



PRELUDE

IIID Summer Academy
Travelling the City
Digital Influences Group Member

Travelling the City

YTU Interactive Media Dept.
Winter Semester Project

iLET: İNTERAKTİF MEDYA TASARIMI

An innovative events planner for tourists on a time budget (e p)

PROJECT

- Designing an tourism info-assistant project
- Based on a database
- Query by user interaction

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PROJECT

Location-based
Service

1

Personalization

2

Sharing information

3

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MACRO SCENARIO

- Istanbul: one of the biggest cities
- Complex structure
- International meeting point

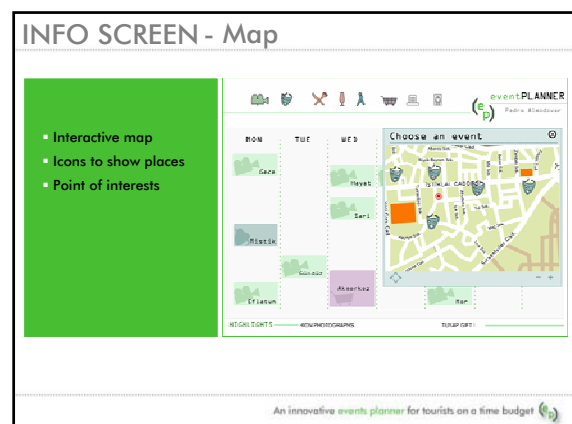
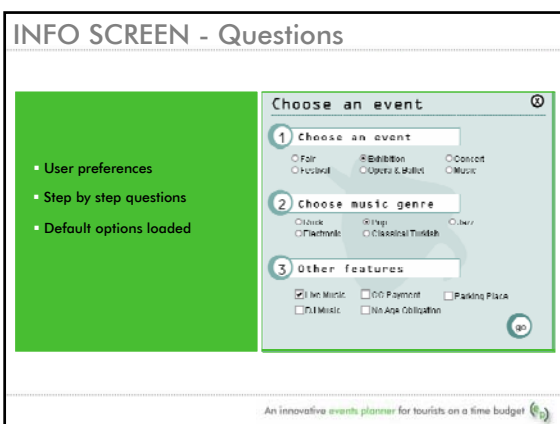
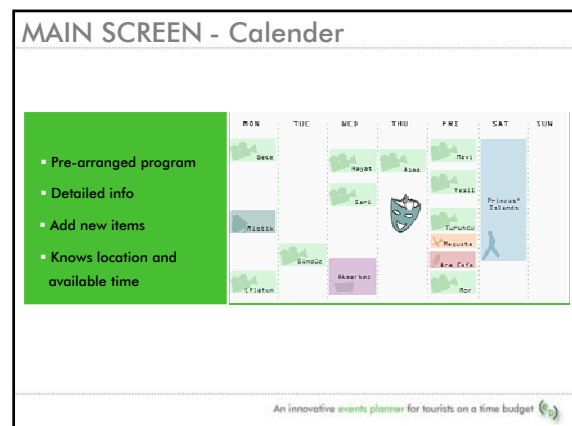
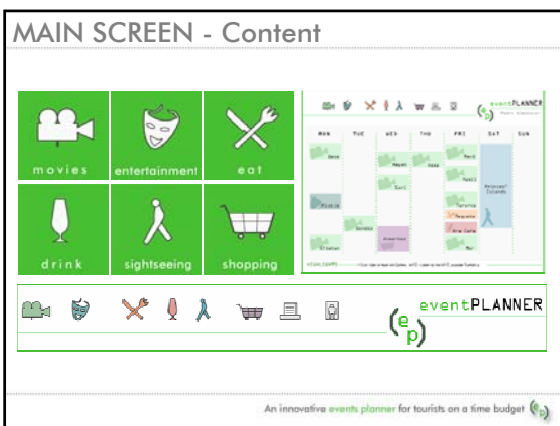
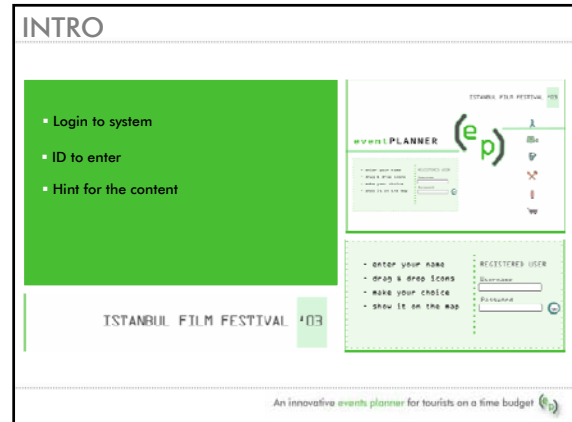
- Lots of things to do
- Limited time
- Stranger to the city

