information about shopping, eating, drinking and experiencing opportunities in the HafenCity.



# Let us play — Detective Game





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# What else to explore





# To sum up...



# In the end...

App Name:	Discover HafenCity
Type:	Location-based game & guide
Target Group:	Primarily tourists
Language:	English
System:	Apple iOS
Minimal Resolution:	320x480 (iPhone 3GS)

Logo:

