



Create Your Own



Walking Tour

NYC





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# Concept

### "Create Your Own Walking Tour"

is an app for mobile phones that allows people to create their own personalized walking tours of places throughout the city. It can do this based on the user's current location or any location they might pick. This app will map out a route for them depending on the user's specifications

based on distance, interests, weather, and how the user feels. It does this by asking a series of questions. It then creates a tour for the user based on their answers. As they go through the tour, the app using GPS will automatically identify all the landmarks along the way. This app would be a companion app to "Public Space" and would be also financed by the city since the city would be their main benefiter.



# Objectives



The objective of "Create a walking tour, NYC" is to allow users to create customized walking tours personalized to suit their needs and schedules. Many people have an interest in taking walking tours, but decide not to do so because of a lack of time or conflicting engagements.

Another reason people may choose

not to take a walking tour would be not every subject of the tour is something that's of interest to them. By allowing users to create a walking tour, they should be able to take tours when they want to make them, at the length of time they would want the tours to be. Also, a customized tour would address the subject matter that the user has the most interest.



# Business/User Needs



One business case for this app would be to use it as a promotional tool for New York City since it would reveal all of the hidden landmarks as well as the more famous ones. This app would present the city as a more attractive place for visitors and residents alike. Since the city is the most prominent beneficiary of the app, I would approach it on becoming a

business partner. If the city agreed, I would have to address the issue of branding. One solution to the branding issue would be to have the NYC logo inserted on each page of the app.

Another beneficiary would be store owners in the neighborhoods of each tour. This app could become a source of revenue. The app could contain ads and or recommendations for their stores which the business owners be asked to finance.



# Research

Our research consists of interviewing people and asking each interviewee open-ended questions about how they feel about walking tours, their physical limitations involved with walking, and their time limitations. We also asked questions about

people's interest in local historical events. We also consider whether the interviewee prefers to plan their leisure time activity or do they like to act more spontaneously.





# Sample Questions

**1.** How curious are you about the history of the neighborhood which you live in?

**2.** Do you ever take a guided tour? Under what circumstances did you take the tour? Were you on vacation, with a group of friends, or with relatives from out of town.

**3.** How do plan your leisure time activity? Do you prefer to plan an activity or act spontaneously?

**4.** What interest do you have in public landmarks, historical locations, or site-seeing?

**5.** How do you prefer to get around town? How do you feel about walking?





# Key Findings and Implications



We found that most people have an interest in finding out more about their neighborhood and learning about historical locations around town. Even though most people have an interest in doing this, they don't have the time to do it. An app that will allow the user to take guided tours at their convenience is something that would be of interest to some people. Furthermore,

the ability to create a tour on a moment's notice is useful because it allows the user to take advantage of his available time. The ability to be able to customize the length and the contents of the tour is a useful feature. Many people, particularly older people are unable to walk the length of many guided tours. Also, some people become disinterested in guided tours because sometimes, not all of the content is something they are interested in.



# Personas



Brian



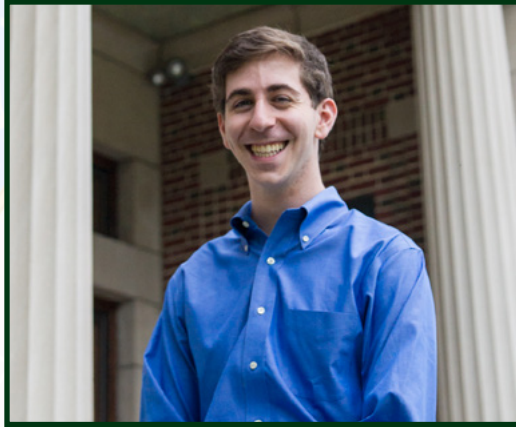
George



Rajashri



## Brian



### Primary user persona

### Demographics

**Gender:** Male

**Ethnicity:** Caucasian

**Age:** 30

**Occupation:** College Professor

**Household Income:** \$100,000

**Marital Status:** Single

**Level of Education:** PhD

**Housing:** Lives in a one bedroom copo on the upper west side.

*“I like being able to plan my recreational activities so I do and see everything I set out to. If do not get around to doing something I feel that I am missing out.”*

**Attitudes towards technology:** Use tecnogy a lot. Owns an iPhone, iPad, desktop and laptop computer.

**Proficient with technology:** Owns a smartphone, tablet and uses quite a few apps.

He shops on-line, Spend a lot of time on Facebook, uses Tweeter. Spends time on websites reading academic pudications.

