

Mobile Media Design

App Prototype
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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

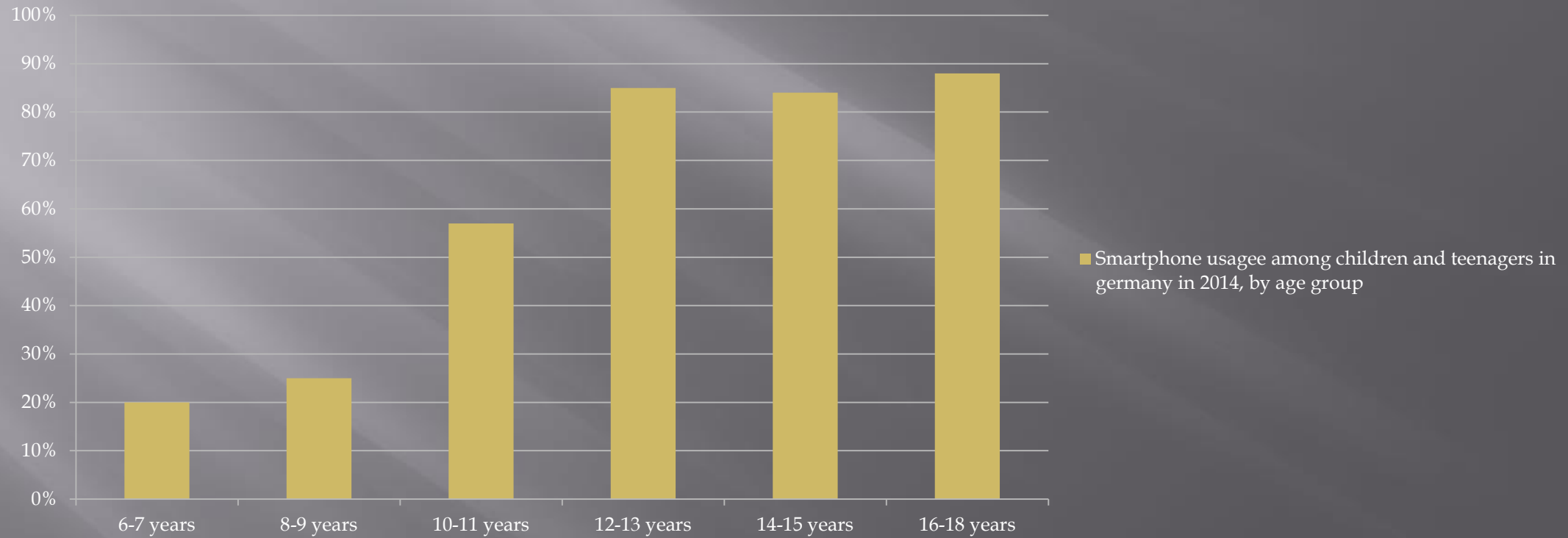
Target Group

- ▣ 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)

