

You In York: The App

Group 1

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Requirements

Personas

We decided to use several key personas because we did not feel that any one persona appropriately reflected our key user.

Ryan

Ryan is a 21-year-old student currently studying History at University College London; he is in his final year and is interested in further studying it at the University of York. Ryan really enjoys studying history and the atmosphere of academic life and academia and has ambitions to study a master's degree and PhD as well as perhaps moving into a career in academics. He currently lives with 3 other students in a flat share.

Ryan has interests including architecture and the history of Britain and he is interested in the history of York. He enjoys going to the pub to relax with friends and also enjoys the cinema and television. Ryan is very musical and plays the guitar and saxophone both to quite impressive levels; he plays in a band with friends which he will miss if he ultimately decides to move to York. He likes lots of styles of music, favourite bands include Oasis, Arctic Monkeys, The Beatles, and he also admires Jimi Hendrix. He is a student so mostly lives off ready meals and cheap wine. Ryan is, for want of a better phrase an 'Apple nerd', he has everything Apple and practically worships apple, he owns an iPhone, iPad, MacBook Pro and regularly uses all three for Facebook and his iPhone for texting etc. He also browses the internet and plays games. He is technologically savvy and regularly downloads and uses apps.

Marie

Marie is a 26 year old from France; she is just out of higher education and has completed a degree in medicine. She has decided, after a long time doing a degree to have a break between education and work, a late gap year of sorts. She has been saving up as much money as possible and has a small amount of inheritance money from a previously passed relative. Has obvious ambitions of wanting to become a doctor and she wants to work in Paris, Marie has future ambitions of having a family. Owns a tablet and uses it to read medical journals and books, as well as some recreational reading in her spare time. Finds medical school stressful and struggles to relax in the evenings, watches TV and unwinds with Mark.

She has a smartphone and laptop, which she uses for entertainment, to keep up with friends and for work. She would consider herself fairly technologically savvy.

Mark

Mark is a 25 year old who works in retail. He has an interest in music and creates this on the down low in his bedroom in the hope that he will become a success. Mark is knowledgeable in the field of technology; he owns an iPad, iPhone, Mac and an Xbox 360 that he uses extremely frequently. Mark uses his iPhone for texting friends, Facebook, Twitter and playing small handheld games on his lunch break at work and his iPad for reading news articles and books. Mark uses his Mac primarily for making his music but also uses it as a general-purpose computer for all of his daily needs. As he is an avid gamer, Mark spends a lot of time on his Xbox, and his use of this device has evolved from simply gaming, to acting as a social hub to communicate with friends. He wants to visit York to have a break away from his normal life and to see a band with his girlfriend Marie. He has a vague interest in historical sites, but he would rather spend his time in York doing other things, and viewing the

historical aspects on the side. He really enjoys going to the pub for a meal, and really like the classic style of “pub food”.

Marie and Mark have similar tastes in music and met on a band fan website. They decided to visit York together as a holiday and also to see the band play in concert. Marie is interested in visiting the historic sights of York whilst she is there and seeing all the tourist attractions. Mark wants to visit the pubs.

Brian

Brian is 57, Male and lives with his Wife in Devon. He’s retired having done well in his working life, in which he was self-employed running a successful Window sales company. He enjoyed interacting with many different people and using his sales and marketing skills. Brian has a really keen interest in History. He is very interested in looking at local history and buildings. He is also interested in the outdoors and walking, as he lives on the Moor. In the future he plans to continue travelling the world. His ambition is to hike to the Everest Base Camp, but as he continues to train on the Moors he fears his age and fitness will hold him back - he’s not as nimble as he was!

In a typical day, he would maintain his garden, go into town or visit one of the local National Trust / English Heritage sites. After feeling forced to keep up to date with technology, he purchased an iPhone, however doesn’t use many additional features, and has only a few useful apps installed, as a result of this, Brian is extremely bad at adapting to technology and prefers a simple interface. He mainly uses his phone to communicate with this family. The app would be useful to Brian for when he doesn’t want the stress of going abroad one time.

