Label

CHINA

Chi Zhang

fotopedia

fotopedia

RESEARCH & ANALYSIS

fotopedia

RESEARCH & ANALYSIS

THE OVERALL CONCEPT

fotopedia

RESEARCH & ANALYSIS

THE OVERALL CONCEPT

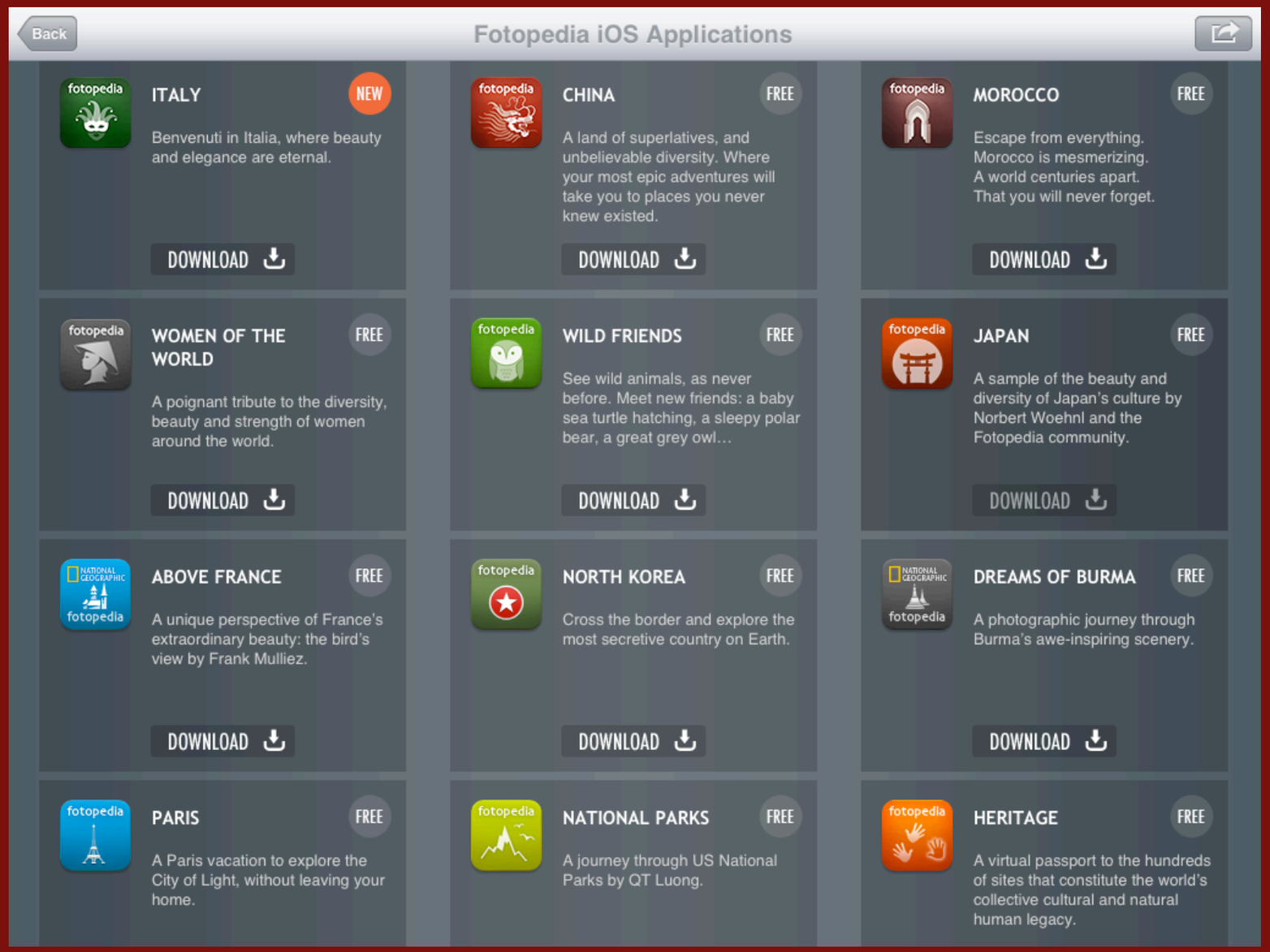
NEW DESIGN

fotopedia

RESEARCH & ANALYSIS

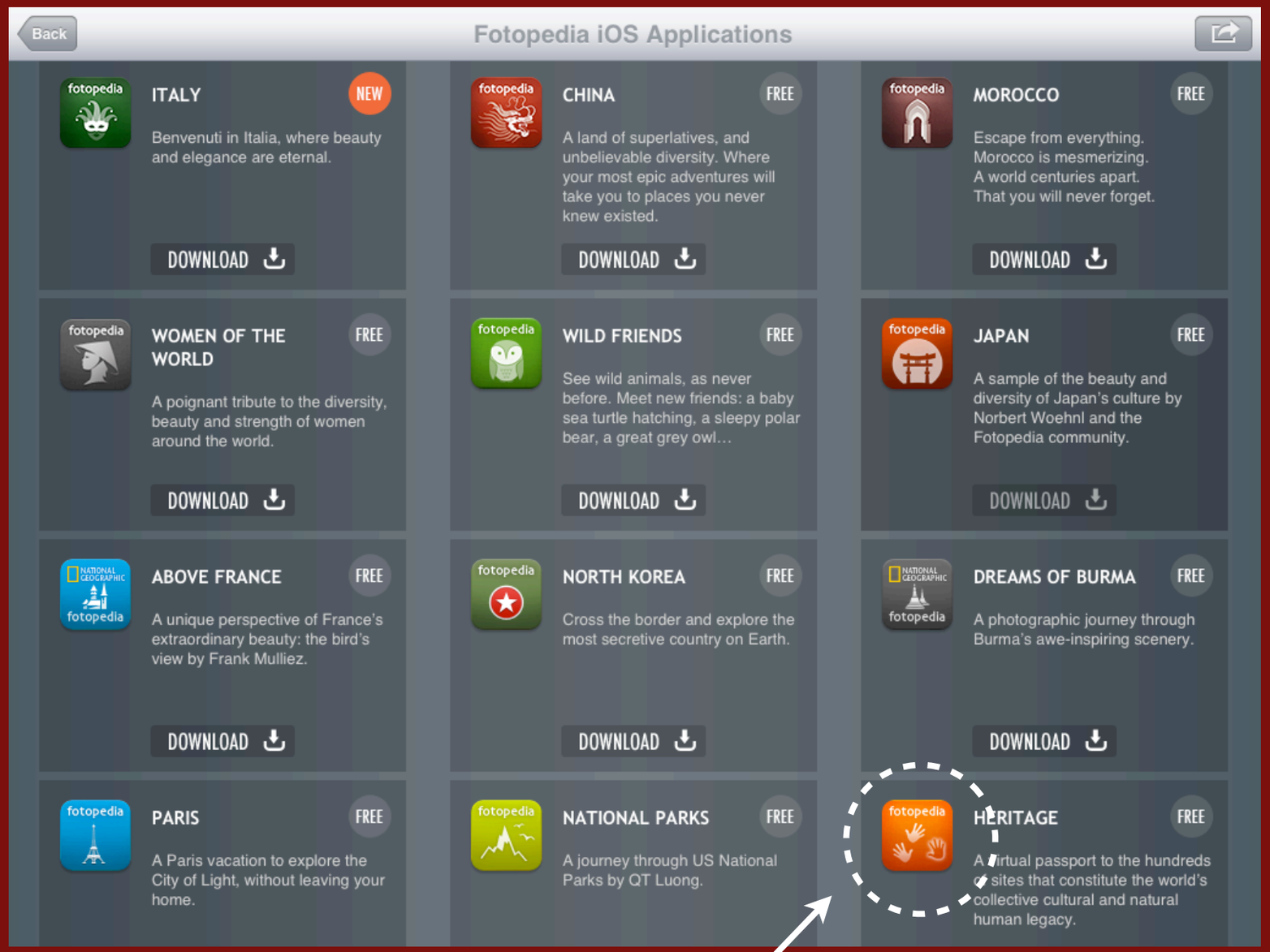
fotopedia + UNESCO World Heritage Centre

provides a virtual passport to the hundreds of sites that
constitute the world's collective cultural and natural human legacy.


Back
Fotopedia iOS Applications
ITALY
NEW
Benvenuti in Italia, where beauty and elegance are eternal.
DOWNLOAD
CHINA
FREE
A land of superlatives, and unbelievable diversity. Where your most epic adventures will take you to places you never knew existed.
DOWNLOAD
MOROCCO
FREE
Escape from everything. Morocco is mesmerizing. A world centuries apart. That you will never forget.
DOWNLOAD
WOMEN OF THE WORLD
FREE
A poignant tribute to the diversity, beauty and strength of women around the world.
DOWNLOAD
WILD FRIENDS
FREE
See wild animals, as never before. Meet new friends: a baby sea turtle hatching, a sleepy polar bear, a great grey owl…
DOWNLOAD
JAPAN
FREE
A sample of the beauty and diversity of Japan's culture by Norbert Woehnl and the Fotopedia community.
DOWNLOAD
ABOVE FRANCE
FREE
A unique perspective of France's extraordinary beauty: the bird's view by Frank Mulliez.
DOWNLOAD
NORTH KOREA
FREE
Cross the border and explore the most secretive country on Earth.
DOWNLOAD
DREAMS OF BURMA
FREE
A photographic journey through Burma's awe-inspiring scenery.
DOWNLOAD
PARIS
FREE
A Paris vacation to explore the City of Light, without leaving your home.
NATIONAL PARKS
FREE
A journey through US National Parks by QT Luong.
HERITAGE
FREE
A virtual passport to the hundreds of sites that constitute the world's collective cultural and natural human legacy.

fotopedia

RESEARCH & ANALYSIS ▶ THE OVERALL CONCEPT ▶ NEW DESIGN



This app was recently selected as one of the **TOP 50 APPS** of all time in Apple's new Hall of Fame. With **30,000 AWE-INSPIRING PHOTOS**, this much loved app has been called the world's largest photo book, an inspiring travel guide, an entertaining teaching device and even a bed-time relaxation tool.