Target Group

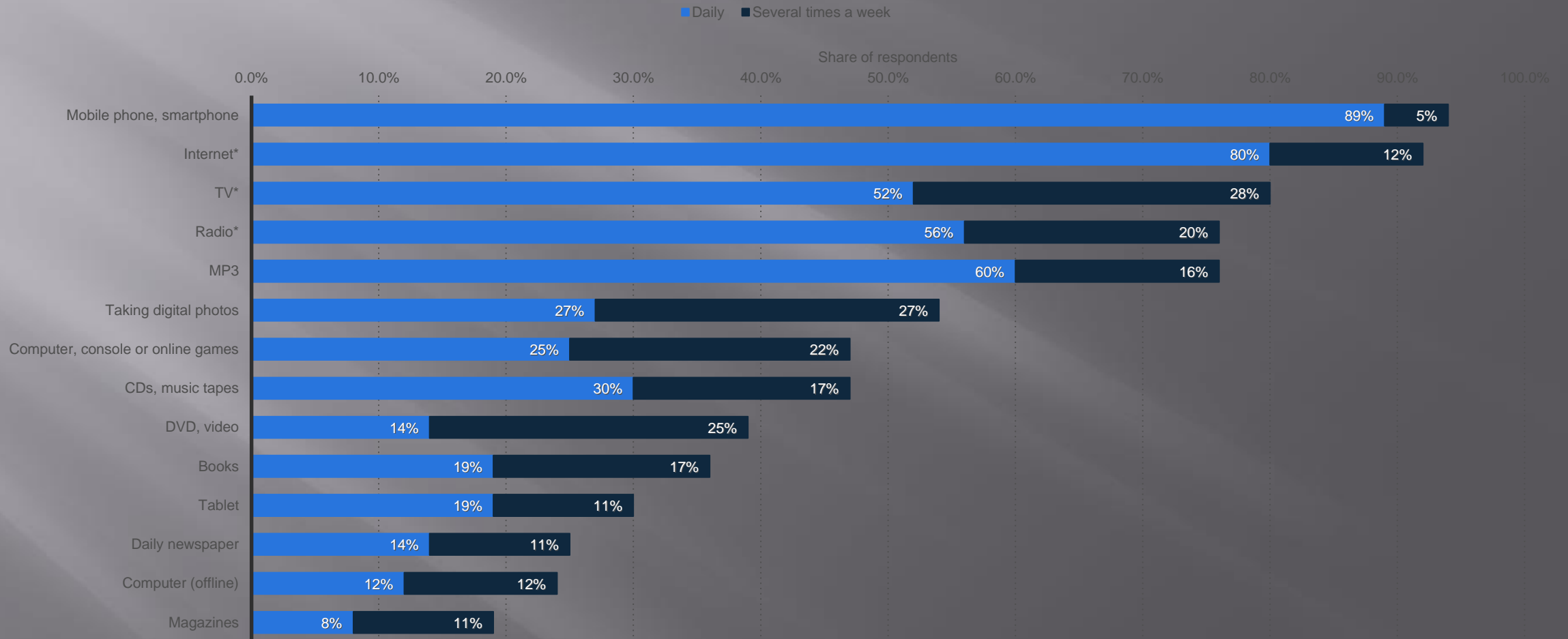
Source : Bitkom Statistica 2016

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



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

Source : Bitkom Statistika 2016