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MICRO SCENARIO

- A director / A movie critic
- International Istanbul Film Festival
- Duration : 1 week
- Wants to visit the city

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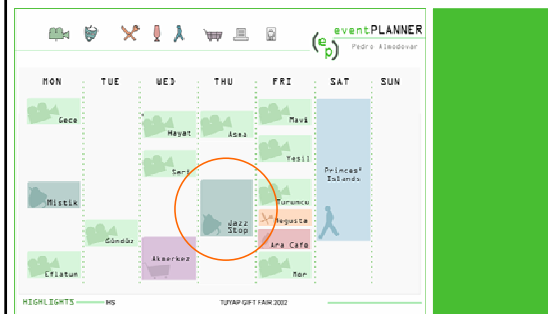
INFO SCREEN - Places

- Rollover to see
- Click to add
- Info about the item



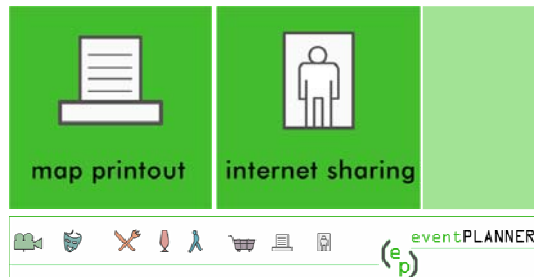
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MAIN SCREEN – Added item



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OUTPUT



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OUTLOOK

- Problems in location-based services
- Problems in finding available time
- Usability problems
- Developing mobile version using PDAs and wireless networks



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EVENT PLANNER ON THE MOVE

"Mobile wireless computers are like mobile pipeless bathrooms – portapotties. They will be common on vehicles, and at construction sites, and rock concerts. My advice is to wire up your home and stay there."

Bob Metcalfe, 1995 (Ethernet inventor)



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MOBILE BASICS

DEVICES

Mobile Phones
Communicators
Embedded Devices
PDA
Tablet PC

NETWORKS

GSM
GPRS
UMTS
Bluetooth
Wi-Fi

APPLICATIONS

Crumpet
Guidefree
Patio
Tellmaris
Tourserv
Vmart
Wham

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WI-FI

- %80 of PCs will support wi-fi in 2 years
- 75 millions wi-fi users in 2008
- 167.000 hotspot in 2008



: DATA :
(Gartner Group)

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WI-FI APPLICATIONS

In the world

- Starbucks
- Mc Donalds
- Paris Underground
- Portugese Students
- Kofi Annan's speech

In Turkey

- Istanbul Ataturk Airport
- Most of 5 star hotels such as Ciragan Kempinski, Hyatt Regency, Four Seasons
- Bogazici University and Middle East Technical University Campuses

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DESIGN ISSUES

- Screen resolution
- Slow CPU and low memory
- Input problems
- Screen Orientation



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KILLER APPLICATION

If the mobile Internet means location + personalization, then this nicely coincides with the very definition of what travel is all about: location + personalized customer service.

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FUTURE WORKS

- Developing Event Planner by using mobile networks
- Integrating GIS to Event Planner
- Usability test in real world



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