

MOBILE MEDIA DESIGN

SS16

APP PROTOTYPE

WEIMAR TOURIST GUIDE

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Target Group

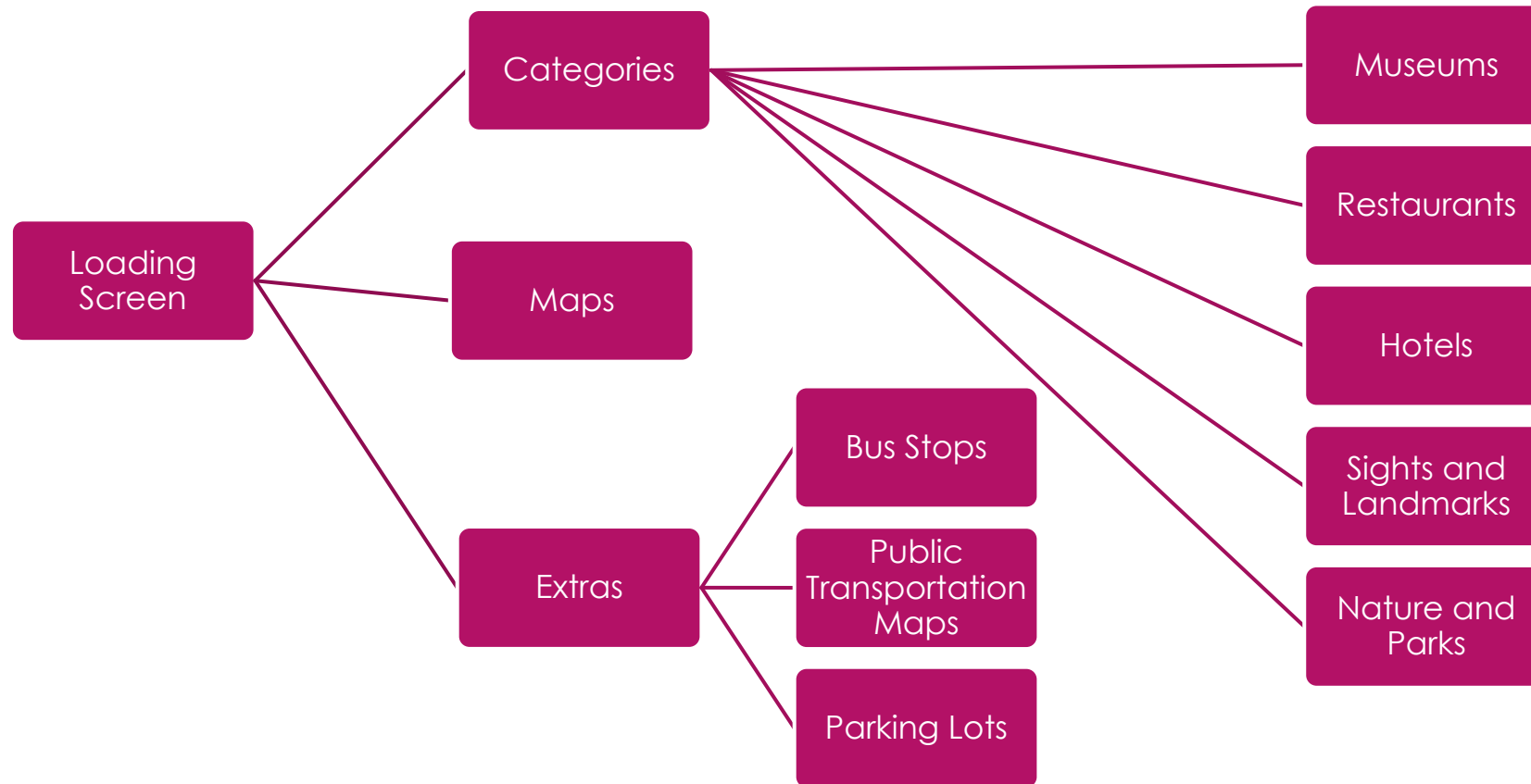
- ▶ Adults & Older Adults Tourist Visitors
- ▶ Age 50-70 years
- ▶ Prefer Apps easy to use
- ▶ Need to wear prescription glasses
- ▶ Prefer larger font on their phone



Design

- ▶ Platform: iPhone iOS 9.3
- ▶ Find P.O.I. and Information
- ▶ Museums
- ▶ Sightseeing
- ▶ Restaurants
- ▶ UNESCO WHS

Content Structure of the App

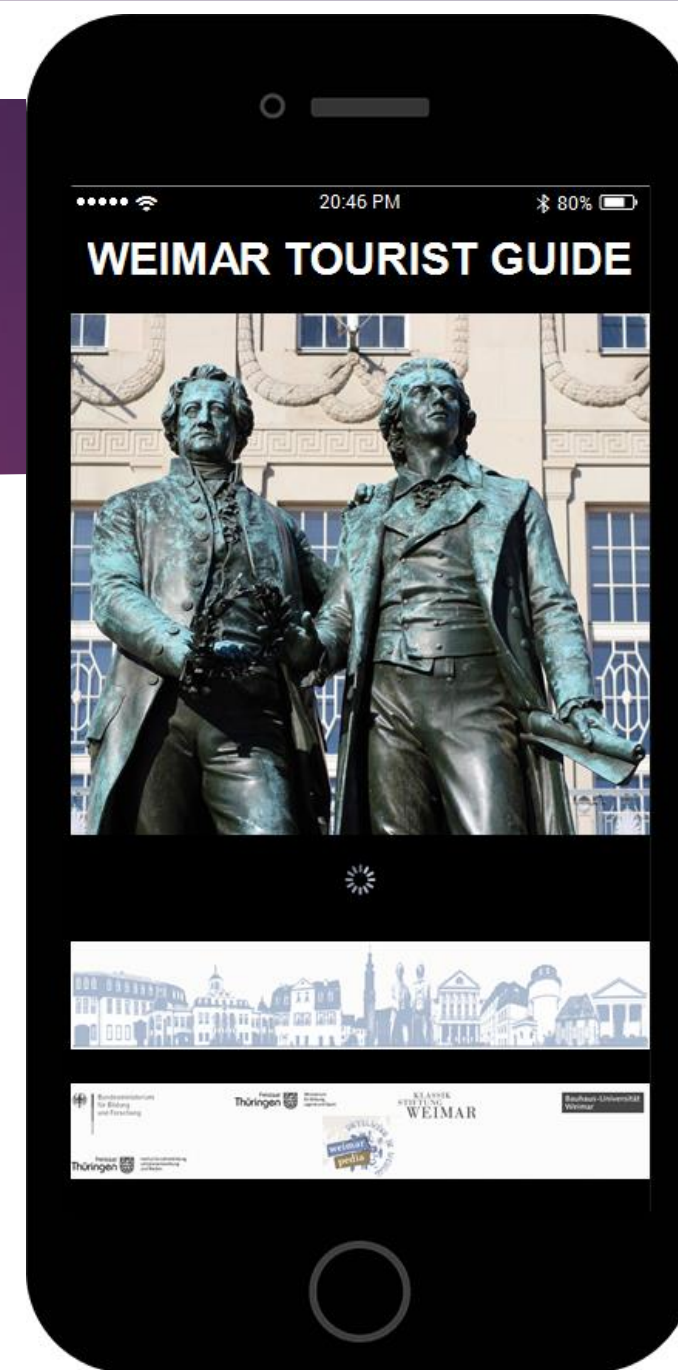


Weimar Tourist Guide

- ▶ Introduce Weimar to the visitors
- ▶ Short visits 2-3 days
- ▶ Simple and easy to use
- ▶ Adjustable font size