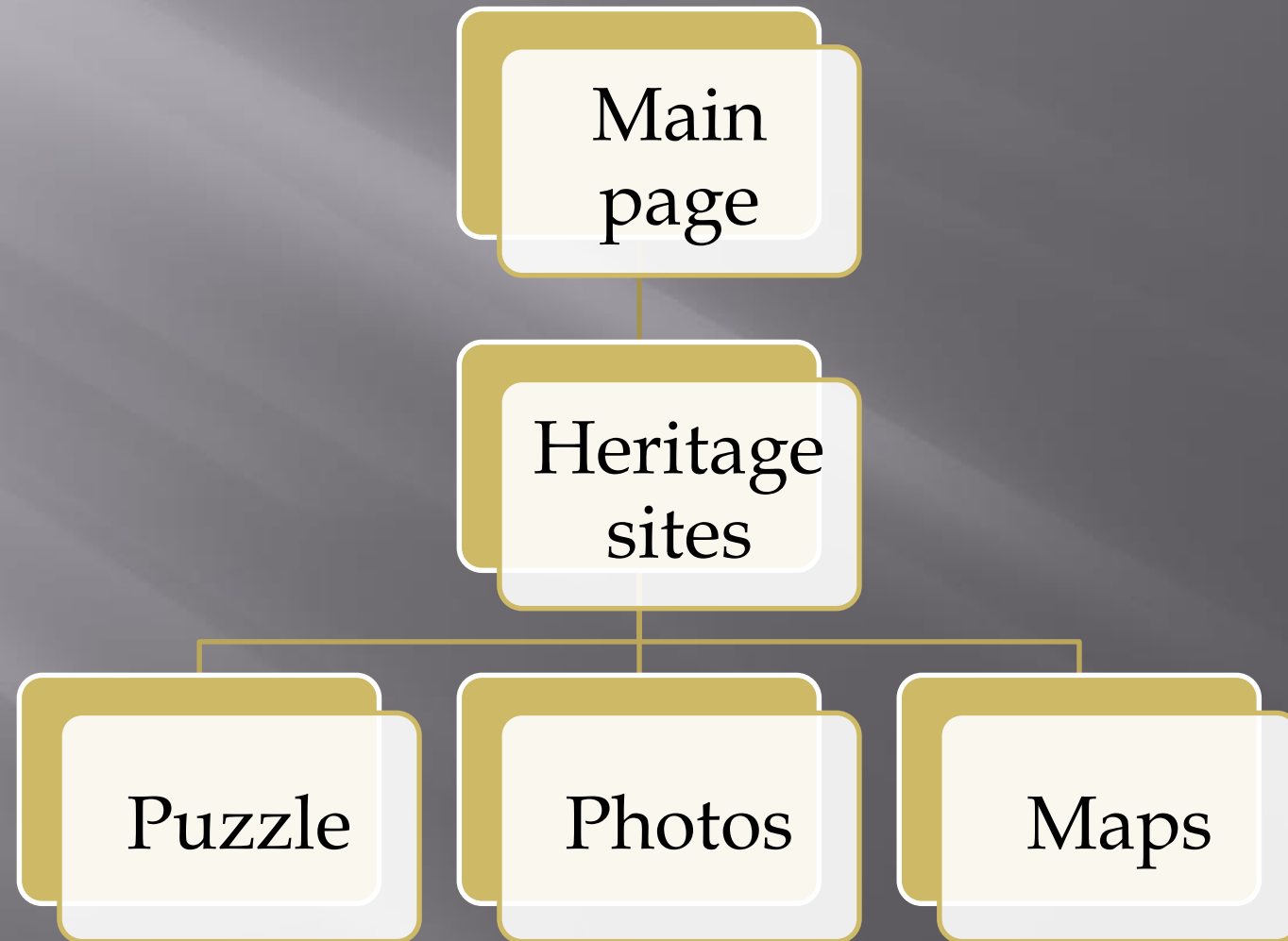


Platform

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



Structure



Typography

Roboto
SUNGLASSES

Self-driving robot lollipop truck

Fudgedicles only 25¢

