# MOBILE MEDIA DESIGN SS16

APP PROTOTYPE WEIMAR TOURIST GUIDE

Emre Ertem - 112884

#### Target Group

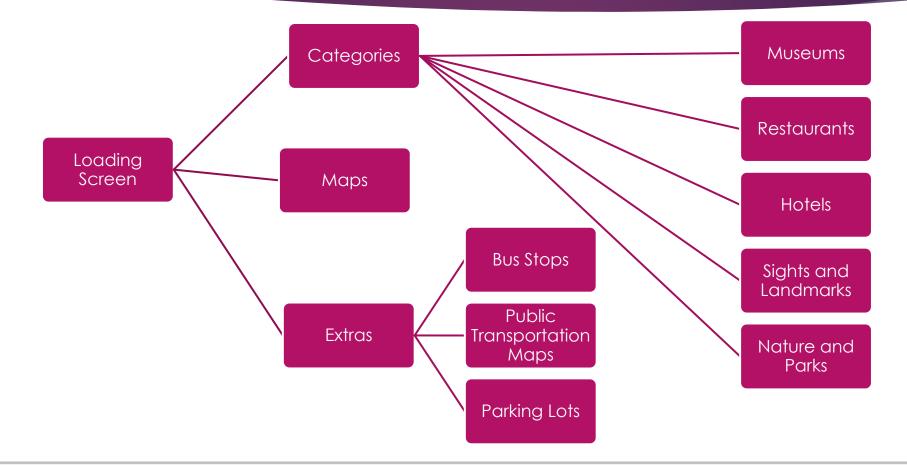
- Adults & Older Adults Tourist Visitors
- ► Age 50-70 years
- Prefer Apps easy to use
- Need to wear prescription glasses
- Prefer larger font on their phone



#### 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

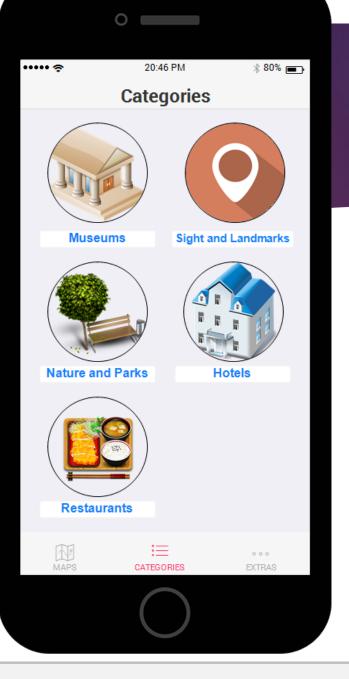
### Loading Screen

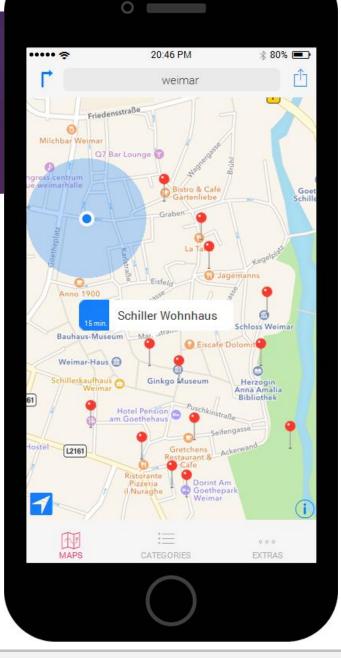
- Designing an application for cultural heritage sites in Weimar
- Big buttons and big font size are used to consider old people
- ▶ The number of clicks are reduced
- Users never stuck inside the app