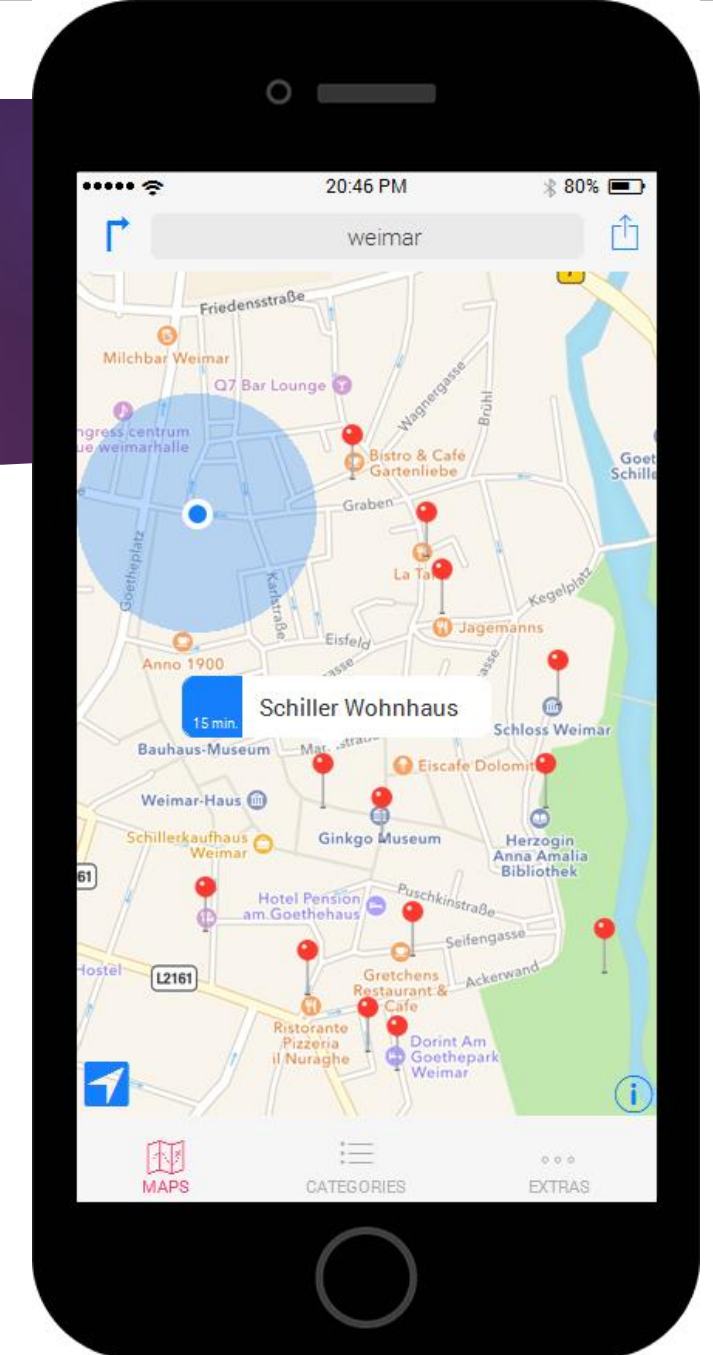
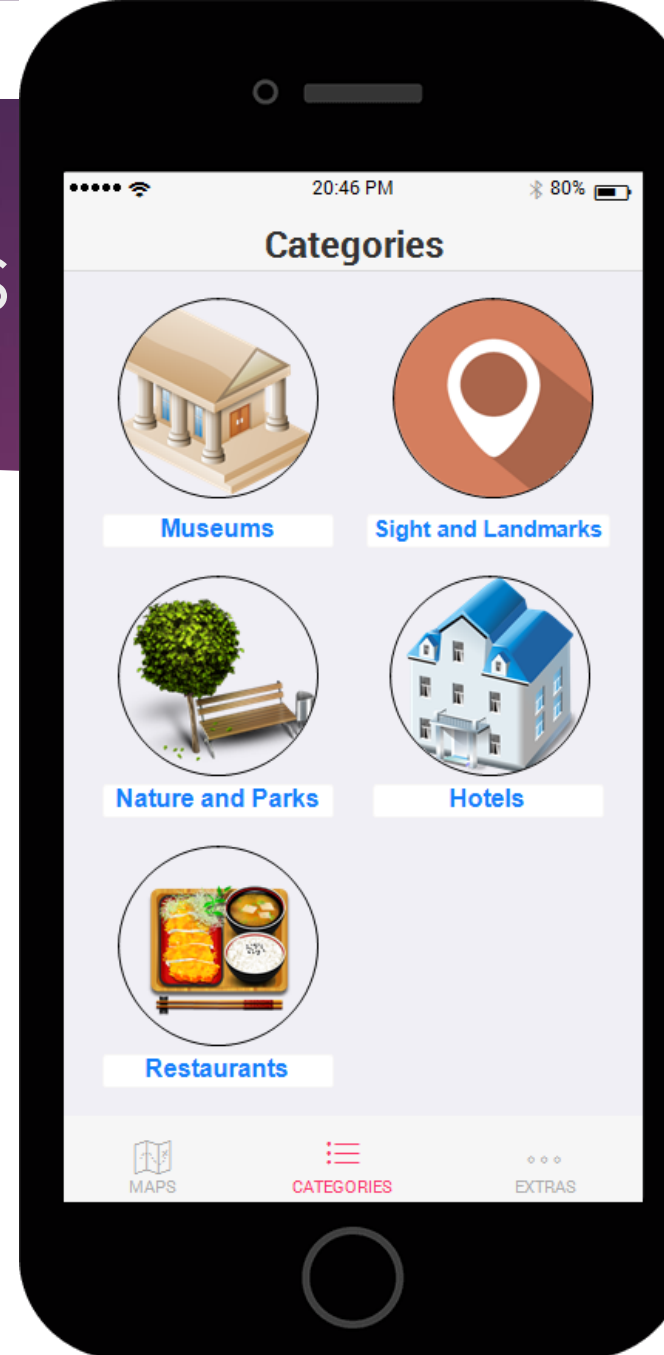
Loading Screen

- ▶ 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



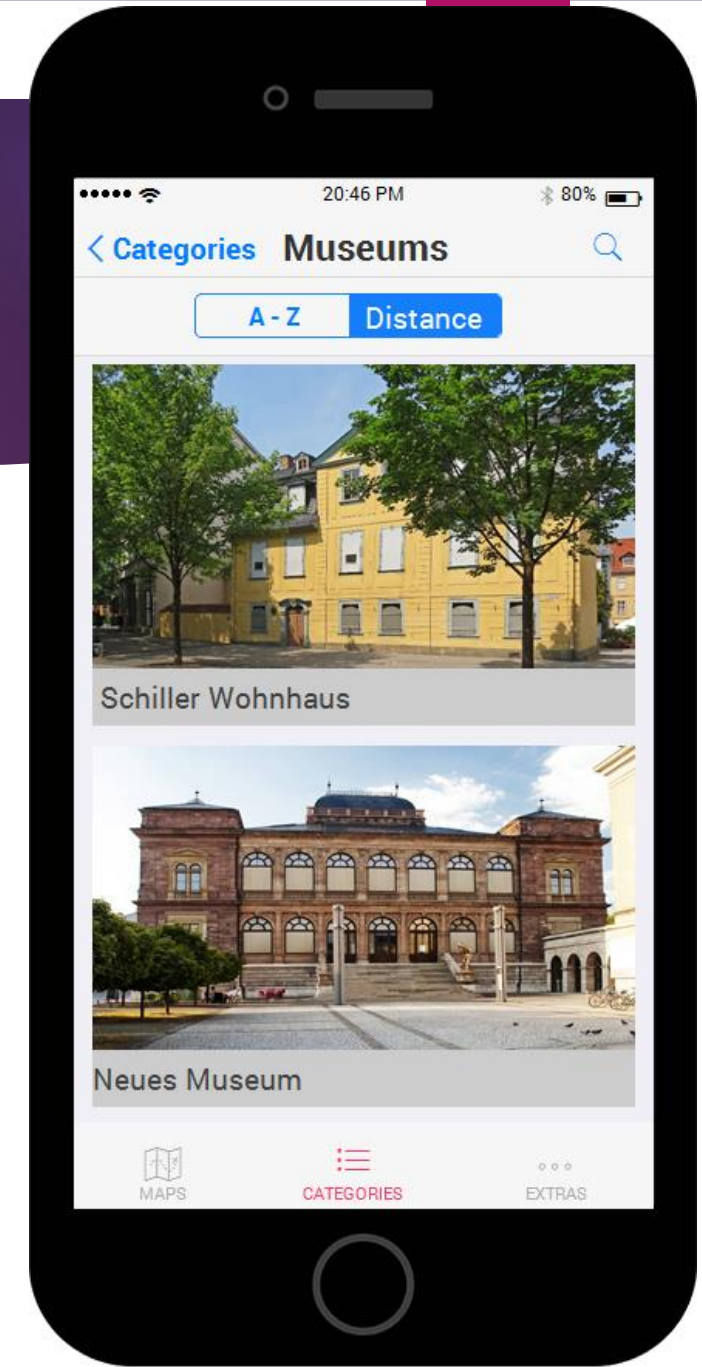
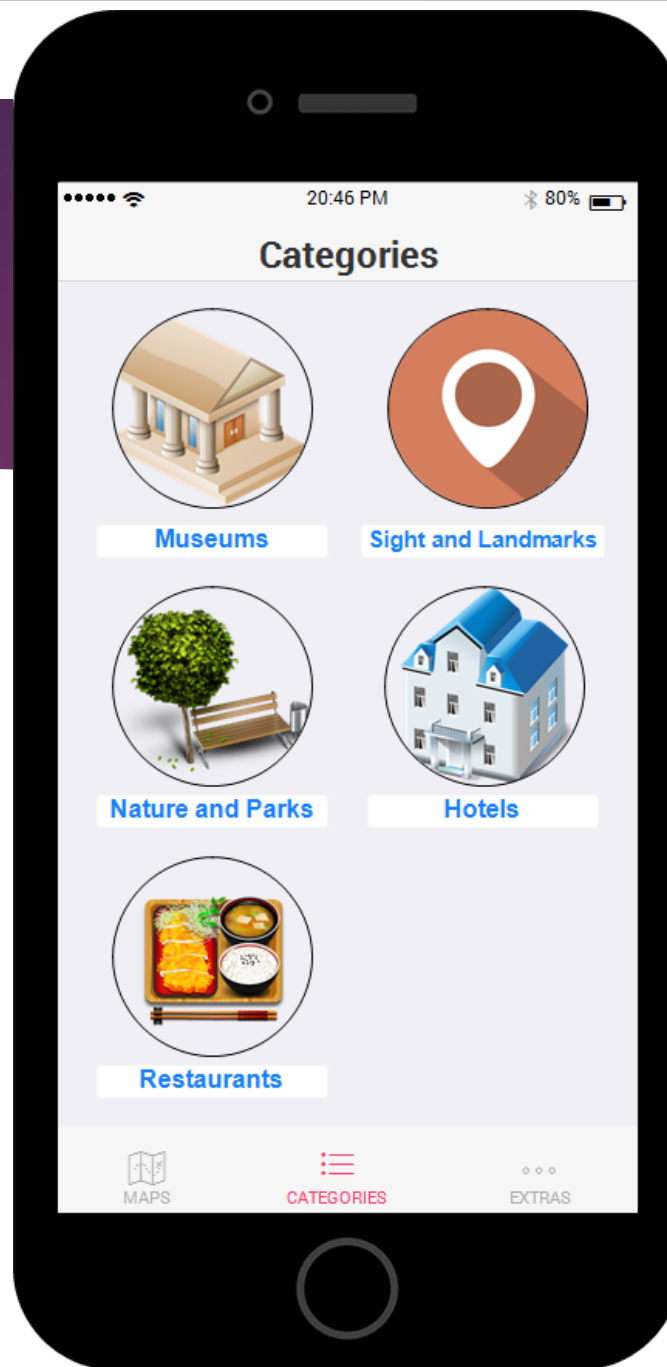
Categories & Maps