ICE CREAM

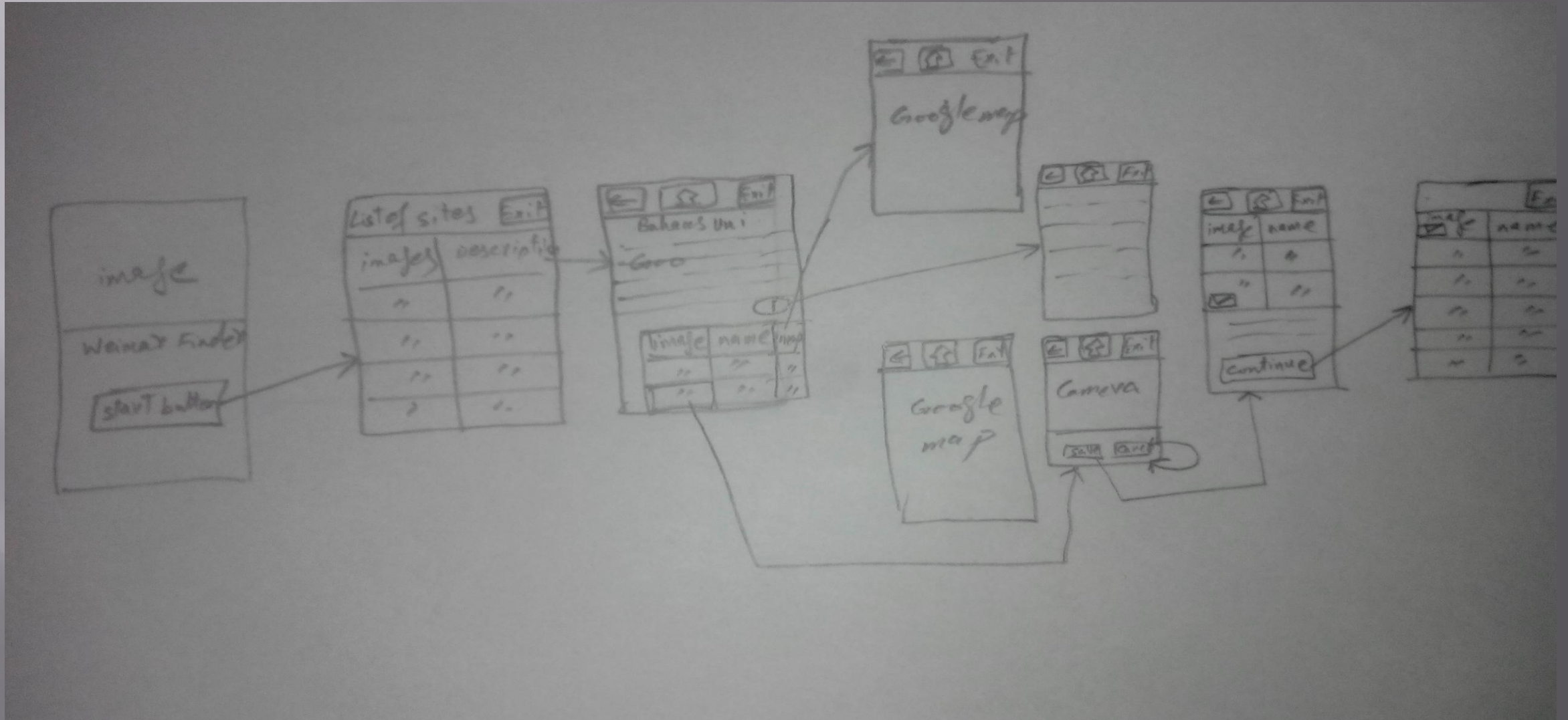
Marshmallows & almonds

#9876543210

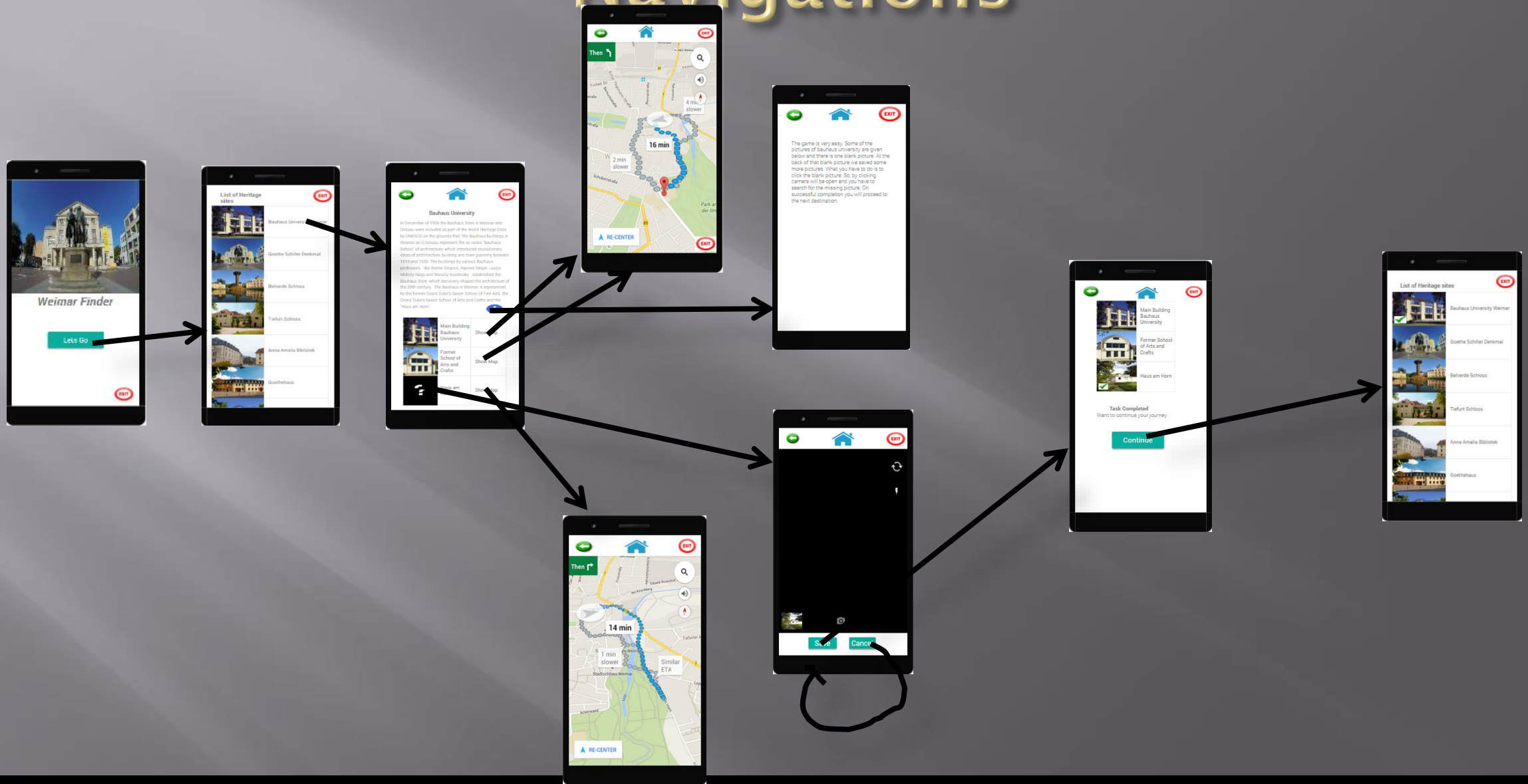
Music around the block

Summer heat rising up from the boardwalk

Hand Sketches