Scenarios

Ryan

Ryan is looking at his options for Universities to continue his studies at. He consults the league tables and finds a few that look good - Edinburgh, York and Southampton. He goes online on his computer to look at the different cities to see what the cities are like, he really wants to find somewhere with lots of little bars and clubs where he might be able to play his instruments, either solo or in a band. Edinburgh looks pretty good at the time as there are historic sites everywhere, such as at Arthur’s Seat. Whilst ‘Googling’, he sees a reference to an app for tourists of York, Ryan grabs his iPad and gets the app. Browsing through he is able to see lots of bars and clubs that he might be able to play at, and he also sees York has a whole host of archaeological sites that he would find interesting. York now looks like a good option!

Ryan decides that he wants to gain an experience of what York is like in the day as well as what happens at night. As a result he decides to take today as an opportunity to go shopping in the city centre, but doesn’t know anything about the shops in York. Ryan decides to load the app on his iPad while still lying in bed in his hotel, to look into what shops are around and to decide on where he would like to go on his shopping trip. He decides that he would like to visit some of the more traditional shops around The Shambles, as well as some of the large high street names that have stores in York, with that he creates a list of shops he wants to visit using the itinerary and closes the app. Ryan leaves the hotel and decides that he’ll go to the shambles and explore that area in more detail; he opens his app and uses it to navigate. Once there, he spends the remainder of the morning going into shops and getting a feel for the city.

At around one o'clock, Ryan gets hungry and he decides that he wants to eat, however he doesn't know any cafes, he turns to his app and finds a local cafe two streets away, he walks to the cafe and orders lunch, he gets a free drink with a voucher displayed on the app. Ryan then decides to spend the first part of his afternoon looking around the town centre at the high street brands York has to offer. He finds the locations of the stores in the app and navigates to them to see how large each of the shops are. After this he goes back to his hotel to take a small nap before checking out the nightlife in the evening.

Upon waking up after his night out, Ryan discovers that he only has 4 hours before his train back to Kings Cross, he decides that he wants to see some of the more gimmicky tourist attractions York has to offer. He takes out the app and settles on the Jorvik Viking Centre and the York Dungeons. He finds out that both of these are on his way from his hotel to the station, so decides to walk and stop by en-route. Ryan packs his belongings up and uses the app to navigate to the Jorvik centre. Whilst there he learns about some of the history of York, and pays attention to the different archaeological digs that have taken place, and what they have found out about the city's history. Ryan then uses his app to help him get to the York Dungeons, he notices the large queue outside and determines that he doesn't have enough time to visit the Dungeons if he is to make his train, so chooses to go to subway down the street to have a sandwich, but has some time to kill, Ryan loads the app again and browses the popular places to visit in York, he likes the look of the Museum Gardens from the photos on the app and spots that it isn't too far from the station, so chooses to walk to these to sit down and eat in a picturesque place. Ryan eats his subway in peace whilst enjoying the calm of the gardens, he loses track of time a little and only has 20 minutes before his train arrives. Ryan quickly leaves the gardens, and using the app for reference he hurries to the station.

Marie and Mark

Marie and Mark are visiting York on a holiday together, they are in a long distance relationship and this is only the second time they have met up. They have been planning this visit for some time. Marie has just taken a flight in from Paris to Leeds and has met Mark at the airport, it is around 7 o'clock in the evening and Marie is very tired from the stress of flying. They catch the train from Leeds to York where they see an advert for a tourist app and decide to download it. They already have plans for what attractions they want to see when they arrive in York, but they are unsure of how to get to places and want to use the app for directions as well as ideas of where to visit. Mark decides to use the app to find somewhere for them to eat after they find their hotel and also to find directions from the hotel to the restaurant. He uses the app to find directions to the hotel so they can drop off their luggage, but unfortunately it is too far for them to walk from the station so they find a taxi to bring them there, not wanting to brave the buses in their tired state.

Marie and Mark then use the app to locate the restaurant and while they are drinking and eating, they use the app to plan the events for tomorrow using the app's customisable itinerary. They already have an idea of what they want to do, but the app helps them to plan and organise the events.

Marie and Mark are in their hotel room in the morning, they have been in York for 5 days out of their week long holiday and they have visited most of the main tourist attractions that they had in mind. Now they want to find something to do for the day, something that is less tourist oriented. Mark is a big fan of Manchester United, who are playing in the afternoon, so Marie and Mark decide to plan

their day around the football match and watching this at a local pub. Using her iPad, Marie looks up events and decides she wants a more relaxing day. She wants to just walk around the city centre looking in the shops, particularly in The Shambles and wants to visit the famous 'Bettys Tea Rooms'.

