streetnames
knowing.streets.by.heart

Agenda
From Being Curious to Knowing

I.   Introduction
II.   Cultural Relevance
III. Ideation
IV.   Prototype

I. Introduction
The Secrets behind the Name

- Streets do a lot more than giving Orientation
- Street Knowledge follows the Pareto Principle
- Background Information are seldom offered, but charming

I. Introduction
Street Names and its Basic Functions

- Enabling distinct Navigation within Cities and Towns
- Enhancing Hometown Attachment of Residents
- Highlighting People of Contemporary History

II. Cultural Relevance
## Memory Aids and Hometown Interaction

- Retelling and Calling Back Historical Facts in Passing
- Exploration of Urban and National History
- Involvement of Citizens in the Naming of Streets and Places

III.Ideation
Mobile Relevation of Street Secrets

- Gaming: Guessing Game on Professions of Name Givers
- Knowing: Retrieval of Street Name Information
- Naming: Submission and Rating of Future Street Names
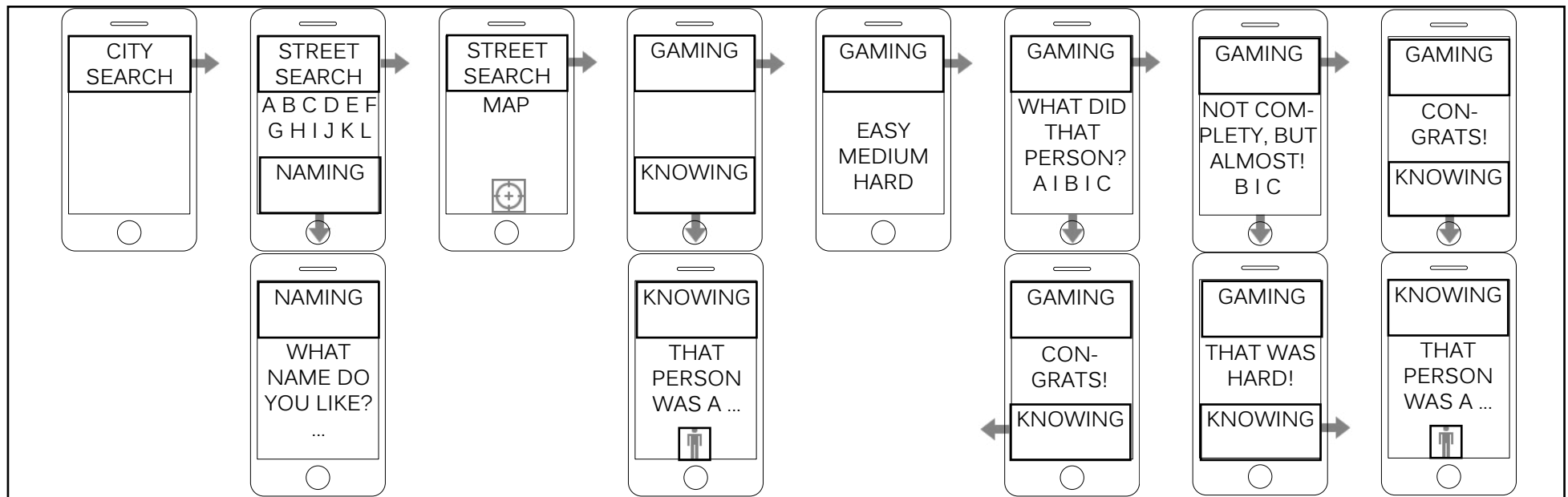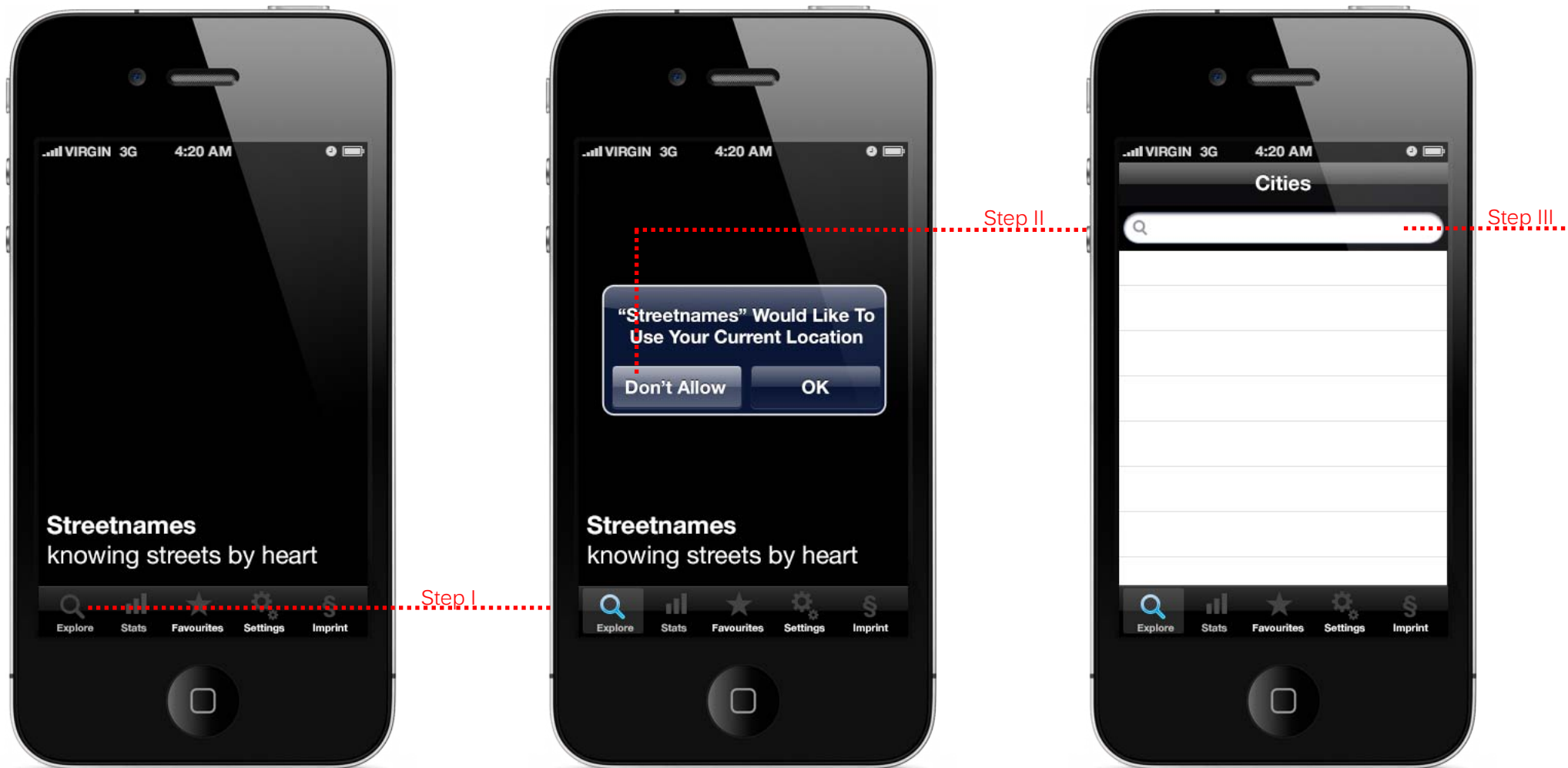
III.Ideation
Revising the First Draft