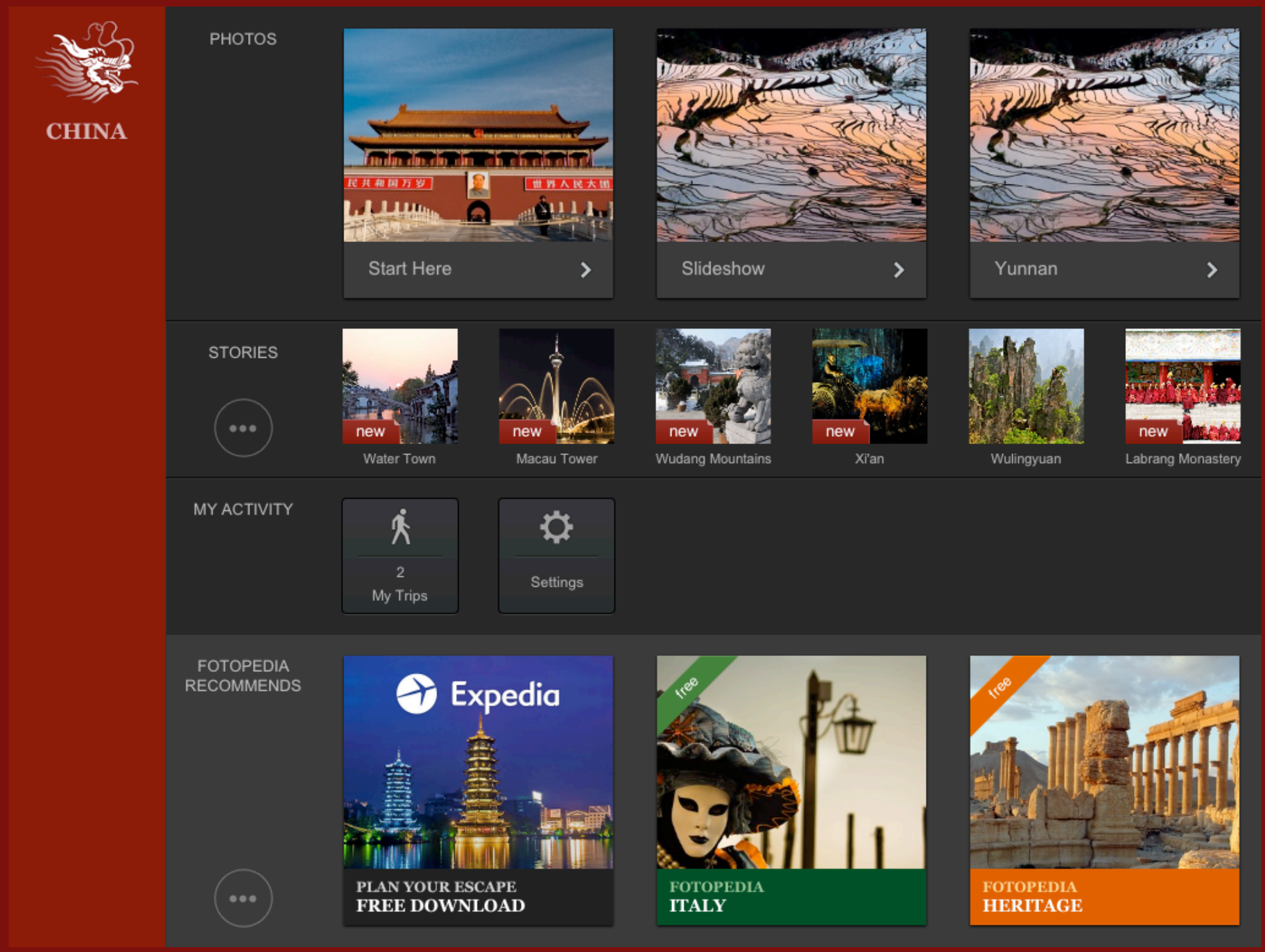
HOMEPAGE

THREE MAIN PARTS:

1.Photos

2.Stories

3.My Activity



fotopedia

CONTENT

MAIN PARTS

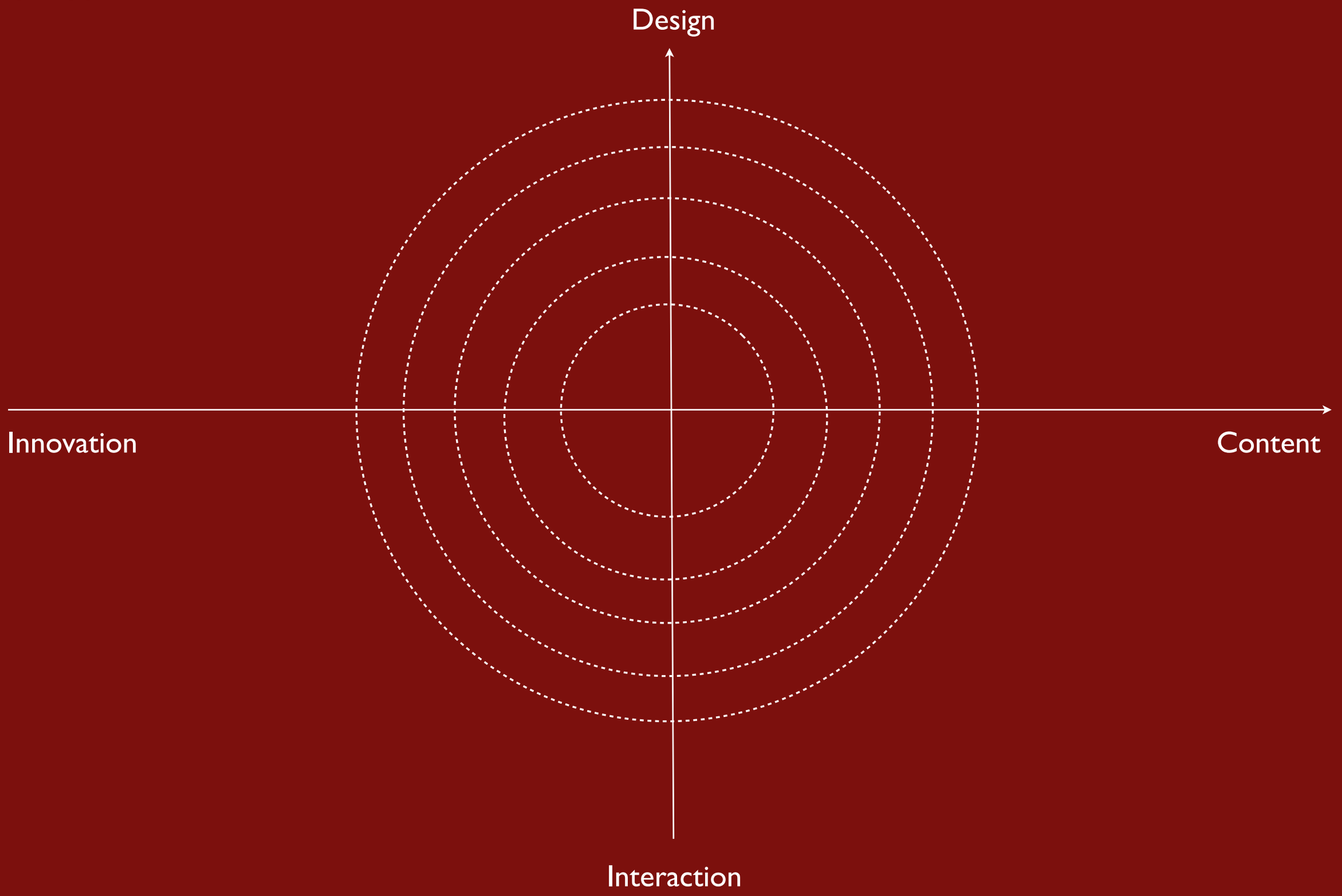
- 1.Photos ★★
  - Slideshow
  - Add your trip
  - Landmark
  - Get Cultural information
  - Search
- 2.Stories ★★★★
  - Text from WIKIpedia
  - Photo from Fotopedia（Should log in）
- 3.My Activity ★★★
  - Locate your place
  - Filter landmarks
  - Add your stories
- fotopedia recomments ------ Italy / Japan / France / wild Friends... ...