They use the tourist app to find a route to walk into town from their hotel and then wander around the shops. They then use the app to find the nearest pub in time for Mark's football match.

Marie and Mark have just been to a concert, it is late at night but neither of them are ready to go home yet. They decide that they want to visit a club or bar. They use the app to locate the nearest bar and make their way there.

Brian

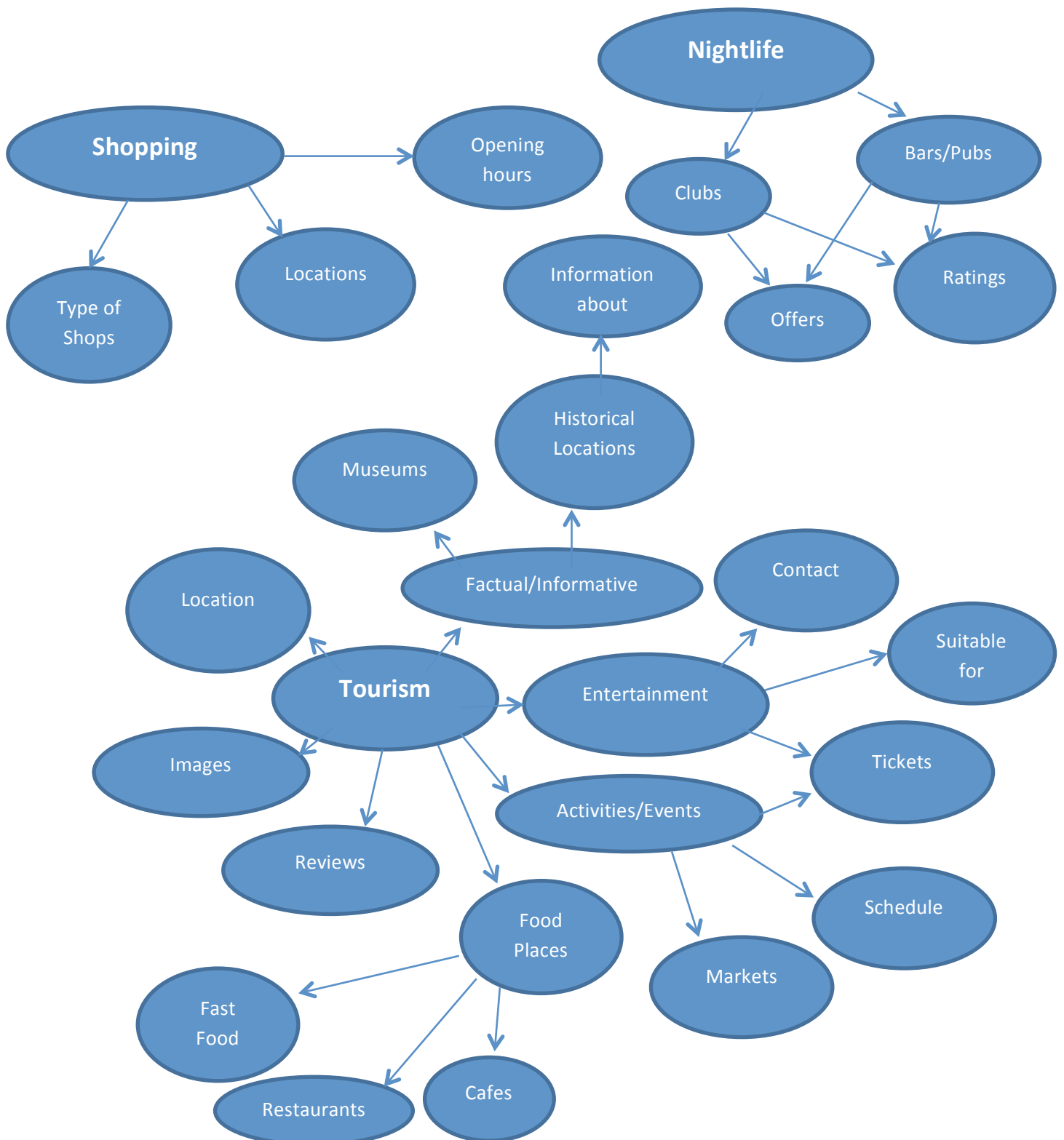
Brian arrives in York with his Wife. It's late in the evening but he wants to do something before they head to the hotel. Taking his wife out for dinner seems like a good idea, so he uses the app to find a restaurant that has a good selection of reviews. He browses through and finds a few that look promising. Switching to the maps function, he is able to locate one close by and phone them to book a table. He arrives and is very happy!