Navigations



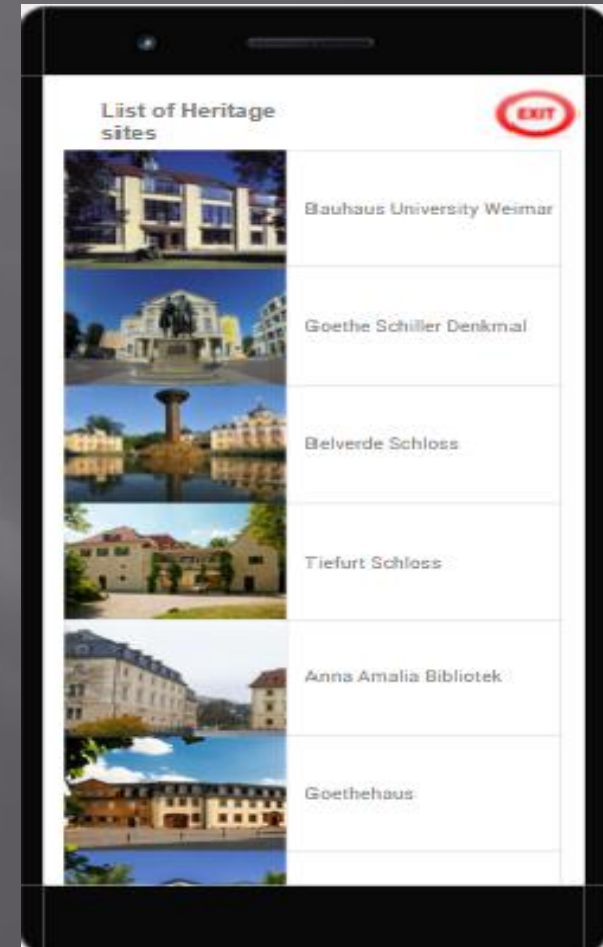
Main Screen

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



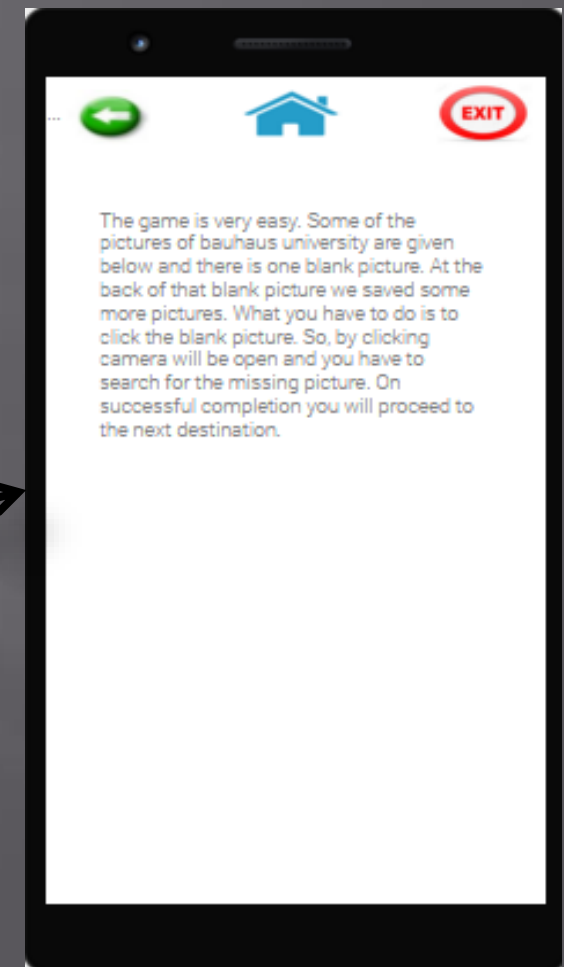
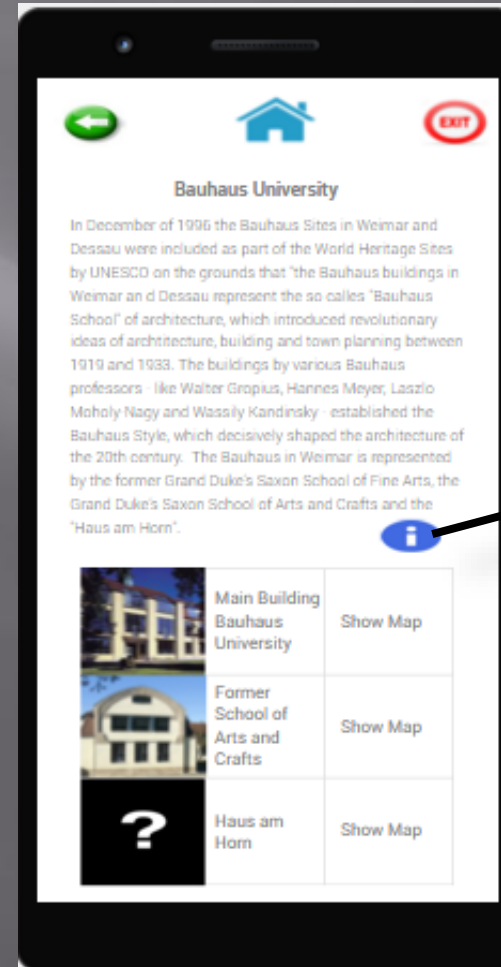
Home Page