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



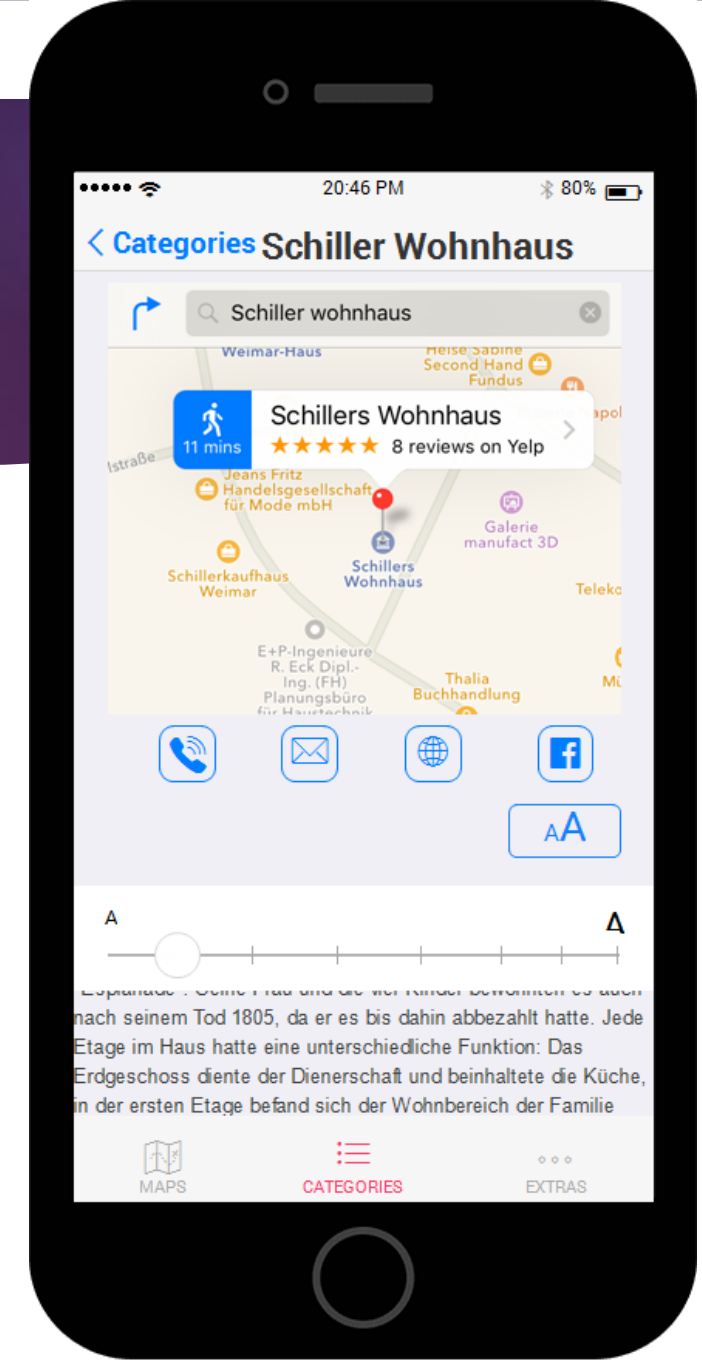
Museums

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



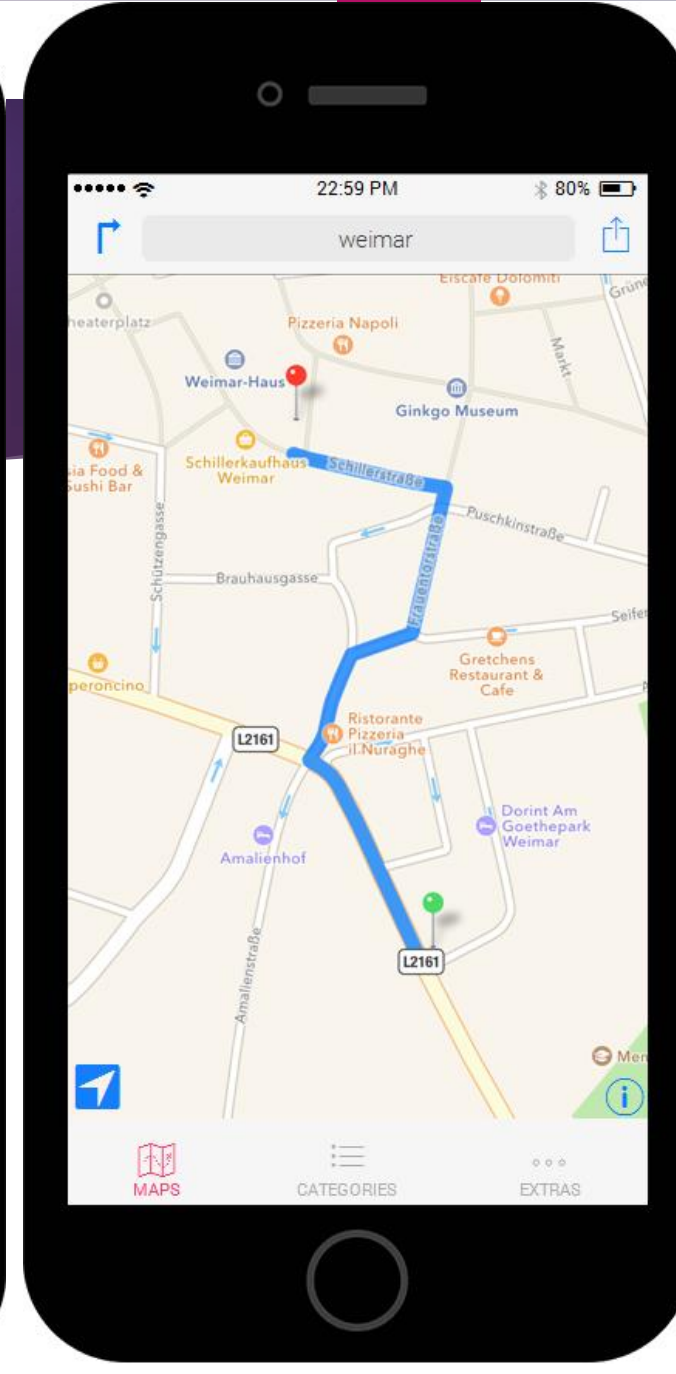
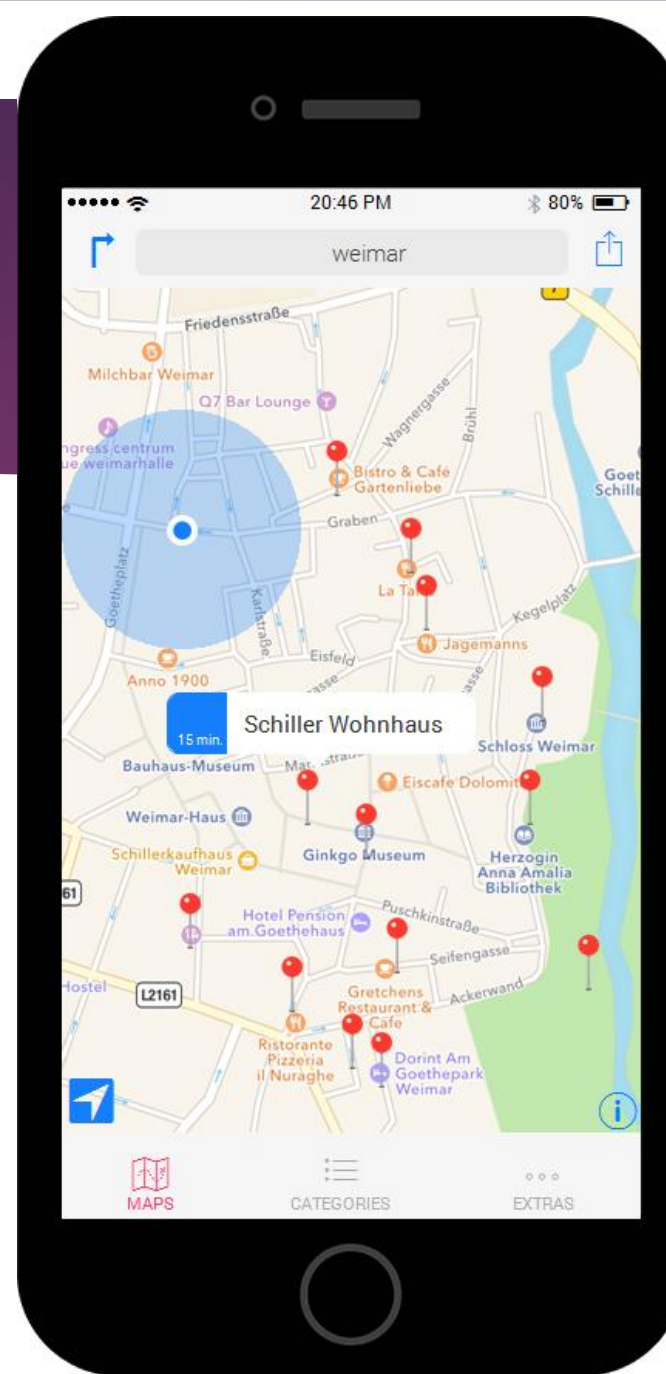
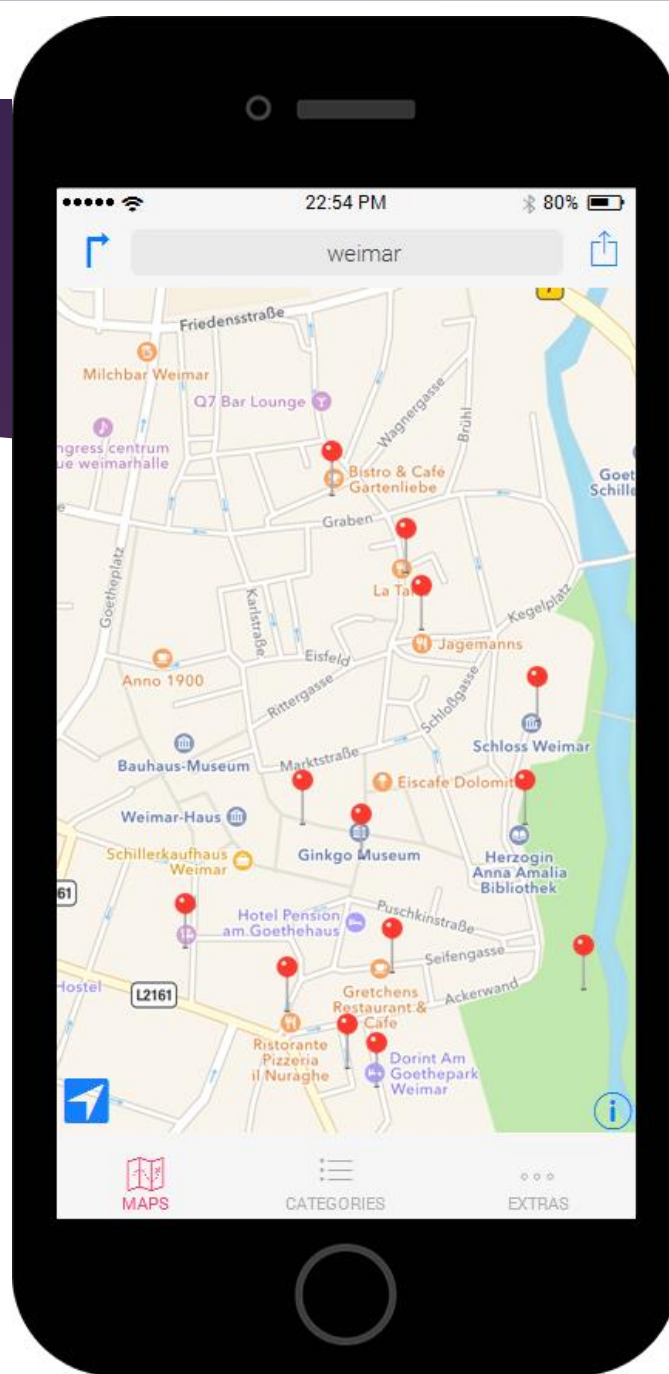
Museums