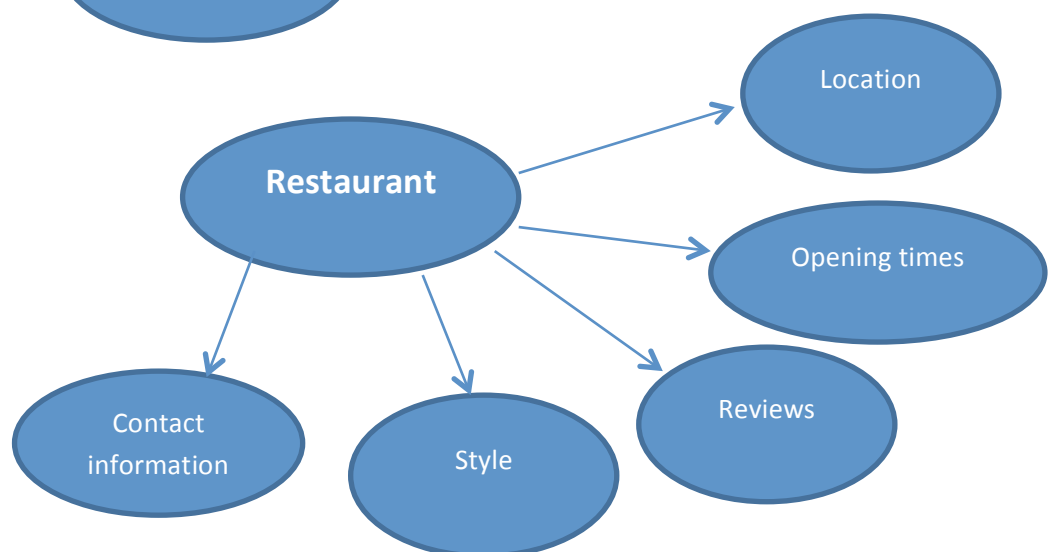
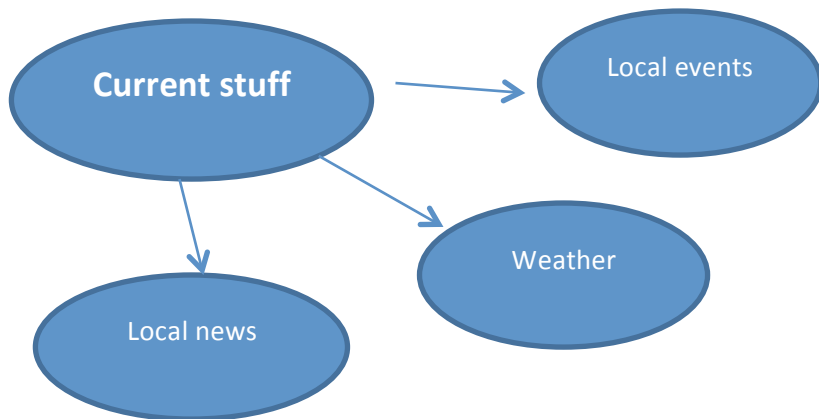
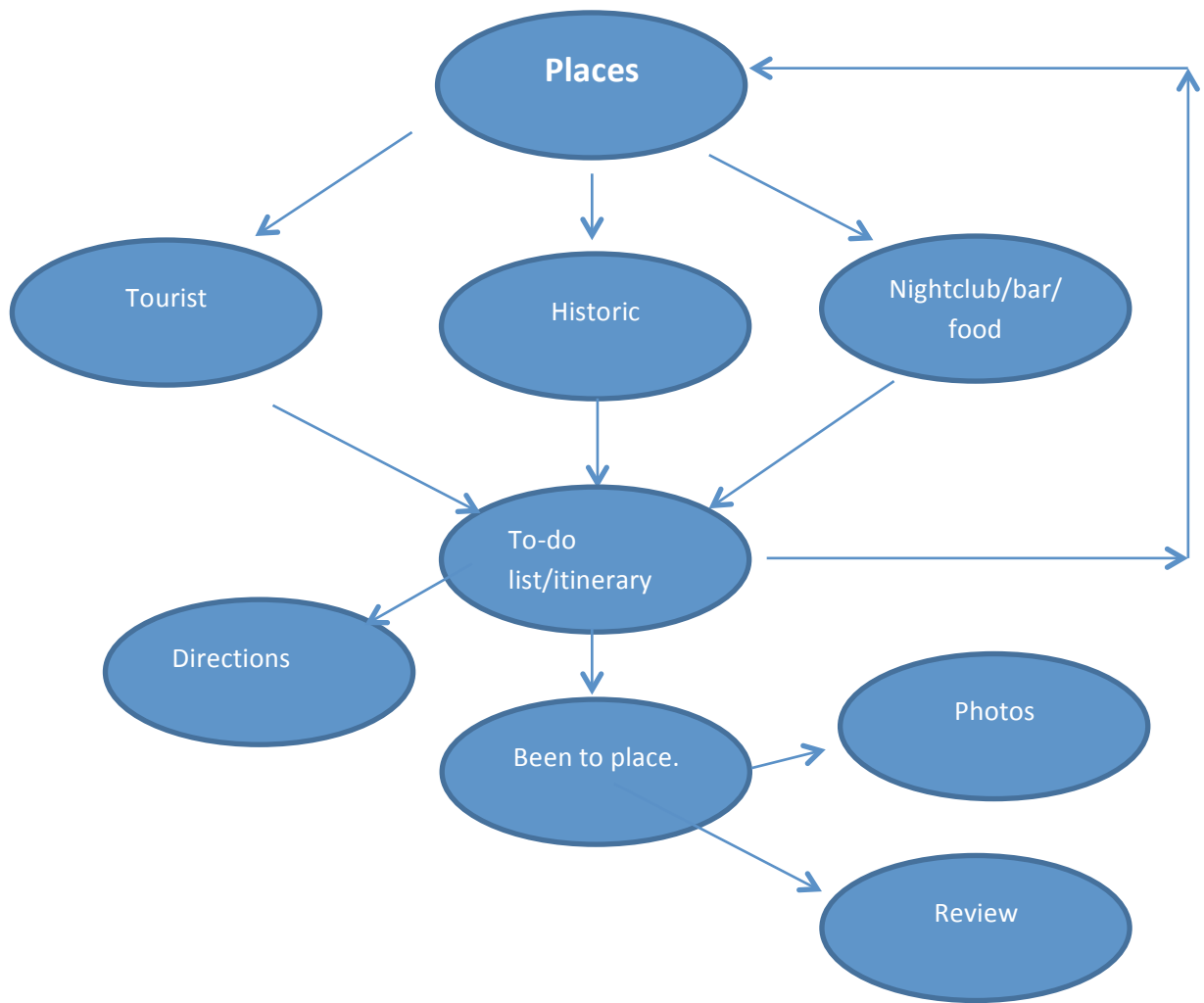
It's late in the evening and Brian is in the center of York having just had dinner but is not entirely sure where they are. They need to get back to the hotel for a good nights sleep as he plans on getting up early the next morning to continue his visit to York. He opens The App and uses the maps / directions feature to locate himself and to get a route back to the hotel.