### Psychographics & Behaviours:

Enjoys history, enjoys learning, enjoys wandering around town in discovering new things.

**Fears and Frustrations:** Like to do things on his own time schedule on his own terms.

**Needs and goals:** Needs to be in control of every situation in his day to day schedule.



# George



## Primary user persona

### Demographics

**Gender:** Male

**Ethnicity:** Caucasian

**Age:** 84

**Occupation:** Retired

**Household Income:** \$120,000

**Marital Status:** Married with one child

**Level of Education:** MBA

**Housing:** Lives with his wife and daughter in a one bedroom copo on the upper east side.

*"We're not as young as we used to be therefore my wife and I are not able to physically extend ourself for a lot of activities we do together."*

**Attitudes towards technology:** Use tecnogy a lot. Owns an iPhone, iPad, desktop and laptop computer.

**Proficient with technology:** Owns a smartphone, tablet and uses quite a few apps.

He shops on-line, Spend a lot of time on Facebook, uses Tweeter. Spends time on websites reading academic pudications.

### Psychographics & Behaviours:

Enjoys history, enjoys learning, enjoys wandering around town in discovering new things.

**Fears and Frustrations:** Not being able to physically extend himself as much as he used to.

**Needs and goals:** Wants to maintain activity in his retirement years. Want to continue learning and discovering new things.



# Rajashri



*“When relatives come from out of town I like to take them around myself and show them the sites.”*

## Primary user persona

### Demographics

**Gender:** Female

**Ethnicity:** Asian

**Age:** 35

**Occupation:** High school teacher

**Household Income:** \$85,000

**Marital Status:** Single

**Level of Education:** MS

**Housing:** Lives in a one bedroom rental in the east village.

**Attitudes towards technology:** Use technology a lot. Owns an iPhone, iPad, desktop and laptop computer.

**Proficient with technology:** Owns a smartphone, tablet and uses quite a few apps.

He shops on-line, Spend a lot of time on Facebook, uses Tweeter. Spends time on websites reading academic publications.

### Psychographics & Behaviours:

Enjoys history, enjoys learning, enjoys wandering around town in discovering new things.

**Fears and Frustrations:** Feels responsible that people that come visit have a good time.

**Needs and goals:** Need to be a social director. Want for have lots of friends.



## User Story Map

	Users learns about places	Users learns about history	Users interests only addressed	Users want to act spontaneously	Users has schedule limitations	Users has physical limitations	Users has time limitations
Brian	Famous Restaurants Historic Architecture Ethnic Foods Ethnic Culture	Historic Architecture Historic Events Museums	Not interest in all historic events Not interest in all foods	Not interest in all historic events Start tour from current location	Start tour from any time	Needs bathrooms for all day activity	Can make a day activity out of the tour
George	Historic Architecture	Historic Events			Start tour from any time	Can not walk to far Needs bathrooms	Can not walk to long
Rajashri	Famous Restaurants Historic Architecture	Historic Architecture Museums	Not interest in all historic events		Users has time limitations	Some friends can not walk to long Needs bathrooms	Some friends can not walk to long Can make a day activity out of the tour



# SWOT Analysis

## Strengths

HELPFUL

- Easily Executable
- User Involvement
- Customizable
- Spontaneity
- Availability

S

## Weakness

HARMFUL

- Lack of a live person with an expertise who can answer questions.
- Lack the possibility to make new social contactions.

W

INTERNAL

EXTERNAL

- There aren't any similiar apps on the market.
- There is less of a time and expence commitment then from alternative poduces.

O

- Competition from other walking tours that are given by a guide. These tours have more human interaction since you can speak to the tour guide as well as other people on tour.