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



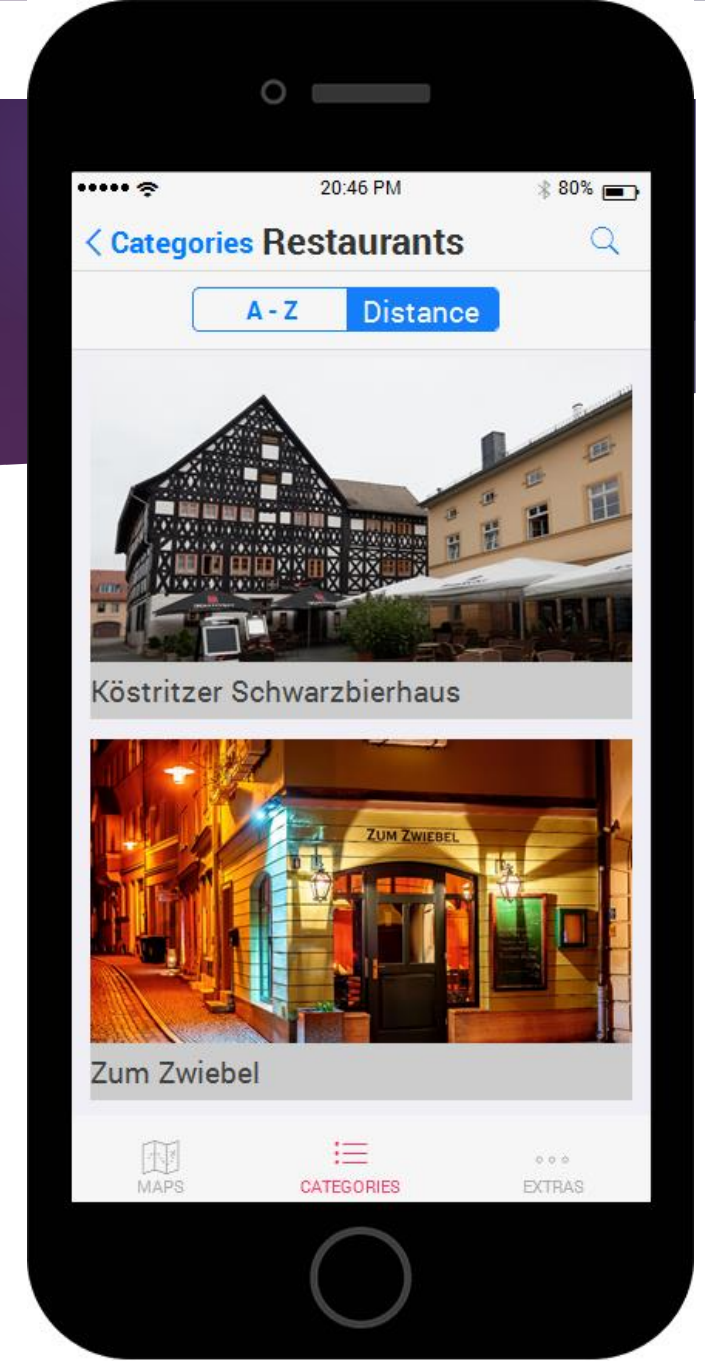
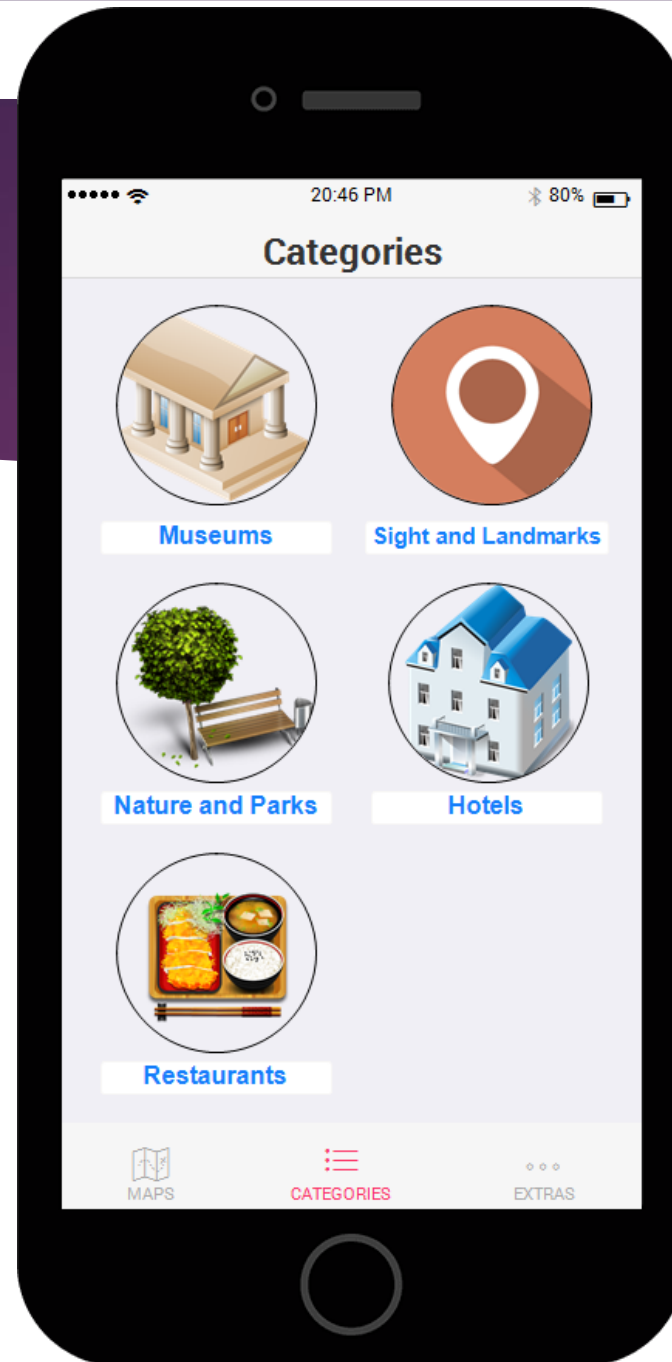
Maps

