



# YMR MOBILE APP

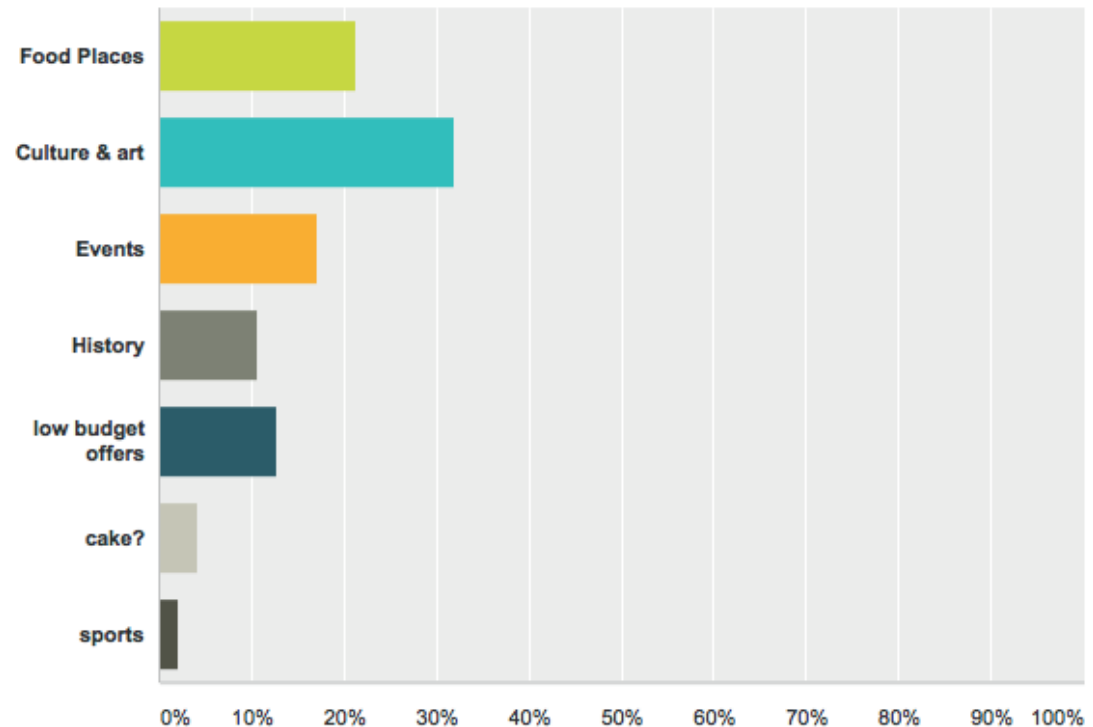
Laura Graf  
112009

# Target group:

- More sophisticated tourists and students from 25 – 60 years
- People staying max 1 week
- People who are interested in discovering the city from an alternative approach

## About what would you like to know more?

Beantwortet: 47 Übersprungen: 0

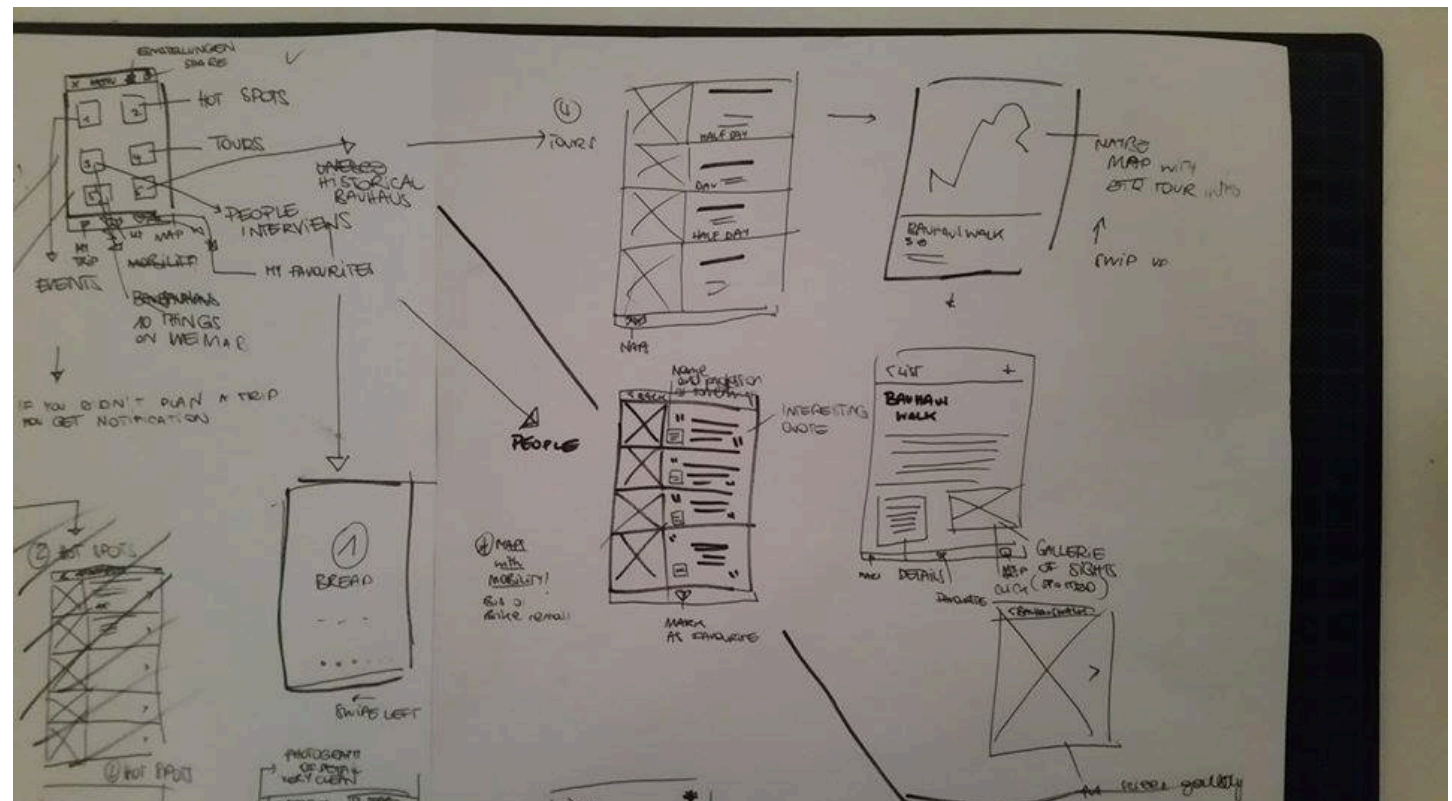
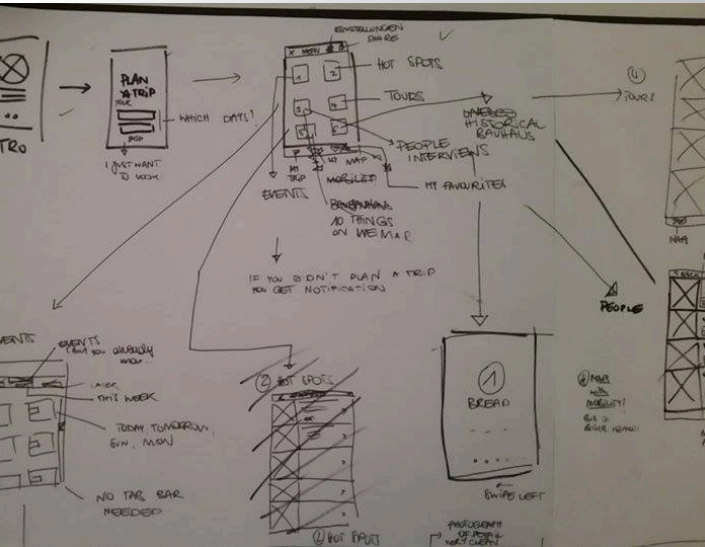