#### Categories & Maps

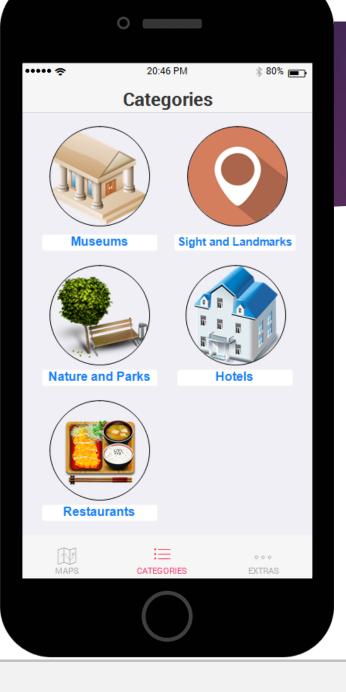
- Two main screens
- Easy access all the time to make app easy to use.

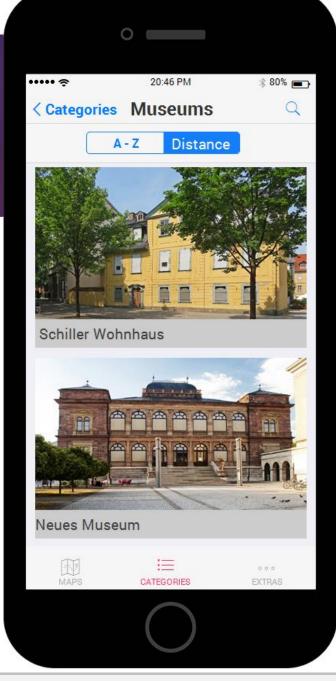




#### Museums

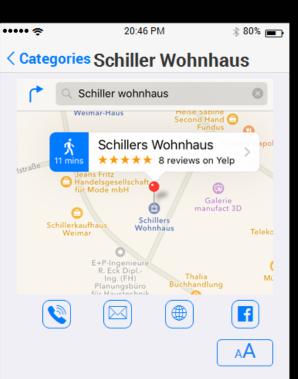
- Opening Schiller Wohnhaus
- Search option
- List by distance or name





#### Museums

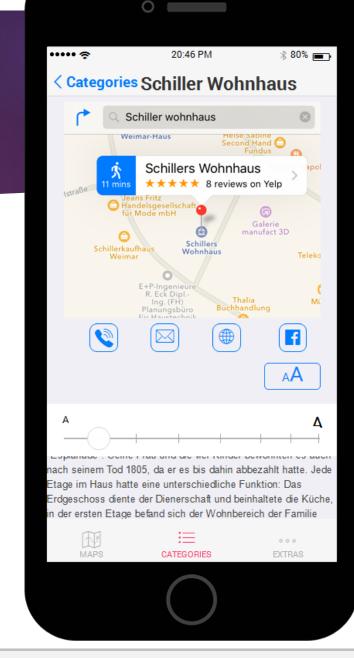
- Get directions
- Make phone call
- Send Email
- Open webpage
- Open Facebook page
- Set font size



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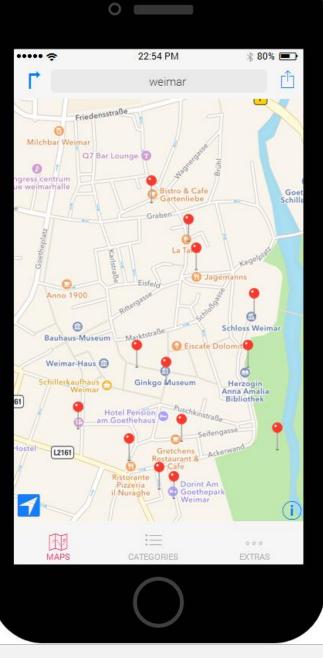
Im ersten Haus in der Windischengasse hatte der Dichter nicht die nötige Ruhe für seine Arbeit gefunden, daher zogen Schiller und seine Familie 1802 in dieses Haus an der damaligen "Esplanade". Seine Frau und die vier Kinder bewohnten es auch nach seinem Tod 1805, da er es bis dahin abbezahlt hatte. Jede Etage im Haus hatte eine unterschiedliche Funktion: Das Erdgeschoss diente der Dienerschaft und beinhaltete die Küche, in der ersten Etage befand sich der Wohnbereich der Familie

