#### 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



PROTOTYPE: streetnames I SPEAKER: Michael Stein I DATE: January 24, 2012

# II. Cultural Relevance Memory Aids and Hometown Interaction

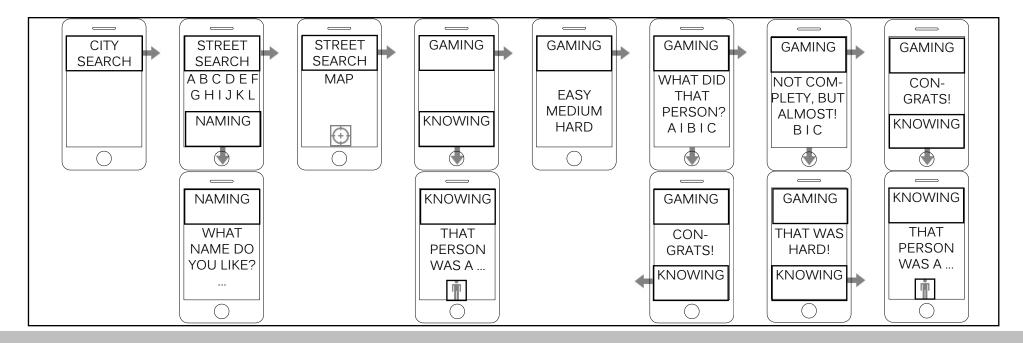
- Retelling and Calling Back Historical Facts in Passing
- Exploration of Urban and National History
- Involvement of Citizens in the Naming of Streets and Places



PROTOTYPE: streetnames I SPEAKER: Michael Stein I DATE: January 24, 2012

#### 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

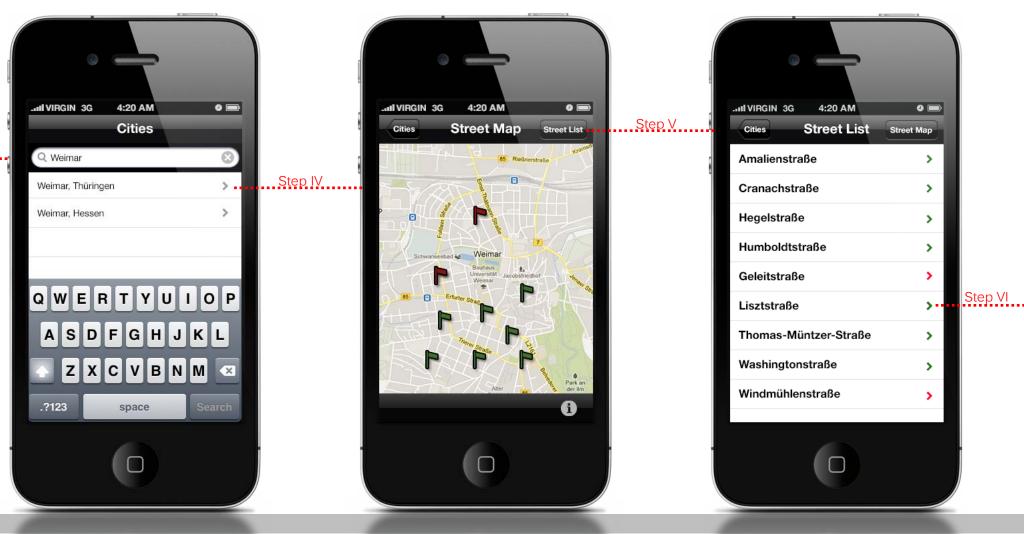
- Simplification: Street Name Information as Key Feature
- Target Group: Residents and Tourists aged from 16 to 66
- Marketing: Tailored Street Bundles for Cities and Länder



# IV.Prototype Explore Mode without Localisation

-stil VIRGIN 3G 4:20 AM	-INI VIRGIN 3G 4:20 AM	Step II
	"Streetnames" Would Like To Use Your Current Location Don't Allow OK	
Streetnames knowing streets by heart Explore Stats Favourites Settings Imprint	epl Explore Stats Favourites Settings Imprint	Explore Stats Favourites Settings Imprint

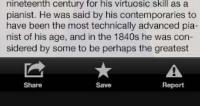
# IV.Prototype Explore Mode without Localisation