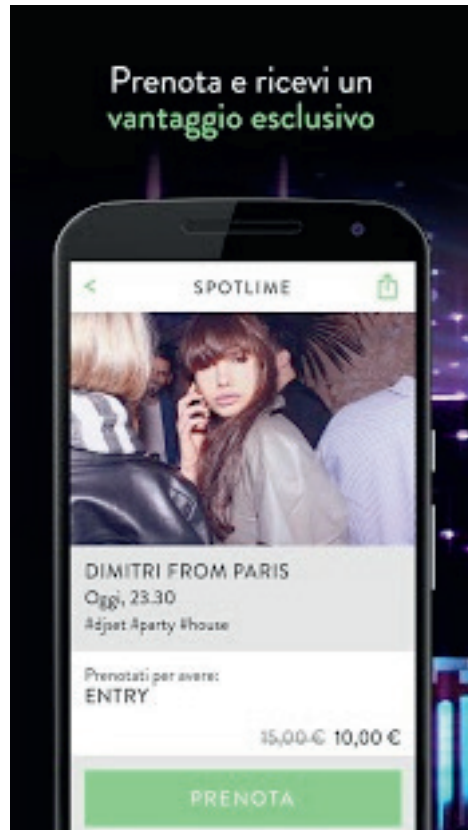
## Concept:

- Make also new and hidden places accessible
- Connect university with City life
- Make the current university events accessible also for tourists
- Better organization of your trip
- Interesting articles that inform you on interesting people in Weimar
- Informations from locals
- Tours
- The chance to make the best out of your time

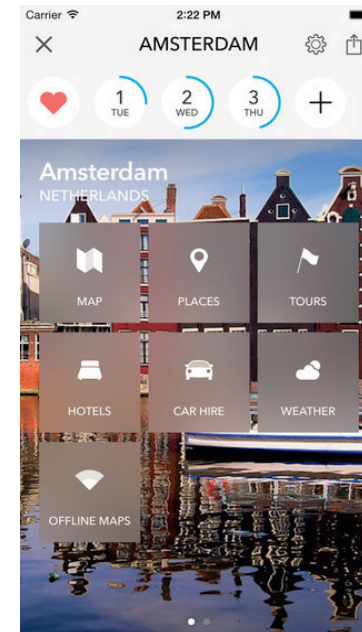
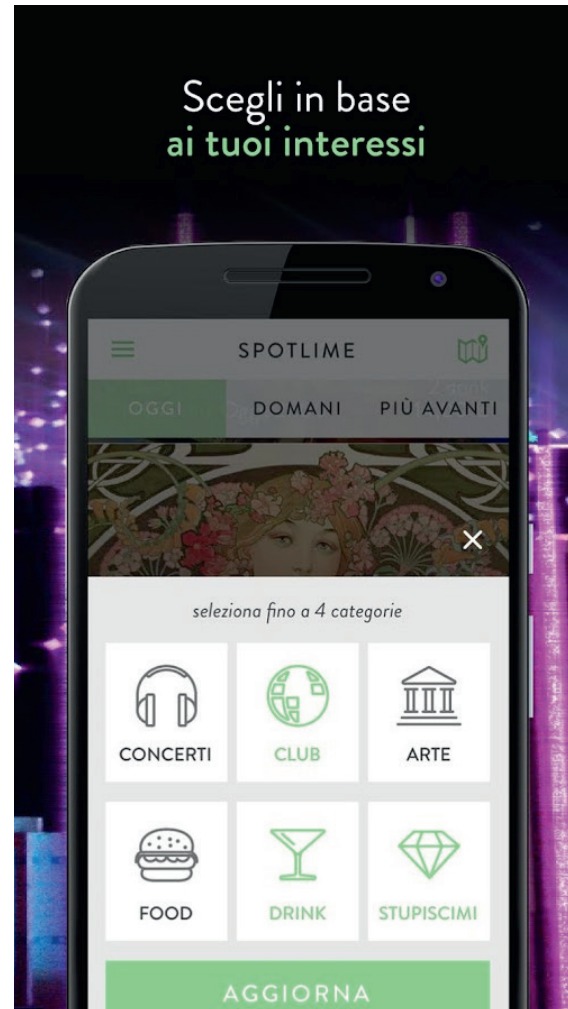
# FIRST SKETCHES