repetition part

★ Importance

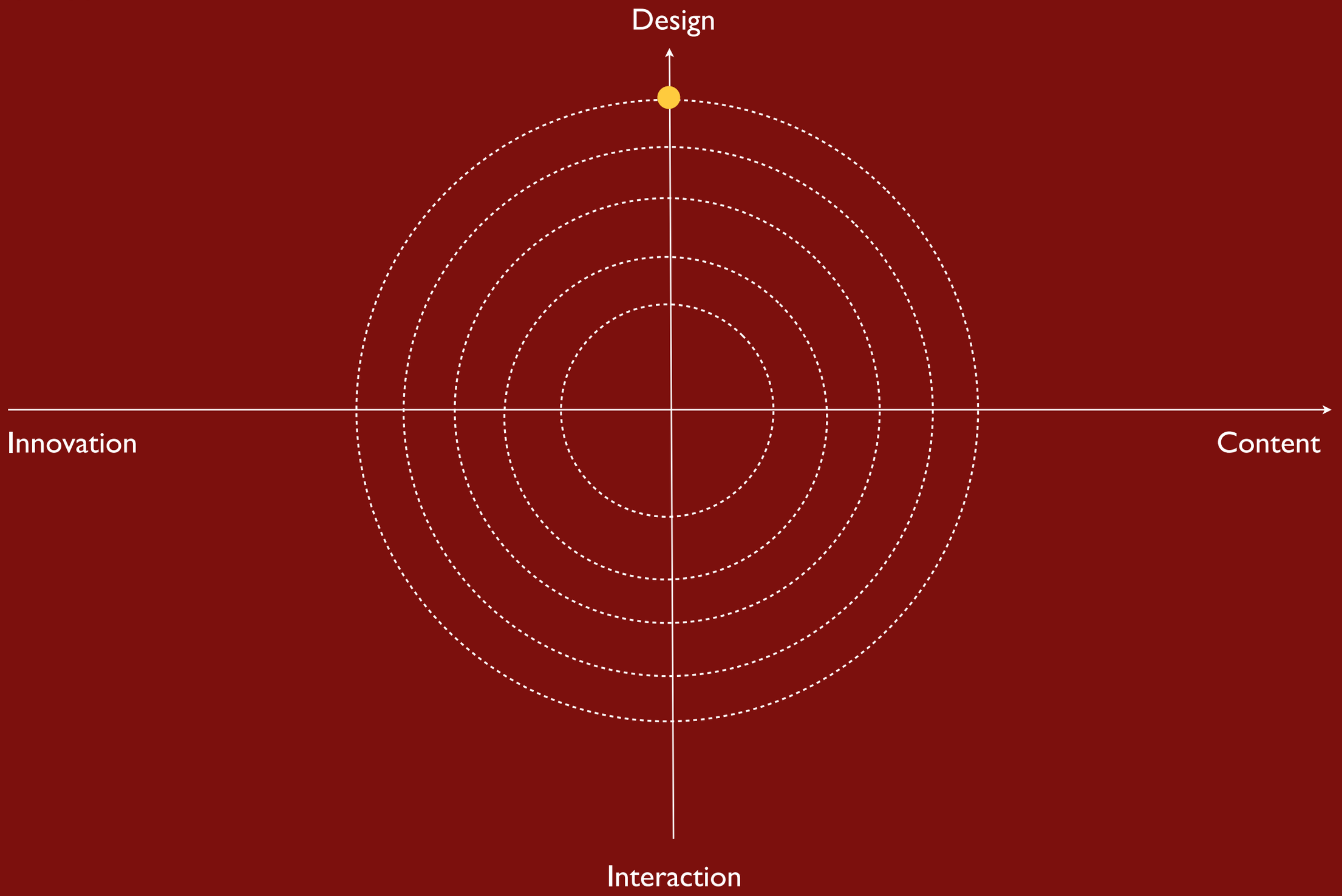
fotopedia

EVALUATION

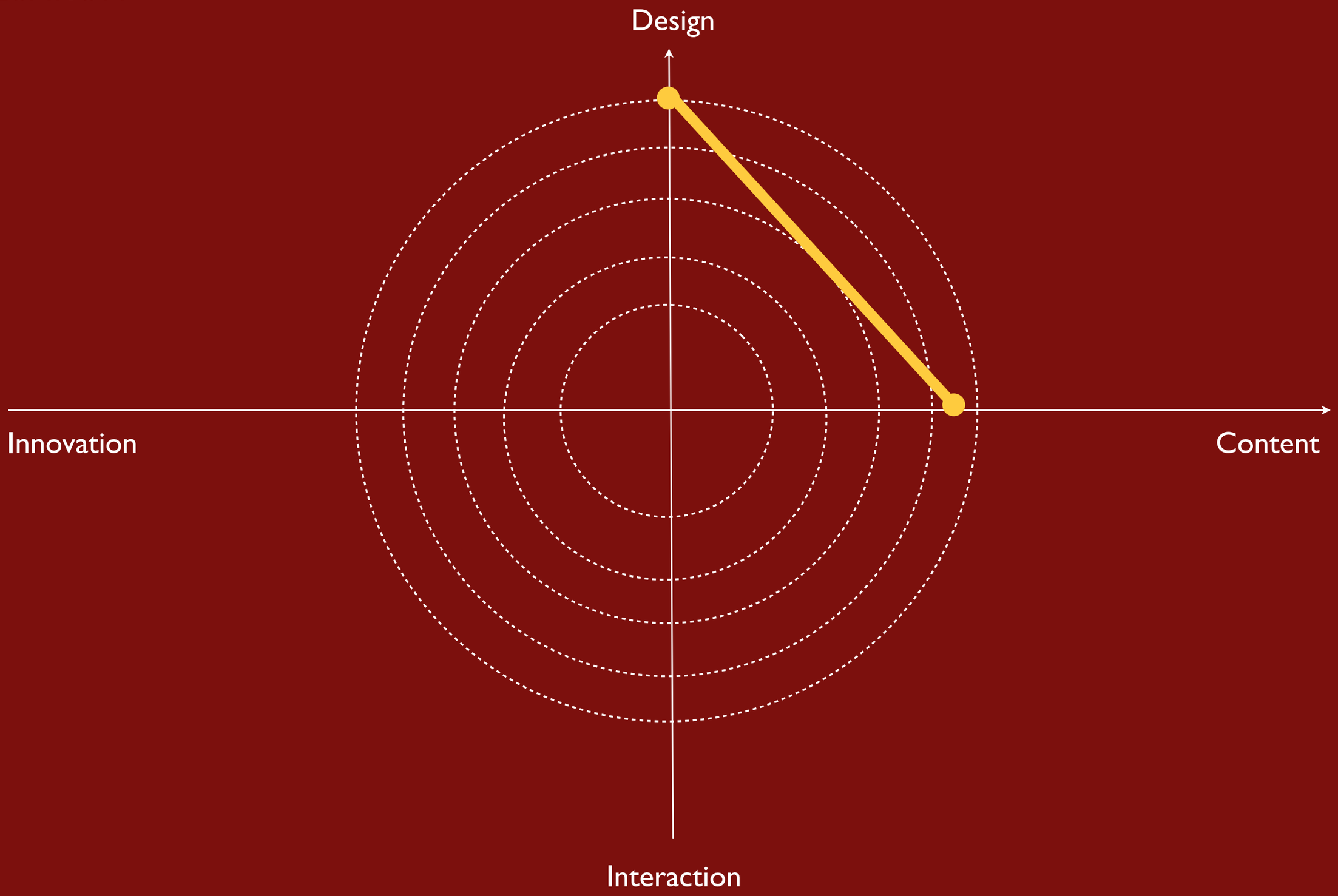


fotopedia

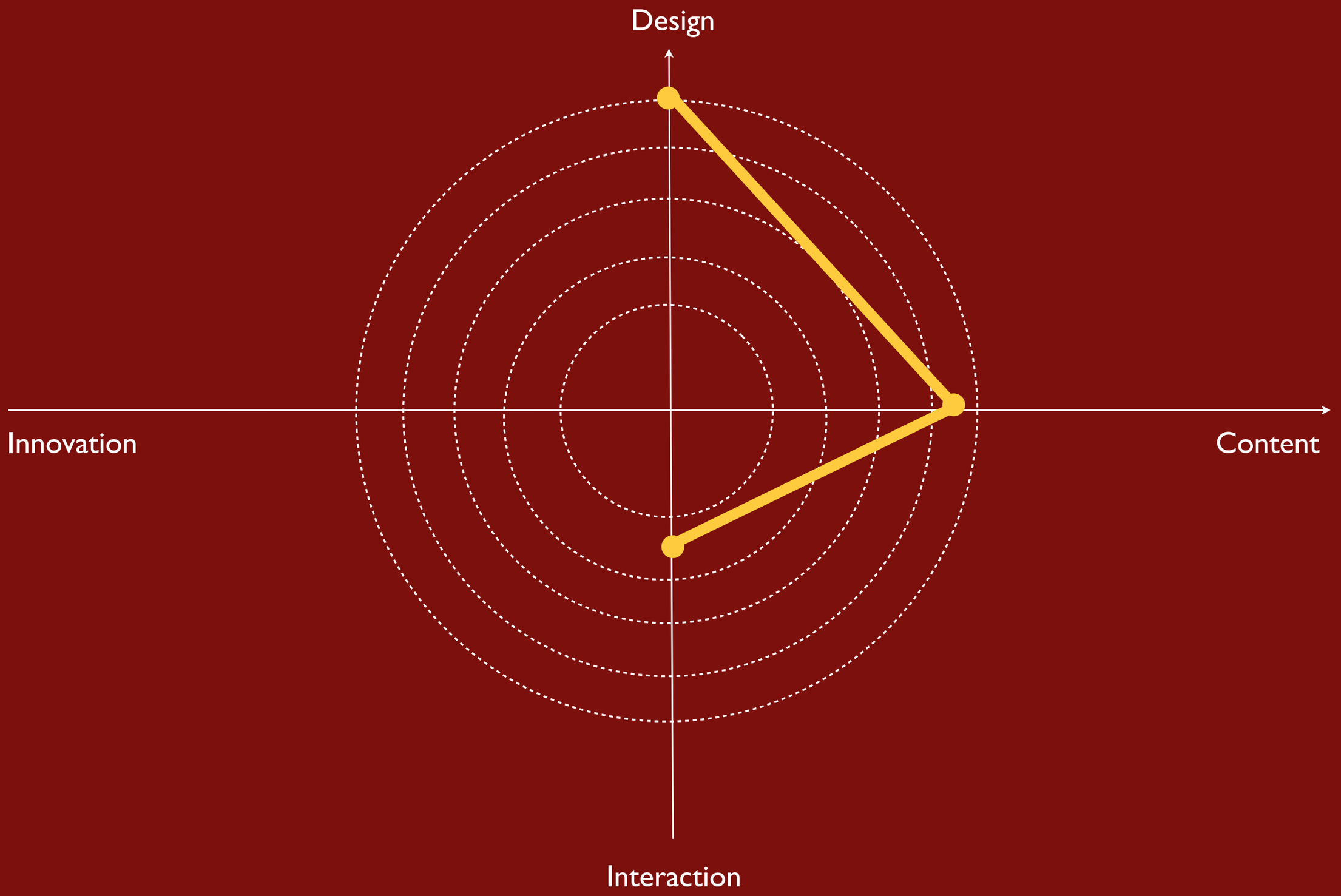
EVALUATION



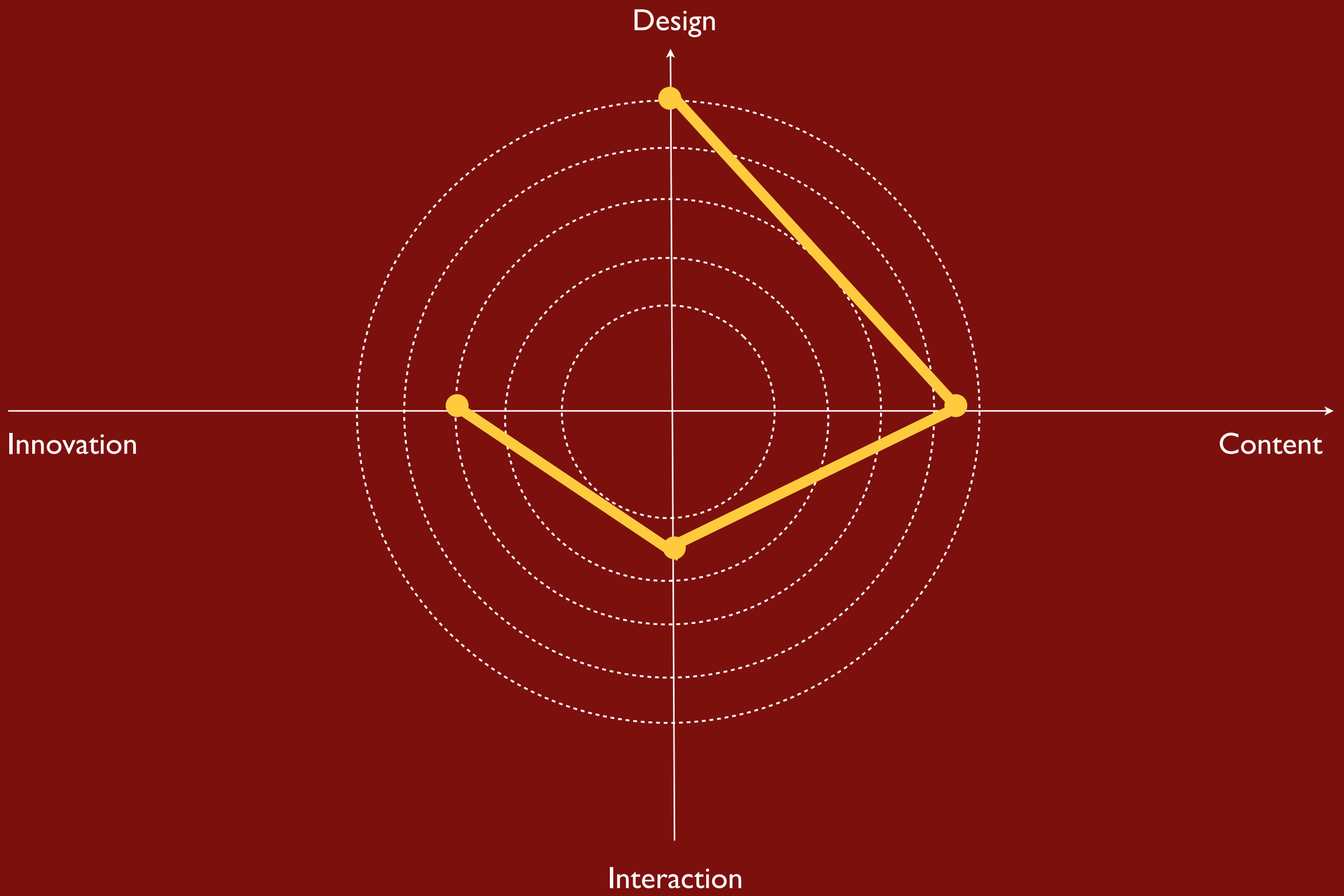
EVALUATION



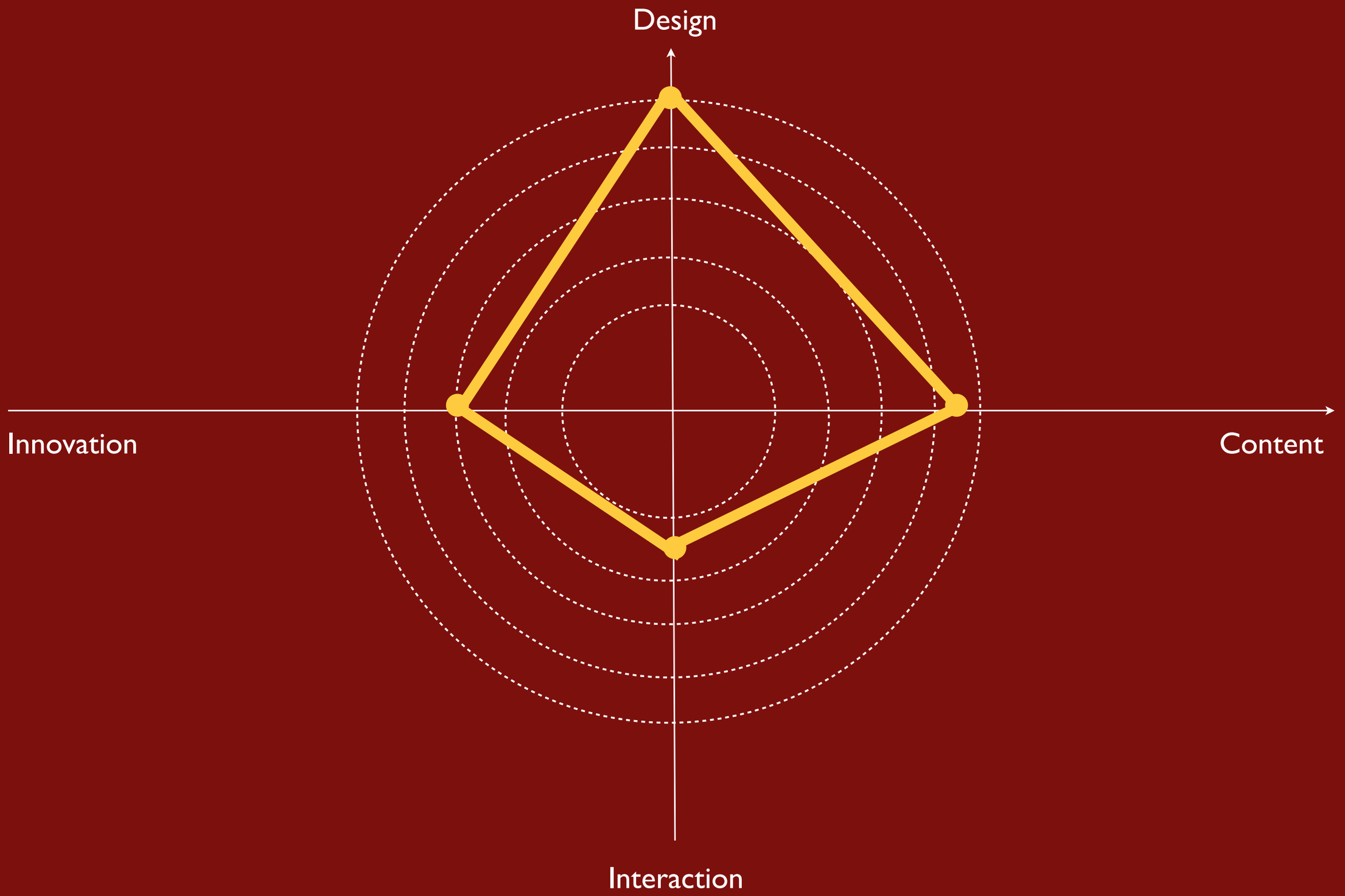
EVALUATION



EVALUATION



EVALUATION



SWOT THEORY

Strength

- Clean interface
- Free availability
- Easy to use
- No advertisement
- Consistent design style
- Sufficient information
- Provide feedback

Weakness

- Lack of Navigation
- No fun
- Not strong logical

Opportunity

- Add option of changing the language
- Multi-module appearance（pictures，movies，sounds）
- Auto – saving

Threat

- Single culture
- Less functionality
- Less innovation

fotopedia

THE OVERALL CONCEPT

PROTOTYPE

Name	“New” fotopedia China
Target Group	Travellers
Kind	Travel / Cultural
Operational System	IOS for ipad
Min.Screen Resolution Required	1024x768 px
Min.OS Version Required	iOS 5.0 or later

I CONCENTRATED ON

I CONCENTRATED ON

- Add Interactive activities

I CONCENTRATED ON

- Add Interactive activities
- Think highly of UI Design Guidelines

fotopedia

I CONCENTRATED ON

- Add Interactive activities

- Think highly of UI Design Guidelines

- Use Geometry Theory

（Golden ratio， Fibonacci Sequence etc.）

fotopedia

I CONCENTRATED ON

- Add Interactive activities
- Think highly of UI Design Guidelines
- Use Geometry Theory
  （Golden ratio，Fibonacci Sequence etc.）
- Add more fun

