MOBILE MEDIA DESIGN SS16

APP PROTOTYPE

WEIMAR TOURIST GUIDE
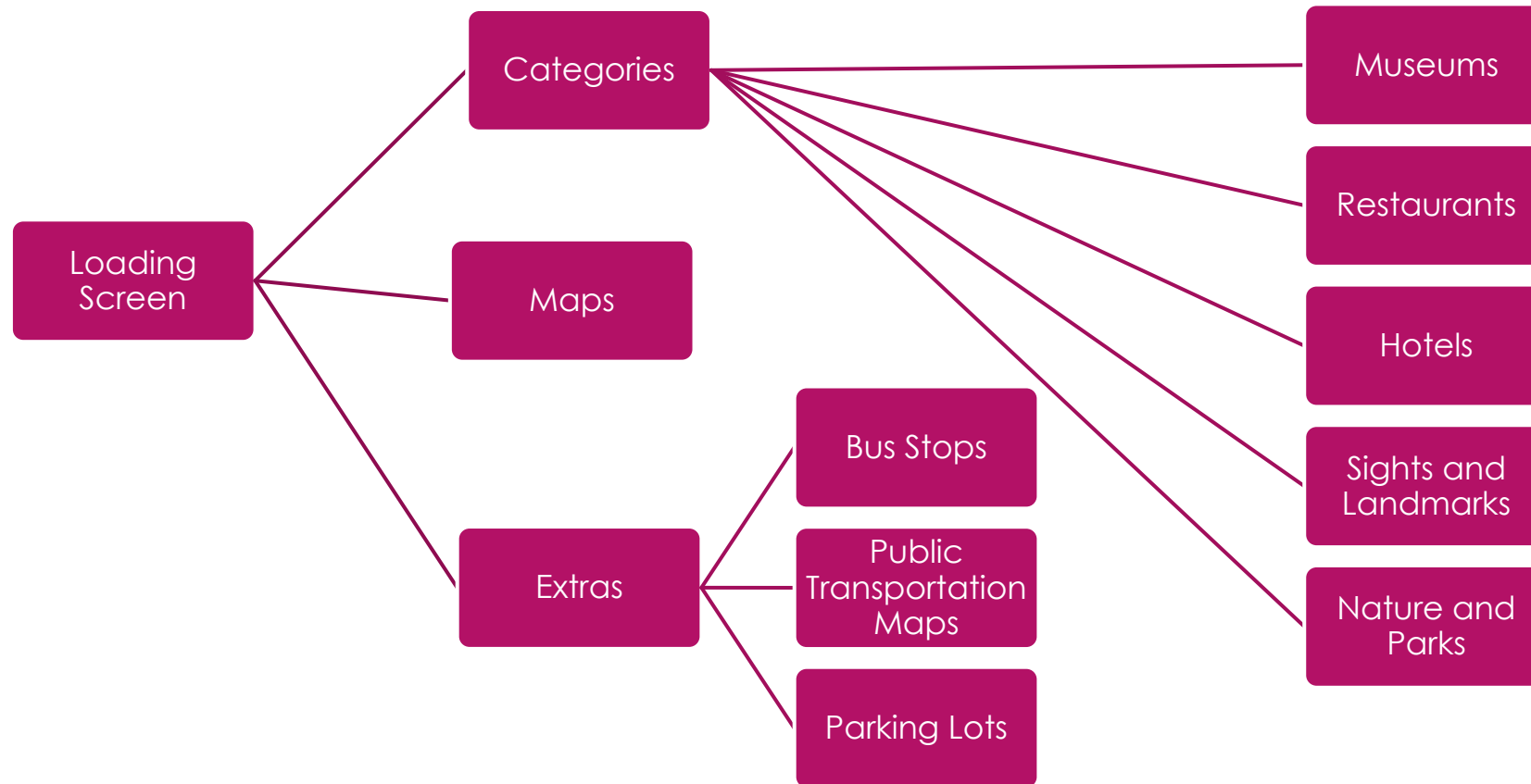
Emre Ertem - 112884

Target Group

- ▶ Adults & Older Adults Tourist Visitors

- ▶ Age 50-70 years

- ▶ Prefer Apps easy to use

- ▶ Need to wear prescription glasses

- ▶ Prefer larger font on their phone

Design

▶ Platform: iPhone iOS 9.3

▶ Find P.O.I. and Information

▶ Museums

▶ Sightseeing

▶ Restaurants

▶ UNESCO WHS

Content Structure of the App

Weimar Tourist Guide

▶ Introduce Weimar to the visitors

▶ Short visits 2-3 days
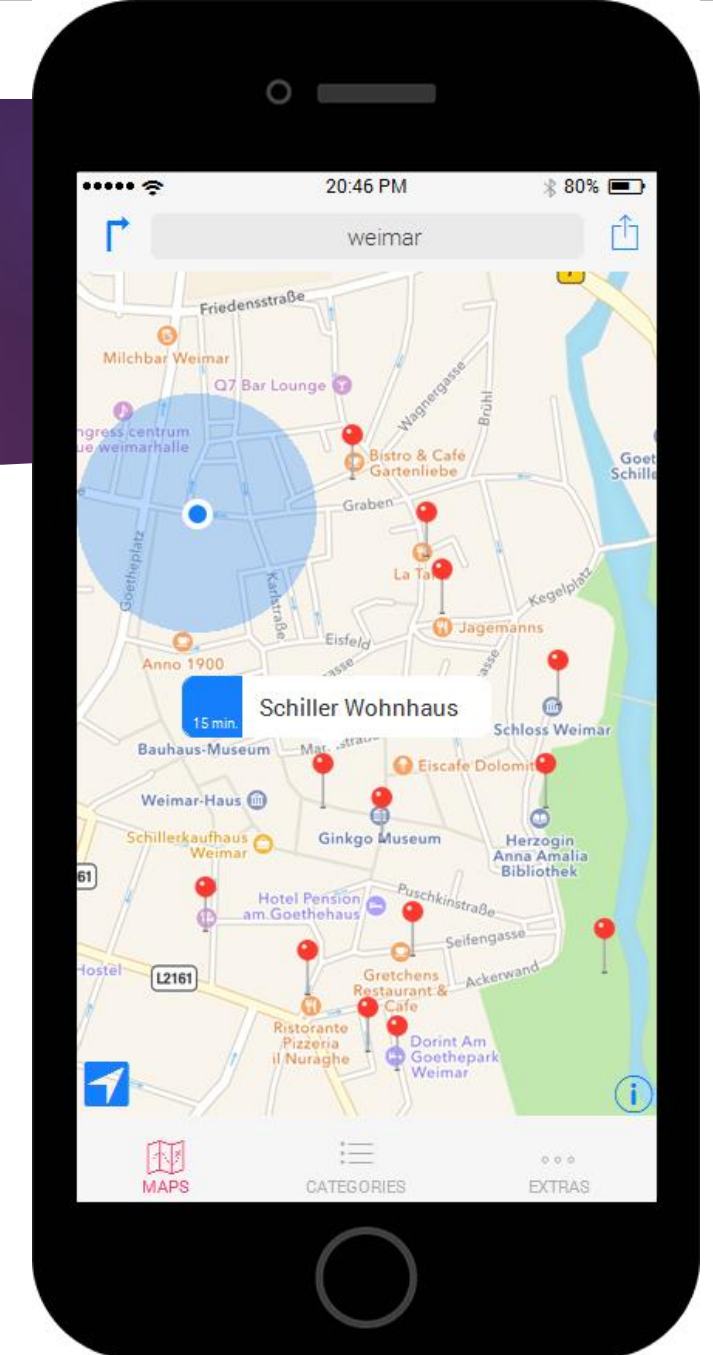
▶ Simple and easy to use

