Through Rotterdam

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Exploring Interaction 2013-2014

Design Goal

Creating a design that enables visitors to be familiar with Rotterdam city and explore the city feeling like locals.

Interaction Vision

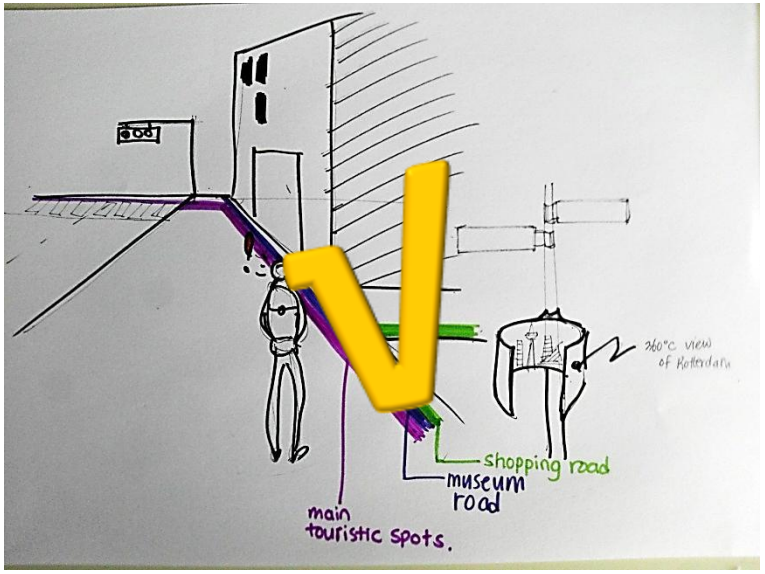
Visitors should be able to explore the city feeling empowered and confident with the thoroughly provided information . The interactive system should be easy to use during the journey.

Cycle 3 Demonstration

Decision Making

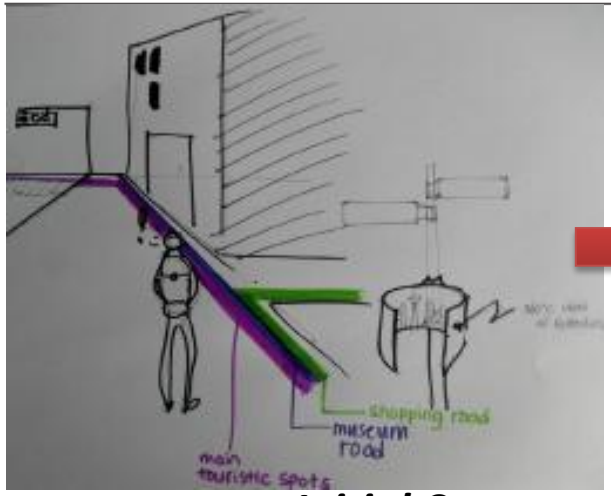
Giving information on "what" to do in the city

VS.



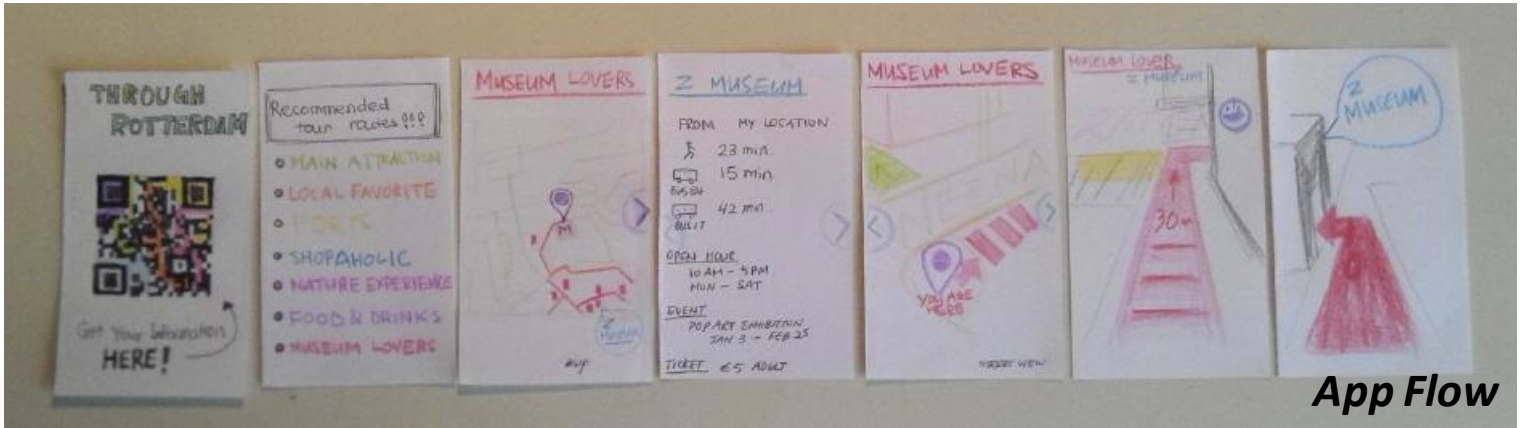
Giving information on "how" to get to designated locations

