#### Mobile Media Design

App Prototype Ibrar Ahmed 113991

#### **APP** Prototype

# Weimar Finder

#### Summary

- Targeting group
- Platform
- Structure
- App Prototype Design
- References

## Target Group

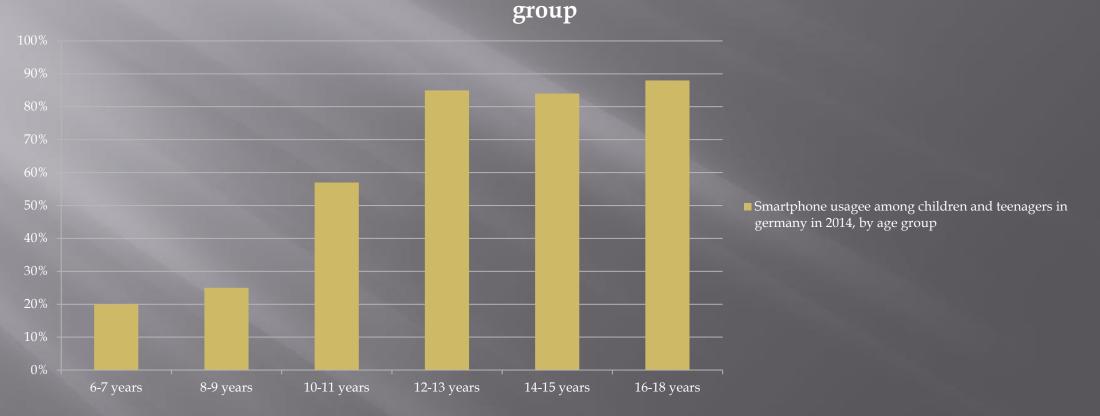
- Teenagers (Age +- 13- 16)
- Secondary Education age (Gymnasium, Realschule, Hauptschule, etc)
   Normally 3 days of activities

### Target Group

- Guided tours on museums and point of interest in Weimar.
- Fulfillment of pre-defined activities from with Teacher. (questionnaires, content research, photo production, etc)
- Creating media (articles, photos, etc)

