

Laura Agudelo Guzman
116565

Home Task-App Evaluation
Mobile Media Design
Media Art and Design MFA

1. Name of the App

Bauhaus Archive

2. URL

<https://itunes.apple.com/de/app/bauhaus-archive/id445567759?l=en&mt=8>

3. Features

- Language option
- Audio guide
- Localisation / Maps
- Social Media Sharing
- Photo Gallery
- Articles / Descriptions
- Events Calendar / Add to Calendar
- Links
- File Downloading

4. Content Structure of the App

Choose Language

Outdoor Tour Of The Building

Audio Guides

Transcript

Facebook Share

Map

Audio Guides + Map

Transcript

Facebook Share

The Bauhaus Collection

About the BauhausCollection

Topic (13 options)

Img Gallery

Description

Facebook Share

Facebook Share

Audio Guide for the Bauhaus Collection

Topic (61 options)

Audio

Img Gallery

Description

Facebook Share

Audio Guide for Kids

Topic (12 options)

Audio

Img Gallery

Description

Facebook Share

Special Exhibitions

About the Special Exhibitions

Featured Img

Description

Facebook Share

Add To Calendar

Audio Guide (Content unavailable)

Retrospect

Event (13 Options)

Img Gallery

Description

Link to Bauhaus Shop

Facebook Share

Add to Calendar

Facebook Share

Calendar

Event Search Filter

Event

Event Information

Add to Calendar

Facebook Share

Facebook Share

Service

Address + Contact + Directions + General Info + Links

Imprint

Legal Info + Links

5. Features for Prototype App:

Language Option:

This feature is almost mandatory as the application will be made for cultural and touristic purposes, what means that it is probably going to be used also by non-German speakers.

Audio:

The Audio feature could be interesting if it complements the information in the app and the localisation/maps feature. It should be only complementary as there could be the possibility that some users do not have headphones at the time they are using the application. Because of this, the audio feature should not have extra content that some users are gonna miss if they are not able to use it.

Localisation / Maps:

The localisation/ Maps feature should be the most important feature of the app, as its main purpose is to provide an experience while visiting cultural sites in Weimar. The app should also provide the possibility of downloading offline maps just in case that the users do not have always data or signal.

Social Media Sharing:

The social sharing is a powerful tool to create more engagement and visibility in the market. It is also a good tool to get feedback from the users about the content and functionalities of the application.

Photo Gallery:

The photo gallery/shared images feature its fundamental as the route over Weimar is mostly cultural and historic, so having pictures in certain levels of the application would help the users to understand and link the content with the physical locations they are visiting.

Articles / Descriptions

The content of the app should be balanced between texts, images, and other multimedia functionalities to make it dynamic and interesting. The texts are important to complement the experience of the user and give certain information but should not drag to much attention from the main purpose of the app. They should be legible, clear and not too long.

Events /Add to Calendar

Given that the application is related with cultural and historical content, would be useful for the user to get information about events or temporary exhibitions taking place in the sites of interest or nearby. The functionality of connecting these events

with the user's calendars would be useful to send notifications and get reminders related with traffic and travel information, which could lead to have a more personalised experience while using the app.