T

HELPFUL

## Opportunity

HARMFUL

## Threats

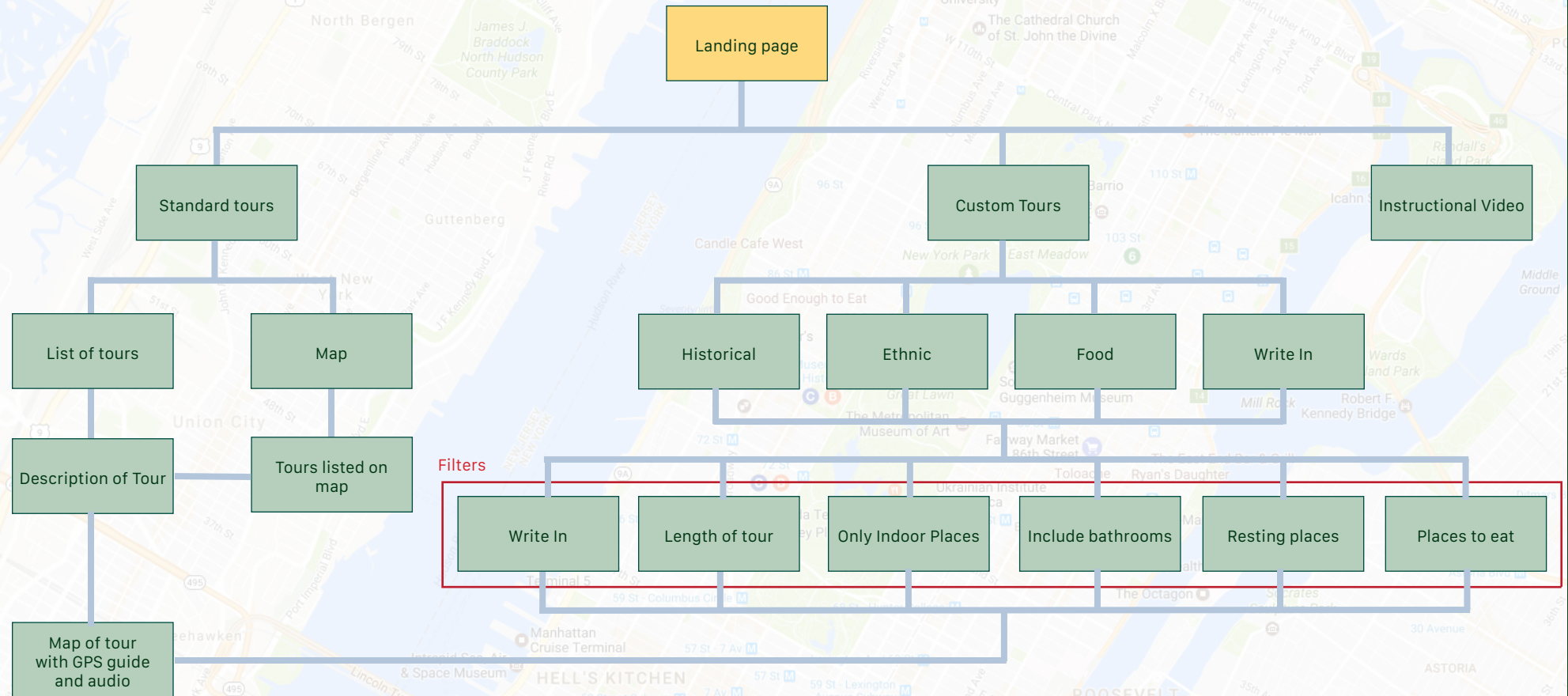


# MoSCoW Method Analysis

Must Have	Should Have	Could Have	Won't Have
<ul style="list-style-type: none"> <li>■ Customizable tours by the user by location, and length.</li> <li>■ Must be easily executable by user any time or place.</li> <li>■ Must make use of GPS to track user throughout tour.</li> <li>■ Must make use of GPS to locate sites along the tour.</li> </ul>	<ul style="list-style-type: none"> <li>■ Standard walking tours.</li> <li>■ List of places to eat, public rest rooms, and places to rest.</li> <li>■ Audio references and background information to sites on tour and location.</li> <li>■ Automatic updates and emails of new tours.</li> </ul>	<ul style="list-style-type: none"> <li>■ Advertisements included in the app. from store owners in the communities of the each tour.</li> <li>■ Integrated with social marketing</li> <li>■ Advertisements from related products.</li> <li>■ The ability to create a virtual tour.</li> </ul>	<ul style="list-style-type: none"> <li>■ Any reference to produces or services which is not conveniently located to the users.</li> </ul>