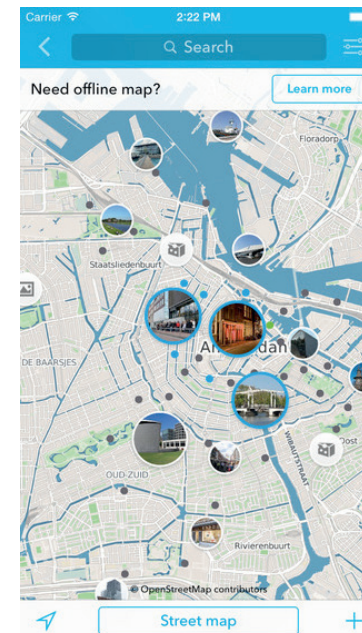
# REFERENCES

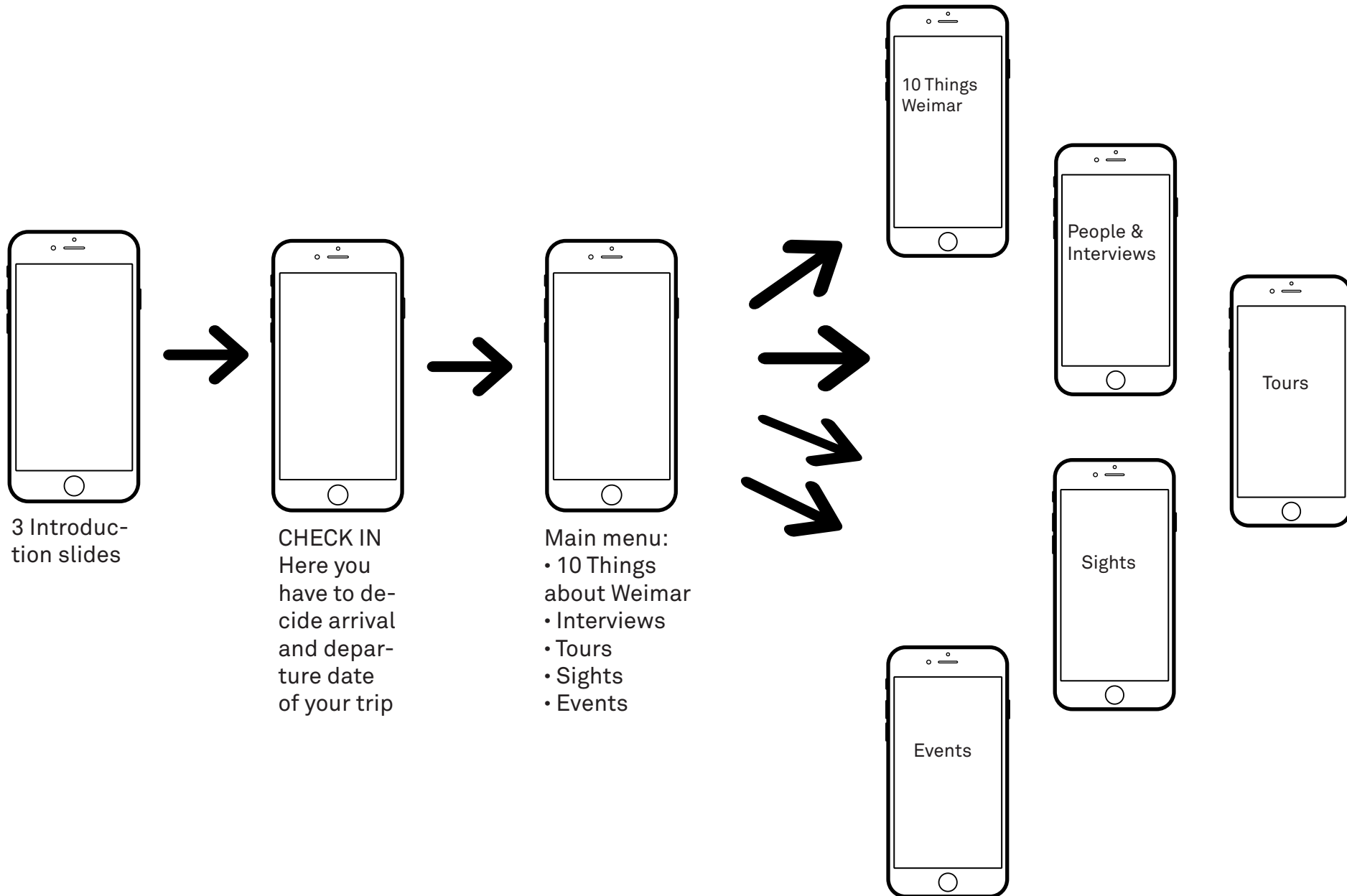


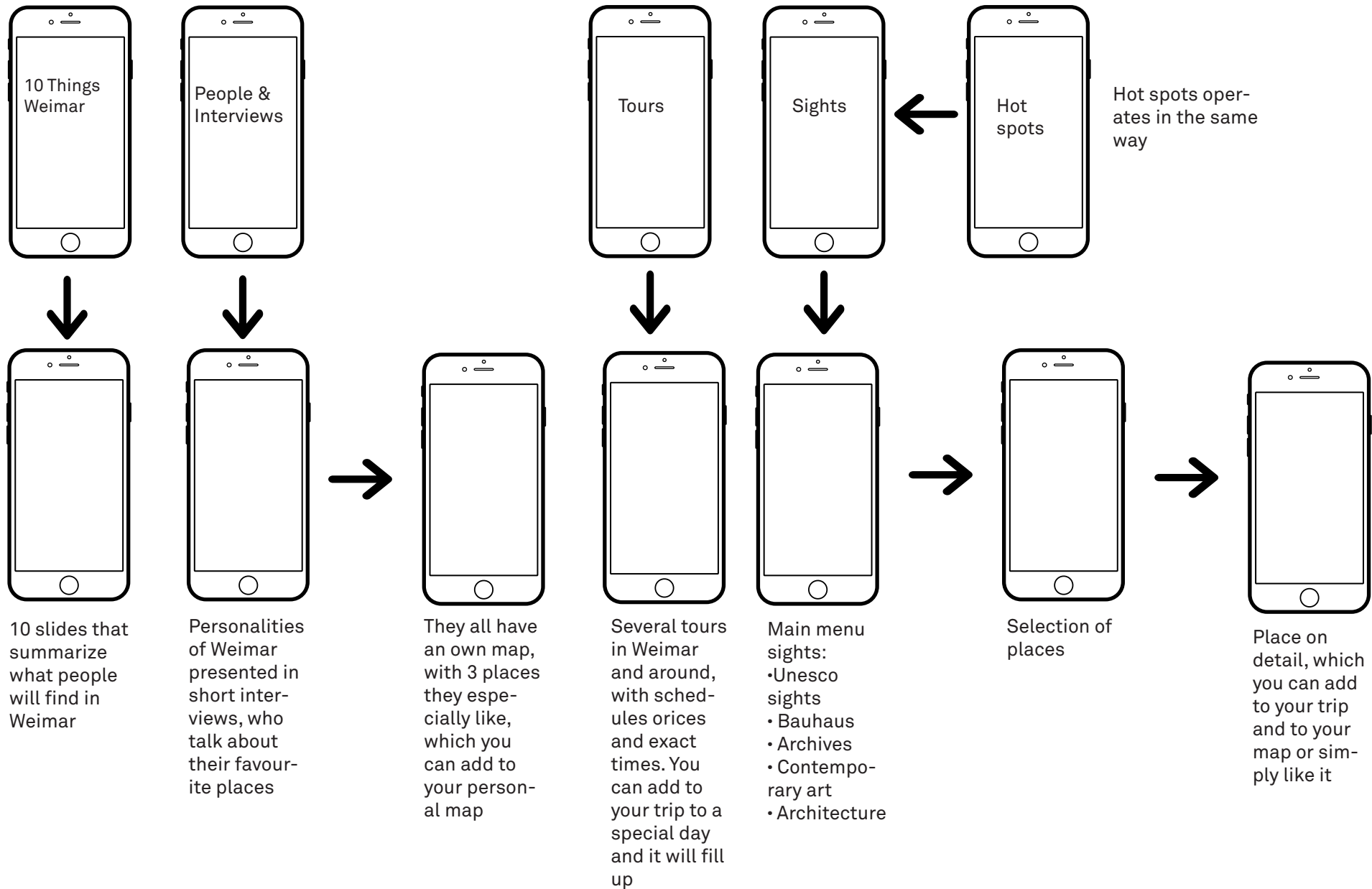
SpotlIME – City event app



AMS – Amsterdam City App by Tripomatic







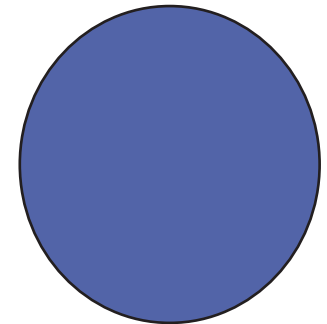
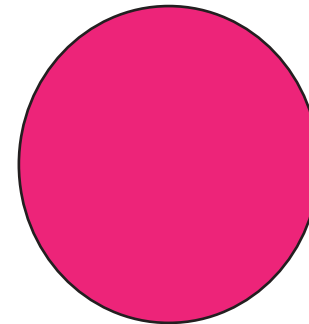
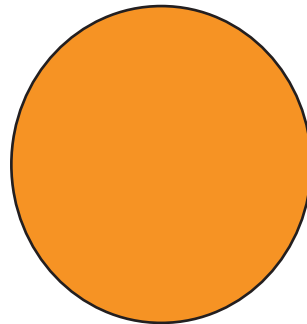