# IV.Prototype Explore Mode without Localisation

Step VII





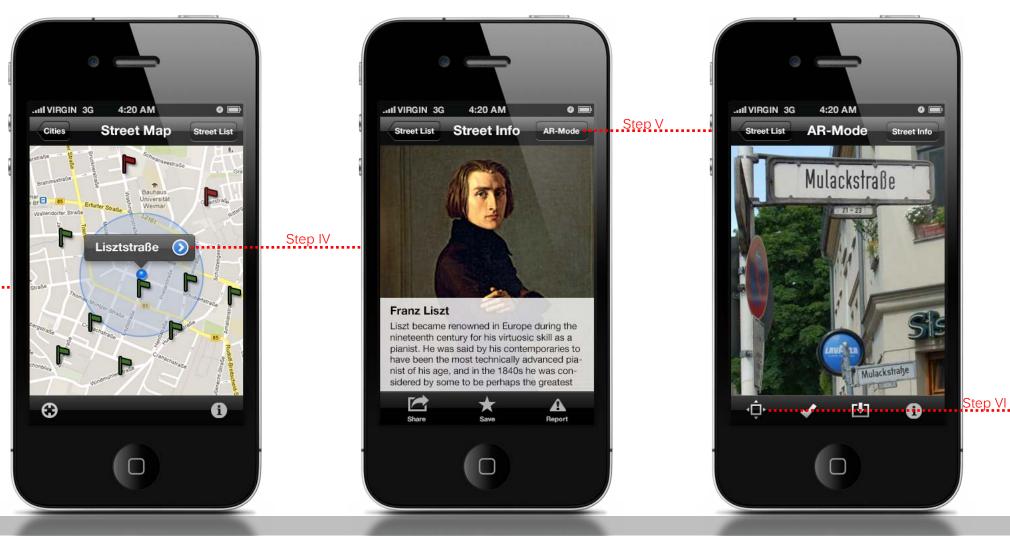
Cities Street List	C   Street Map
Amalienstraße	>
Cranachstraße	>
Hegelstraße	>
Humboldtstraße	>
Geleitstraße	> Step VII
Lisztstraße	>
Thomas-Müntzer-Straße	>
Washingtonstraße	>
Windmühlenstraße	>
0	



# IV.Prototype Explore Mode with Localisation



# IV.Prototype Explore Mode with Localisation



# IV.Prototype Explore Mode with Localisation



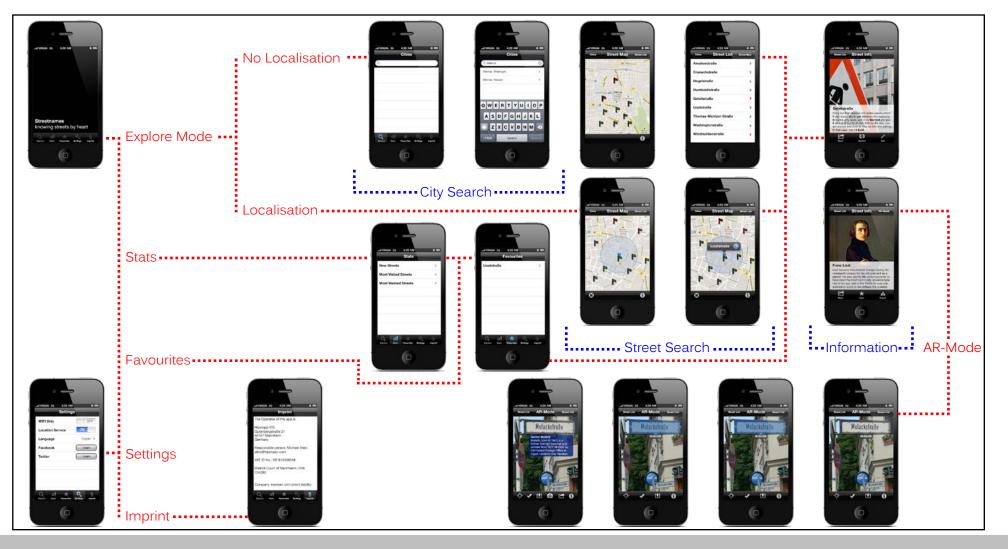
#### IV.Prototype Stats and Favourites

	-ull VIRGIN 3G 4:20 AM Stats		and VIRGIN 3G 4:20 AM Favourites	•
	New Streets	>	Lisztstraße	>
	Most Visited Streets	>		
	Most Wanted Streets	>		
<b>Streetnames</b> knowing streets by heart				
Explore Stats Favourites Settings Imprint	Explore Stats Favourites Settings	Imprint	Explore Stats Favourites Settings	S Imprint
		Step I	0	

# IV.Prototype Settings and Imprint

-util VIRGIN 3G 4:20 AM ● ■	II VIRGIN 3G 4:20 A Settin		
	WIFI Only	OFF	The Operator of this app is
	Location Service	ON	Hipstapp KG Gutenbergstraße 21 68167 Mannheim
	Language	English >	Germany
	Facebook	Login	Responsible person: Michael Stein stine@hipstapp.com
	Twitter	Login	VAT ID No.: DE 815358358
			District Court of Mannheim: HRA 704293
Streetnames knowing streets by heart			Company member with direct liability:
Explore Stats Favourites Settings Imprint	C II +	s Settings Imprint	C III * S Explore Stats Favourites Settings Imprint
		Step I	

# IV.Prototype User Journey



## IV.Prototype Future Development

- Mapping:
- Database:
- AR:
- Offline Usage:
- Interactivity:
- Functionality:
- Design:
- Marketing:

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

# IV.Prototype Basic Data

- Name:
- Version:
- Technology:
- Type:

#### streetnames

Native Navigation / Encyclopedia

- Operational System:
- Minimum Requirements:
- Minimum Resolution:
- Availability:
- Distribution

iOS Version 4.0 320 x 480 Pixel Free iTunes