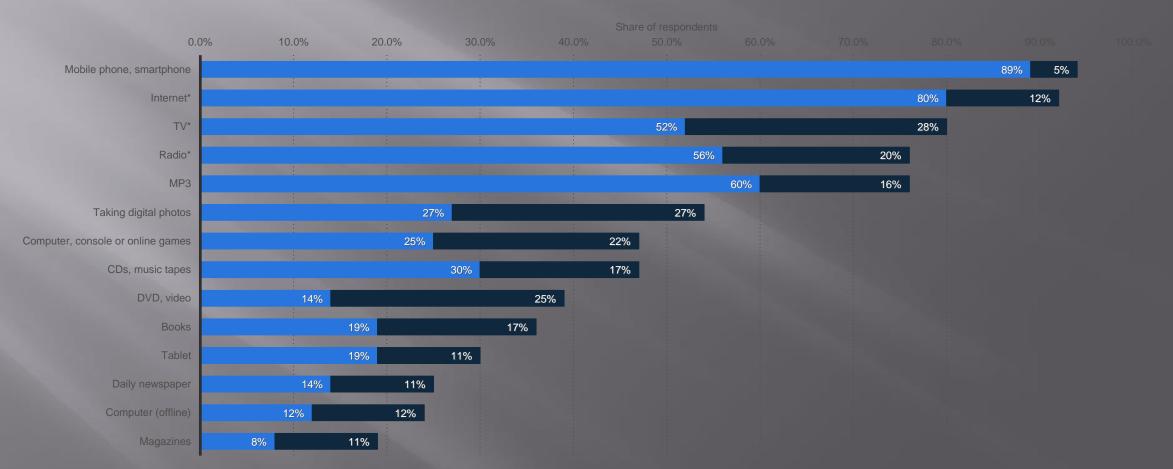


#### Smartphone usage among children and teenagers in Germany in 2014, by age



# Which of these devices or types of media do you use daily or several times a week?

Source : Bitkom Statistica 2016

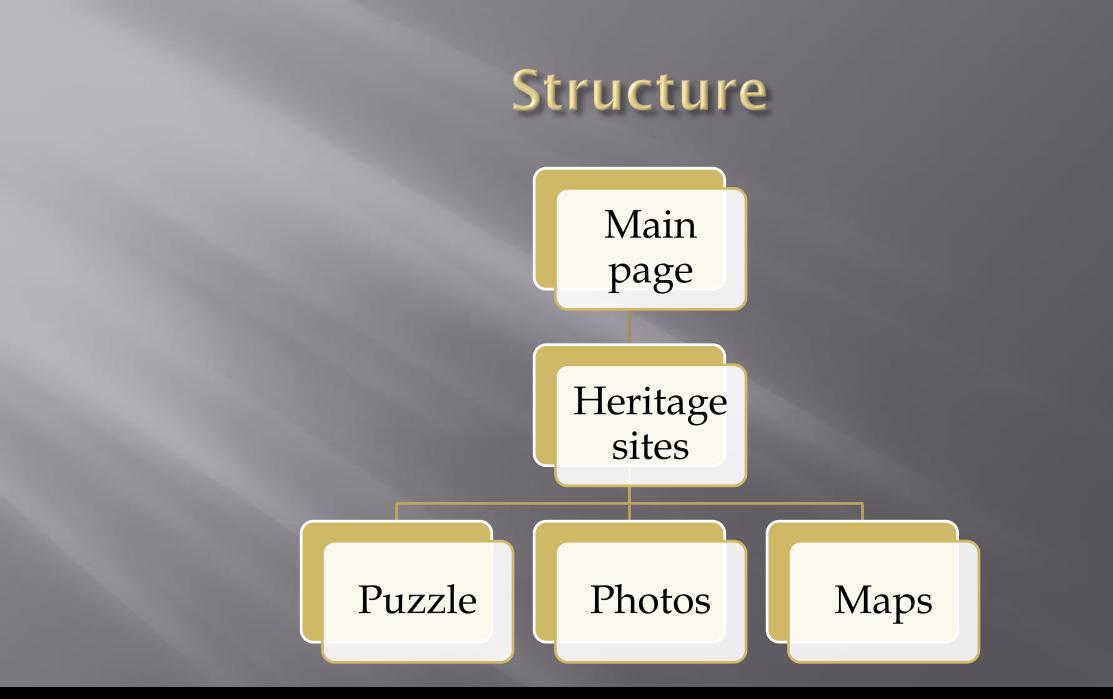


Daily Several times a week

# Plateform

Platform : Android
Mockup Tool: Just in mind
Orientation : Vertical
Screen Size: 4"-5"





Bauhaus-Universität Weimar

### Typography

# Roboto

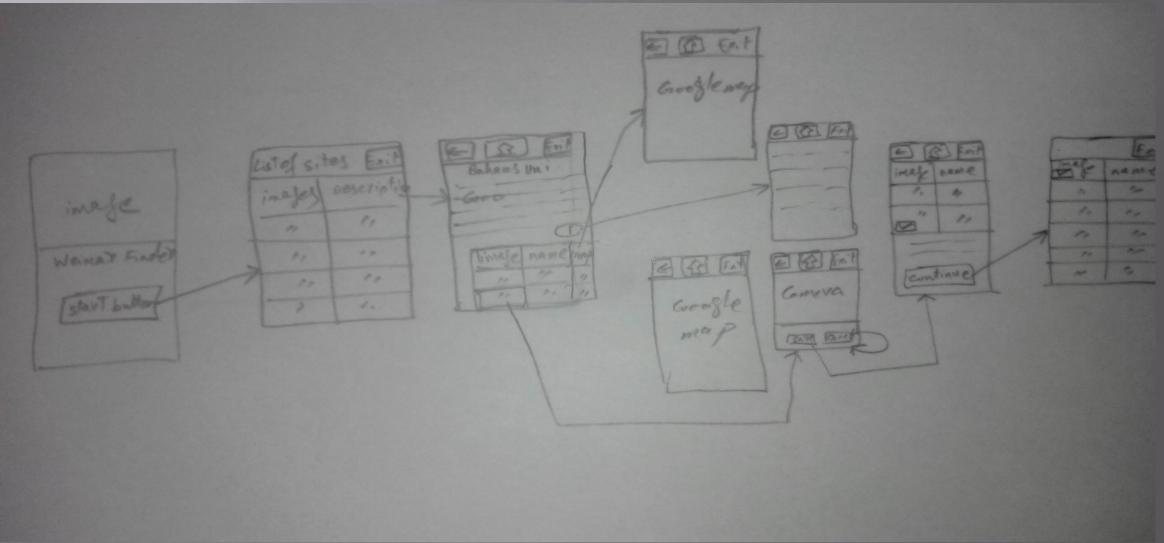
Self-driving robot lollipop truck Fudgedicles only 25¢