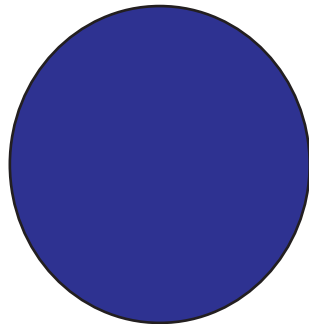
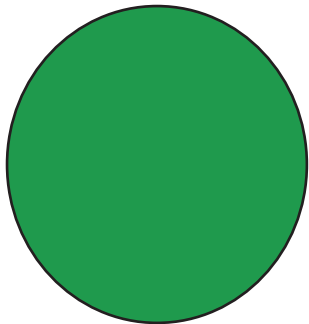
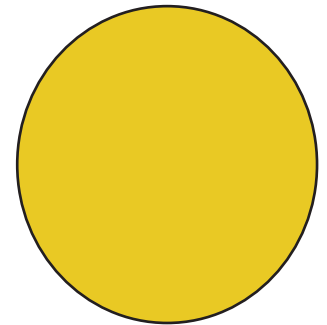
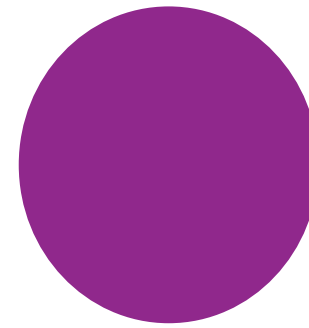
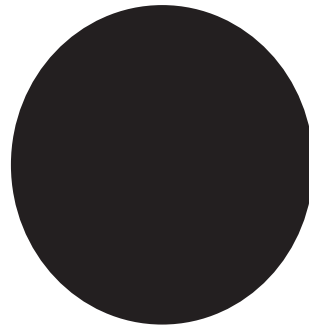
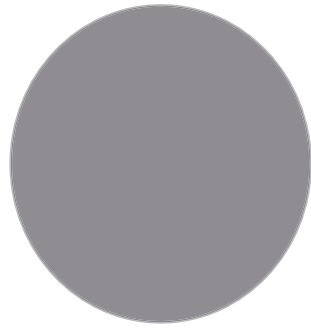
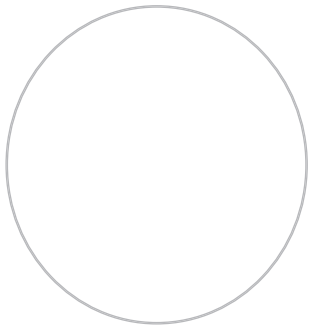
# FONT CHOICE