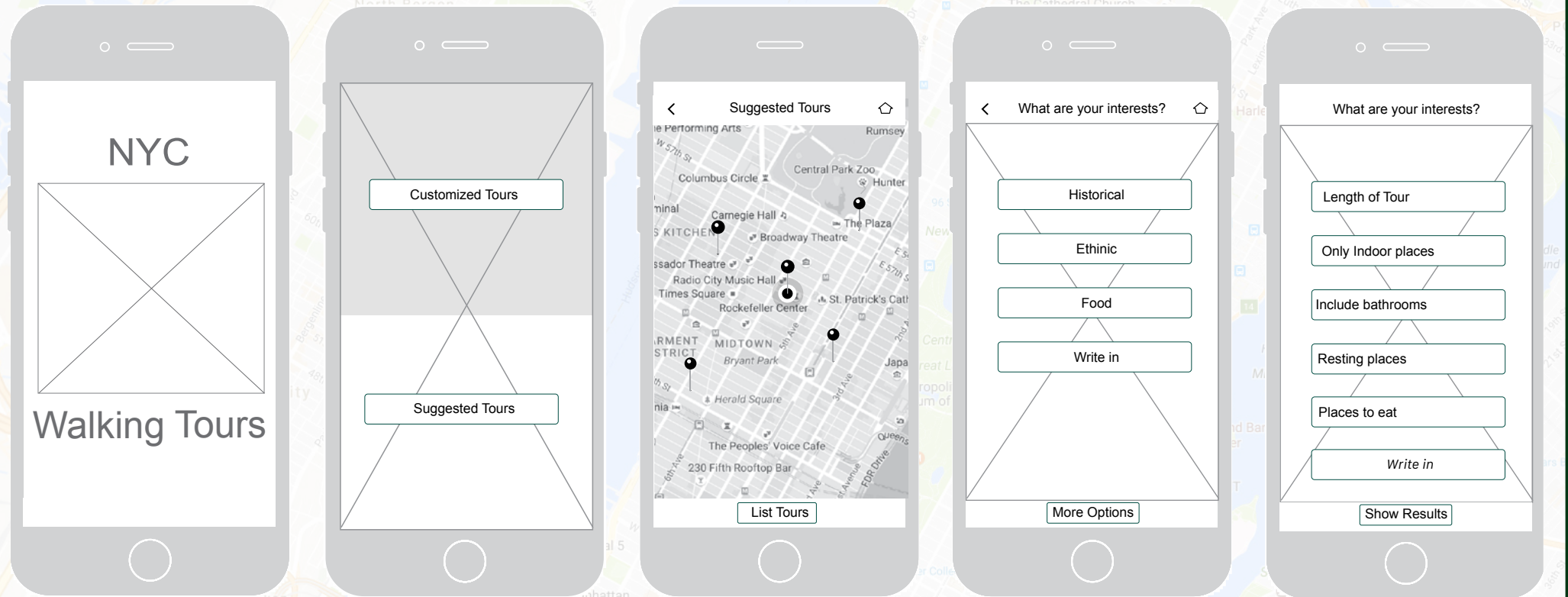


# Sitemap





# Wireframes <https://invis.io/WQ9SLJ343>



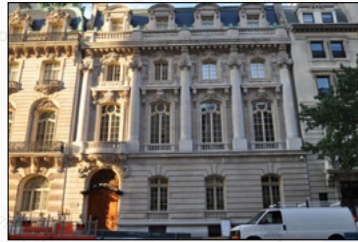
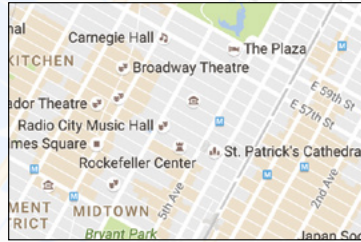