▶ Adjustable font size

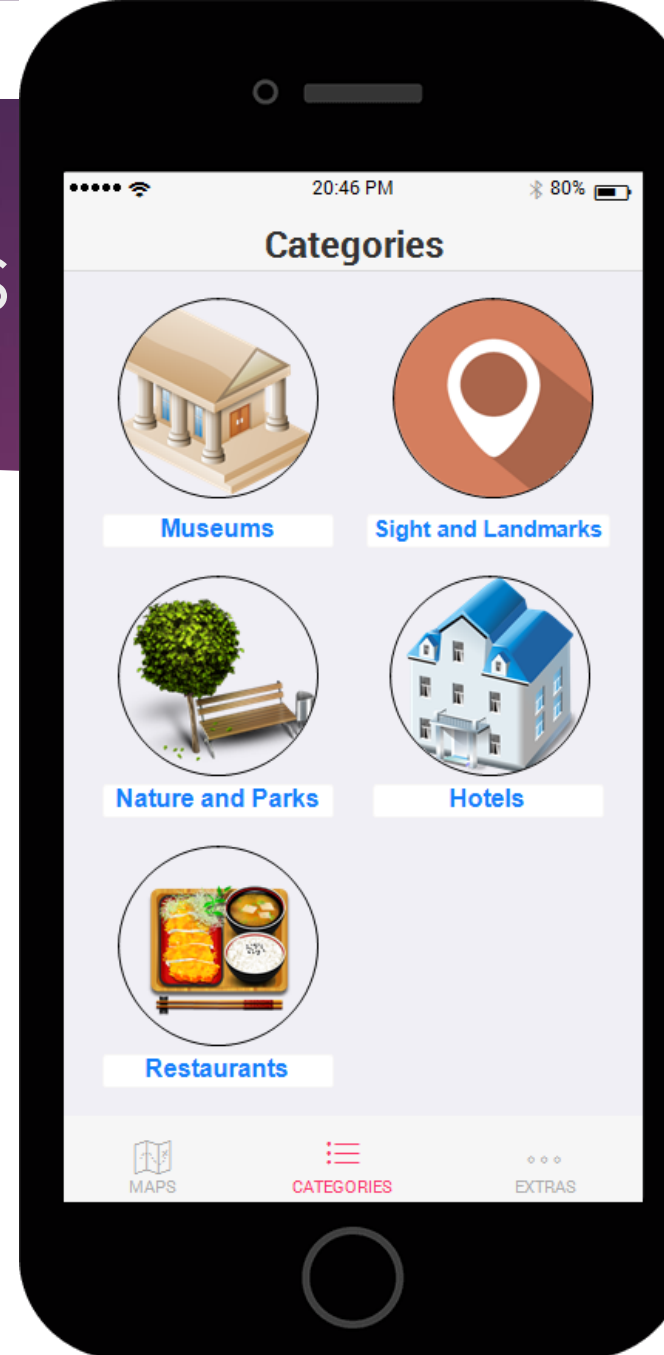# Loading Screen

▶ Designing an application for cultural heritage sites in Weimar

▶ Big buttons and big font size are used to consider old people

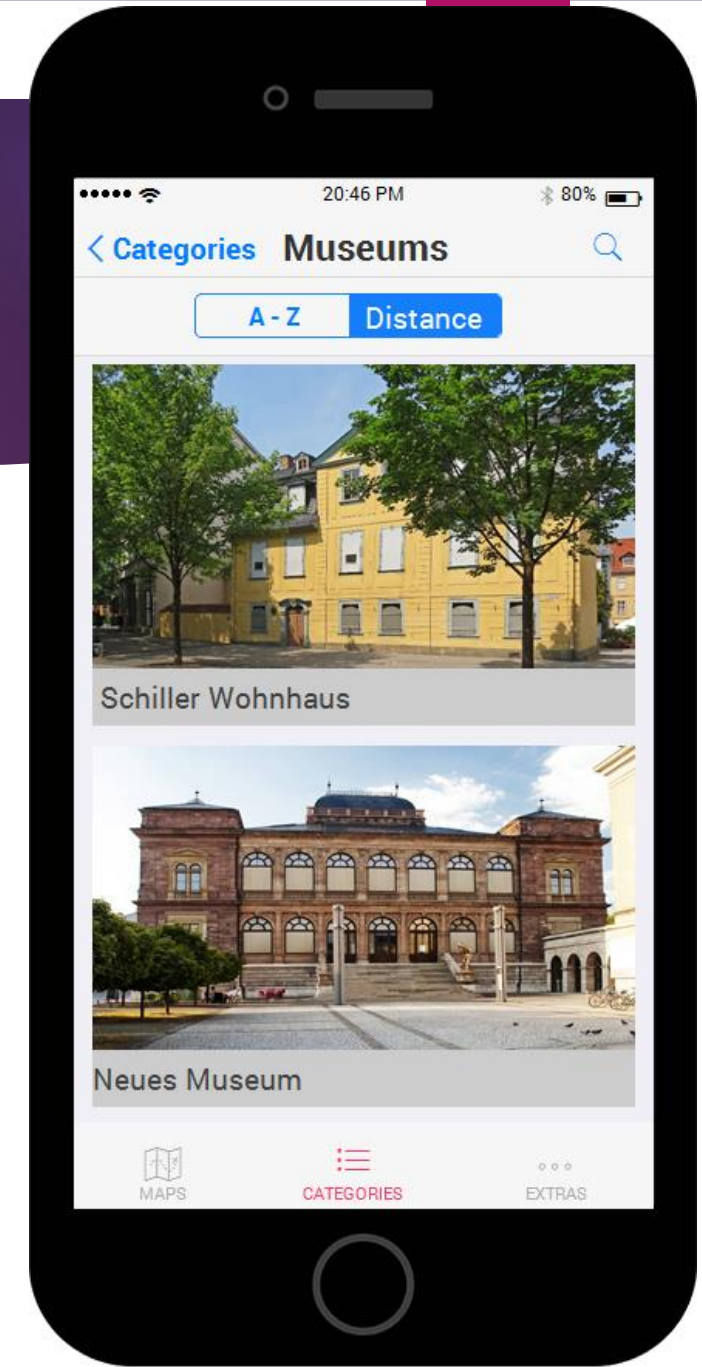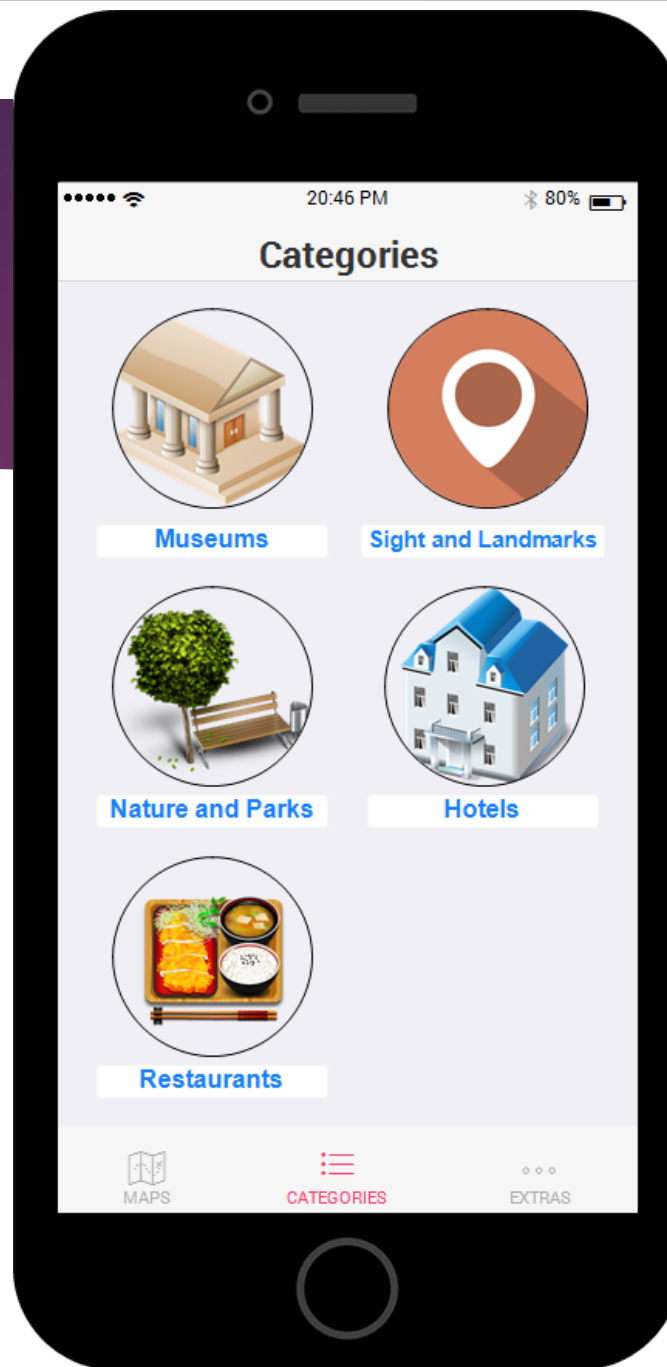▶ The number of clicks are reduced

▶ Users never stuck inside the app
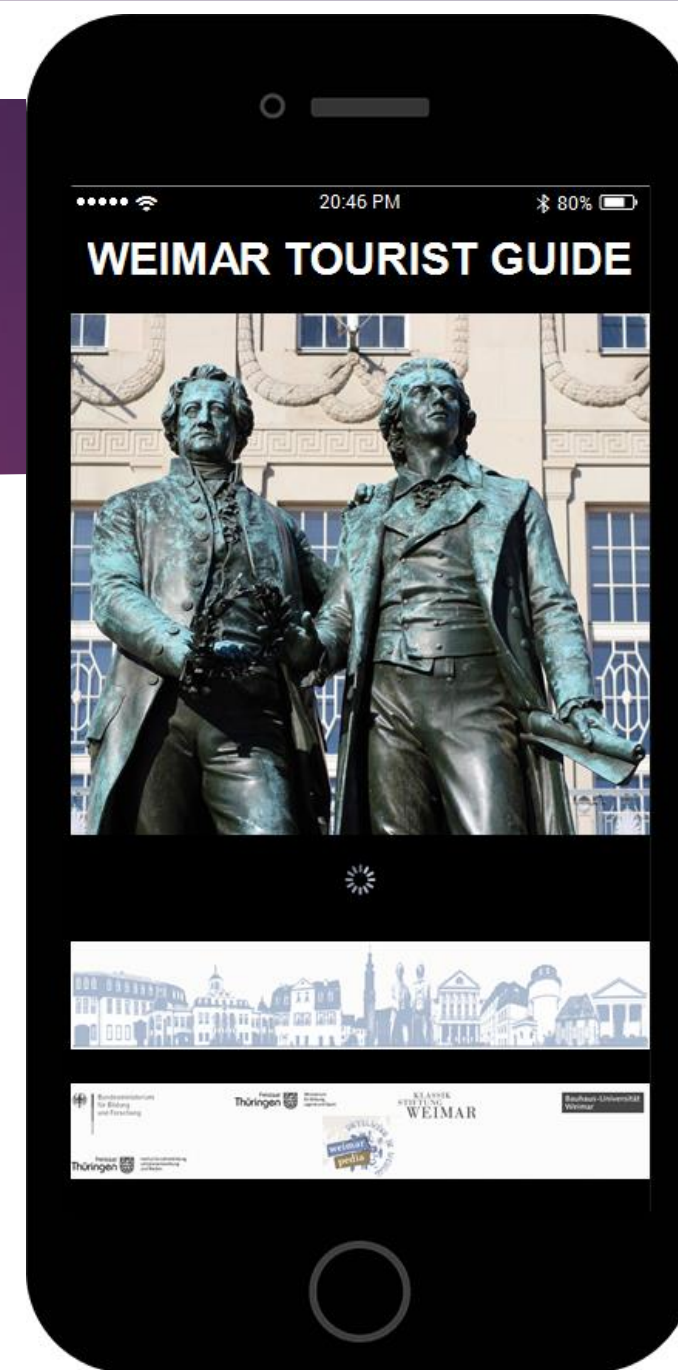
Categories & Maps