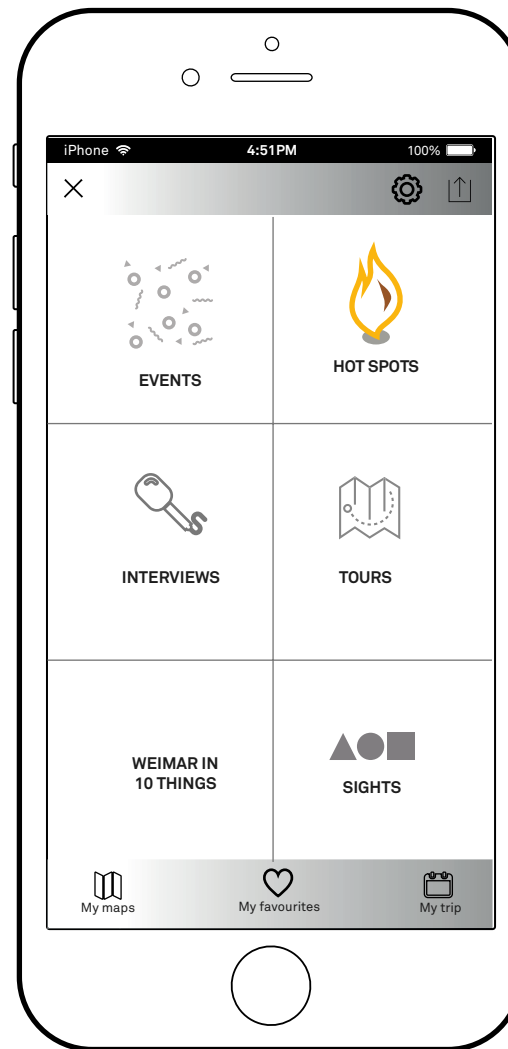
## AKKURAT REGULAR AND BOLD

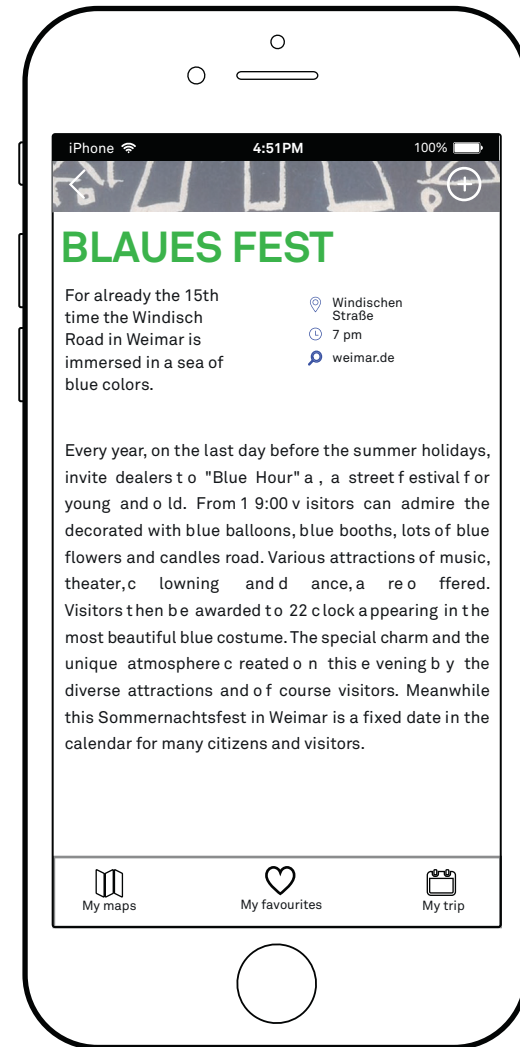
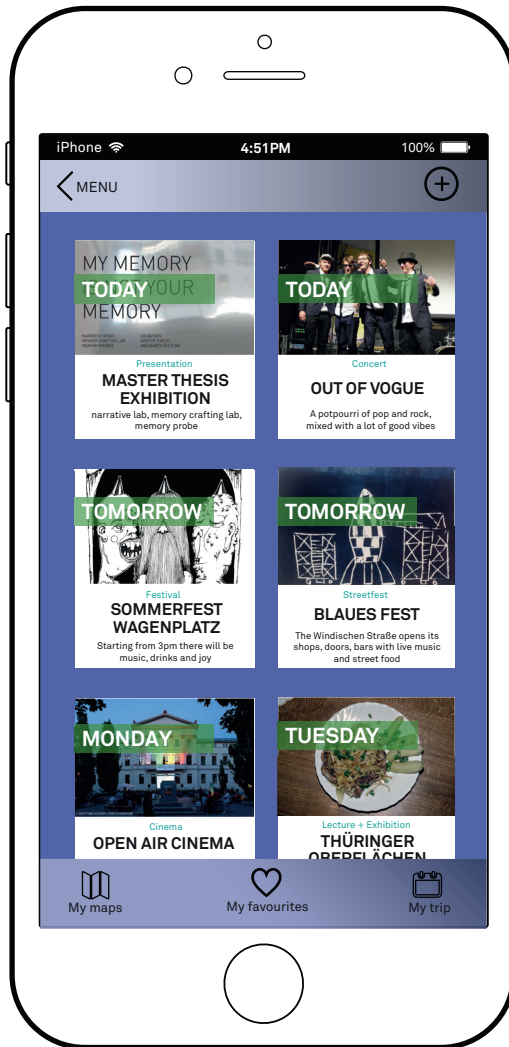
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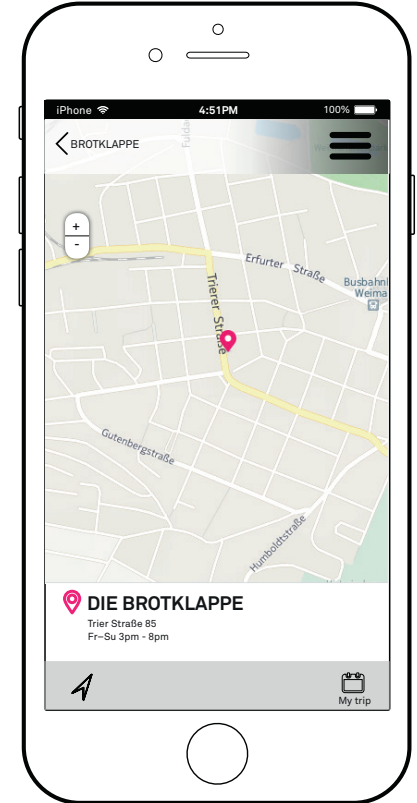
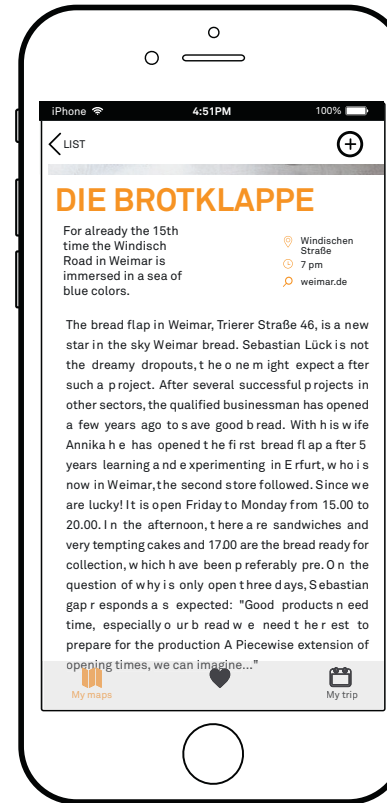
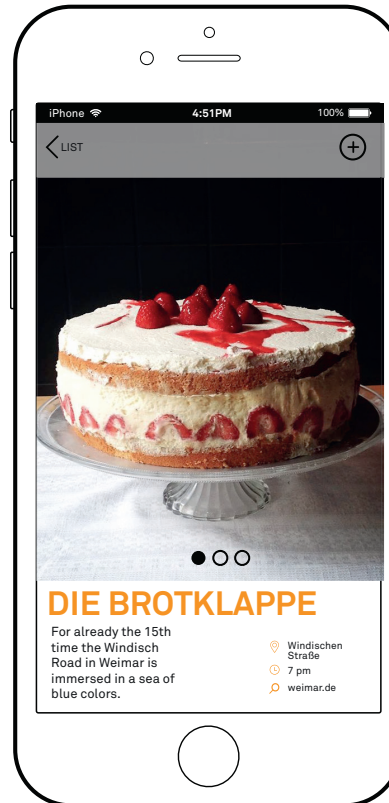
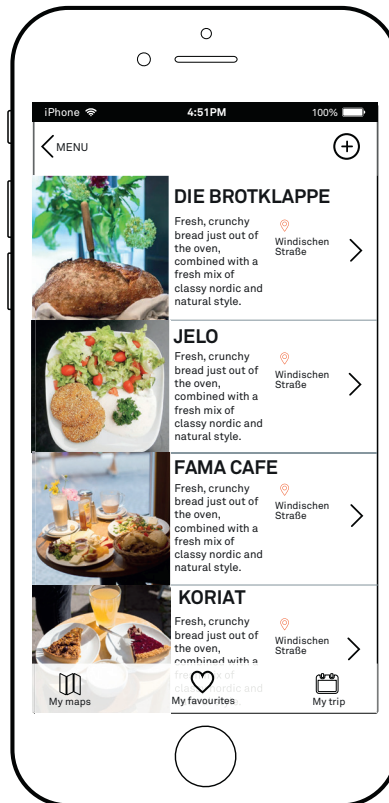
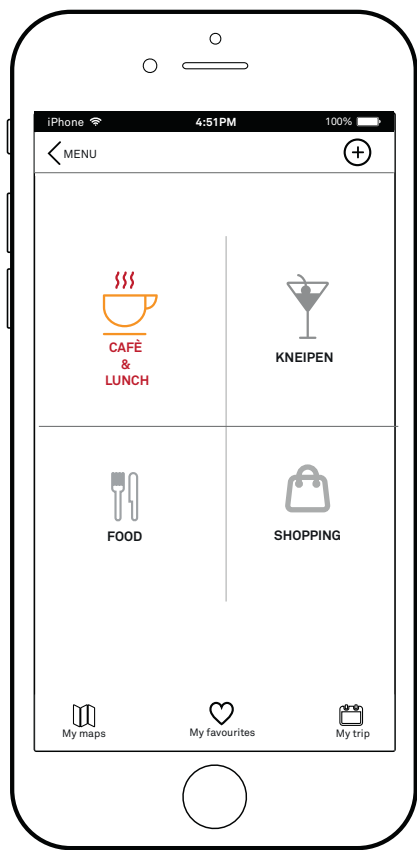
# COLORS