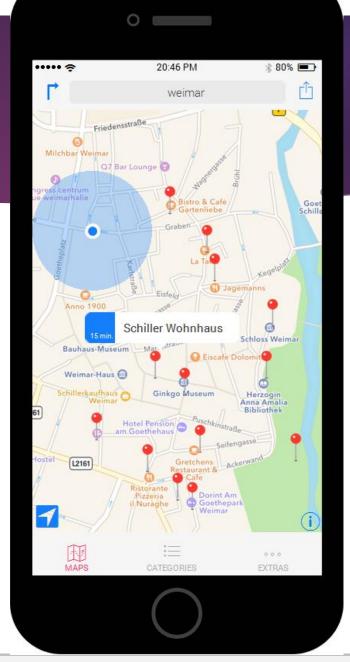


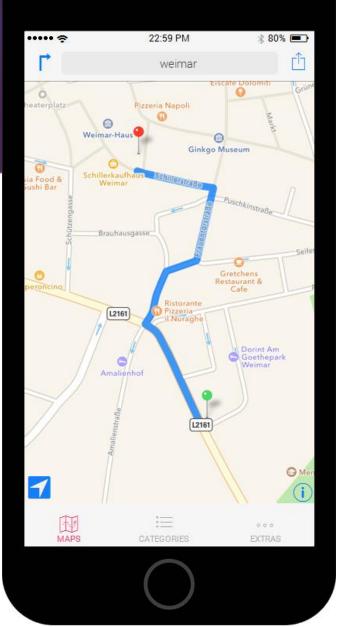


#### Maps

- Find places by search or click to pins
- Access information by clicking name of the places from red pin
- Get directions



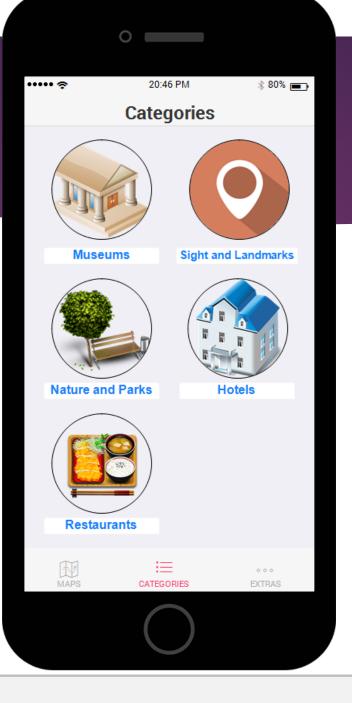




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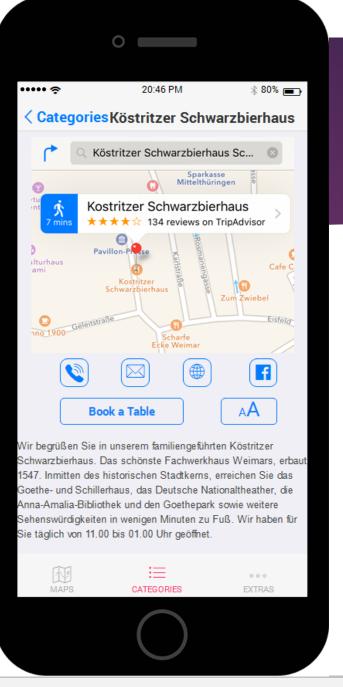
### Restaurants

