

Welterbe-Travel Guide to Germany - By Triptale ApS

<https://itunes.apple.com/de/app/welterbe-travel-guide-to-germany/id765568889?l=en&mt=8>

Mask with X which features you can find in the app

Map	Map GPS	Map Static	Photos	Descriptions	Share	Audio	Video	Nearby	Links	Routs	Games	Social Media	Imprint	
X	X	X	X	X	X				X	X		X	X	

Describe the content structure of the app:

WELCOME the first screen when you open the app is a short one where you can see logos and the name of the app, later it changes to the main menu of places (here you can also access the other features of the app)

PLACES (40) Images and names from the UNESCO sites in Germany. When you tap in them it takes you to a description of the place, a static map, address, website link, and contact number. There is the possibility to share this information and to open the map with a GPS map.

ROUTES (8) Recommended routes according to theme or interests (ex. Palaces and parks). When select one it takes you to another screen where you can see a GPS map with the route, also you can see the places and their descriptions (same as in PLACES). You can also share the route with social media.

MAP This is a GPS map where you can see all the UNESCO places in Germany and their locations. You can also access the information (same as in PLACES) by clicking on their names.

PICTURES It's a gallery like screen where you can see users pictures. They are linked to #welterbegermany on instagram. When you share a photo with this # it is featured in the gallery of the app.

MORE Links to their main Social media websites (Facebook, Twitter, Instagram, Youtube) also the website for UNESCO- World Heritage in Germany, germany.travel and their Imprint.

Opinion:

I consider that GPS maps are important in any travel or touristic app, normally you don't know the city or destination. I would also like you use the feature of the recommended routes with the information that they have about each UNESCO site. The thematic and the interests is an easy way to attract people that don't know much about the places or about the country. The gallery linked to instagram with the # is also a great feature that I would like to use. Pushing the users to use social media helps the app get recognized and more users can download it.

IDEAS: I would also include other ways to interact with social media so the app can be a bridge between people and the places (share personal routes,

share quotes, share images etc...)