▶ Two main screens
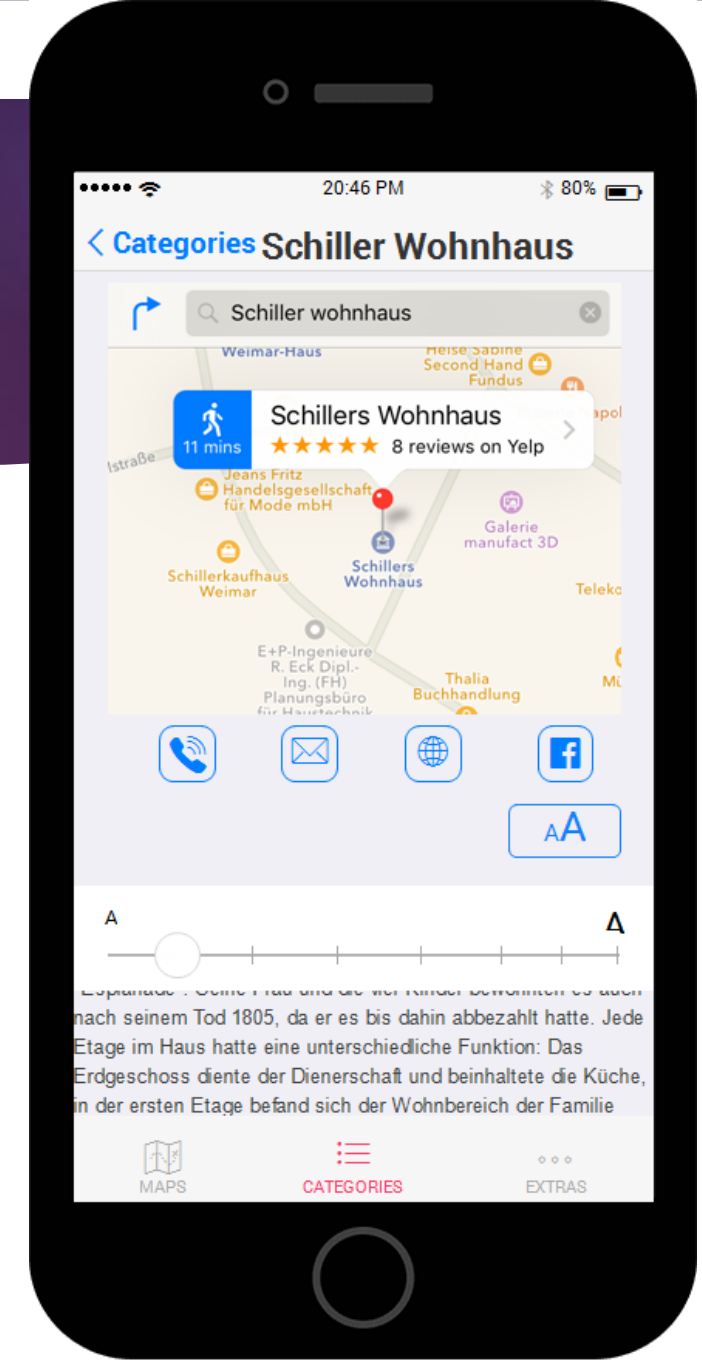
▶ Easy access all the time to make app easy to use.

Museums

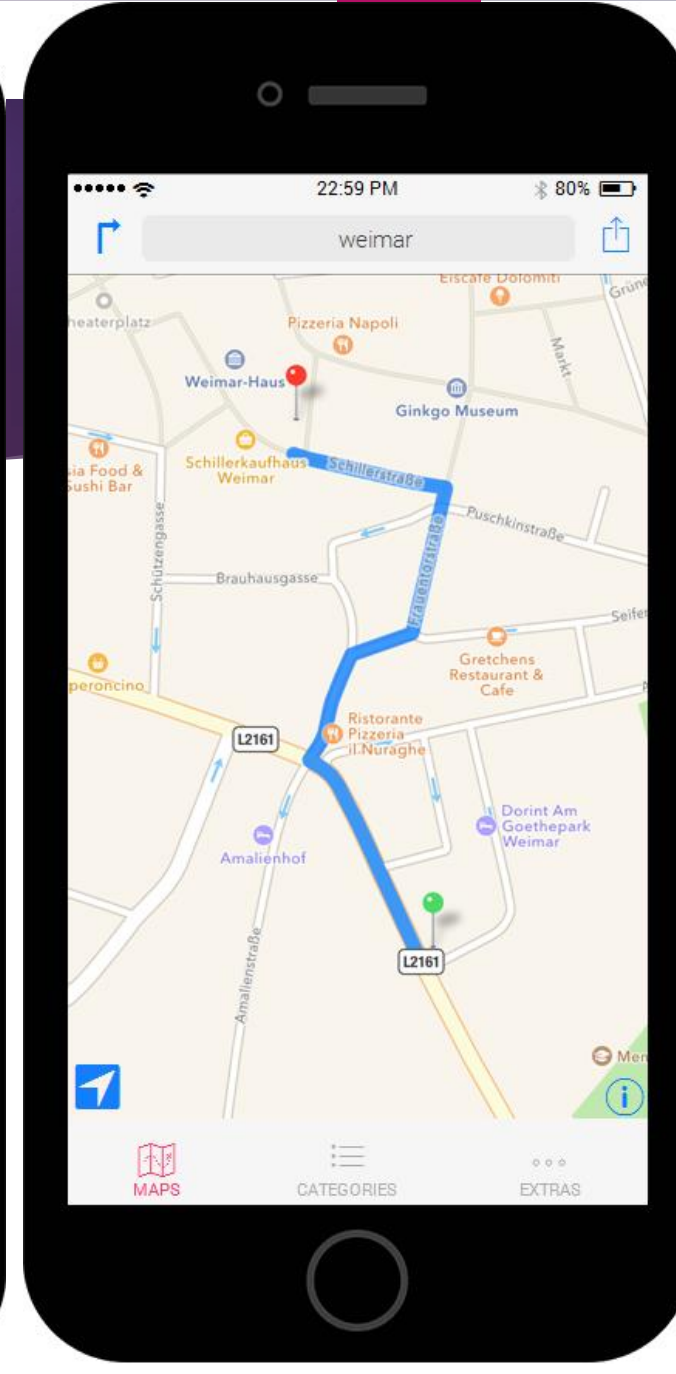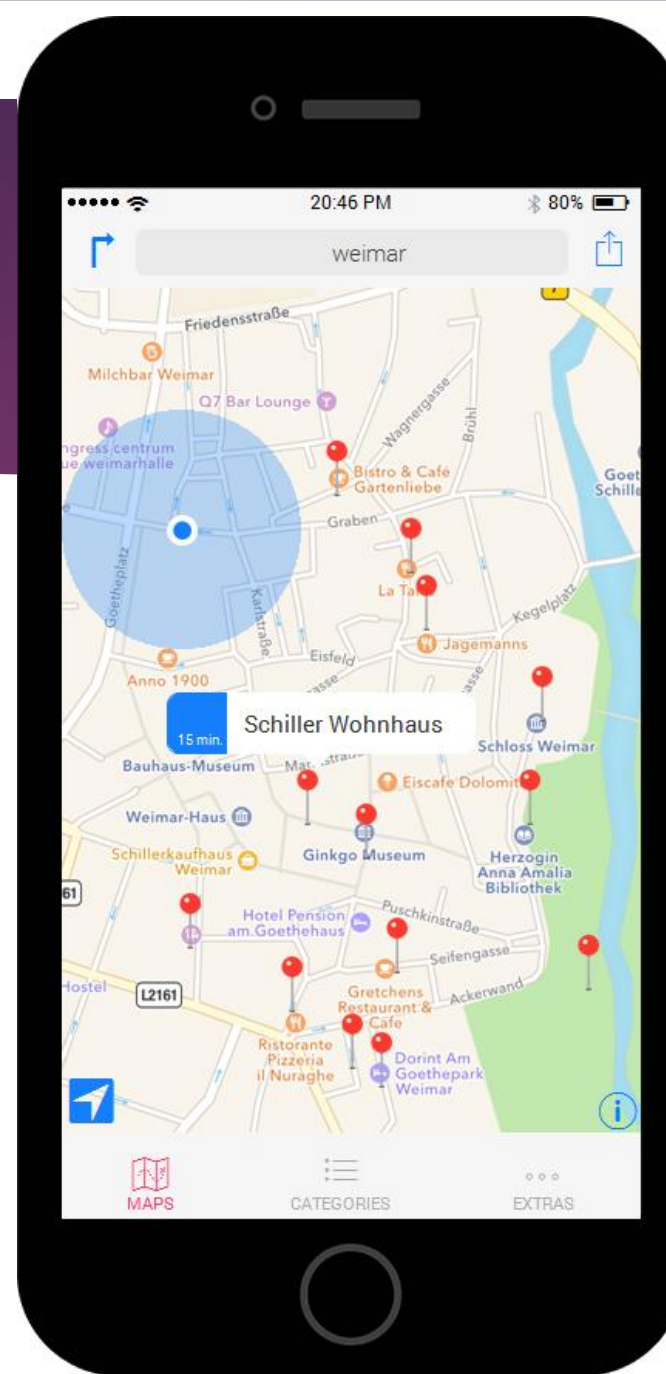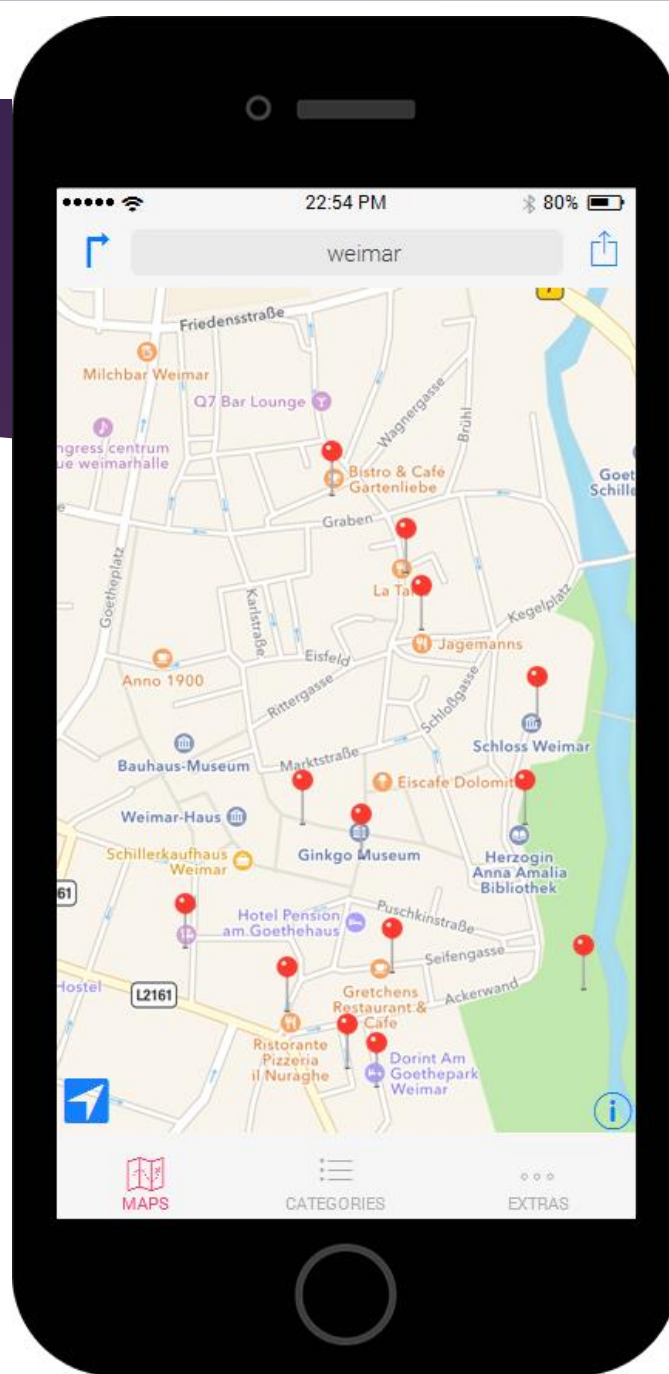- Opening Schiller Wohnhaus
- Search option
- List by distance or name