# **ICE CREAM**

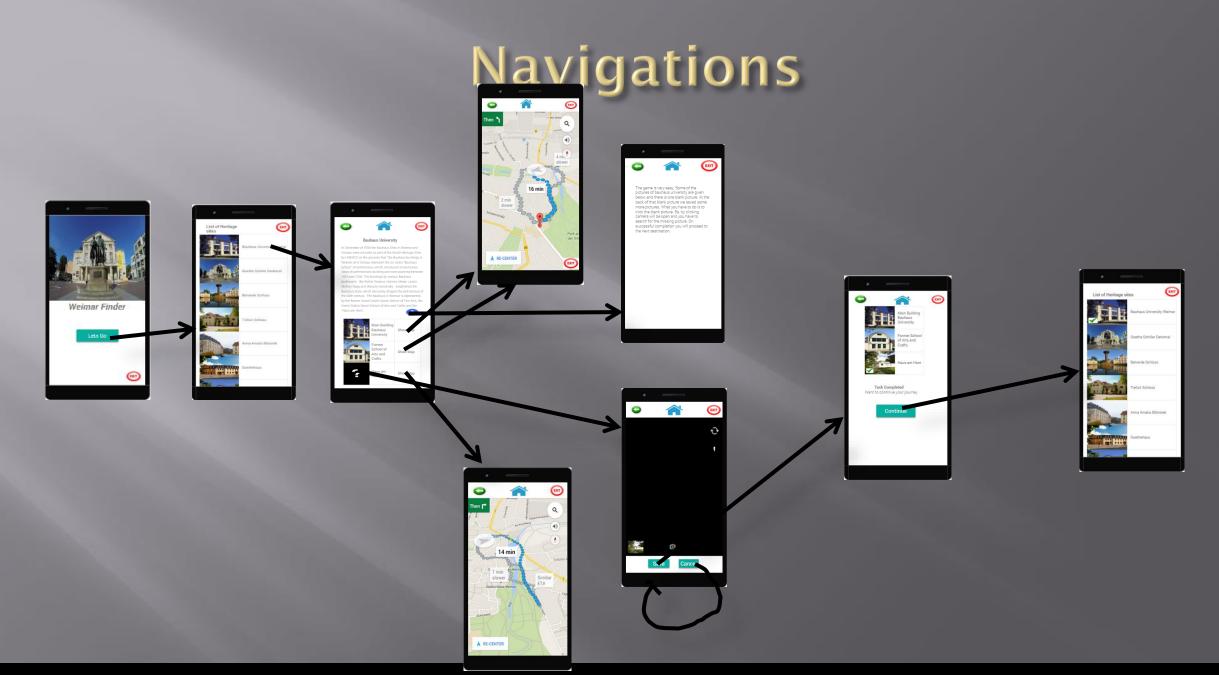
Marshmallows & almonds #9876543210 *Music around the block* 

Summer heat rising up from the boardwalk

#### Hand Sketches



Bauhaus-Universität Weimar



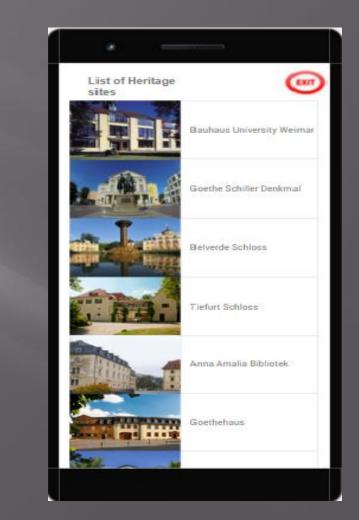
#### Main Screen

Puzzle type game designed. Big font big button for guidance. Keep it simple to avoid the complexity.



#### Home Page

List of Heritage sites in weimar shown.
The home page build in list form to keep the thing simple.
Large size images labeld with each Heritage site.



#### Heritage Site

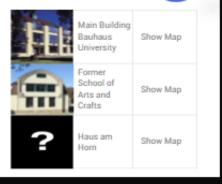
As an example one heritage site Bauhaus is chosen.
3 building of Bauhaus are included in heritage site.
2 building images with maps are given but the third is missing, which teenager has to find.

•Description of the game can be obtain by clicking on icon i.



#### **Bauhaus University**

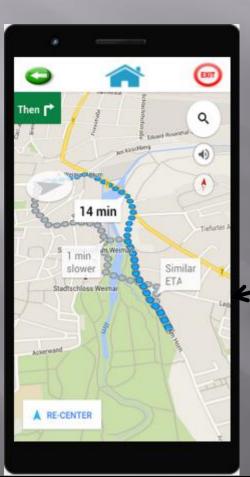
In December of 1996 the Bauhaus Sites in Weimar and Dessau were included as part of the World Heritage Sites by UNESCO on the grounds that "the Bauhaus buildings in Weimar an d Dessau represent the so calles "Bauhaus School" of architecture, which introduced revolutionary ideas of architecture, building and town planning between 1919 and 1933. The buildings by various Bauhaus professors - like Walter Gropius, Hannes Meyer, Laszlo Moholy Nagy and Wassily Kandinsky - established the Bauhaus Style, which decisively shaped the architecture of the 20th century. The Bauhaus in Weimar is represented by the former Grand Duke's Saxon School of Fine Arts, the Grand Duke's Saxon School of Arts and Crafts and the "Haus am Horn".