- 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.

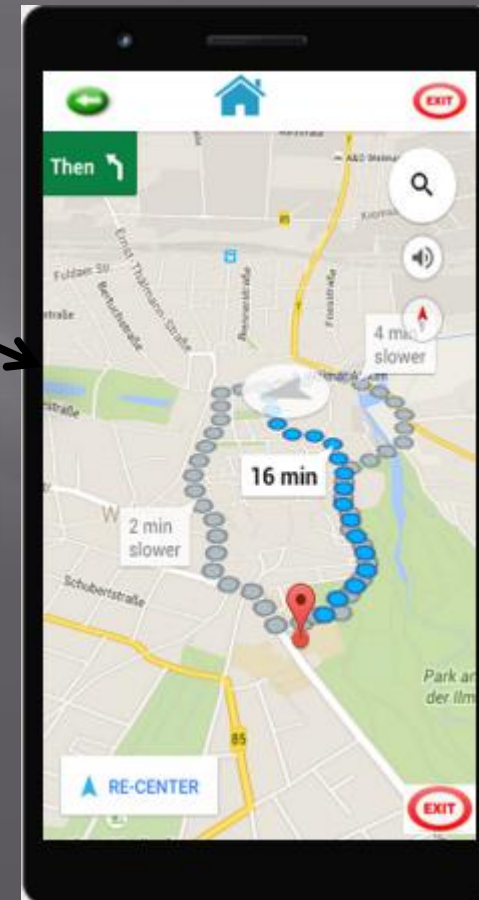
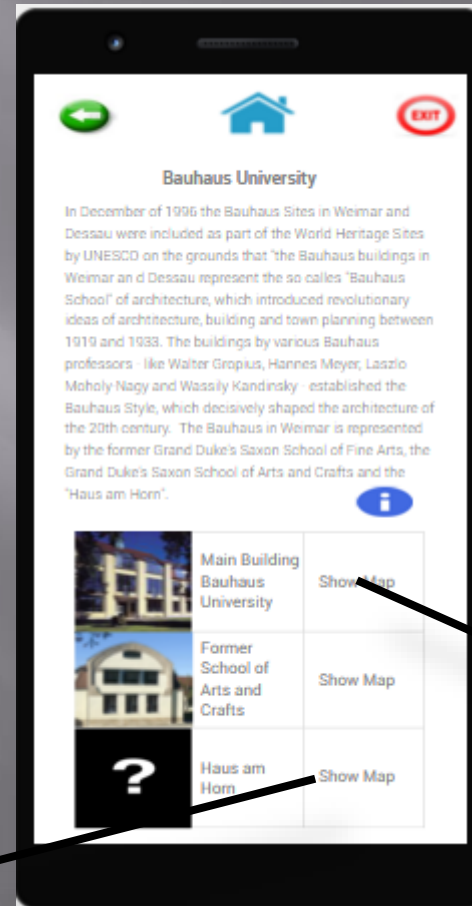
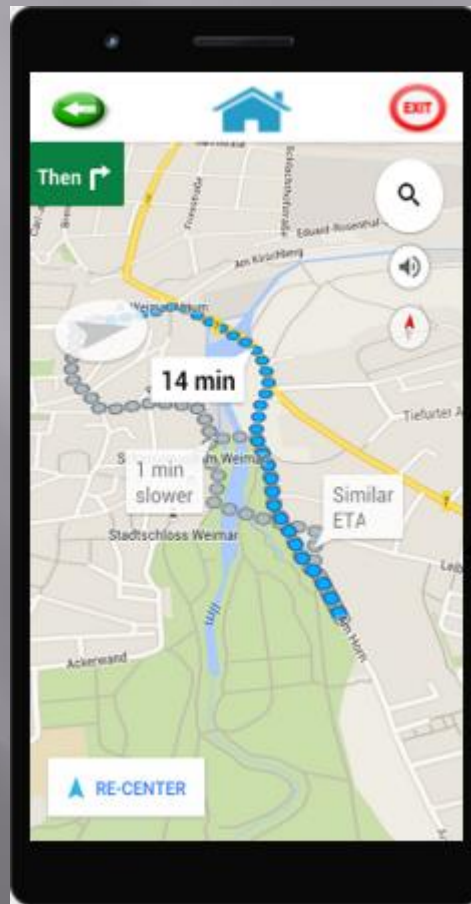