I CONCENTRATED ON

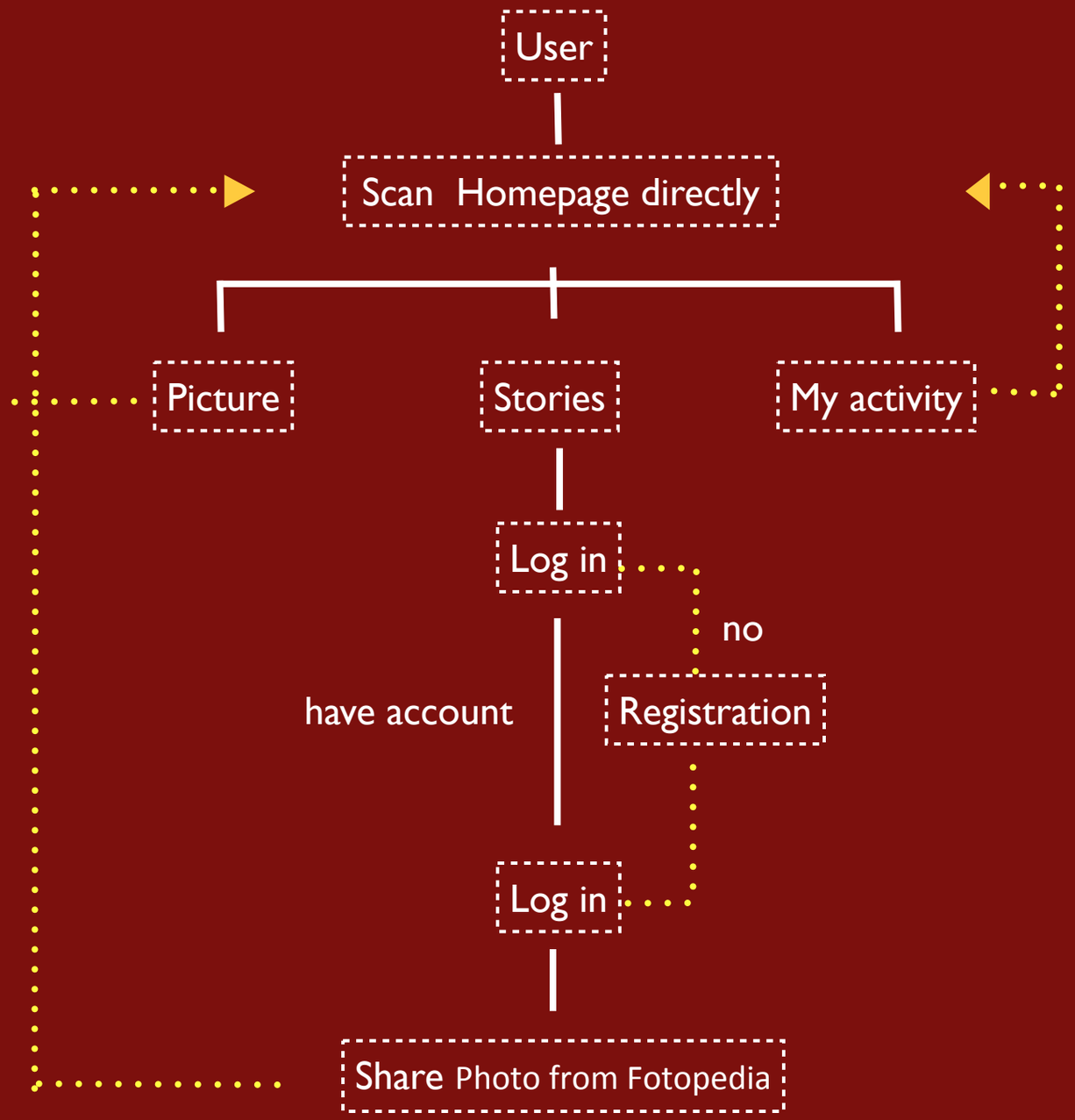
- Add Interactive activities
- Think highly of UI Design Guidelines
- Use Geometry Theory
  （Golden ratio， Fibonacci Sequence etc.）
- Add more fun
- More logical

fotopedia

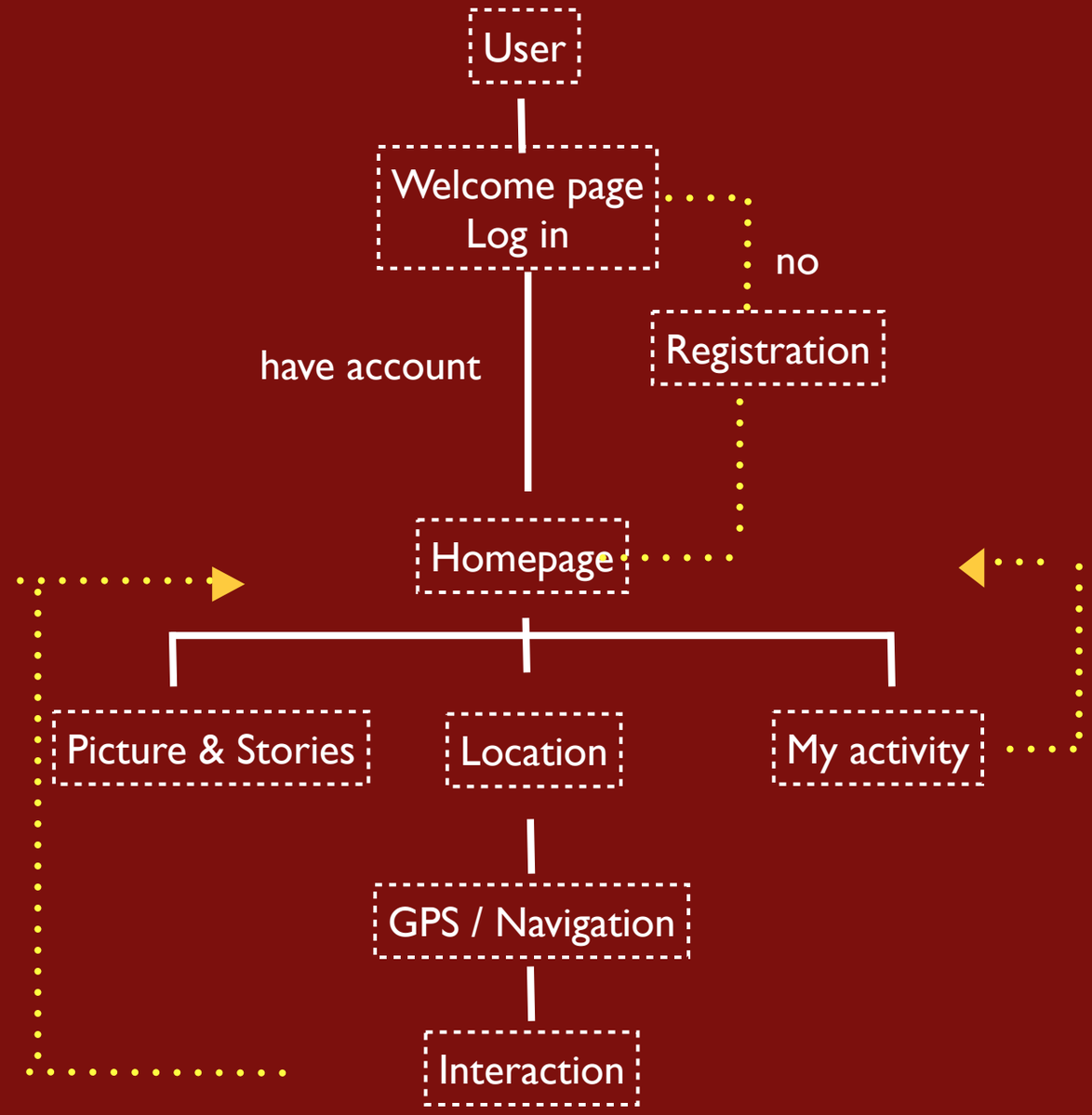
NEW DESIGN

LOGICAL

before



after



NEW CONTENT

MAIN PARTS

- 1.Photos & Stories
  - Slideshow
  - Add your trip
  - Get Cultural information from wiki
  - Search
- 2.Location
  - Landmark
  - GPS Location
- 3.My Activity
  - Create My trip
  - share links
  - feedback
- fotopedia recomments

white – existing functionality

NEW CONTENT

MAIN PARTS

- 1.Photos & Stories
  - Slideshow
  - Add your trip
  - Get Cultural information from wiki
  - Search
  - Movies／sounds
- 2.Location
  - Landmark
  - GPS Location
  - Navigation
  - weather forecast
- 3.My Activity
  - Create My trip
  - share links
  - feedback
  - Camera
  - Leave comments
- fotopedia recomments