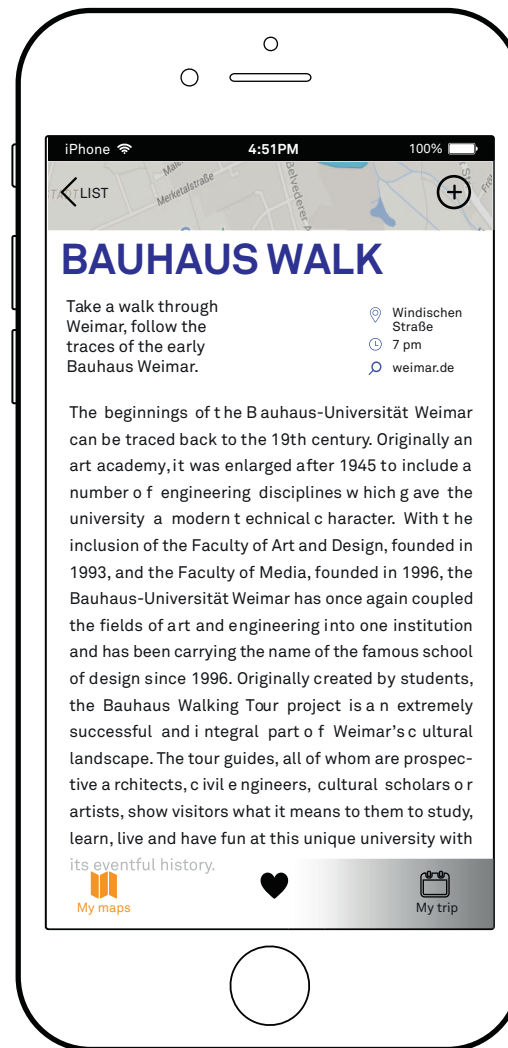
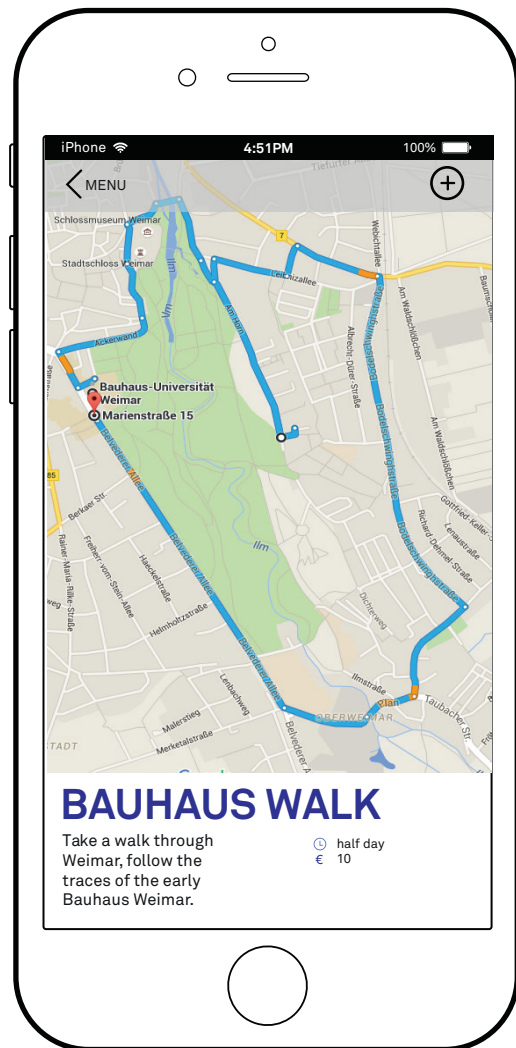


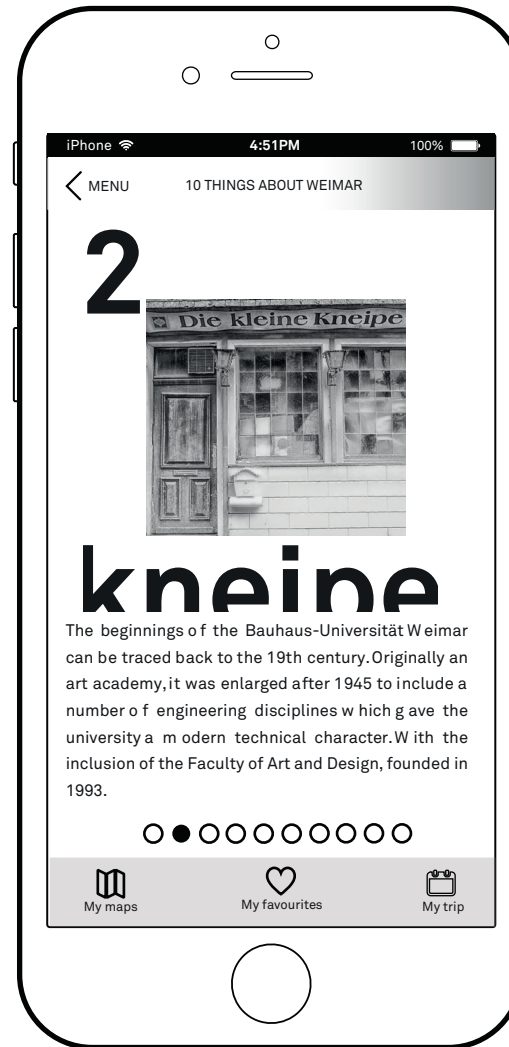
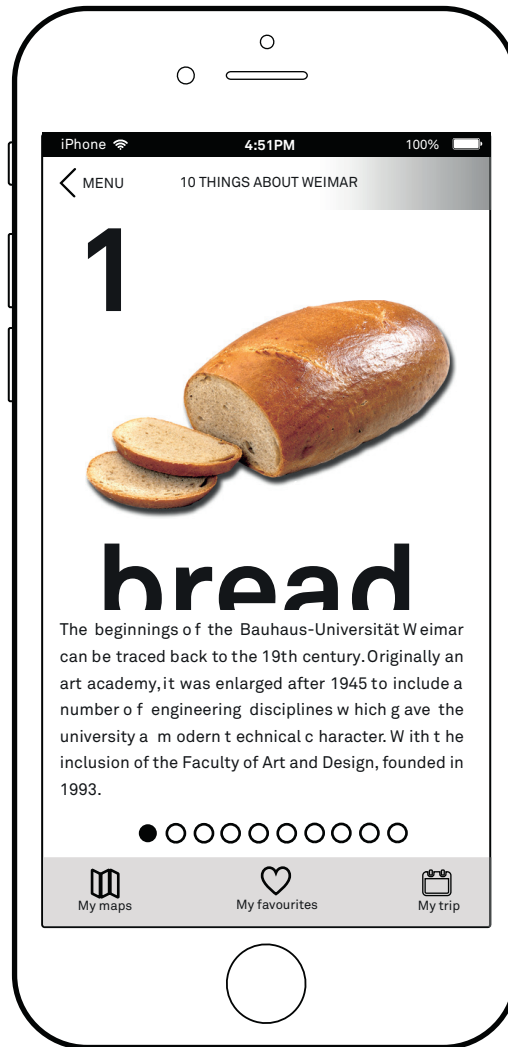