Museums

- ▶ Get directions
- ▶ Make phone call
- ▶ Send Email
- ▶ Open webpage
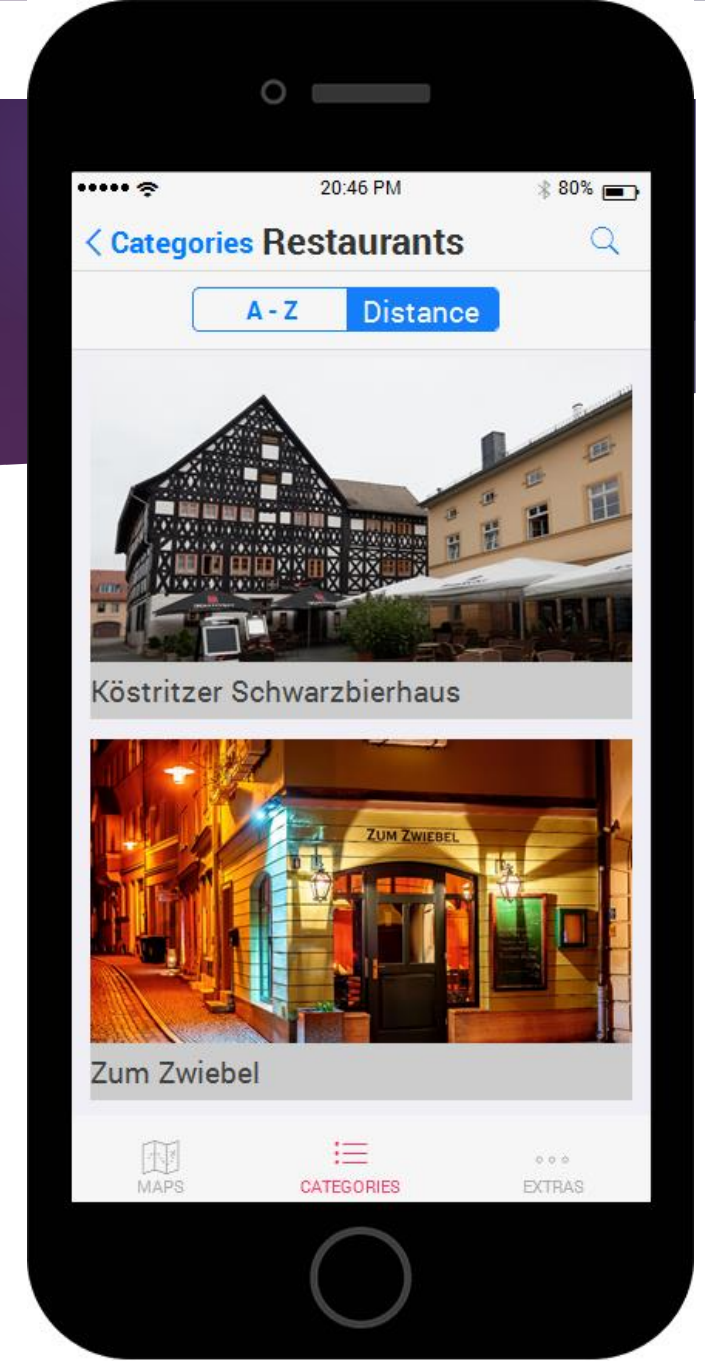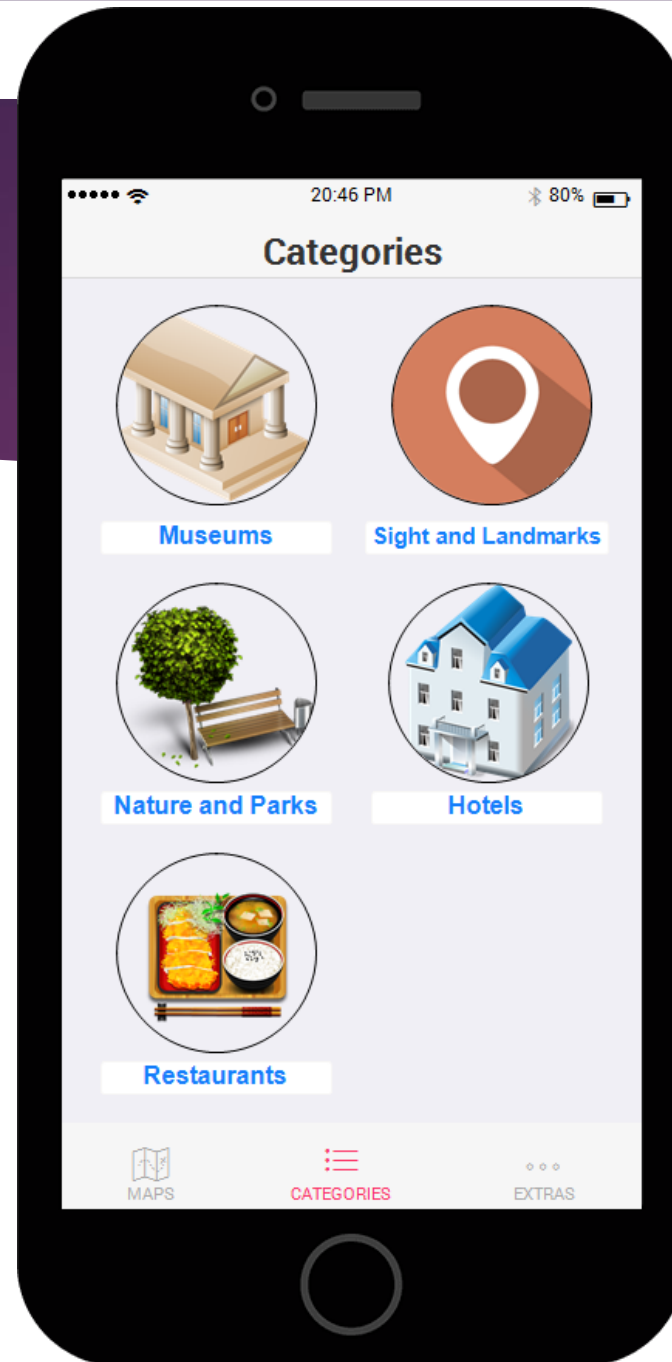- ▶ Open Facebook page
- ▶ Set font size