white – existing functionality

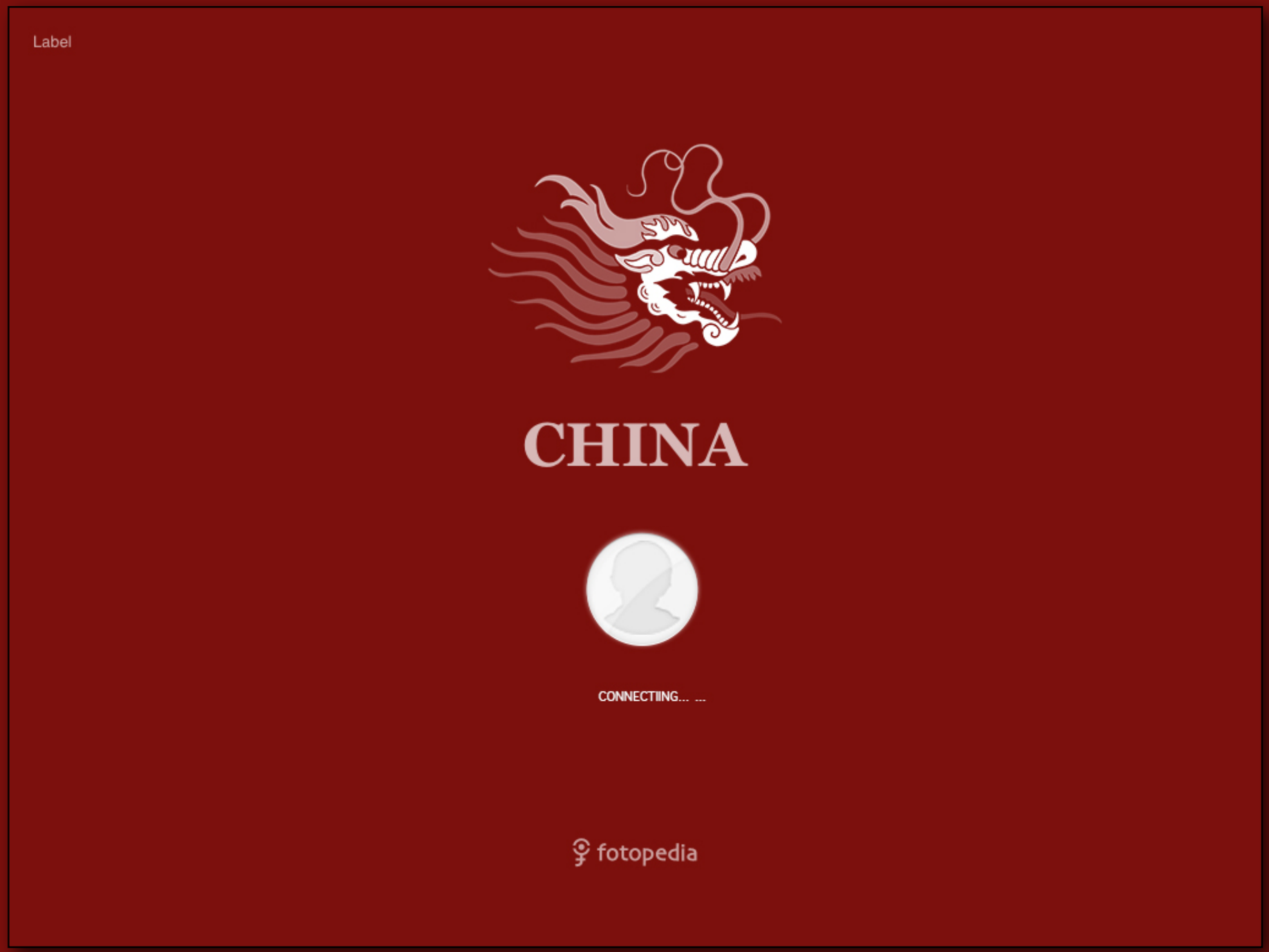
yellow – new functionality

SCREENS

1.WELCOME PAGE

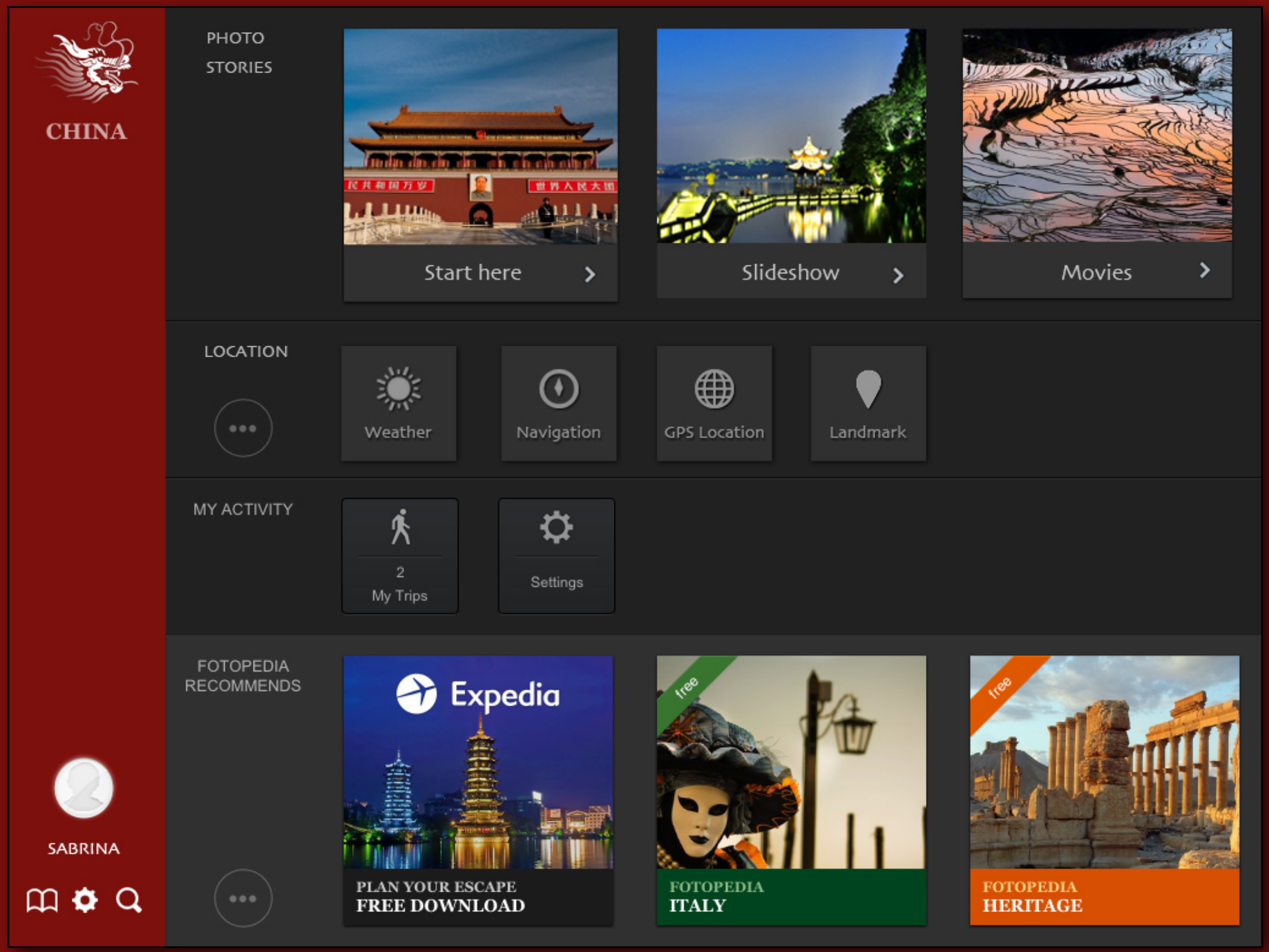
SCREENS

2.CONNECTING PAGE



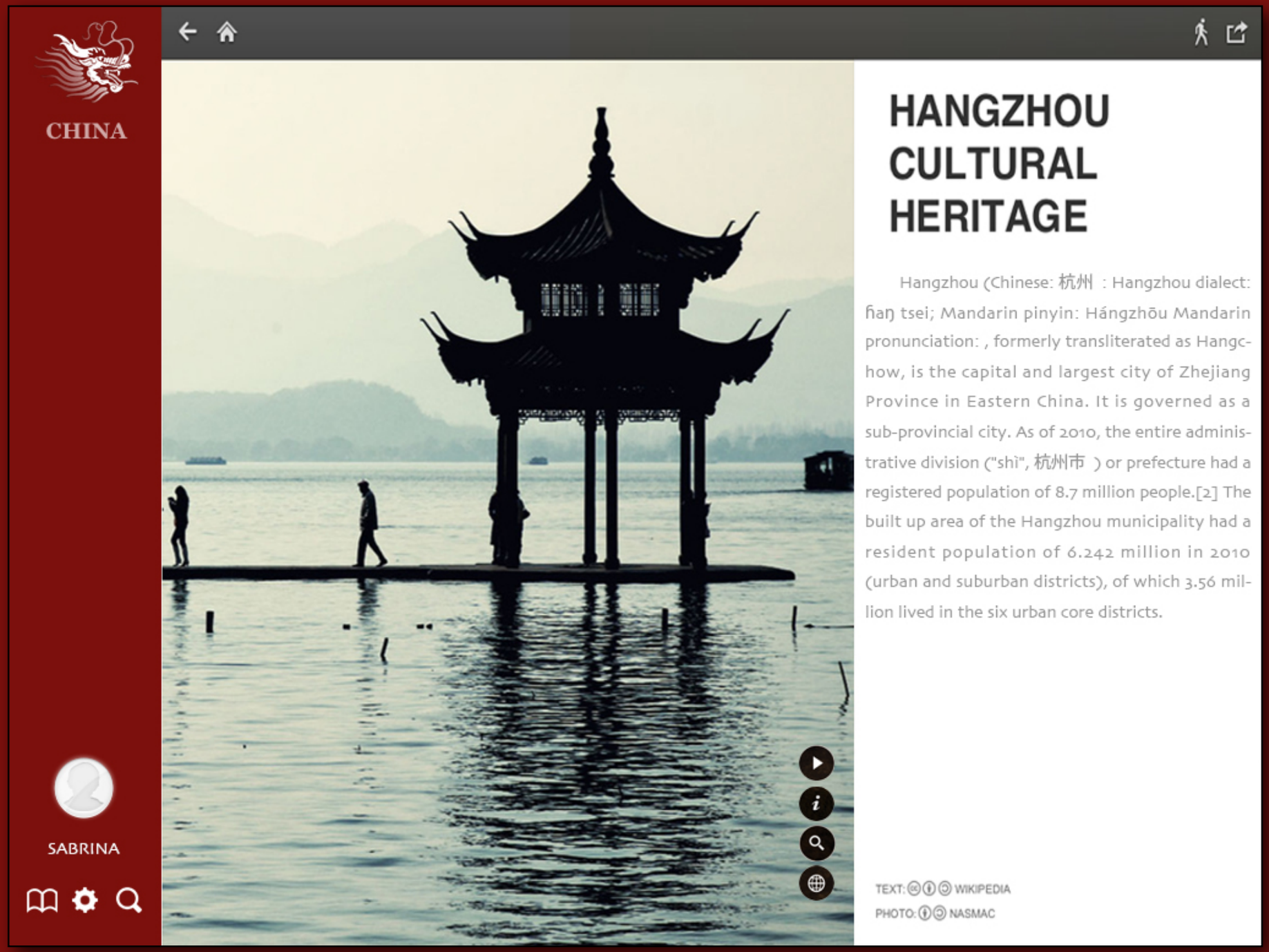
