

Galavant

DME Project by Ivan Ong, Joel Heer and Ek Hern

About Us



- Castaways was formed by a group of Students who happened to share a common cause.
- We strive to lend a helping hand towards alleviating the barrier between man and technology.

The Team

- **Ivan Ong**

- Front End Programming
- Lead Designer



- **Joel Heer**

- Back End Programming



- **Ek Hern**

- Documentation
- 3D modeling



Our Theme

- **Enhanced Tourism**
- **Aim to augment a visitor's experience as well as encourage return visits**
- **Give users a lasting memento to keep**

The logo for Galavant is a red speech bubble with a tail pointing towards the bottom left. The word "Galavant" is written in white, sans-serif font inside the bubble.

Galavant

- Unlock 3D models of tourist sites
- Unlock by scanning QR code (model remains unlocked permanently for that account)
- Complete collections by visiting all the destinations

A red speech bubble graphic with a white outline, containing the text "App Demo". The bubble has a small tail pointing downwards and to the left.

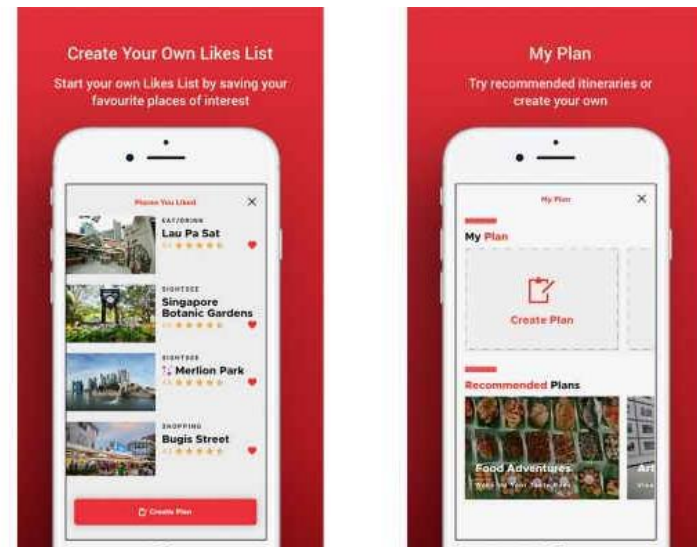
App Demo

Target Audience & Platform

- Designed for Mobile Devices
- Tourists and people traveling to Singapore in general
- Youth and Young Adults with mobile devices
- Kleptomaniacs

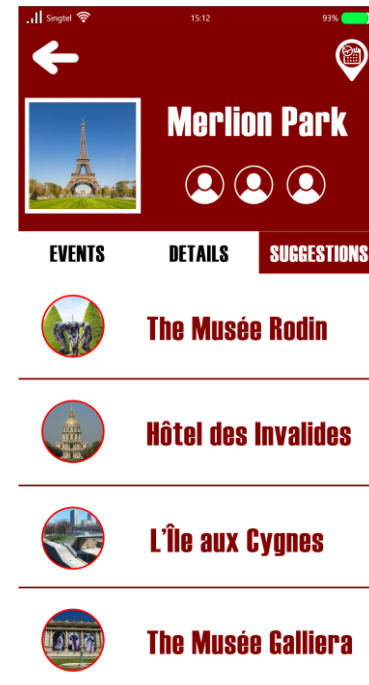
Competitor Apps

- Singapore Travel Guide App
- Features maps that display places of interest near the user's location
- Socializing feature that allows users to find other people with similar interests
- Also features the ability to chart a route between destinations of interest

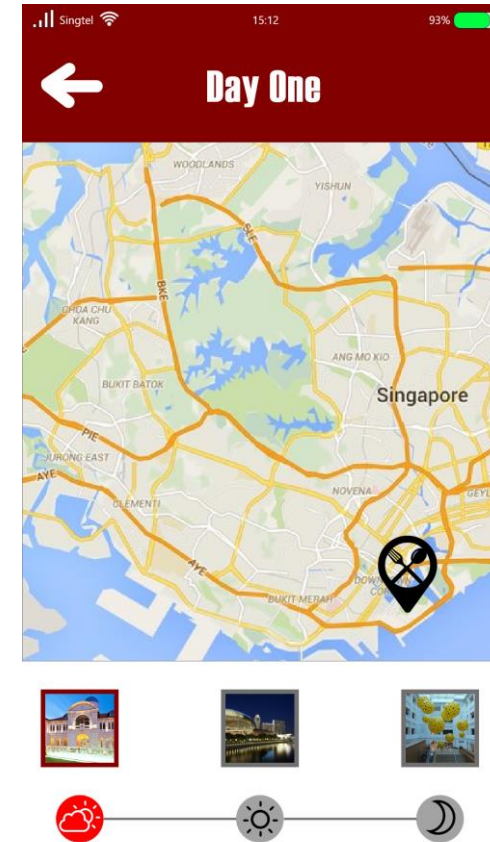
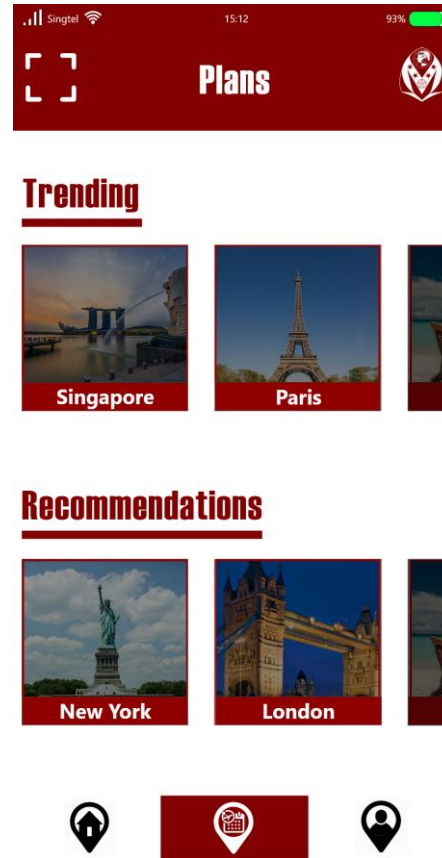


App Design

- Modern look. Does not deviate too far from conventional standards
- Simple and intuitive layout
- Deep red-brown paired with white



App Design



Emblem Design

- Designated for the fun collectors function
- Intended to bring a necessary twist to draw appeal for the application
- Resemble that of crests which carry significant elements from various countries, starring stars, symbols and layout
- Unique designs for each country



Marketing Plan

■ Example Poster



A red speech bubble graphic with a white outline, containing the text 'Expected Features'. The bubble has a tail pointing towards the bottom right.

Expected Features

- **Locate destinations of interest (Map)**
- **3D Model “Collection” feature**
- **QR codes “treasure hunt”**
- **Plan routes between destinations (Map)**
- **Display information on landmarks and Destinations**

Final Product Features

- Custom Google Maps Controls
- QR Code Reader
- 3D Model Display

The background of the slide features several thin, curved lines in a light gray color, some solid and some dashed, creating a subtle, modern design.

Thank You
for Your Time

- Any questions? (If we didn't screw up)