Cycle 3 Demonstration



Initial Concept

Improved Concept



App Flow

Final Design

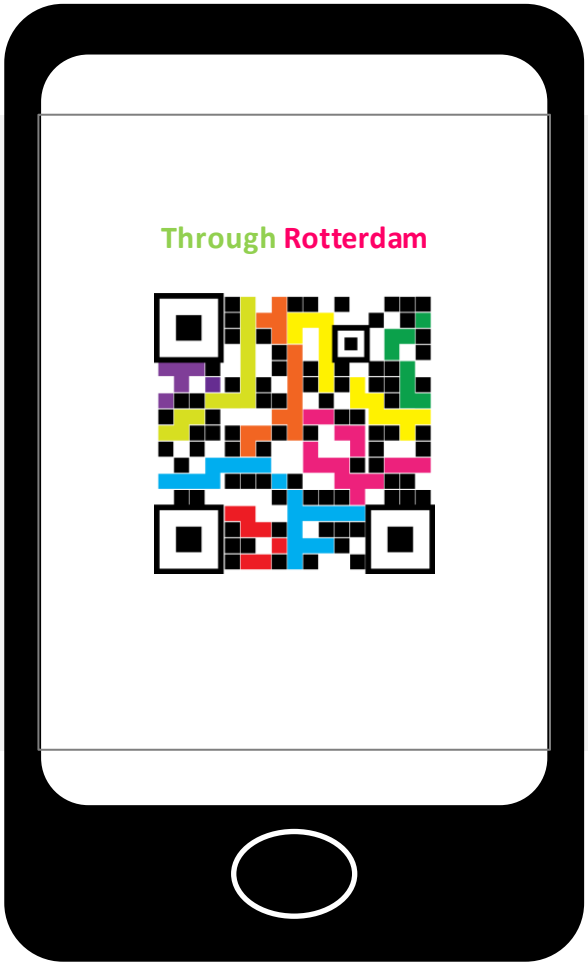
'Through Rotterdam' QR Code

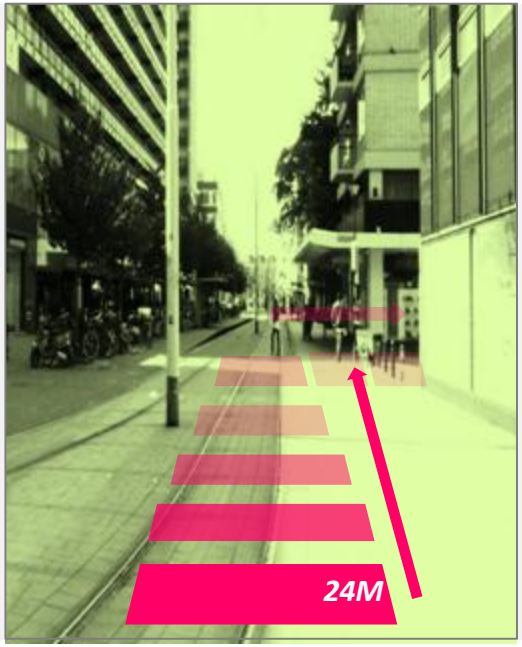
Application Screens