SCREENS

3.HOME PAGE



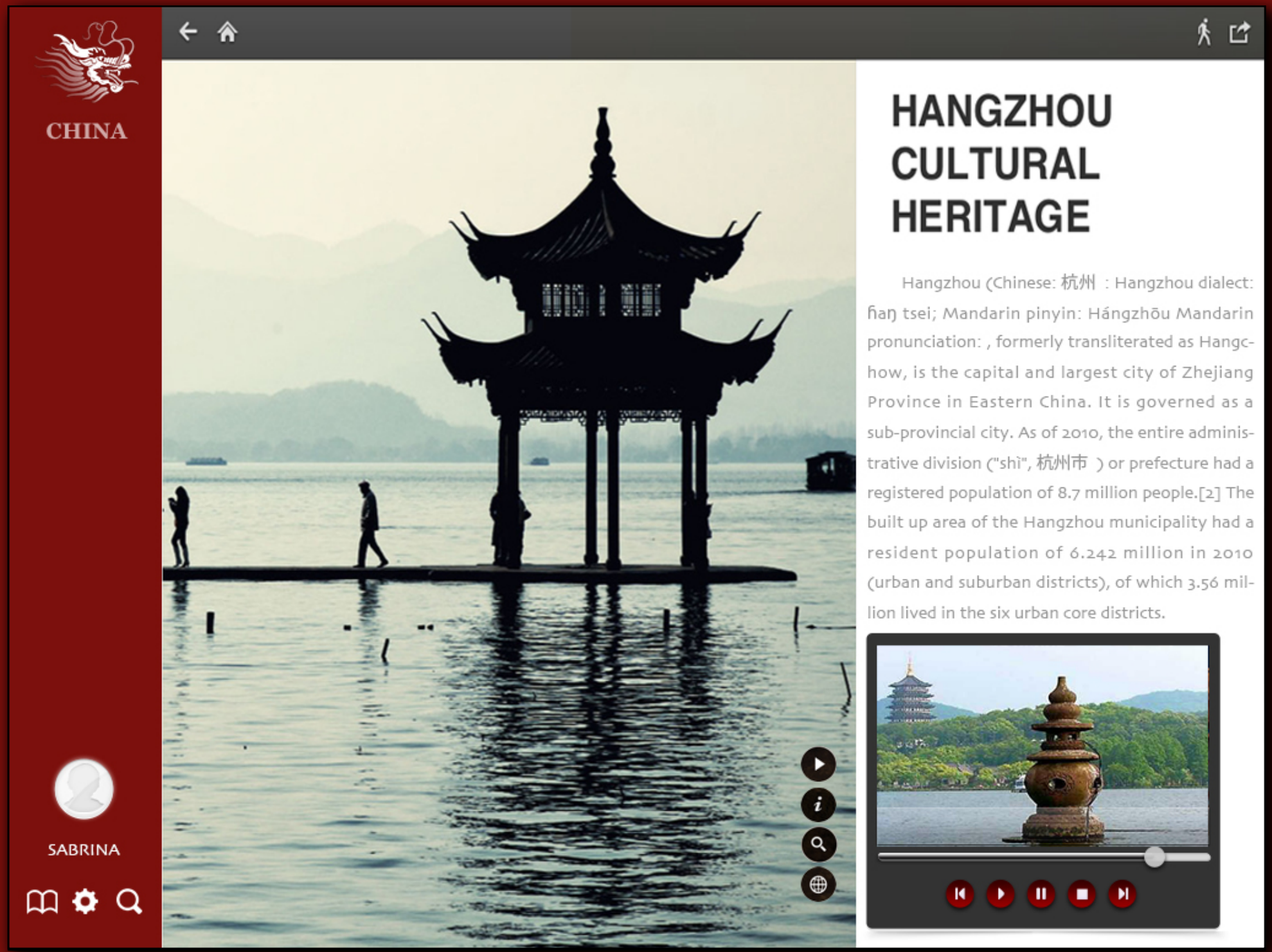
SCREENS

4.PHOTO STORIES PAGE



SCREENS

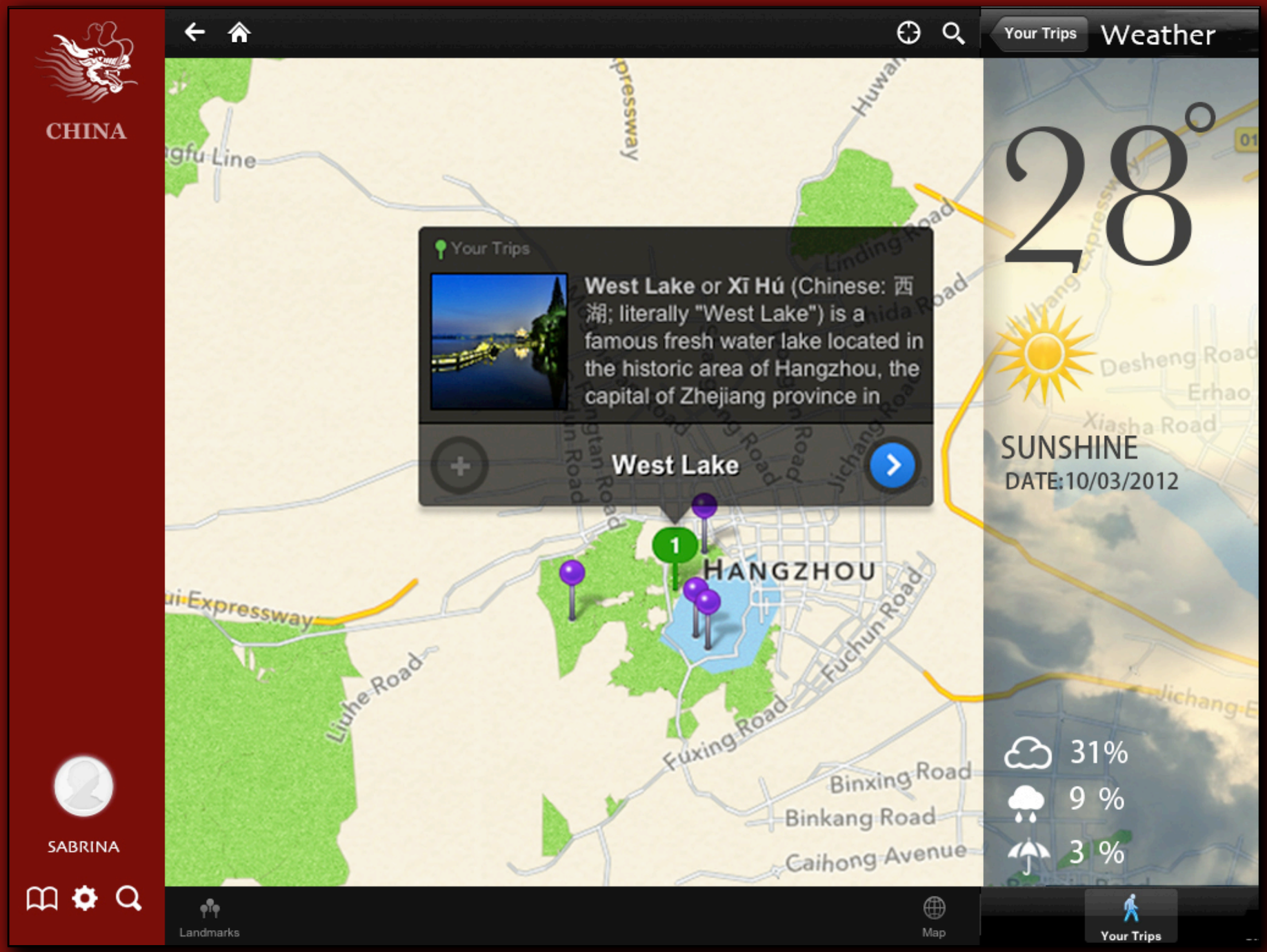
4.PHOTO STORIES PAGE



fotopedia

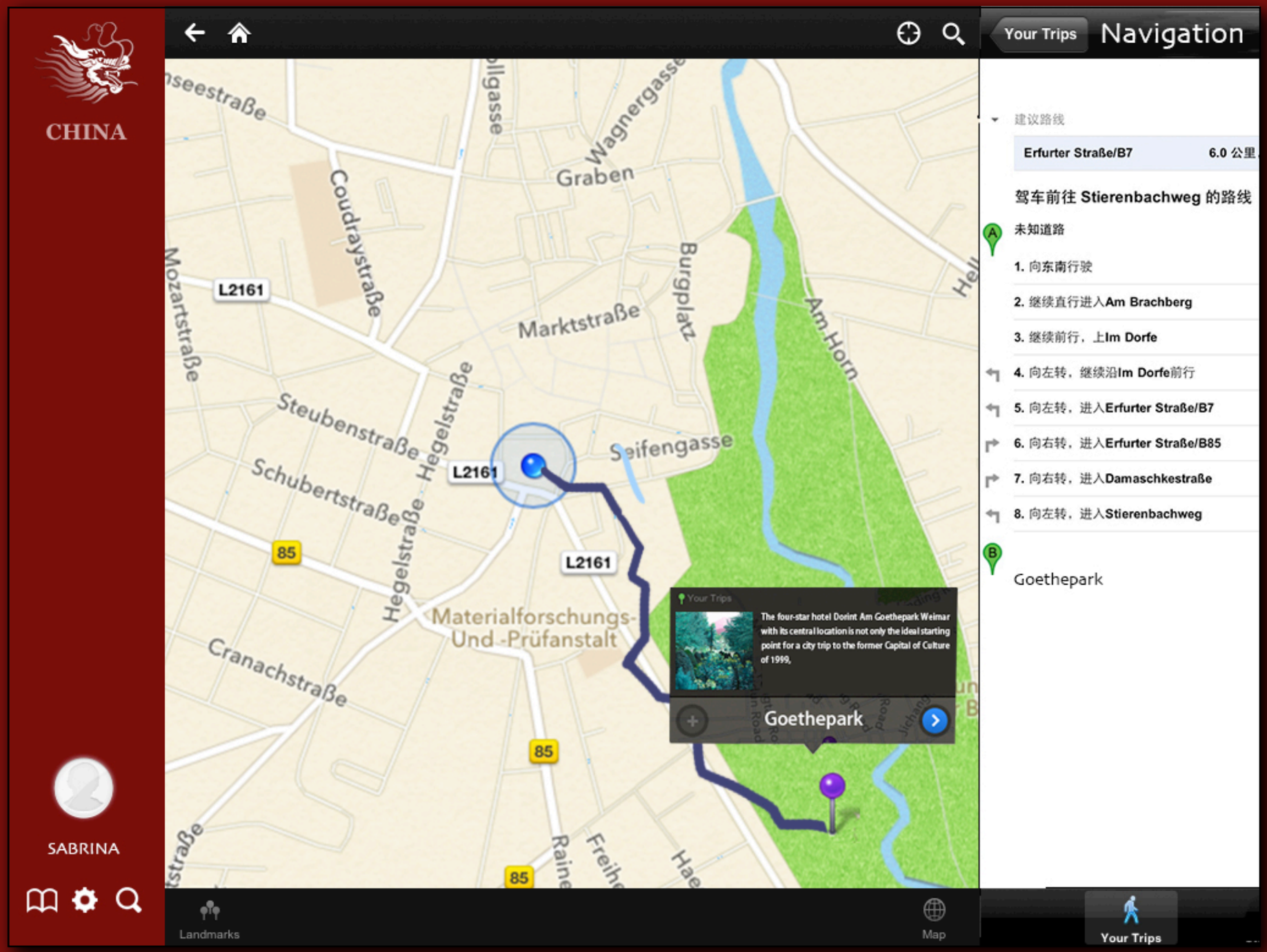
SCREENS

