Quantitative evaluation of
Limes MittelFranken Mobil
Mobile App

By Fahad Ur Rehman

Matriculation No : 115321

Name of the App	Limes Mittelfranken Mobil
Url	https://itunes.apple.com/de/app/limes-mittelfranken-mobil/id610299032?l=en&mt=8

Mask with X which features you can find in the app

Map	Map Gps	Map Stati	AR	Photos	Articles	Share	Audio	Video	Nearby	Links	Tours	Gam es				
X	X			X	X		X	X			X					

Structure description

Welcome

The application naming Limes Mittelfranken is about the world heritage 'Frontiers of the Roman Empire: Limes Germanicus'. The application allow the visitor to discover the region of Franconia.

The welcome page contain the map which has several points on it which can also be called cards. By clicking on any of the card will take you to the further detail of that card which contain audio, videos and information about that card. The information is very brief and well managed and to the point. The bad thing is it only German language has been used. It would be rather easy if there would English language used.

Map

The map used in this application is somehow really easy to understand but the problem I facing was the design of the map. It was so congested and the font was very small which was making difficulty while reading the certain points. Overall the map is well defined.

Engagement

The app engage the user up to some time. Because of its functionality and lot of information user had to stick to the app for specific time which is good thing and gives the feeling of the good app.

Map Gps

There is gps in the app which only show the latitude and magnitude of my current position. By viewing this option I was not sure what is the meaning of GPS here since it doesn't give any proper information what to do and what not.

Photos

Basically 3 museums have been described in the app. Every museum has the pictures which clear and looks good in terms of resolution and quality of the pictures.

Articles

A well written articles is also there to guide the user about the museum.

Audio and Video

The app contain audio and video facility respectively. By visiting Orte it takes you to the multiple option of what you prefer to do for example audio and video. Both are in very good quality and clear sound. I like this part of the app since it is well constructed and paid very extra attention.

Functionality

The app has the very good functionality.

Ease of use: the app is somehow easy to use but it may also contain some difficulties while exploring.

The app contain the menu at the bottom which contain Karte, Orte, Museum and GPS. User can easily navigate through different tabs.

Design perspective

I will rate this app as an average in terms of design. The graphics used in the app are moderate.

Information button

There is information button on top left side of the app which gives the information about the app. The information is very well

described and it also shows the partners of the app. One can easily find the about information here.

Opinion

I like the app as it is very well defined and easy to use. It take some time to get know how about the app but with the passage of time the user get engaged with it. The designed could have been better and according to now a day's technology and design demands.

The welcome screen doesn't have any information or name of the app it has only map on the welcome screen which in confusing at the starting point. I would like to have welcome screen with some dark and faded beautiful image of the specific museum and then name of the app in white or some other color which is prominent and easy to read.

The museum tab contain one more map when you click on the museum it takes you to the other map which I think is not necessary here it should take me directly to the description of the app.

I like the audio, video part in this app and would like to use this feature in my app as well. My main focus will be on design and the content. The content should be relevant and should be very brief.

Overall I like this app, it gives me clear about idea how I would design my app.