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

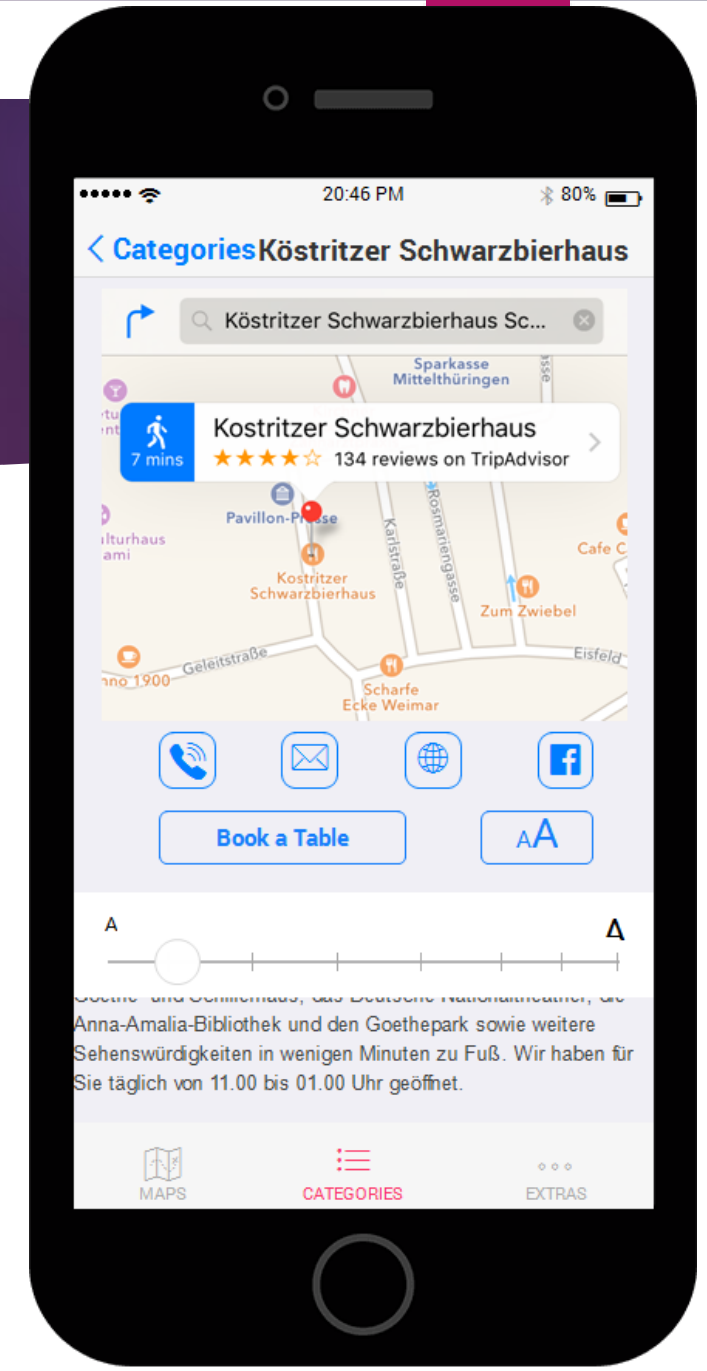
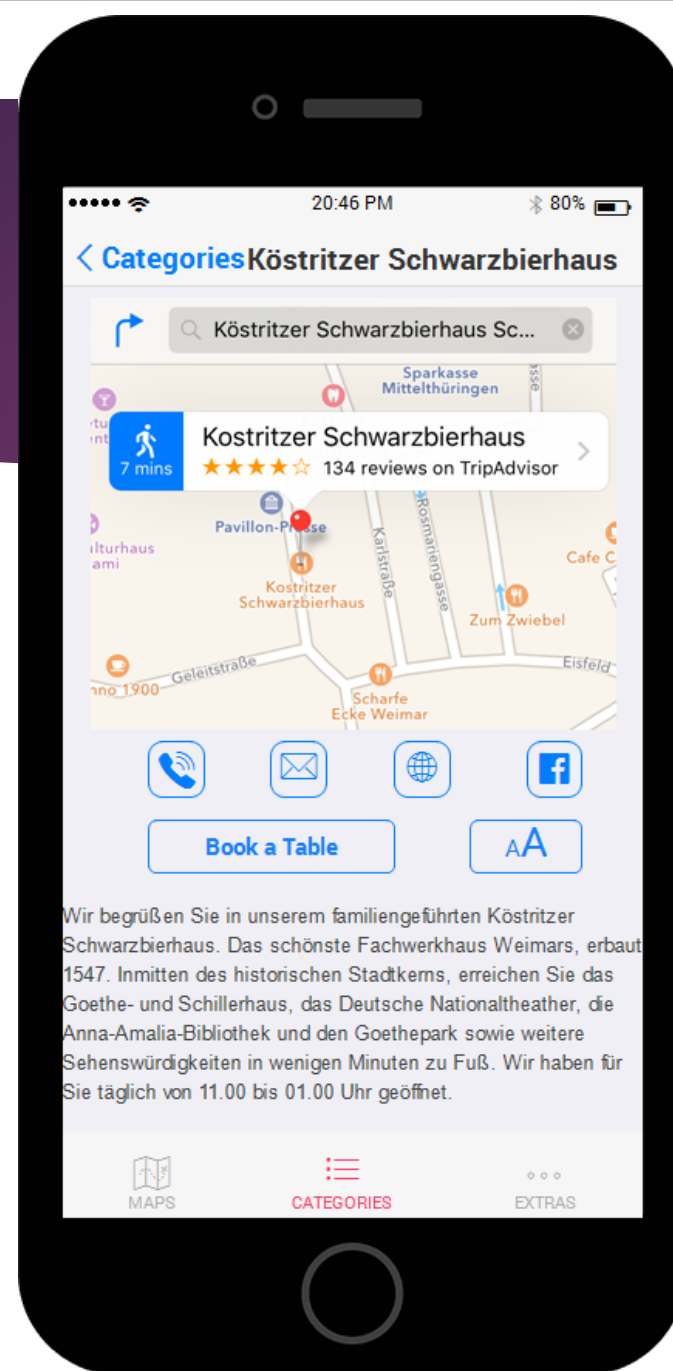


