

## **Downtown Wayfinding App**

**Problem:** Downtown Eugene has experienced a resurgence of economic activity recently with new restaurants, bars, shops, salons and offices all opening between 6th and 11th and Pearl and Lincoln. Additionally, cultural programming like the Kesey Square summer film screenings have gained popularity, and joint efforts like the First Friday ArtWalk in bringing large numbers of people downtown. And while the recent momentum is inspiring, there are many in the community who see the next five years as critical in developing downtown into something for the world to admire when it descends upon us in 2021.

**Challenge:** Develop a mobile app or kiosk experience that highlights the mix of services and spaces downtown including: food & beverage service, retail, health & hygiene, entertainment, community spaces, hotels, technology sector, banks, and parking. Additionally, this app should be able to utilize GPS positioning for push notifications, to incorporate user feedback, and to highlight special event programming.

### **Assets:**

- Downtown business directory
- Lane Arts Council First Friday Artwalk gallery and business directory
- 2015 EUGfun! summer calendar
- Downtown Eugene map prototype
- Feeney Wireless Skyus-E IoT Device
- Bluetooth Estimote Beacons
- Linux Compatible Touch Screen
- [Reference document](#) with details on the bigger picture.

### **Prizes:**

- The Barn Light exclusive mug with coffee for a year \$2000 value
- Heritage Dry Goods gift card \$100 and Passionflower gift card \$25
- Mosaic Fair Trade gift card \$25 and Gilt & Gossamer gift card \$50
- Anderson-Jagels \$100 and DAC \$100
- PBP Insurance \$100 and Footwise \$25
- Travel Lane County \$200 and Noisette \$25 gift card
- Hilton 2-night stay \$159
- OCT opening night subscription for two \$350
- Cone + Ball Antiques \$50
- Urban Therapeutics \$50

**Sponsor:** DEM

**Fine Print:** Software will be released under the MIT license <https://opensource.org/licenses/MIT>