Maps

- ▶ Find places by search or click to pins

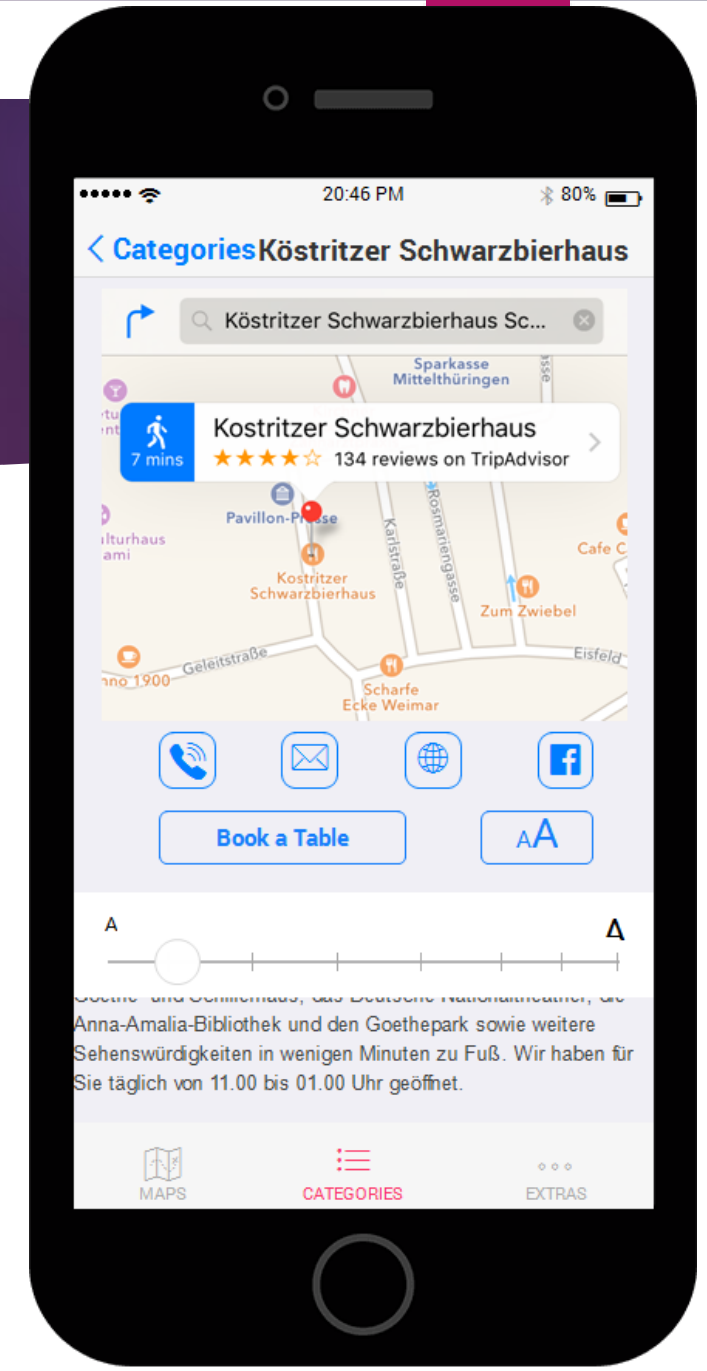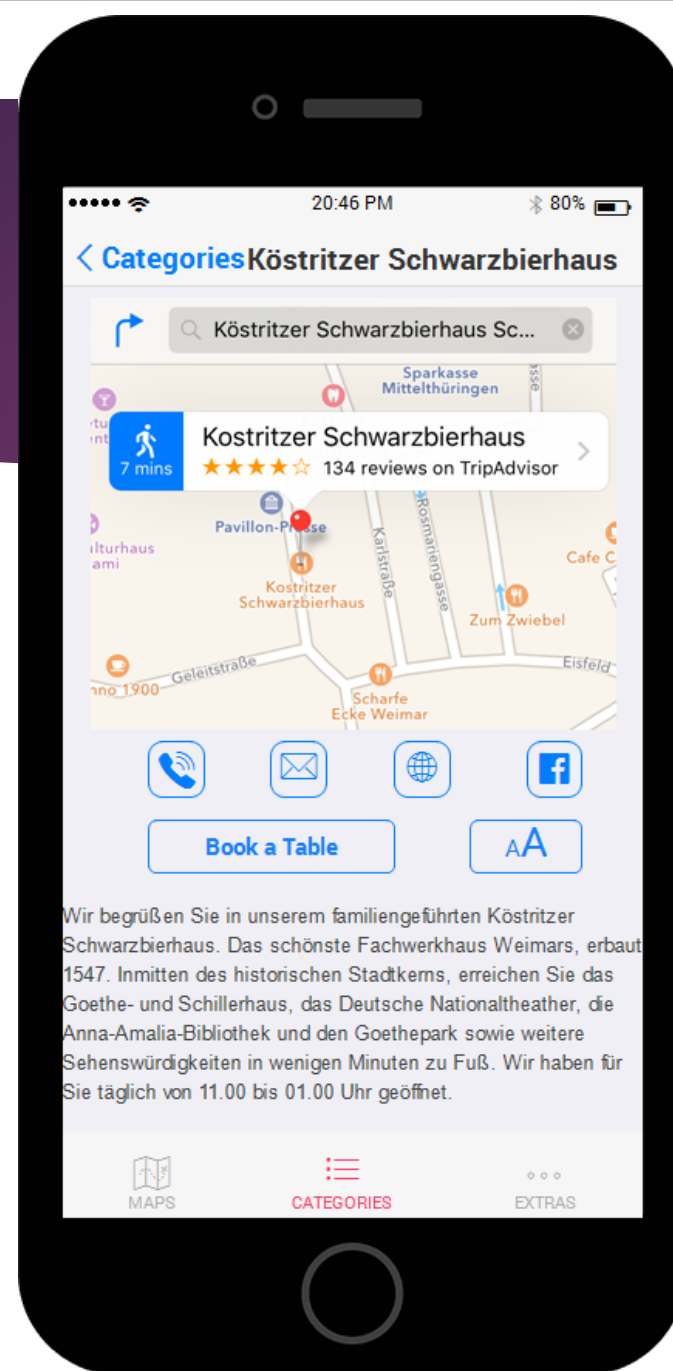- ▶ Access information by clicking name of the places from red pin
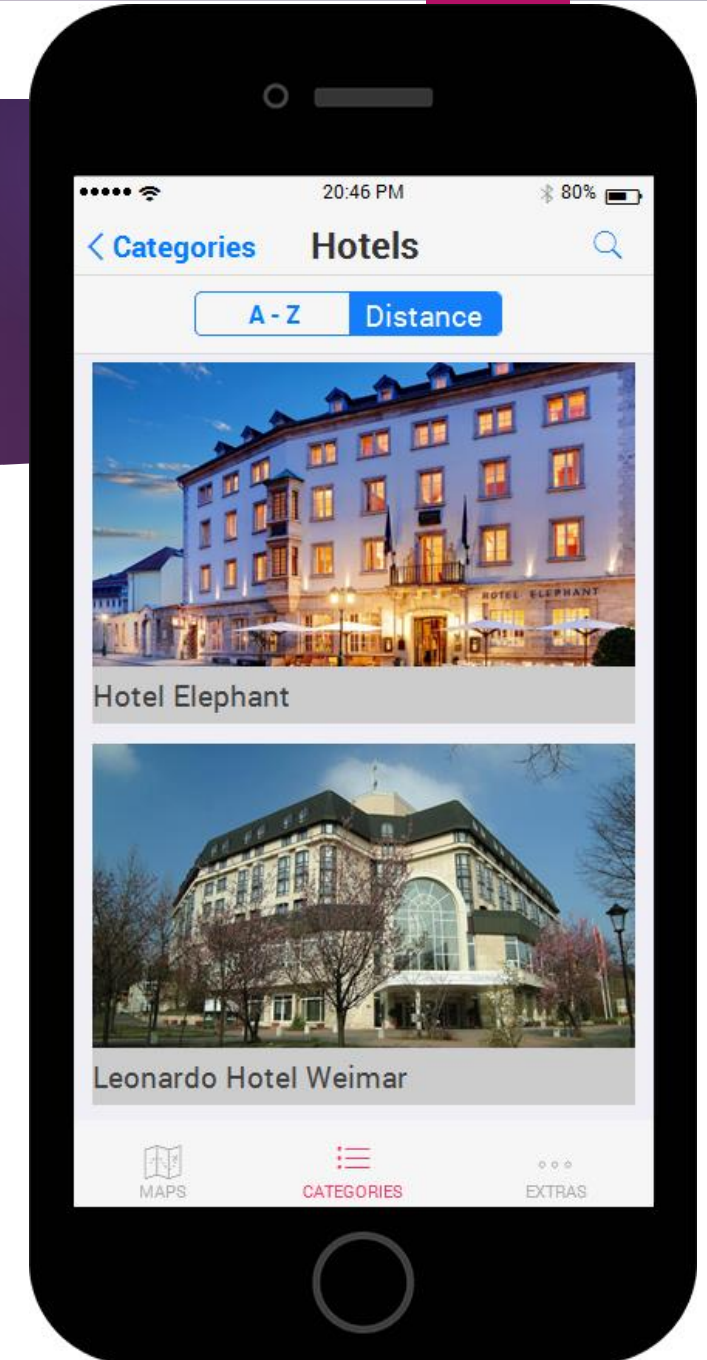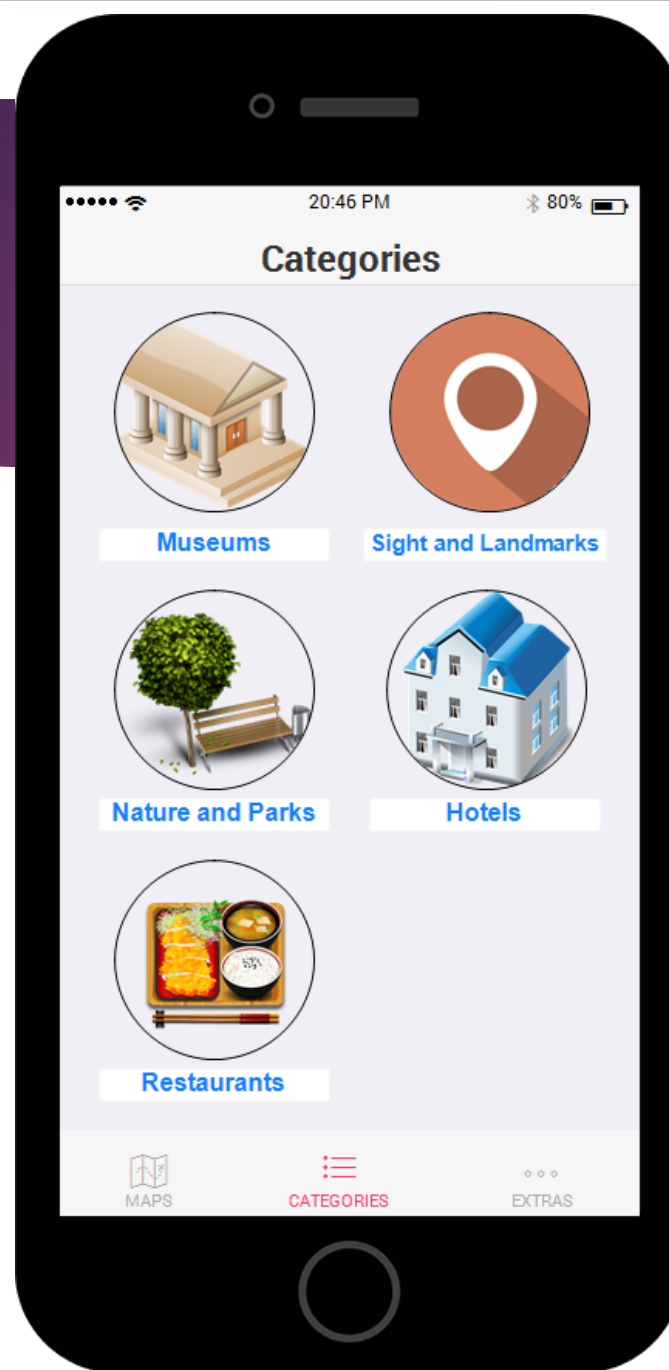
- ▶ Get directions