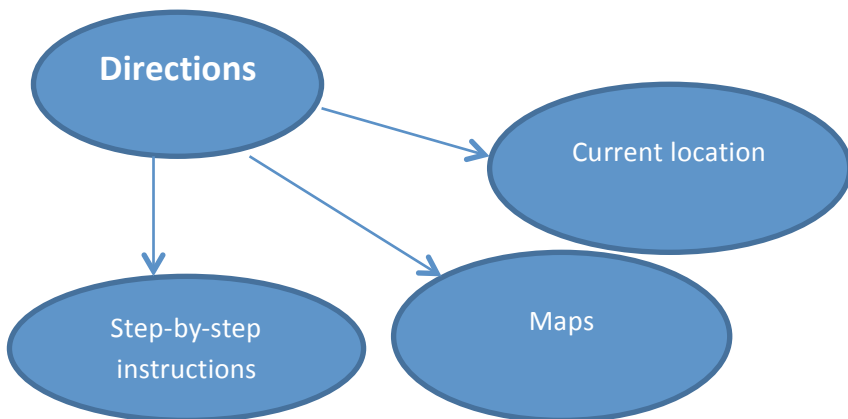
Brian and his wife wake up in the morning to make the most of the day, they check their pre-created itinerary on the app, and decide go to the first item on the list, the pre-planned walk around the city, stopping off at several historical sites along the way. Before setting off Brian checks the weather forecast to ensure it won't be raining during his walk. Brian loads the app again, and they start walking through the city centre, towards the York Minster. They take a short tour of the Minster before heading to the gardens for a picnic lunch. During this time, Brian decided that he really wants to walk around the bar walls and locates the closest "entry point" using the app. They then track their location and follow it all the way to the walls, at which point Brian puts his phone away and they walk around the walls. They plan to leave the walls near the barbican and then walk towards Clifford's tower; however, they lose track of time and keep walking, past their planned exit. Upon realising this, Brian turns to the app, as they walk to the next exit point, he quickly finds where they are, and works out the best way to get to Clifford's tower. When walking, he thinks he spots it, however he isn't sure, he checks photos of the landmark on the app and confirms that he can see Clifford's tower. They visit the tower, but realise that they don't have time to undertake the bus tour of the city they had planned as they spent too long on the walls. Brian opens the app and moves the bus tour of the city into the next day's itinerary as they walk back to their hotel.