Restaurants

► Book a table

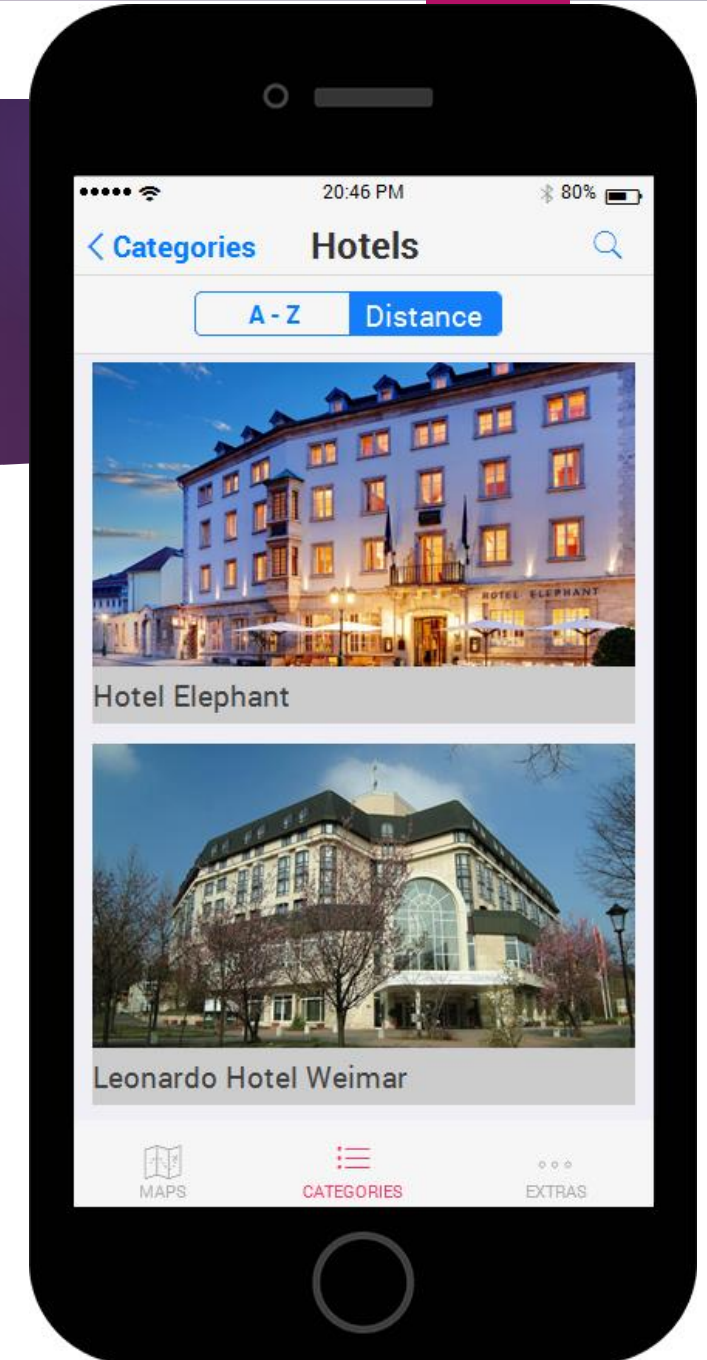
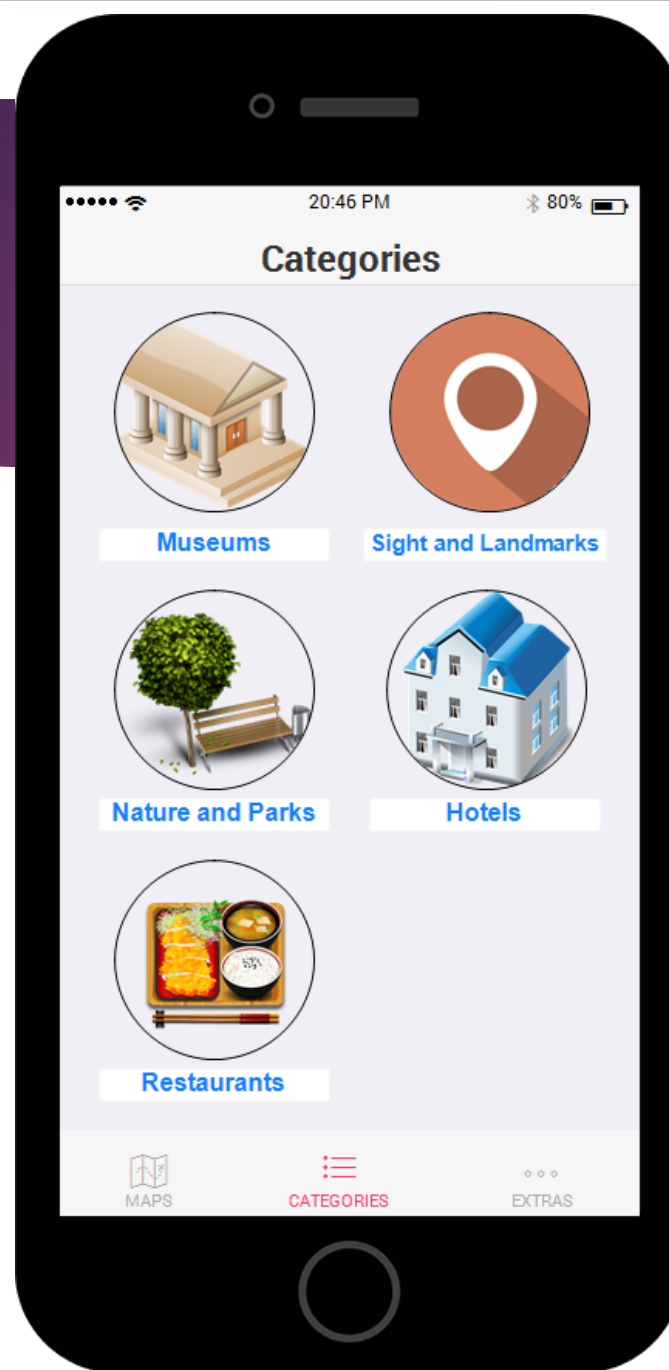


Restaurants

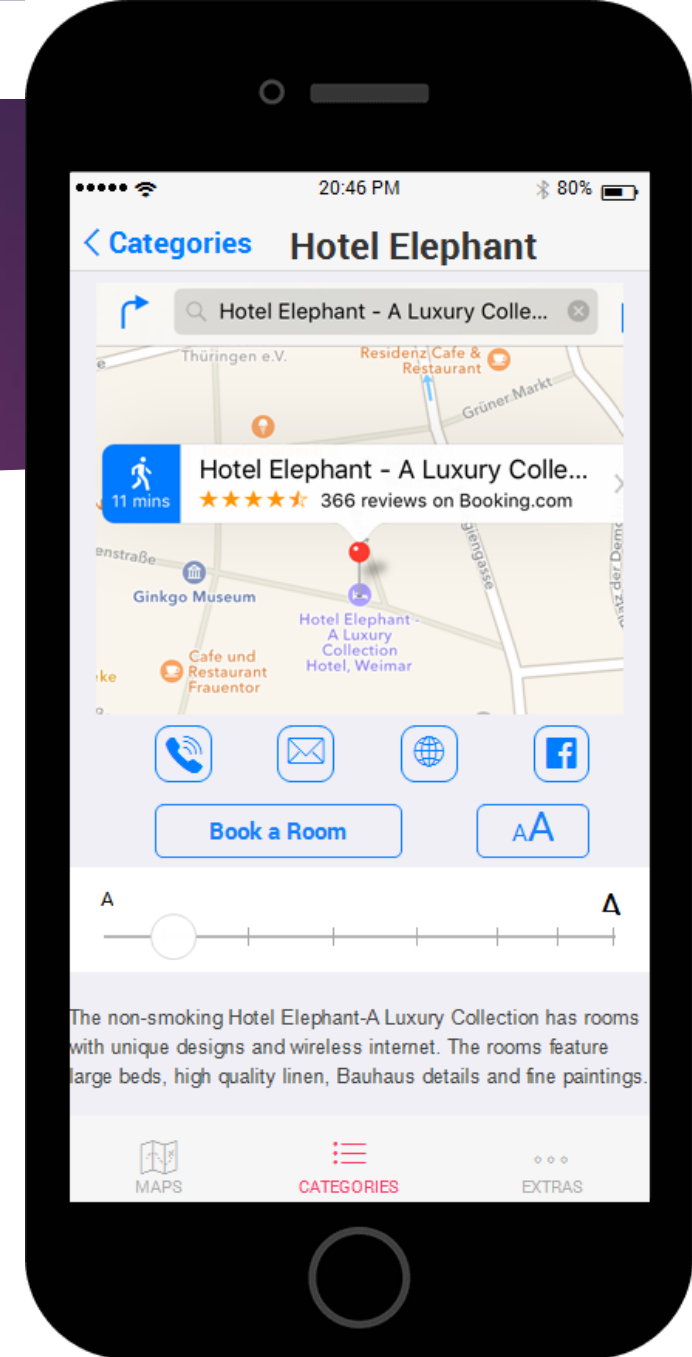
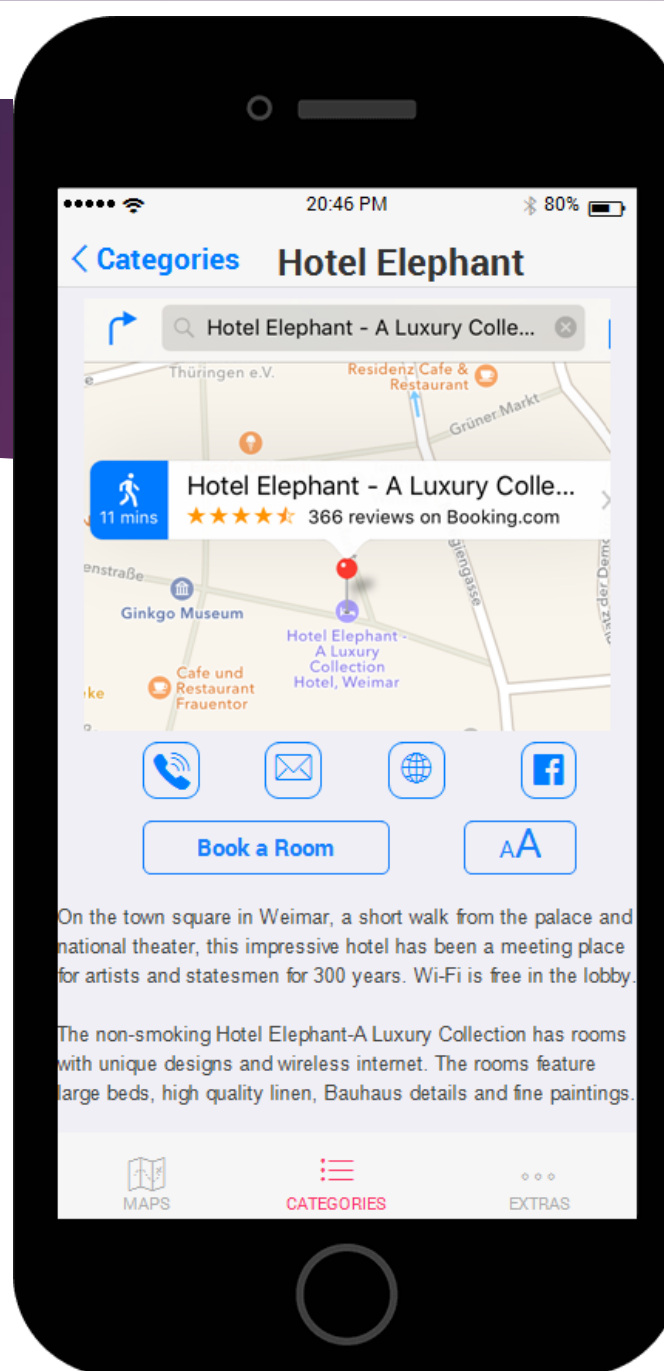