Restaurants

▶ Book a table

Restaurants
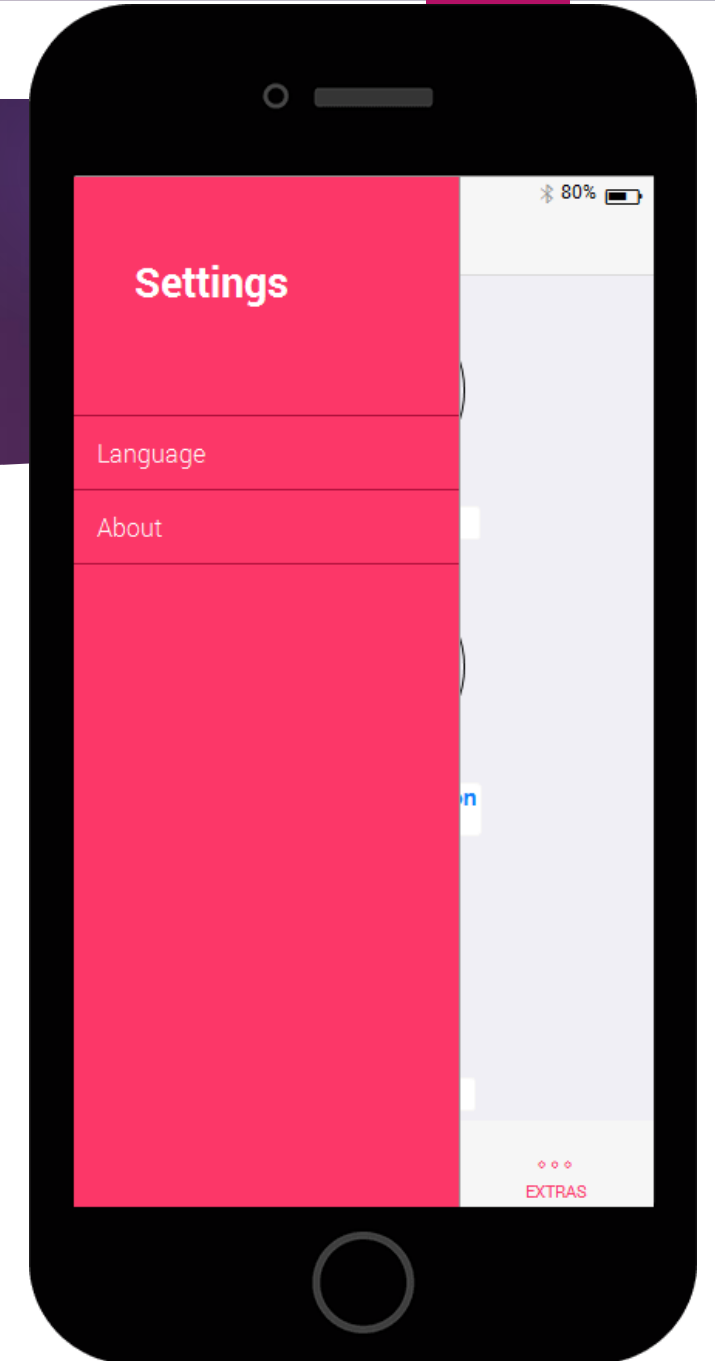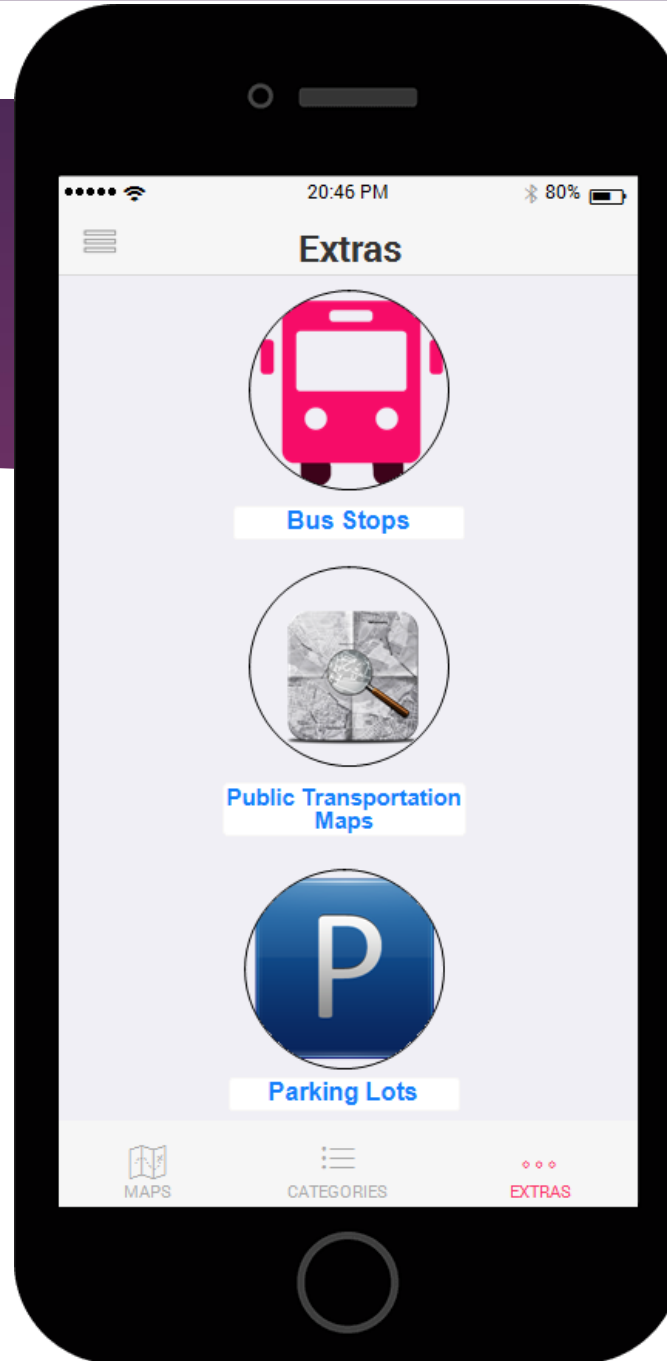
Hotels