- Simplification: Street Name Information as Key Feature
- Target Group: Residents and Tourists aged from 16 to 66
- Marketing: Tailored Street Bundles for Cities and Länder

IV.Prototype
Explore Mode without Localisation

IV.Prototype
Explore Mode without Localisation

Step V

Step IV

Step VI

IV.Prototype
Explore Mode without Localisation

Step VII

Step VIII

IV.Prototype
Explore Mode with Localisation

IV.Prototype
Explore Mode with Localisation

Step IV

Step V

Step VI

IV.Prototype
Explore Mode with Localisation

Step VII

Step VIII
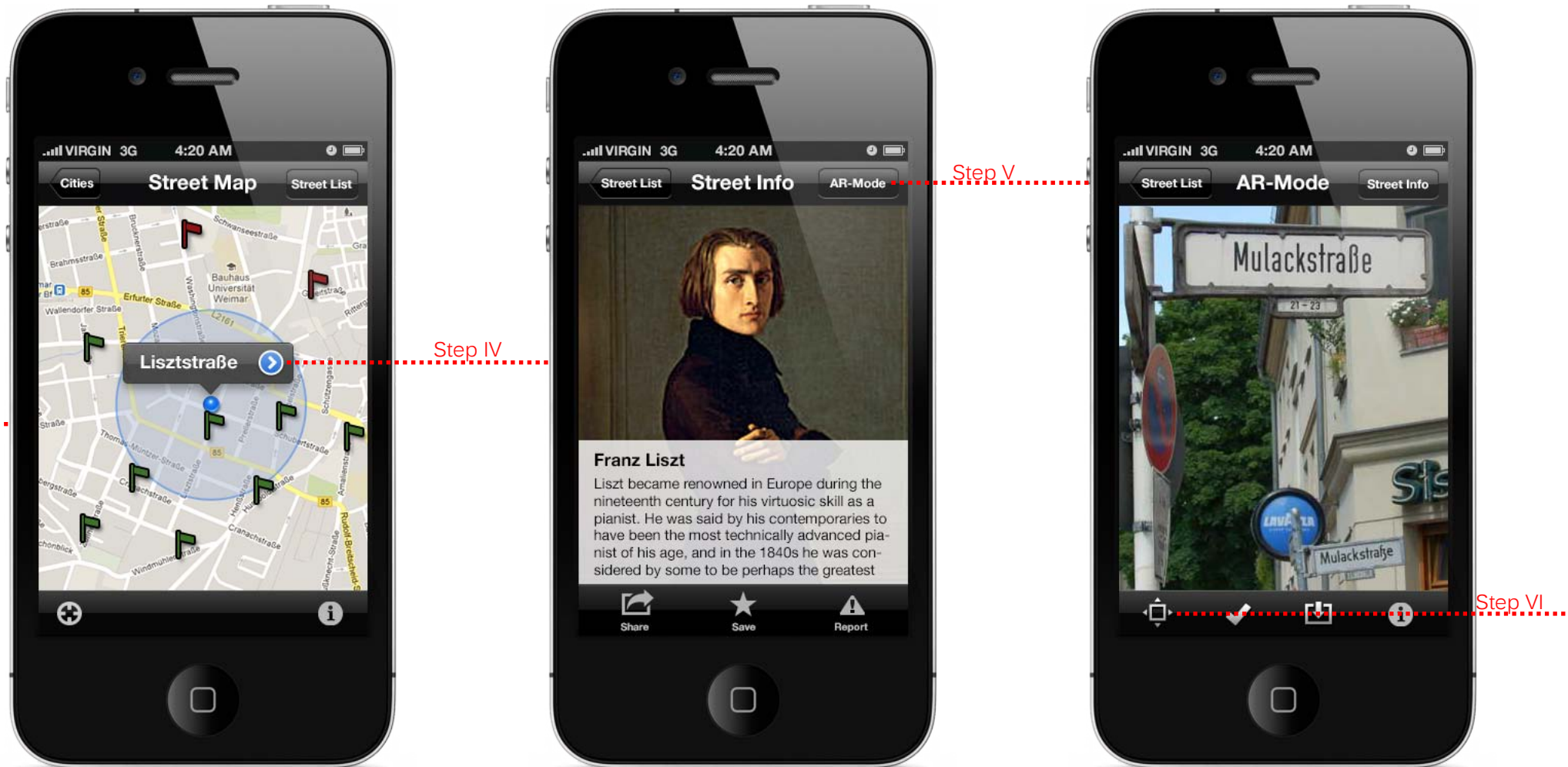
IV.Prototype
Stats and Favourites
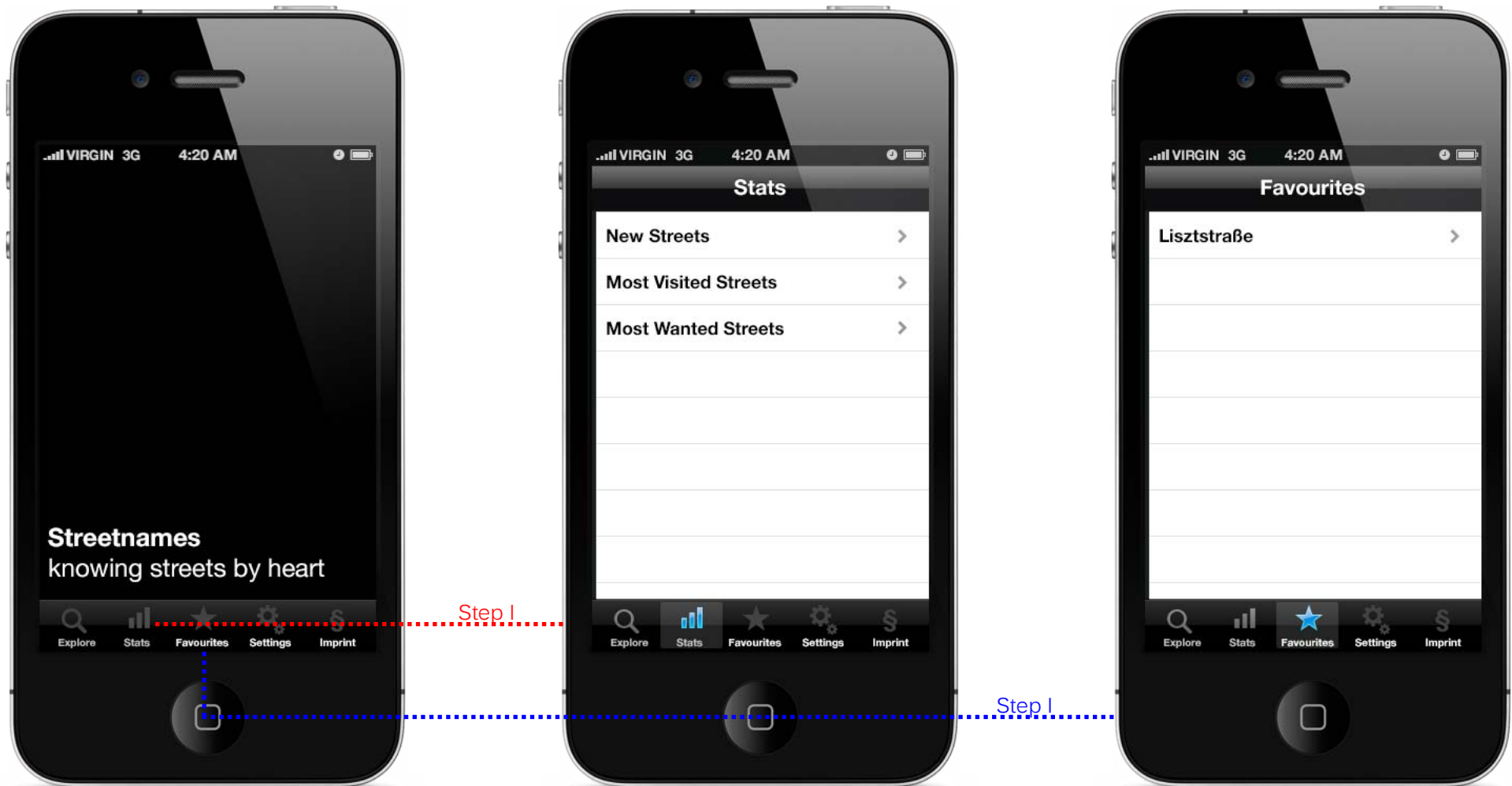
IV.Prototype
Settings and Imprint
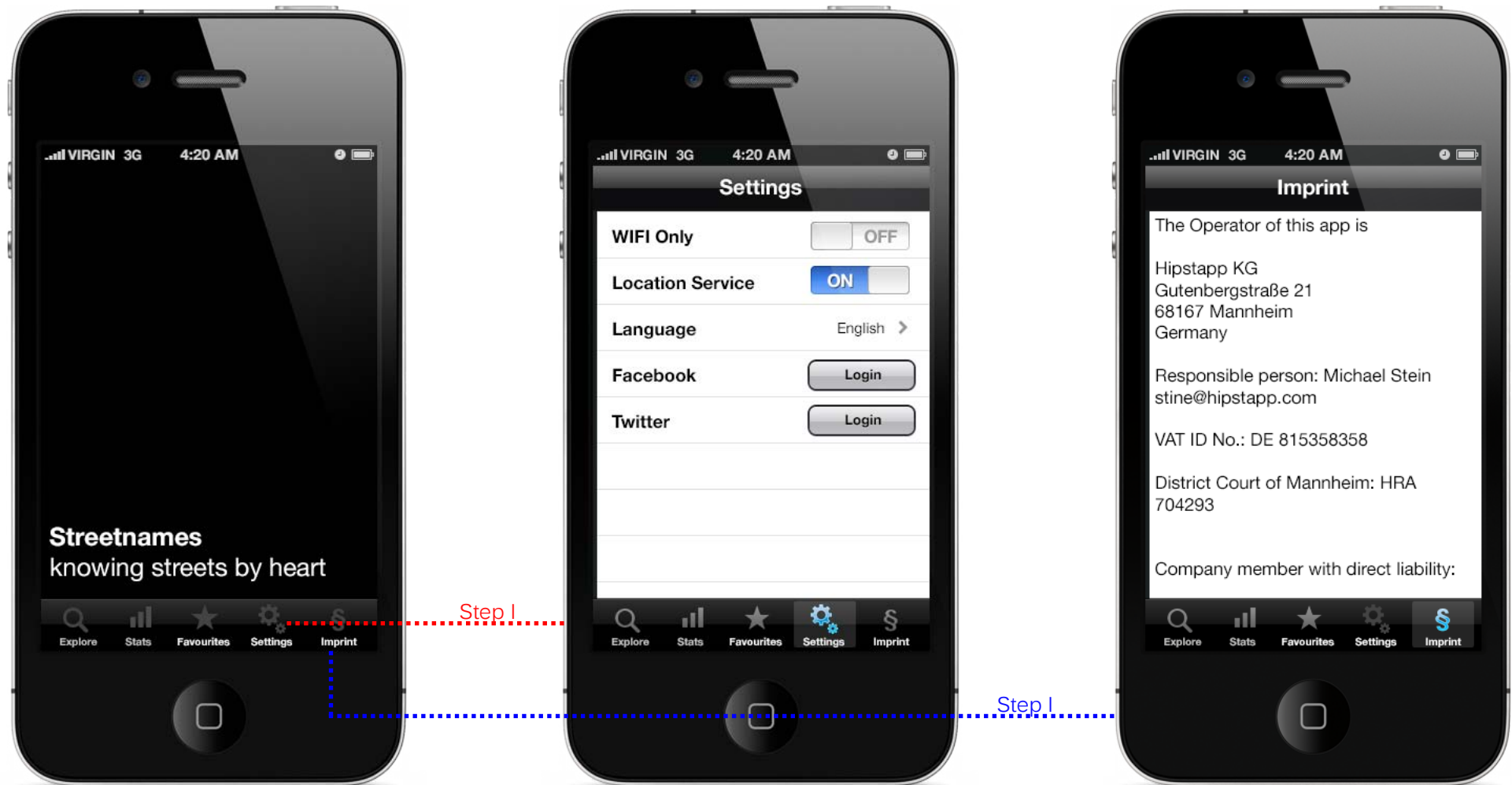
IV.Prototype
User Journey