Hotels

► Book a room



Hotels



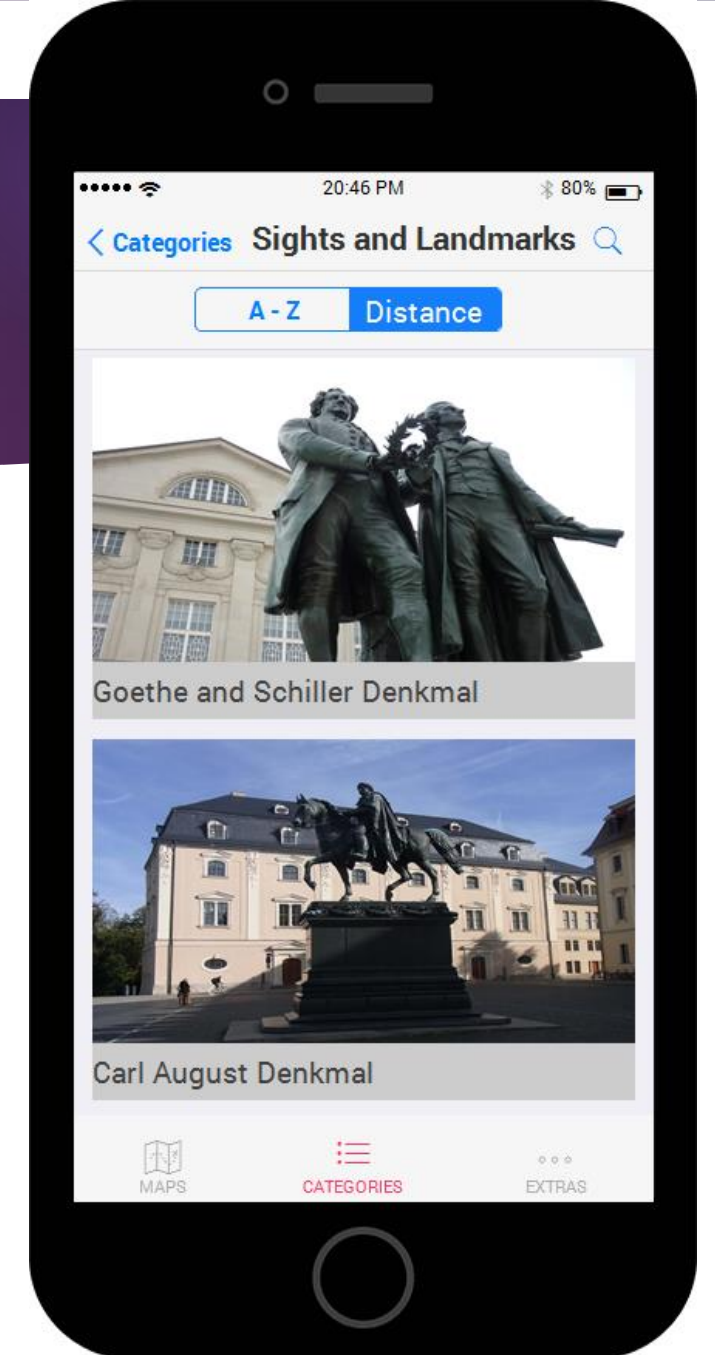
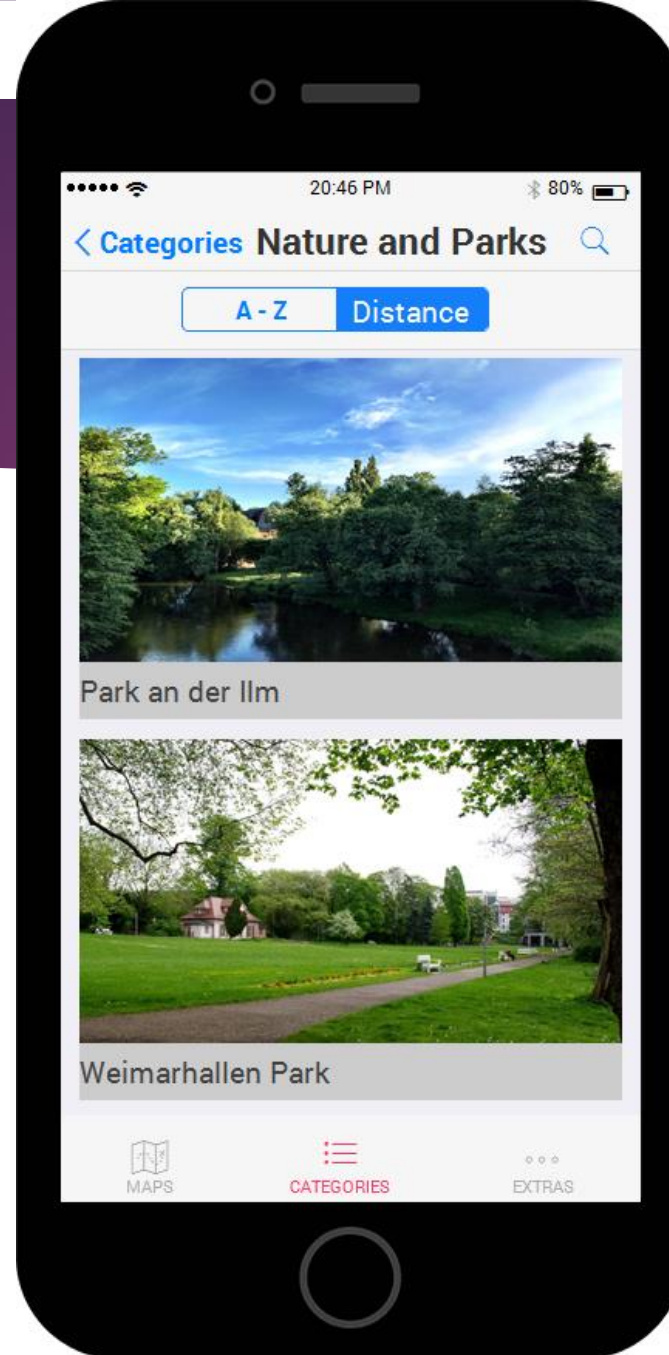
On the town square in Weimar, a short walk from the palace and national theater, this impressive hotel has been a meeting place for artists and statesmen for 300 years. Wi-Fi is free in the lobby.

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.