Heritage Site

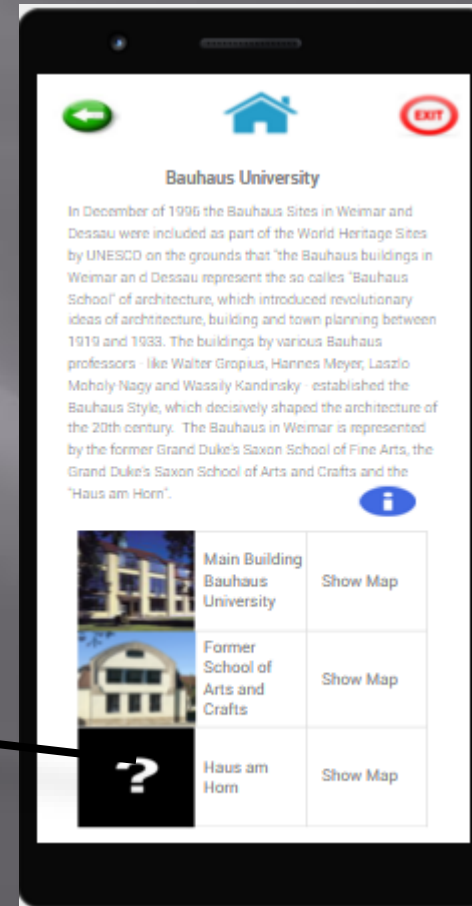
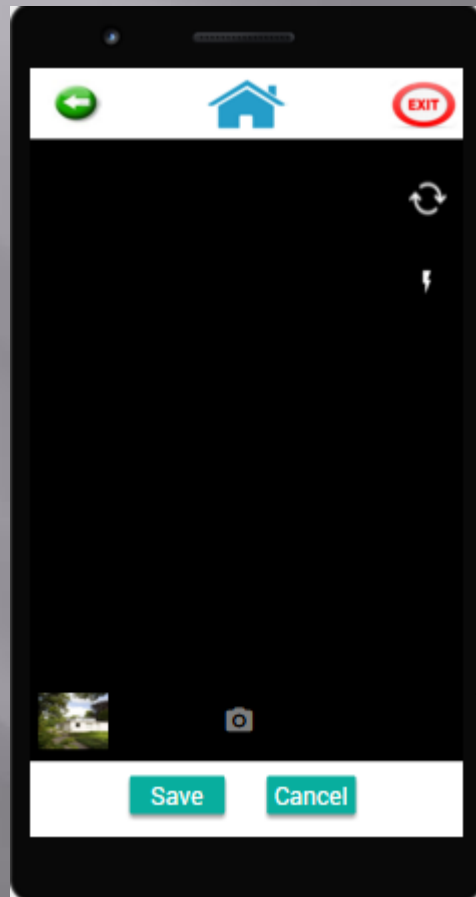
- As an example one heritage site Bauhaus is chosen.
- 3 building of Bauhaus are included in heritage site.
- 2 building images with maps are given but the third is missing, which teenager has to find.
- Description of the game can be obtained by clicking on icon i.