## Wireframes CONTINUED

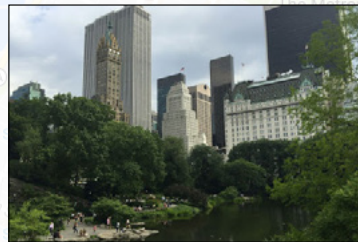
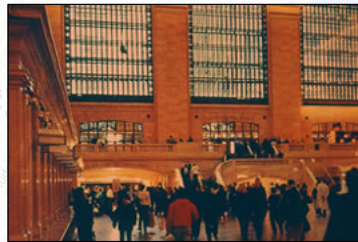




# Mood Board



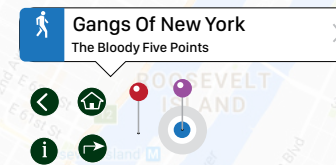
Fun  
Friendly  
Welcoming  
Warm  
Lively  
Inviting



**This is an Example of a Header**

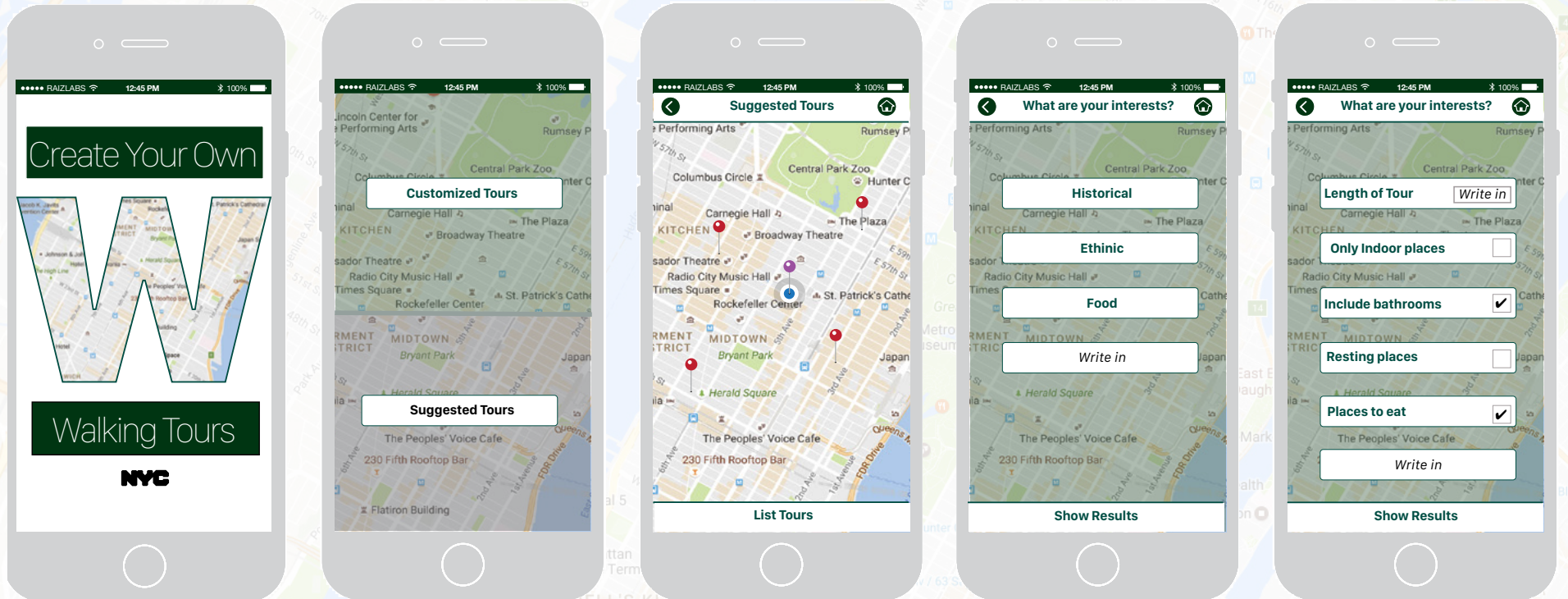
This is an Example of a Header

Sa nat velenectur re, ommo eos con poratiunti  
corepreium repe audi rerchil laboraes id quid  
mos volore natum fugia ipsam fuga. Itatquibus.





Comps <https://invis.io/EQ9V110FH>





# Comps CONTINUED <https://invis.io/EQ9V110FH>

