WHS App Quantitative Evaluation

Name of the application: Cologne Cathedral (internet)

Google Play URL: https://play.google.com/store/apps/details?id=de.colognedigital.dom15_e

The application features:

Map	Map GPS	Map static	AR	Photos	Articles	Share	Audio	Video	Nearby	Links	Tours	Games
+		+		+	+			+			+	

Content structure of the app:

Initial screen:
- Services (events timetable)
    - Today
    - Tomorrow
    - Day after tomorrow
    - Calendar
- Information
    - Opening hours
    - Guided tours
    - Temperature in the Cathedral
    - Imprint
- History (the Cathedral history grouped by periods)
- Virtual tour (the Cathedral schematic plan with text description and pictures of main sights)
- Bidding prayers (the prayer request form)
- Guestbook
- Videos (the collection of videos of the Cathedral)

Overall impression/evaluation:

Content

I would say that although the application does not fulfill most of the guidelines provided by Google, from the content point of view it does have few bright ideas. Some really interesting features are implemented such as "Bidding prayers" section or "interactive" map with description of the main Cathedral's interior sights.

In addition, with the help of the app one can find almost all general information starting with working hours and finishing with information on temperature inside the Cathedral. I would not evaluate completeness and usefulness of the content, although I assume almost all sections (for instance, on history, guided tours, Cathedral plan etc.) can be supplemented with more information.

Implementation

If the app's content structure is organised more or less decent, the implementation does not hold water.

Navigation is poor, screens flow is not clear at all and the application does not react in standard way on standard operating system actions that makes it non-intuitive. In some sections which imply showing pictures the poor quality images were used and nevertheless zoom functionality is provided. Moreover, the application does not use mobile operating system guidelines, what could level content composition gaps.

To conclude, it can be said that with more extensive content and total interface elaboration this application could be a really useful and engaging tool for the Cologne Cathedral visitors.

Speaking about indoor-purpose mobile guides i would, of course, definitely focus on such functionality sa interactive plan of the building. The interesting idea could be features that help application to get the user indoor location (which can be far more difficult in comparison with outdoor locations) - for example using QR-codes on each indoor sight. The interactivity of indoor plan implemented in such application would be the core feature.