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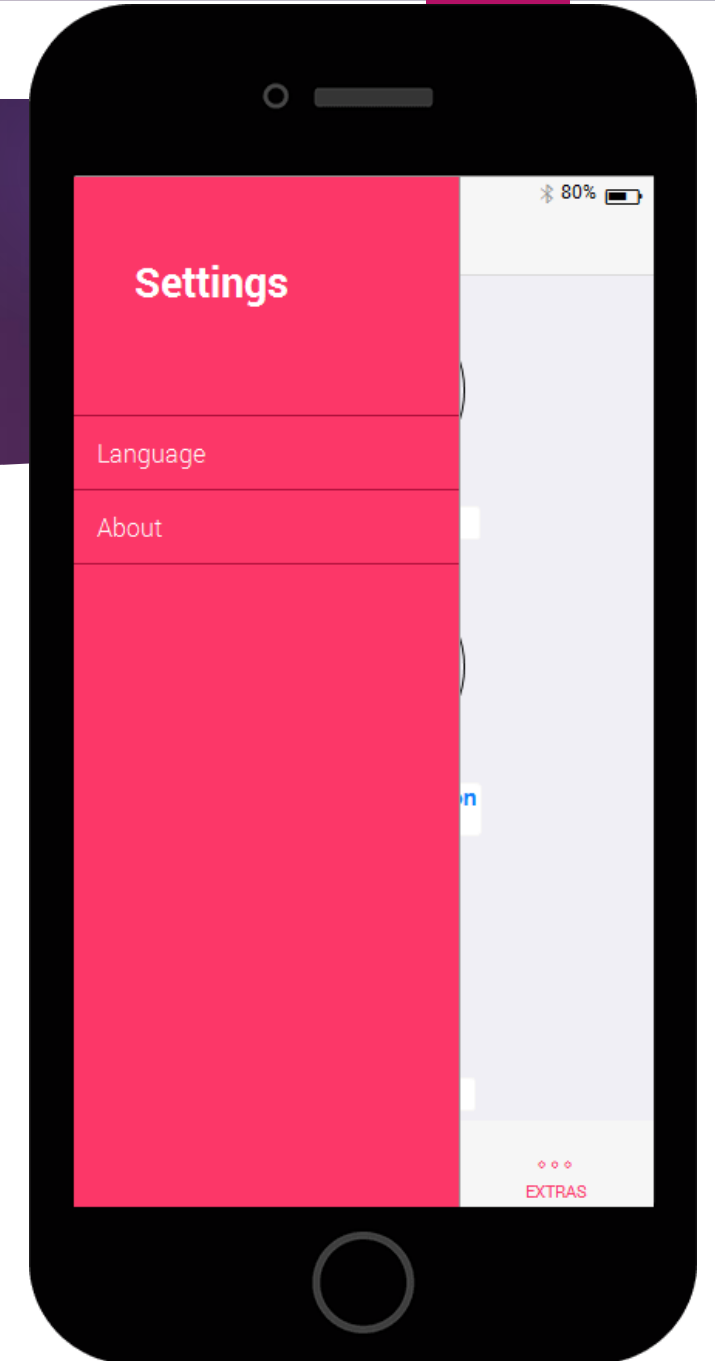
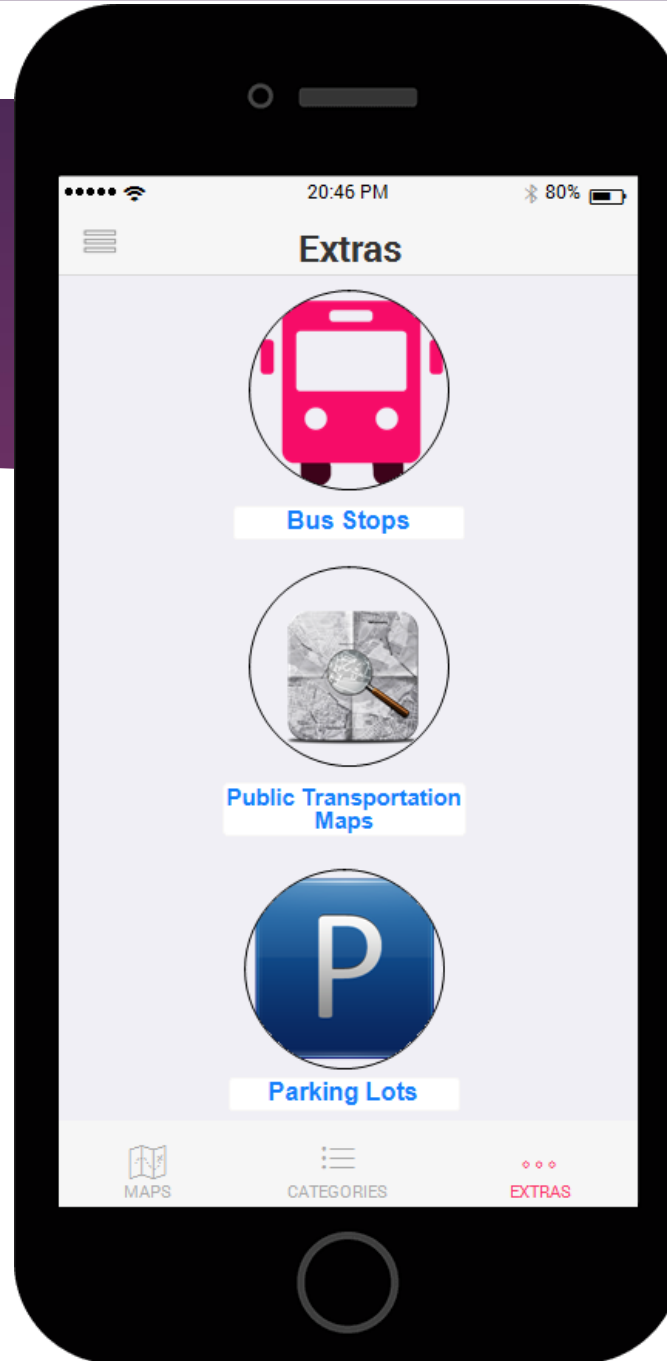
Parks and Landmarks

- Find parks and monument

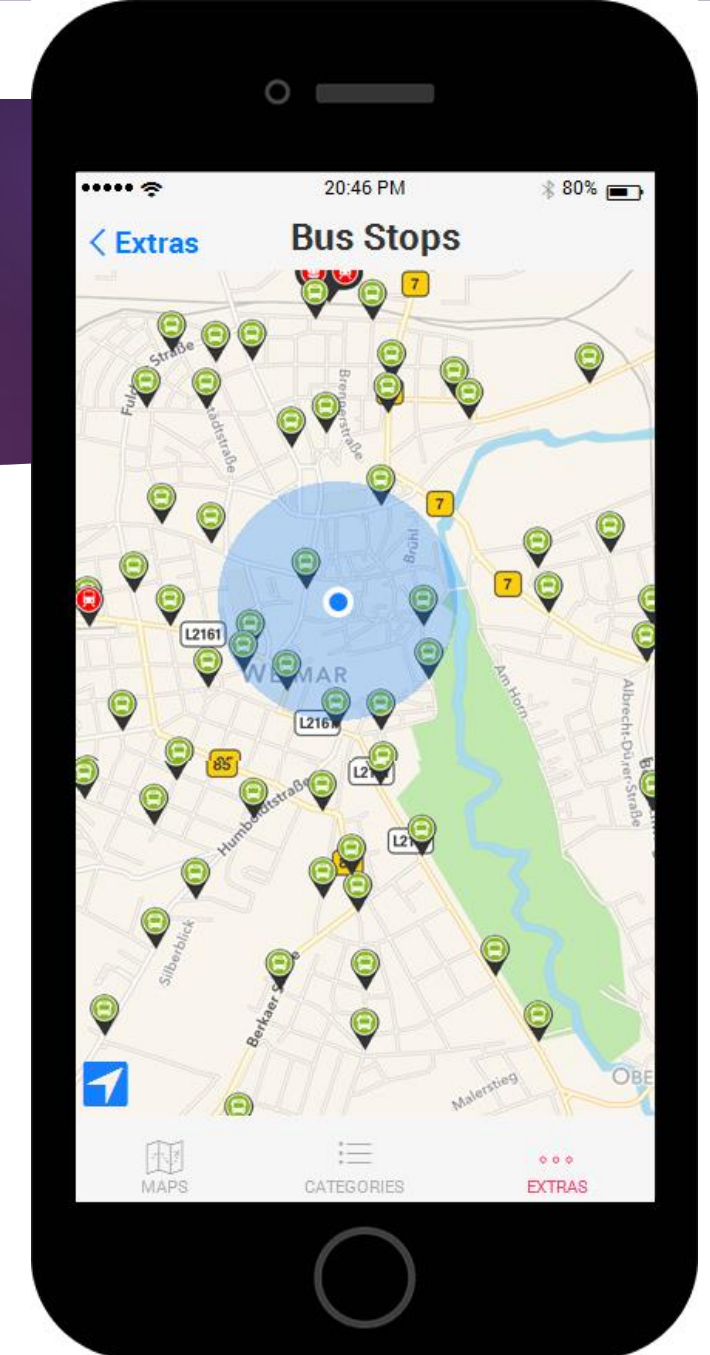


Extras

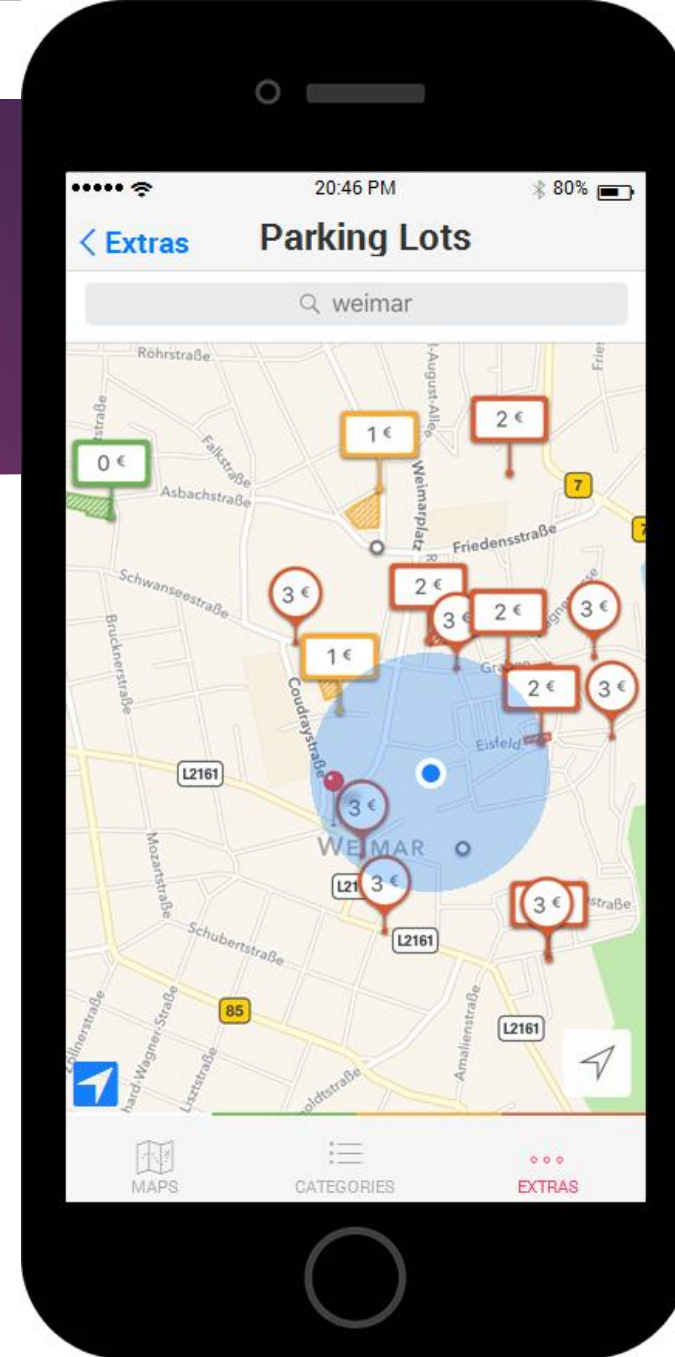
- ▶ Bus stops
- ▶ Public transportation maps
- ▶ Parking lots
- ▶ Setting language



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