▶ Book a room
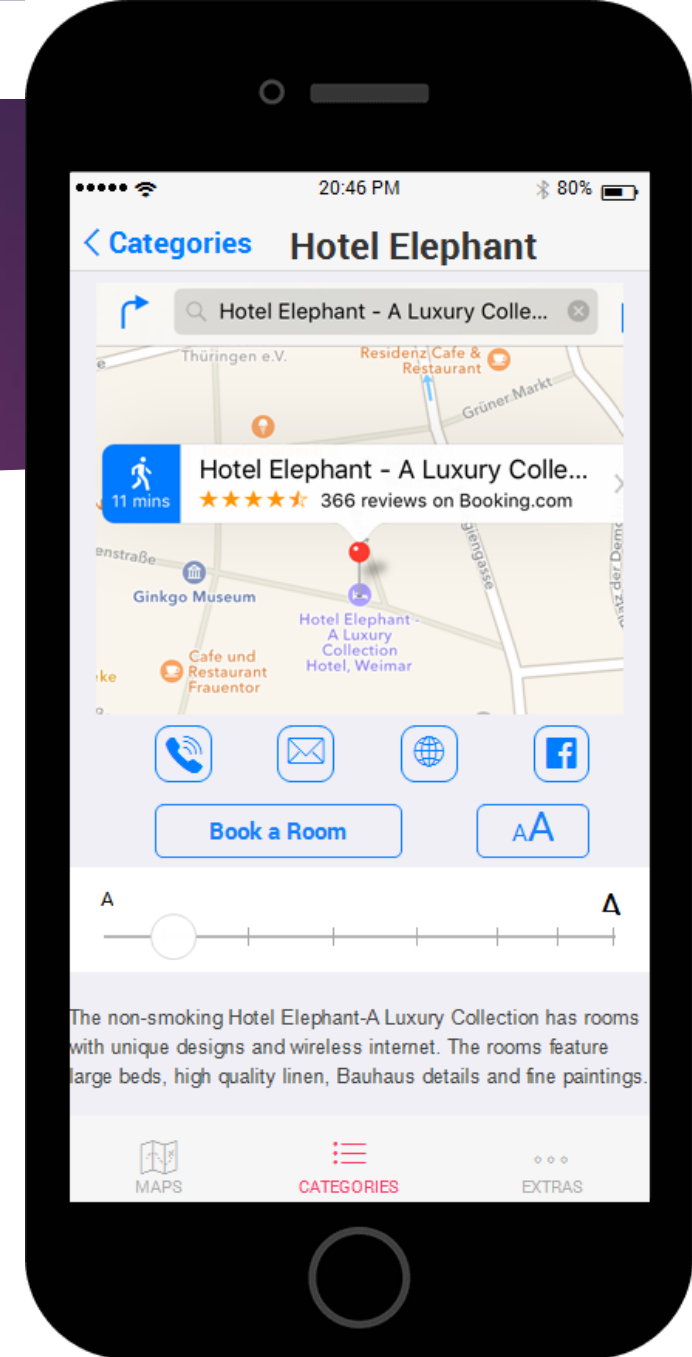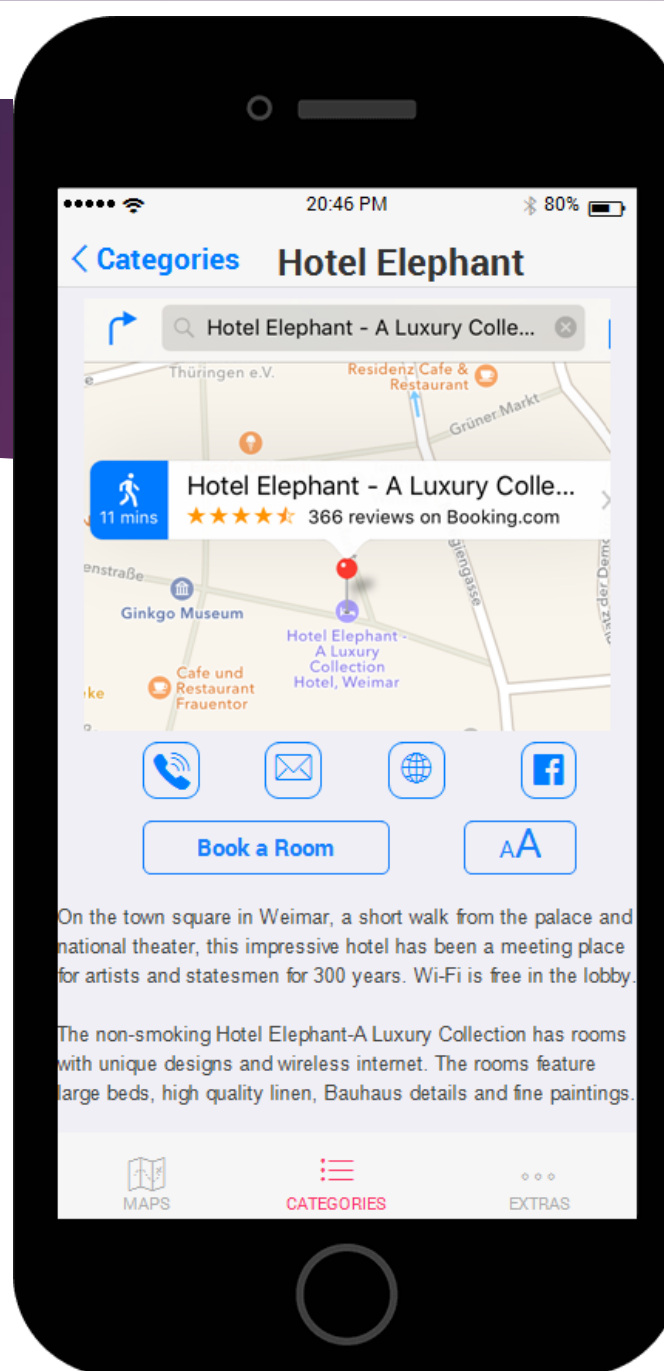
Hotels