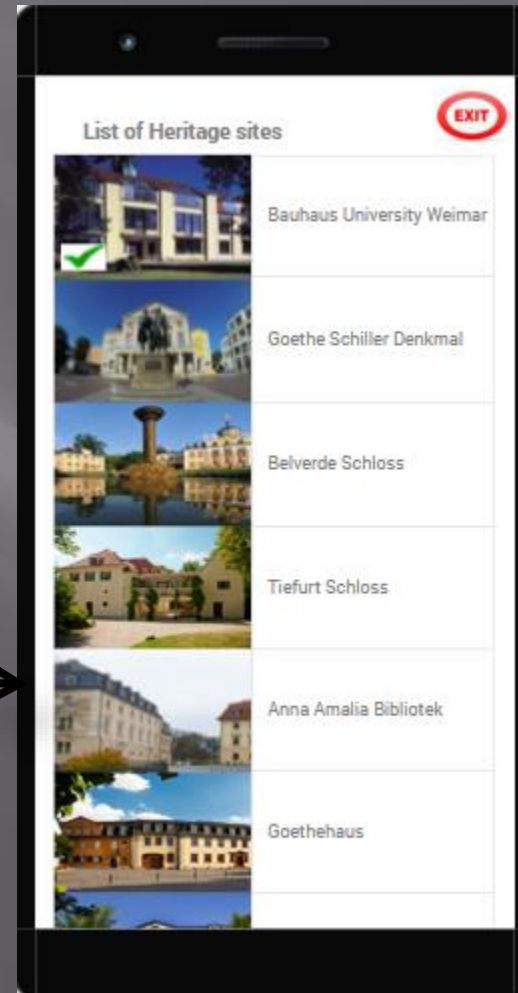
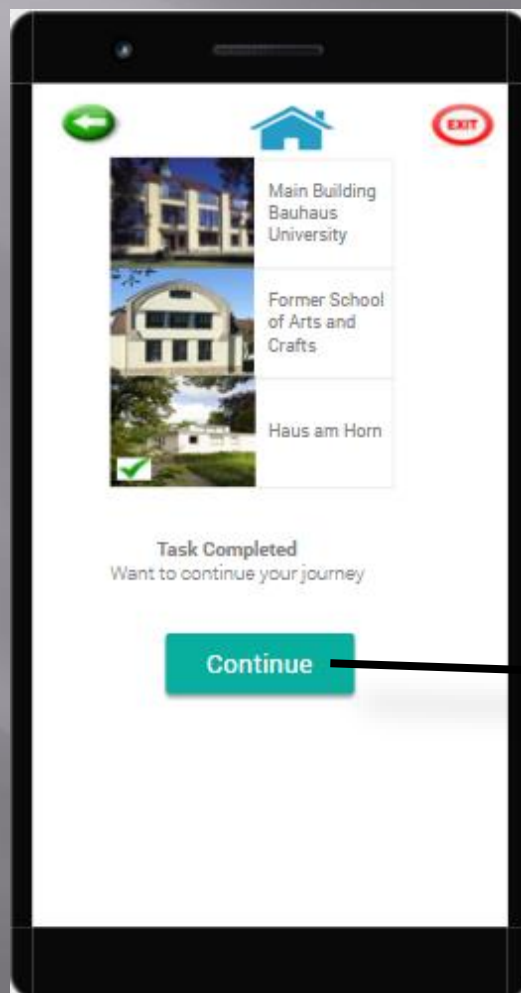
Maps



Photos



Results



Reference

- ▣ <http://www.pewinternet.org/fact-sheets/teens-fact-sheet/>
- ▣ <https://www.weimar.de/en/tourismus/sights/unesco-world-heritage/>
- ▣ <http://www.iconsdb.com/royal-blue-icons/info-icon.html>
- ▣ http://www.123rf.com/photo_16225298_exit-icon.html
- ▣ <http://www.publicdomainpictures.net/view-image.php?image=34596&picture=question-mark>
- ▣ http://t1.ftcdn.net/jpg/00/19/31/26/400_F_19312623_1P993qc4WhDuZ382KYRyz3JY6RO4eePF.jpg
- ▣ <http://www.technipages.com/android-camera-flash>
- ▣ <http://www.iconarchive.com/show/ios7-icons-by-icons8/Photo-Video-Switch-Camera-Filled-icon.html>
- ▣ <http://www.justinmind.com/>
- ▣ https://cfcdnpull-creativefreedoml.netdna-ssl.com/wp-content/uploads/2013/03/00-android-4-0_icons.png

Thank You for your Attention