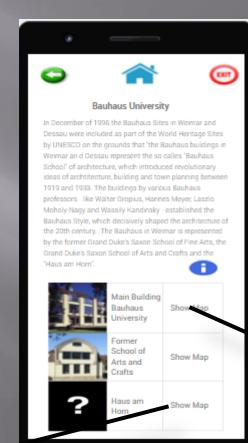


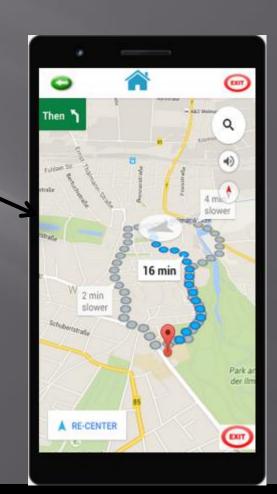


The game is very easy. Some of the pictures of bauhaus university are given below and there is one blank picture. At the back of that blank picture we saved some more pictures. What you have to do is to click the blank picture. So, by clicking camera will be open and you have to search for the missing picture. On successful completion you will proceed to the next destination.

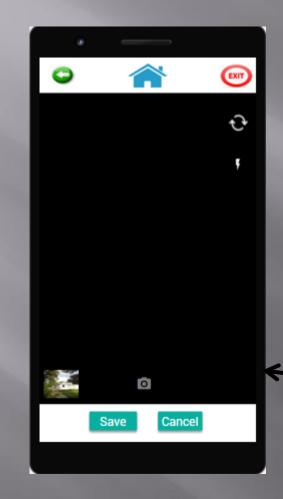
#### Maps







### Photos



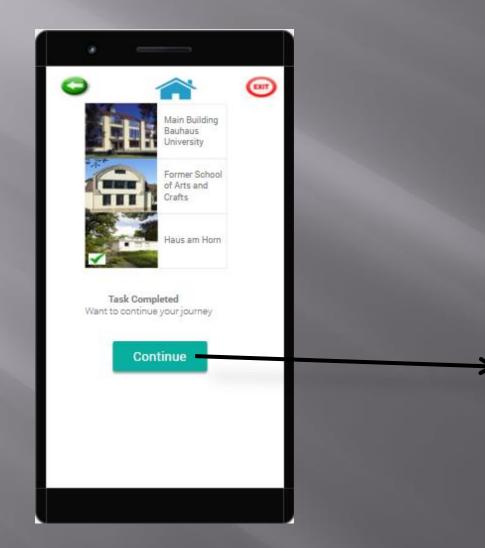


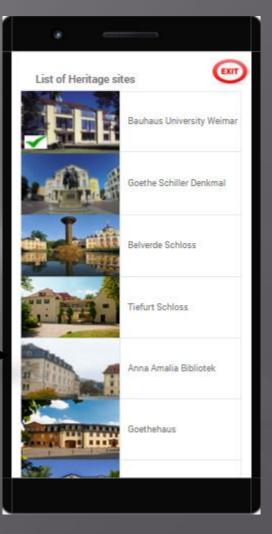
#### Bauhaus University

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Lik	Main Building Bauhaus University	Show Map
	Former School of Arts and Crafts	Show Map
?	Haus am Horn	Show Map

#### Results





#### Reference

- <u>http://www.pewinternet.org/fact-sheets/teens-fact-sheet/</u>
- https://www.weimar.de/en/tourismus/sights/unesco-world-heritage/
- <u>http://www.iconsdb.com/royal-blue-icons/info-icon.html</u>
- <u>http://www.123rf.com/photo\_16225298\_exit-icon.html</u>
- http://www.publicdomainpictures.net/view-image.php?image=34596&picture=questionmark
- <u>http://t1.ftcdn.net/jpg/00/19/31/26/400\_F\_19312623\_lP993qc4WhDuZ382KYRyz3JY6RO4ee</u> <u>PF.jpg</u>
- <u>http://www.technipages.com/android-camera-flash</u>
- <u>http://www.iconarchive.com/show/ios7-icons-by-icons8/Photo-Video-Switch-Camera-Filled-icon.html</u>
- <u>http://www.justinmind.com/</u>
- https://cfcdnpull-creativefreedoml.netdna-ssl.com/wp-content/uploads/2013/03/00android-4-0\_icons.png

# Thank You for your Attention