Parks and Landmarks

▶ Find parks and monument
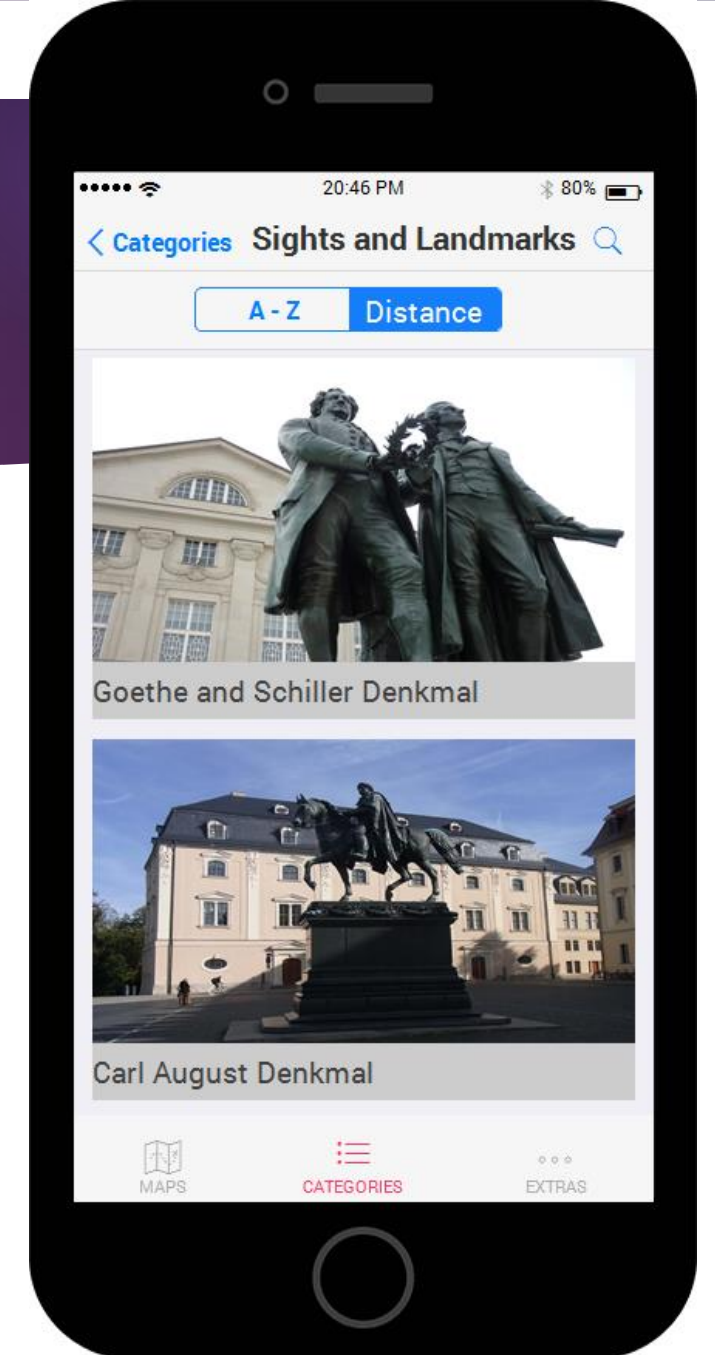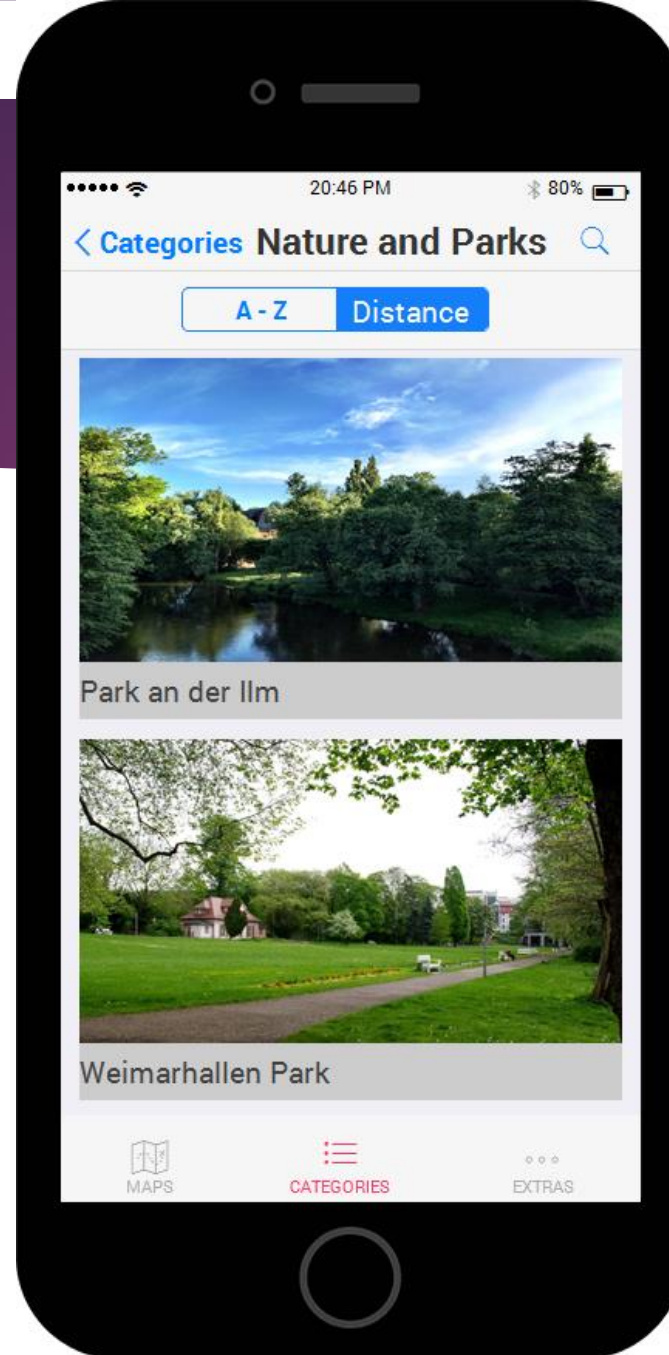
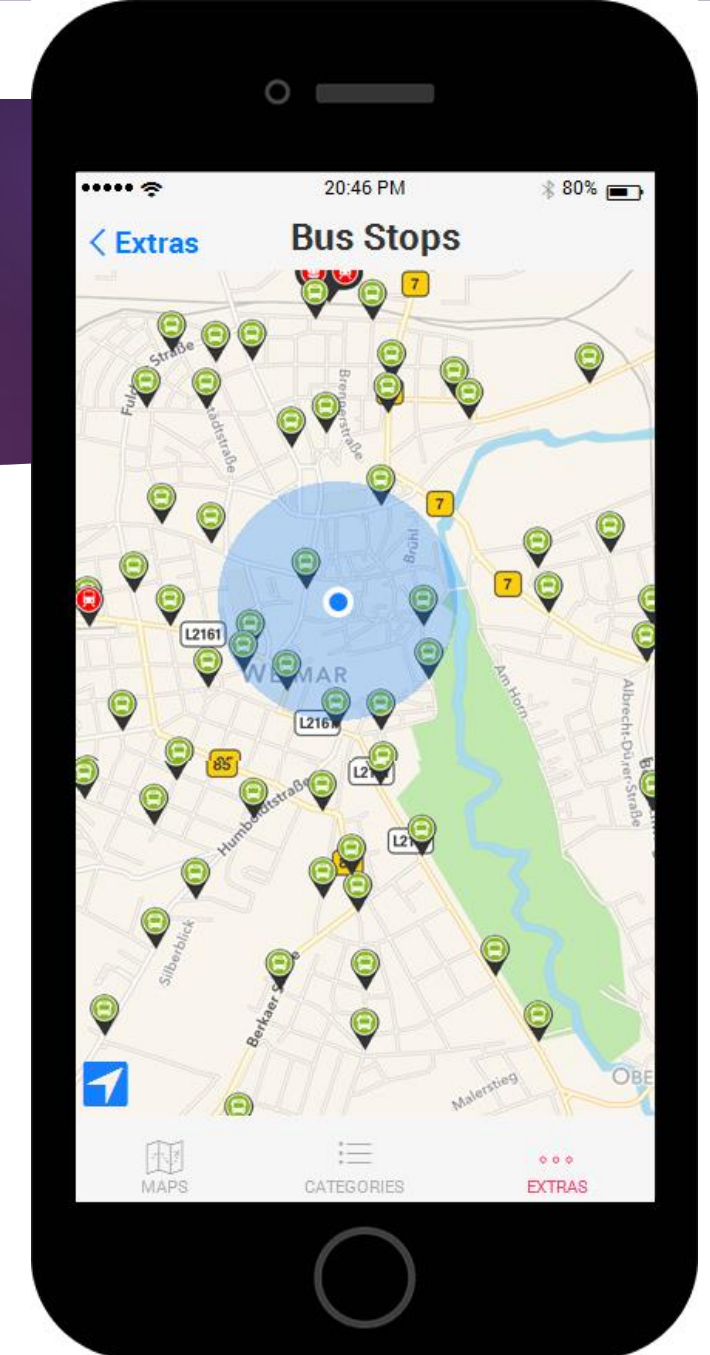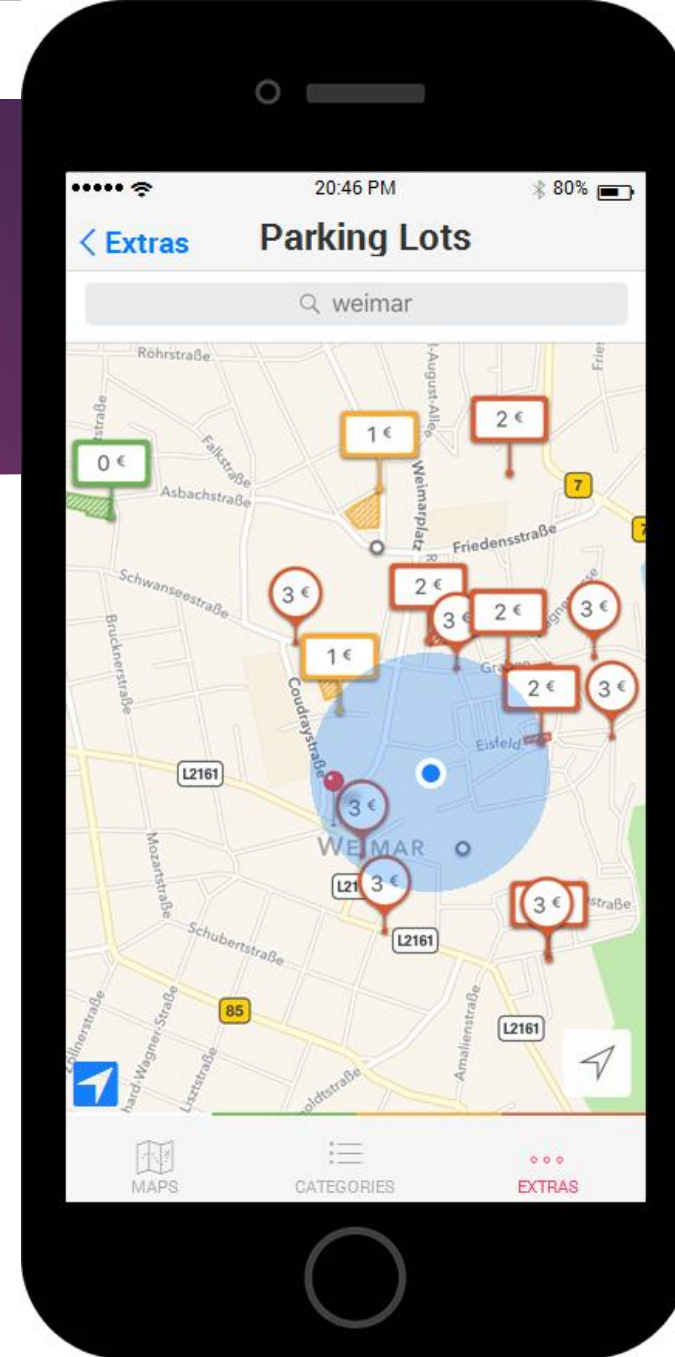# Extras

- ▶ Bus stops
- ▶ Public transportation maps
- ▶ Parking lots
- ▶ Setting language

Public Transportation

Parking

References

- https://www.uni-weimar.de/medien/wiki/IFD:MobileMediaDesign-SS16

- http://www.weimarpedia.de/

- http://www.klassik-stiftung.de/

- http://www.iconarchive.com/

- http://www.justinmind.com/

- https://developer.apple.com/library/ios/documentation/UserExperience/Conceptual/MobileHIG/

Thanks for your attention