No Localisation

Explore Mode

City Search

Localisation

Stats

Favourites

Street Search

Information

AR-Mode

Settings

Imprint
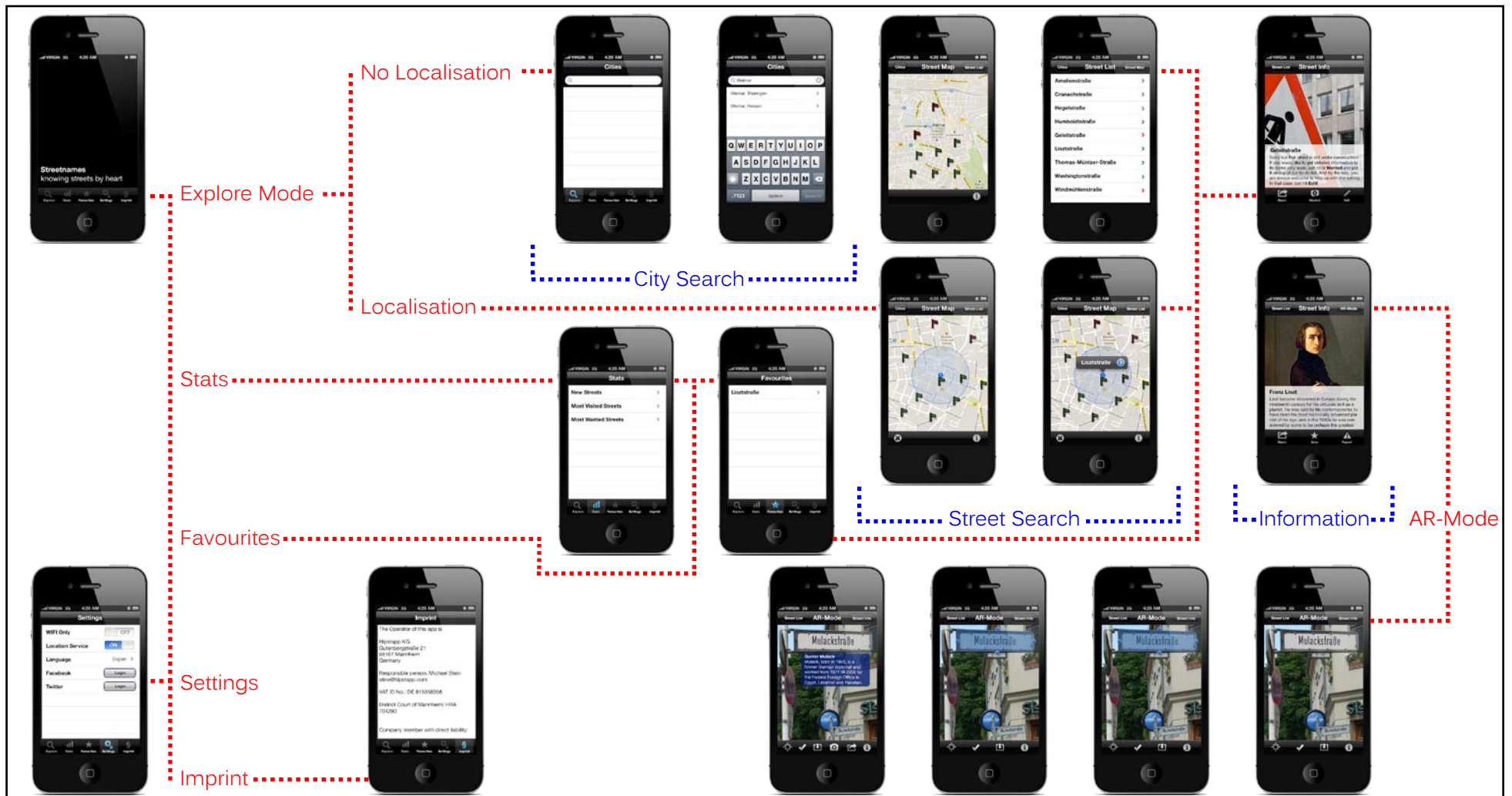
IV.Prototype
Future Development

- Mapping:	Street Signs vs. Streets
- Database:	High Scalability vs. Local Customisation
- AR:	Integration of Multiperspectivity
	Activiation without Street Search
- Offline Usage:	Download Offers for Cities and Towns
- Interactivity:	Implementation of a Reward System
	Permission for Adding Streets
	Virtual Street Guestbooks
- Functionality:	Location-based Push Notifications
	Naming of Streets as Additional Feature
- Design:	Logo Creation
- Marketing:	Introduction of City Profiles

IV.Prototype
Basic Data

- Name: streetnames
- Version: -
- Technology: Native
- Type: Navigation / Encyclopedia

- Operational System: iOS
- Minimum Requirements: Version 4.0
- Minimum Resolution: 320 x 480 Pixel
- Availability: Free
- Distribution   iTunes