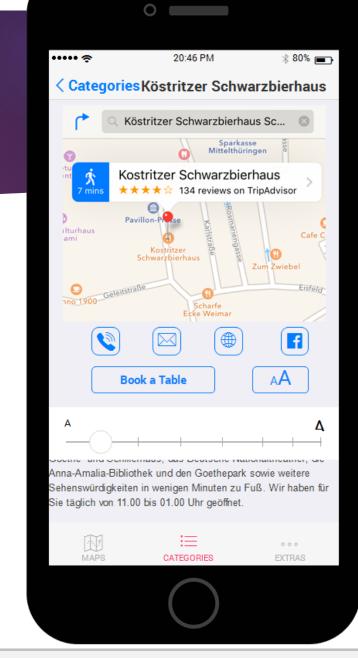
Book a table



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#### Restaurants



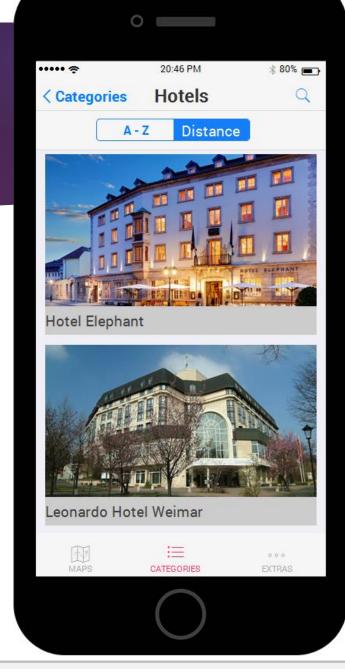


#### Hotels

Book a room

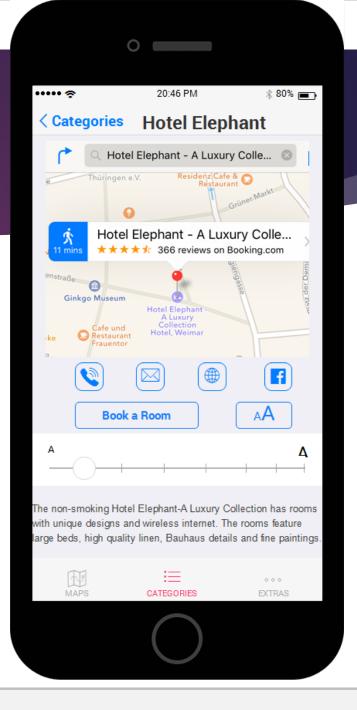
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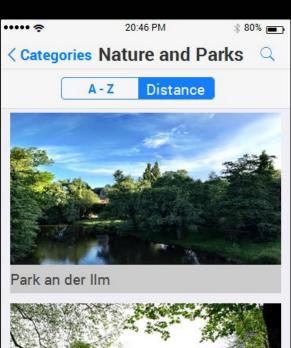
#### Hotels

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Thüringen e.V. Residenz Cafe &  Restaurant Grüner Markt			
Hotel Elephant - A Luxury Colle			
enstraße Ginkgo Museum Hotel Elephant A Luxury Collection Hotel, Weimar			
Book a Room			
On the town square in Weimar, a short walk from the palace and national theater, this impressive hotel has been a meeting place for artists and statesmen for 300 years. Wi-Fi is free in the lobby. The non-smoking Hotel Elephant-A Luxury Collection has rooms			
with unique designs and wireless internet. The rooms feature large beds, high quality linen, Bauhaus details and fine paintings.			
MAPS CATEGORIES EXTRAS			