Through Rotterdam

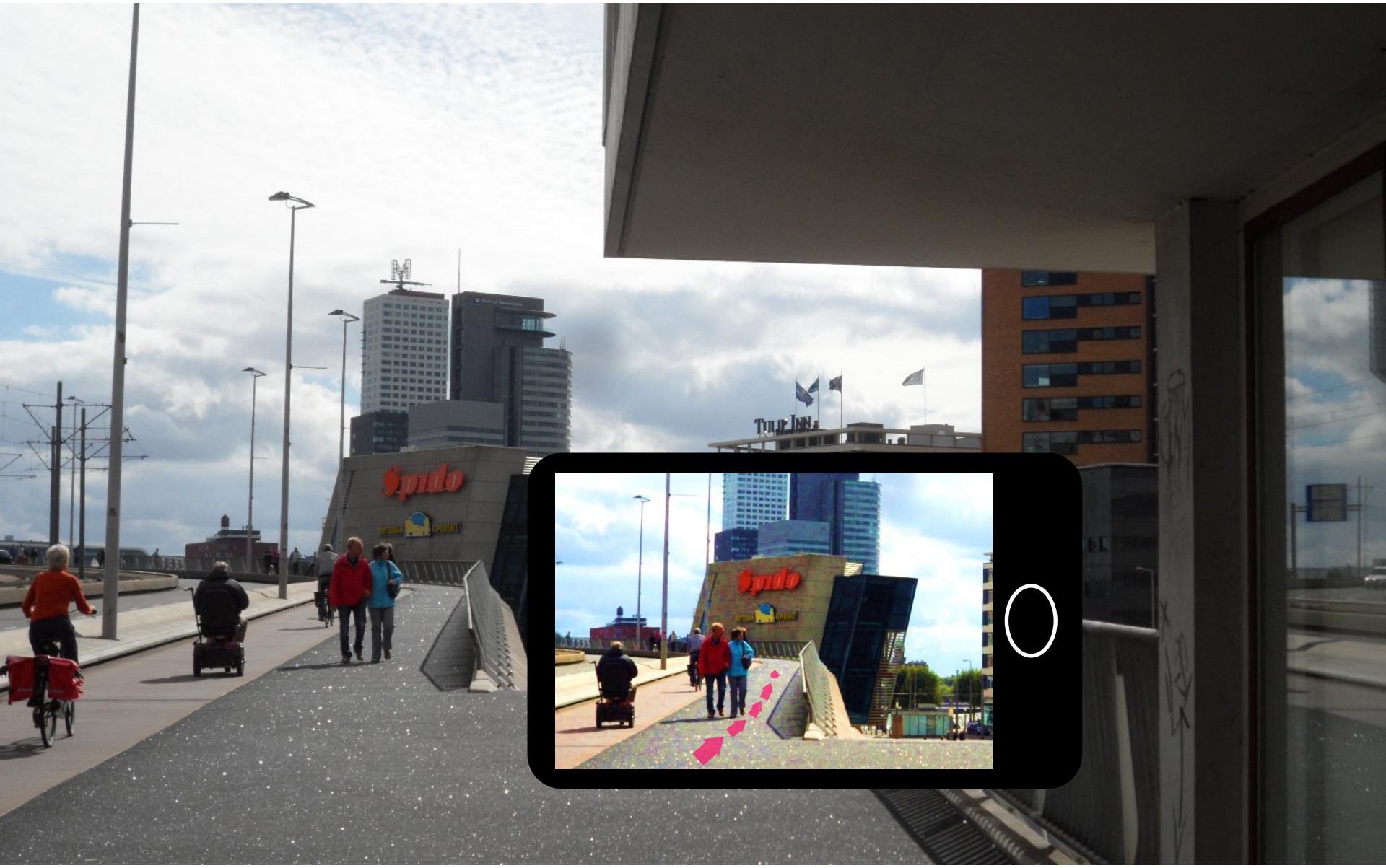
- GPS based offline navigation service mobile application
- Familiar (smart phone) and intuitive (method for interaction throughout the journey