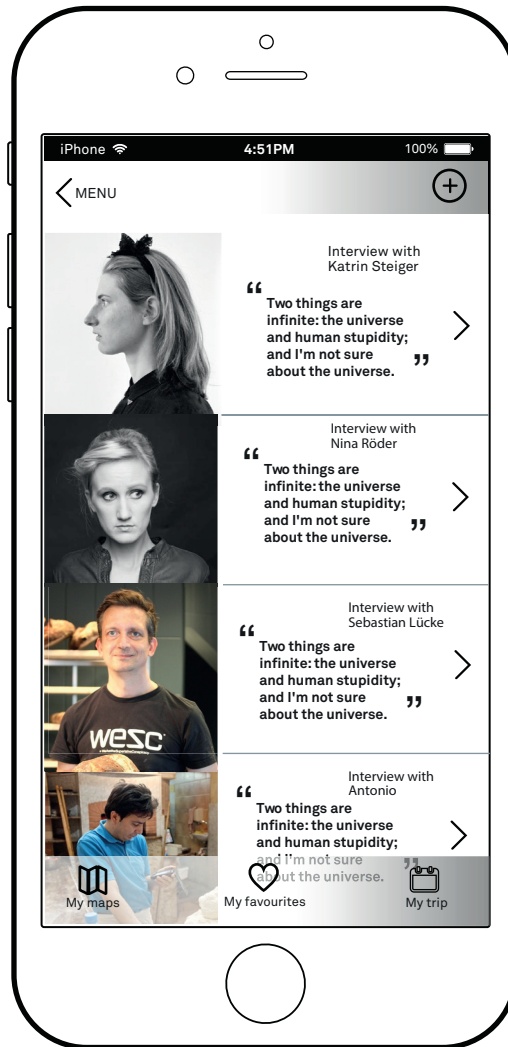


# Hot spots



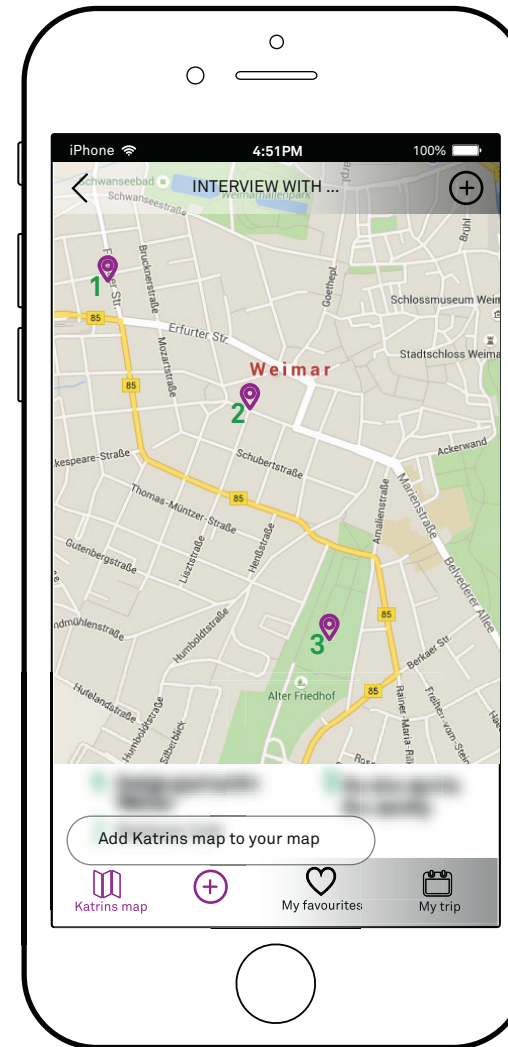
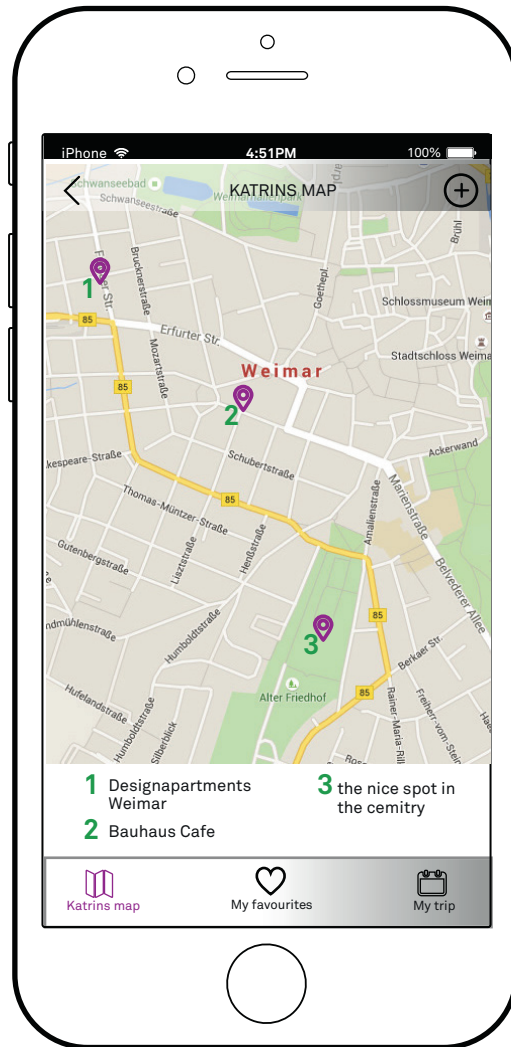




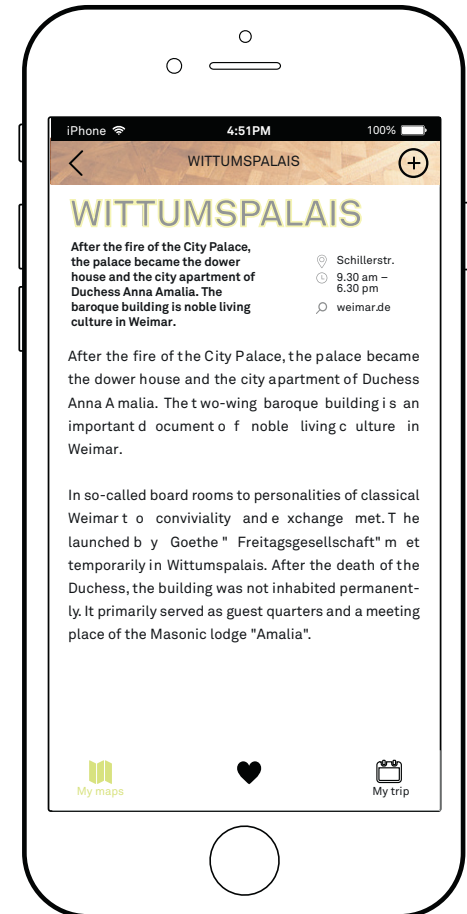
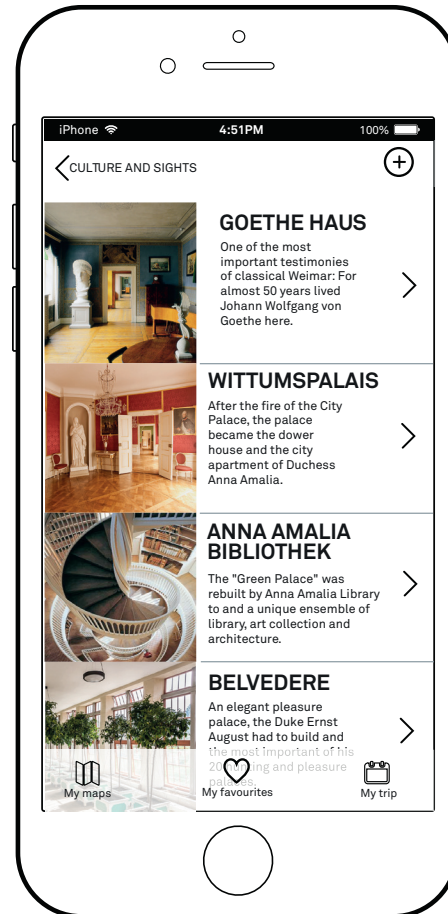
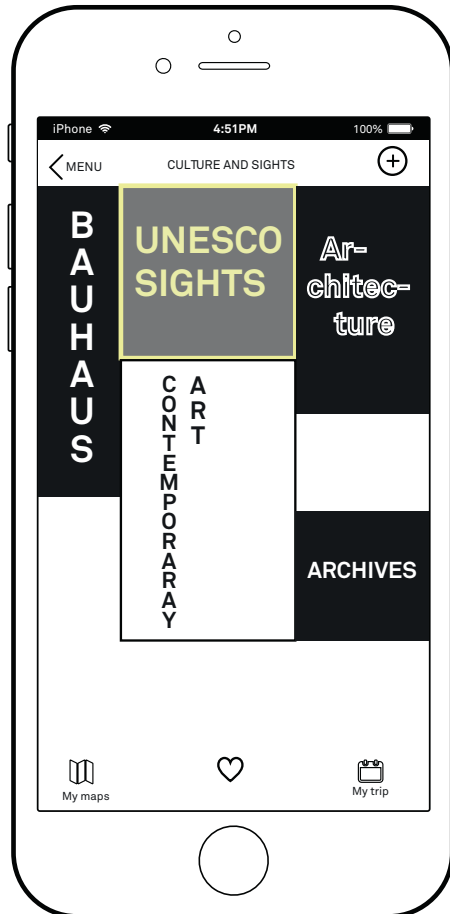