Conceptual Design

We have tried to organise our lists of information and places in such a way as to seem to make logical sense to our users, we hoped that this would make it easier for them to find things within the app and decrease the amount of learning they have to do to use the app as it is all relatively intuitive. Using the Personas and Scenarios detailed above, we have constructed several different concepts for the app. In the creation of these concepts we have thought about what each person would need and want to be able to do through the app itself. Each concept is shown by an individual spider diagram which branches off into other areas as required.







Requirements

- Map of city
- List of points of interest
- Events within city
- Customisable itinerary
- Opening times
- Hotels
- Local weather
- Book tickets through phone
- Vouchers and offers
- Information about shopping
- You in York – photos to video

We decided to include these by asking tourists outside the train station to complete our survey (we basically asked them if they liked the features) - Appendix 1, we also used our personas and scenarios to decide what to include.

High Level Description

The app will allow you to look through a list of attractions, events or shops in order to find something that interests you. You can then either directly look at a map and find directions, or buy tickets or find offers associated with the chosen place; alternately you could add this place to your itinerary, a personalised list unique to the user, this will allow you to visit the place at a later date without having to repeatedly find it on the app. The app will offer many functions useful to the user, the ability to read and write reviews, view weather conditions, either today or in the future, opening times of places and shops. Finally, a small part of the app is the ability, most likely at the end of your holiday, to collect all the photos you have taken together and transform them into a short video to show your friends and family.

Objects	Attributes	Operations
Map	Current position, Target position, Current focus	Directions, View, Zoom, Pan
Itinerary	Date, Time period, Place name	Add Place, View, Remove
Weather	Temperature range, Image, based upon type, Date, Location	Refresh
You In York (Video)	Media, Music, Info pop up	Import media, Select music, Preview music, Create video
Place	Location, Description, Name, Type, Image, Reviews	View, Add to itinerary, More info
Tickets	Availability, Price, Ticket Format	Buy, Select Type
Offers	Type, Valid date, Place Name, Conditions	Redeem Offer, Examine Offer

Objects

The objects of our app will be the Map, Itinerary, Weather, You In York (Video), Place, Tickets and Offers. All of the objects are larger features within the app and do not include the details of how they will be accomplished.