Browsing navigation application

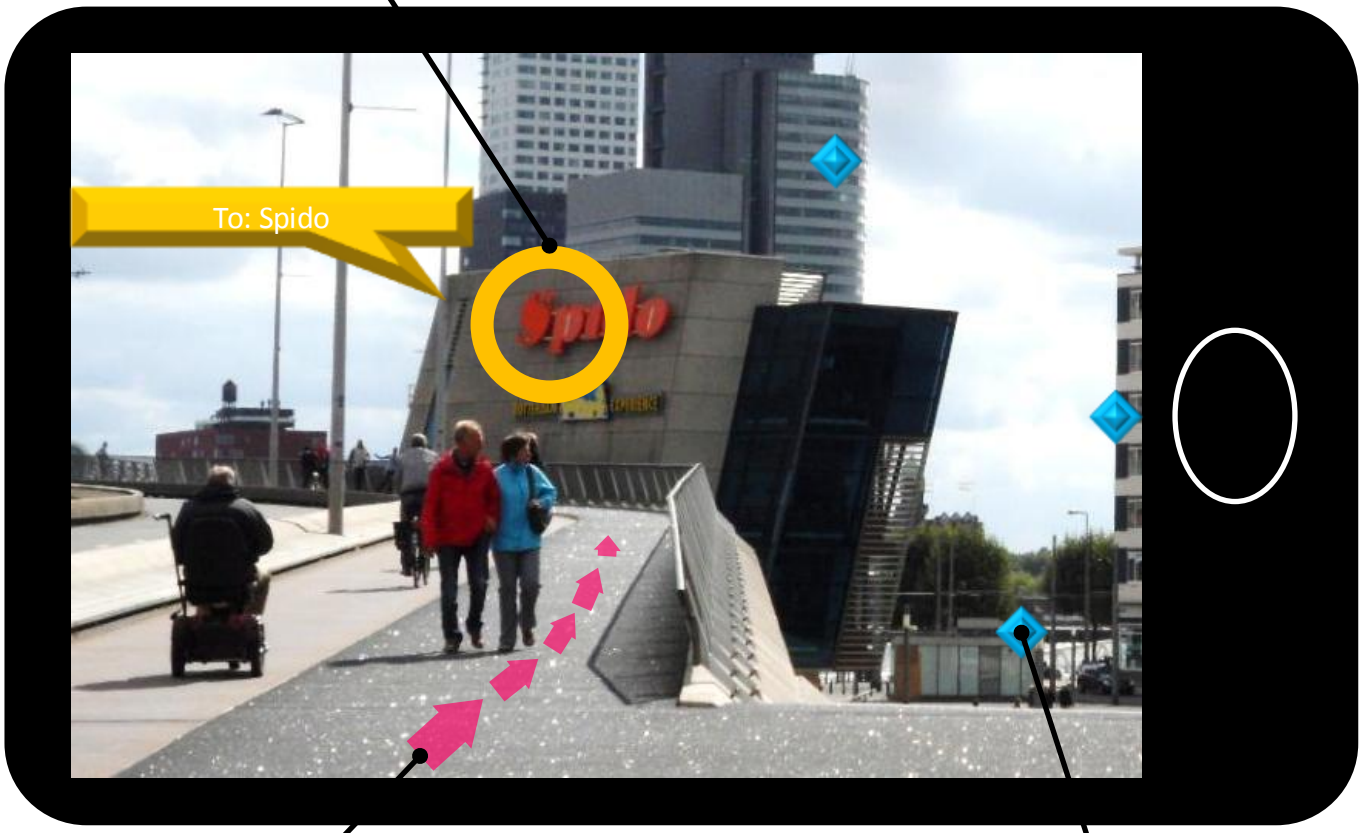




Matching screen and real life views



Information on surroundings



User Scenario Video

Q&A