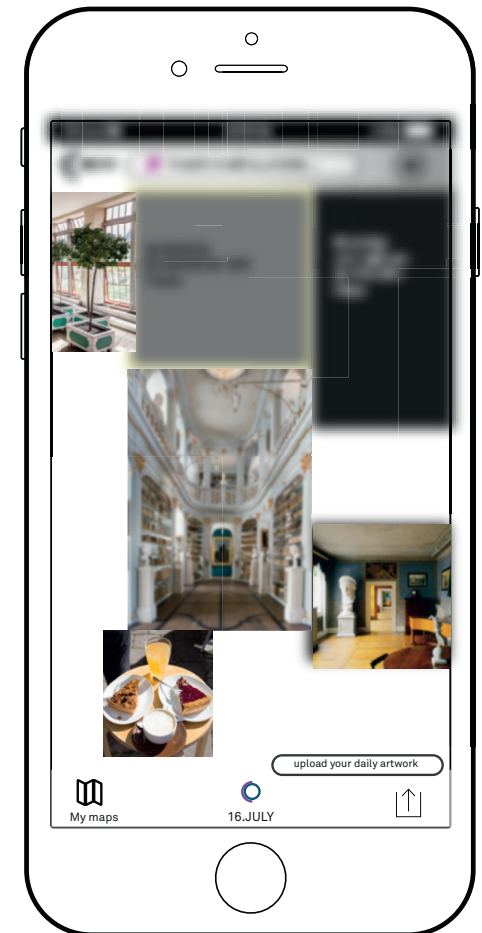
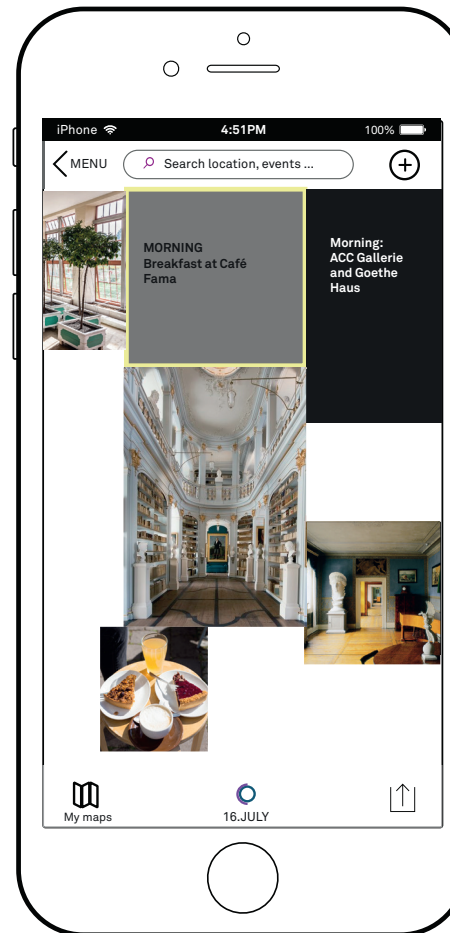
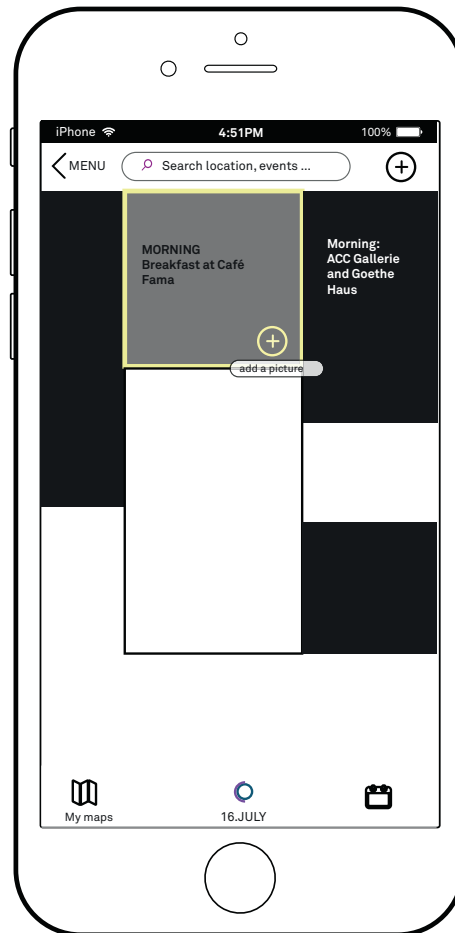
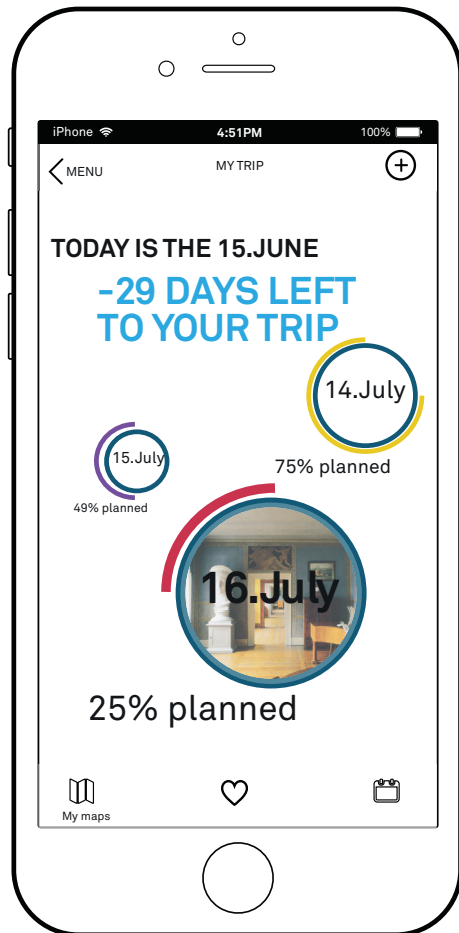
# Connect with maps







# MY trip



## References:

- [www.creativebloq.com/app-design](http://www.creativebloq.com/app-design)
- <https://developer.apple.com>
- <http://ivomynttinen.com/blog/ios-design-guidelines>
- <https://www.typewolf.com/site-of-the-day/fonts>

**THANK YOU!**