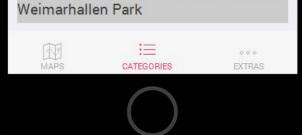
#### Parks and Landmarks

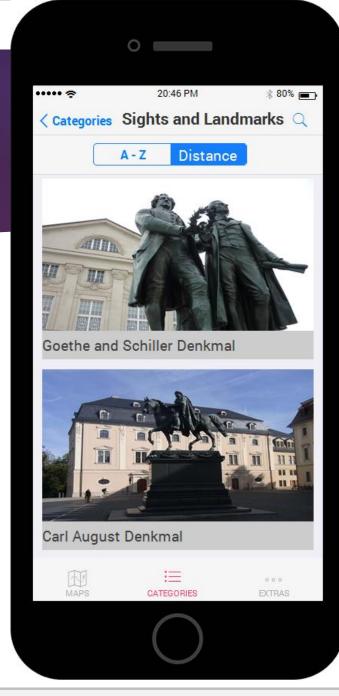
Find parks and monument



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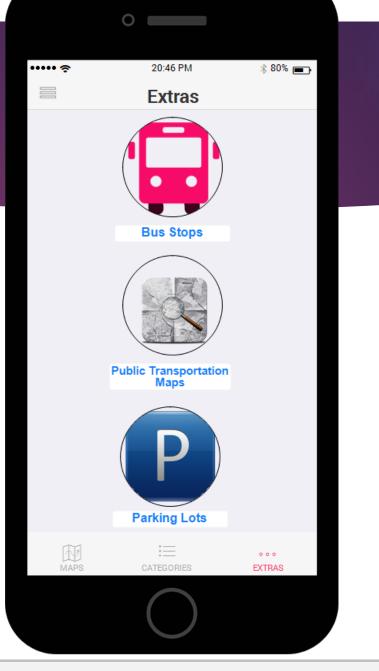


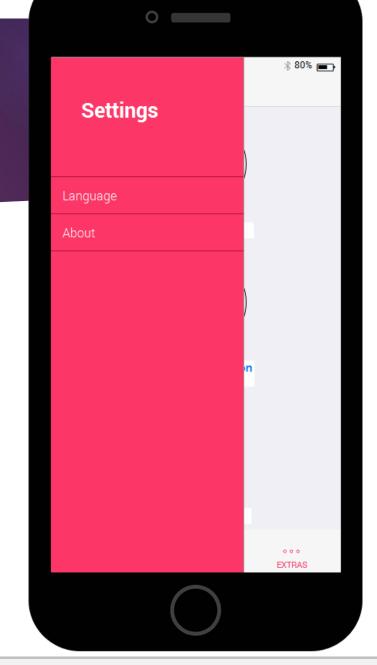




#### Extras

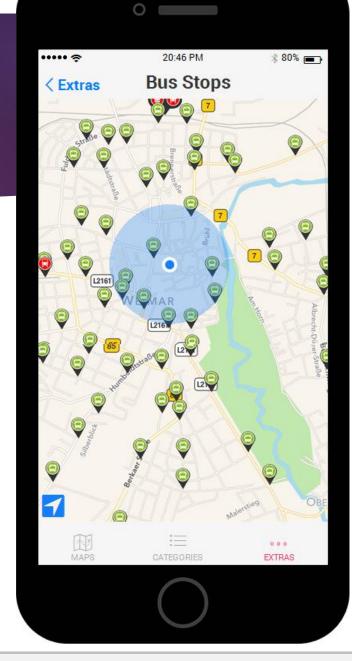
- Bus stops
- Public transportation maps
- Parking lots
- Setting language



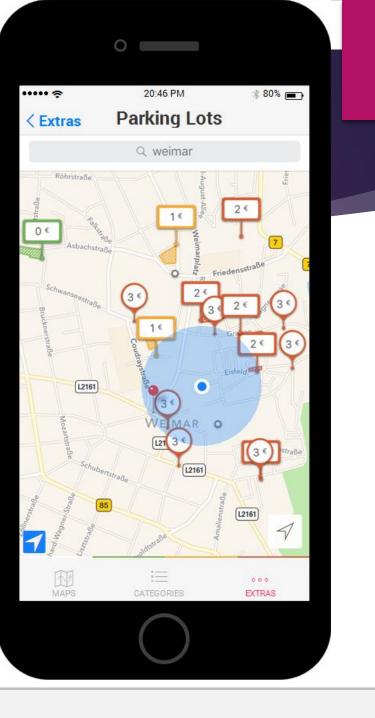


#### Public Transportation





## 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