Attributes

A map would have a *current position* as well as a *target position*, it would also have a *current focus*, this is the part of the map that the user is currently viewing, the position and current zoom. The itinerary will have a *date* object as well as a *time period* (am or pm) and *place name*. The weather will have attributes *temperature range*, *Image based upon type*, *date* and *locations*. You In York will have *media* –this will likely be images, it will also have *music* and *info pop up*, this would provide information on how to use the function. Place would have an attribute *location*, as well as attributes *description*, *name*, *type* – this would be the type of place I.E. attraction, shop or restaurant, it would also have the attributes *image*, *reviews*. Tickets would have *availability*, *price* and *ticket format*. Offers would have the attributes *type* – type of offer, *valid date*, *place name* and *conditions*.

Operations

The operations of our app show how the user will interact with the attributes of the objects within the app. The Map will contain the basic operations of *view*, *zoom* and *pan* as to be expected but will also have the option for *directions*. Itinerary will have the three operations of *view*, *add place* and *remove*. The object Weather will contain one sole operation of *refresh*. You In York (Video) contains the different attributes of *Import Media*, *Select Music*, *Preview Music* and *Create Video*. The Place object will contain the operations of *view*, *add to itinerary* and *more information*. The tickets and offers objects both contain different attributes that offer similar functionality, tickets has *buy* and *select type* and offers contains *redeem offer* and *examine offer*.

Relationships

Tickets and offers can also be shown as attributes of place, so they also have the attributes of place, however we have listed them separately due to them having some separate attributes. There is a relationship between places and itinerary – the itinerary lists places. There is also a relationship between Map and Place, as the location of a place can be shown in the Map.

Description and Justification of the Take Home Experience

You In York (Video Feature)

We thought long and hard about a feature that would offer some kind of ‘take-home’ experience with the app. This means that we wanted to develop some feature of the app that encouraged users to continue our app long after they had made their visit to York.

We thought about what the hardest things were when you come back from Holiday, and the thing we all thought about was managing and sorting your photos from your trip. Something that plagues many of us is been forced to sit through a viewing of many hundreds of photos from your relatives or friends most recent trip. Our feature, ‘You In York’ solves this by producing an animated video of your photos of one-minute length.

A simple grid is shown, in the same style as the iOS photo importer, into which you import photos, either from your Photo Library or by taking them directly. A maximum of 12 photos can be

imported. Following this the user then has an option to select a music track based upon genre, they can also opt to preview the music before they actually decide on it, as it may not be to their liking. After the above fields have been completed, the user pushes the 'Generate Video' button and this produces their video. The video can either be watched inside the app or exported to the iOS camera roll for sharing and later watching.

We think our app offers a great 'take-home' experience because of the You In York video feature. This is due to You In York not been limited to producing photo slideshows for a holiday to York. We think it's a feature people will use for many holidays and trips after coming to York, which means the app will be something people want to keep on their phones after first downloading it to visit York.

We also believe that this feature of the app offers a "take home" experience as it is not only something the user may want to use to show their friends their video, but something that a user may wish to use to show their friends how they made the video, in turn showcasing the app to their friend who may wish to visit York at some point in their future. This can then lead to them downloading the app to help with their visit due to remembering their friend's recommendation.

Itinerary

If people have completed their trip and still have remaining items on their itinerary, when at home and using the app this might persuade them to return to York to visit the attractions they originally planned to. If they decide to return, the itinerary would allow them to make good use of the rest of their time whilst there.

Information

On top of these, another "take home" feature that we believe our app offers is the ability to look up information about places post visit. This means that should the user visit a place during their trip that they weren't originally intending on, they can use the app to search for the place. Once it has been found, the user can then navigate through exactly the same menu's as they would be presented with if they were still on their visit. Only this time it will be their sole intention to click onto the information section to find out more, they can then view a large range of information, allowing the user to understand some more of the history/interesting facts about some places that they have visited.

Reviews

Finally, the app allows the user to review any places that have been visited during the trip. This means that once you get home, if you particularly enjoyed, or disliked something about the trip, you can then re-find it in the app. As reviews are something that a lot more people are doing now, this feature is likely to encourage users to still keep their app on the phone as it also allows them to check other's opinions to see if they match theirs.

Appendix 1 – Data From Survey on Features

Appendix 2 – Wireframe

N.B. We also produced a prototype app, which consisted of placeholder images with interactive buttons. The point of this prototype was to demonstrate how users would navigate around the app. As this was demonstrated at the 'Trade Fair' style assessment, we did not think it necessary to include screenshots.