5.LOCATION PAGE



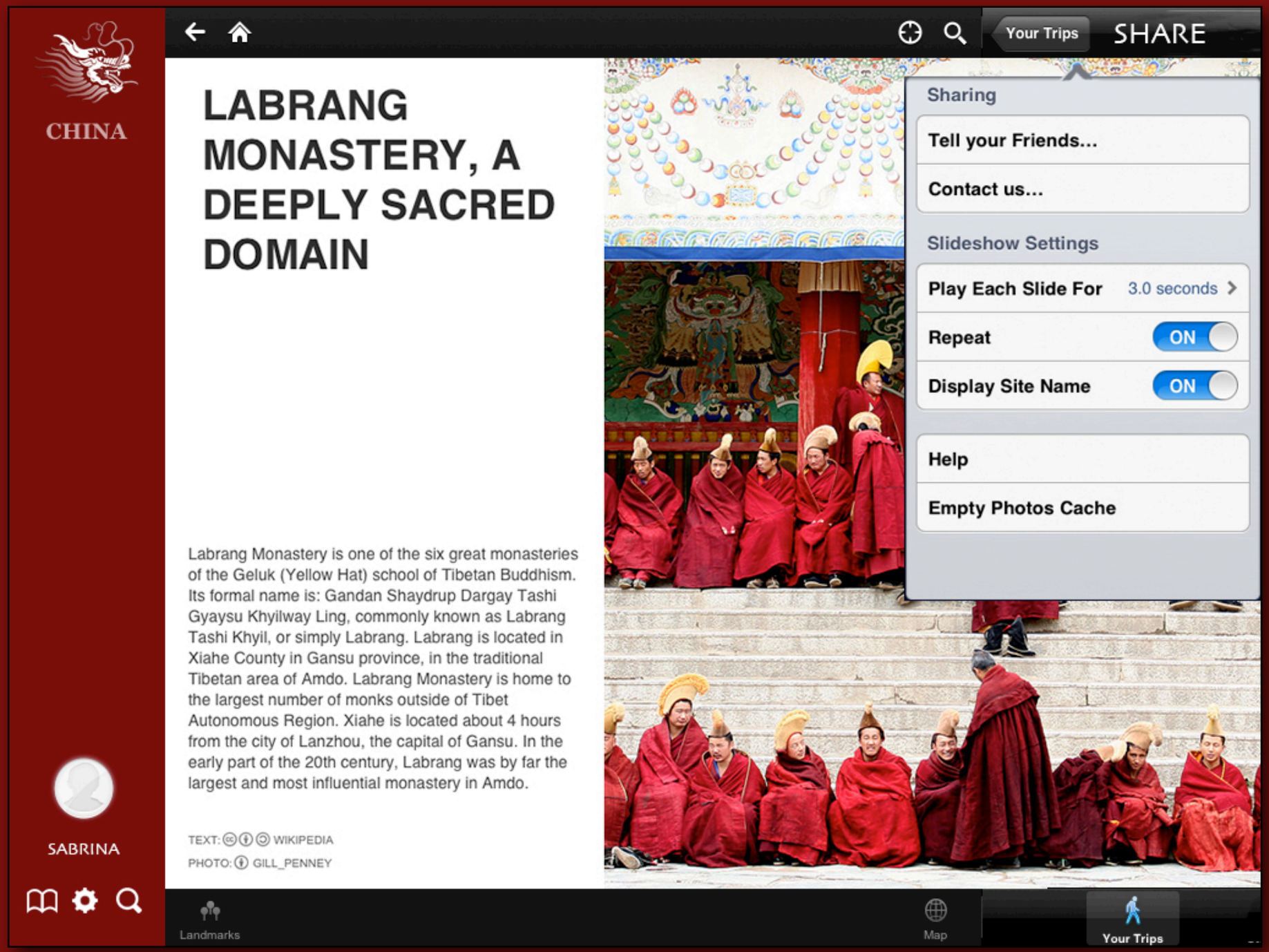
SCREENS

6.NAVIGATION PAGE



SCREENS

7.SHARE LINKS

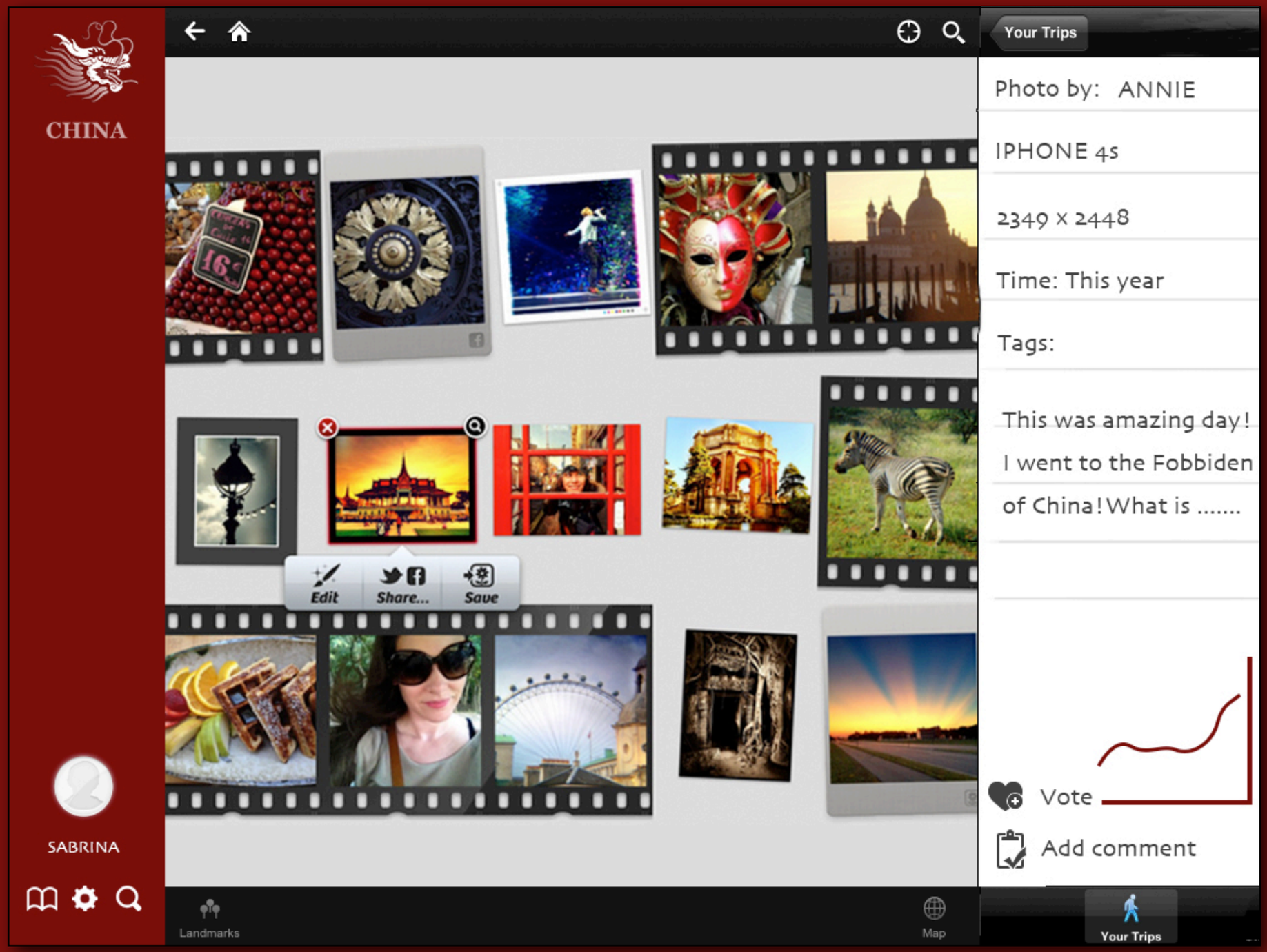


SCREENS

8.TAKE PHOTO

SCREENS

9.VOTE THE INTERESTING PHOTO



fotopedia

THANK YOU !