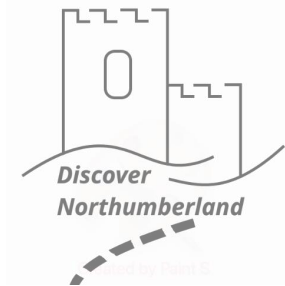


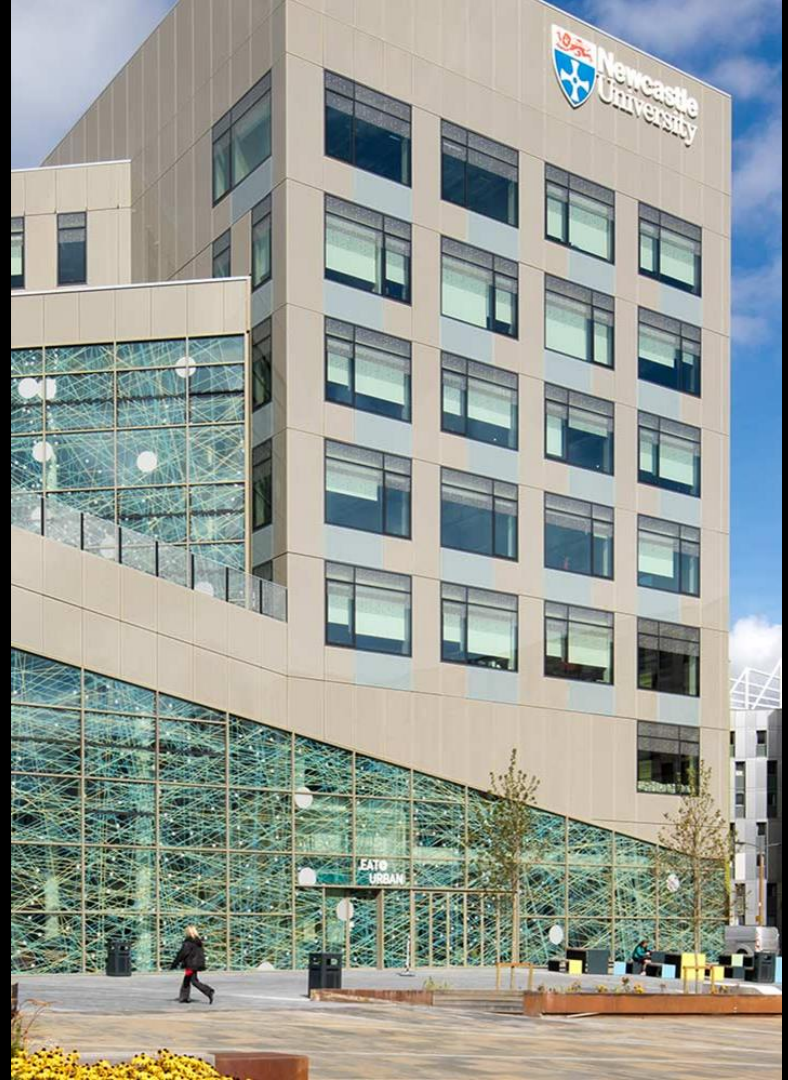
DISCOVER NORTHUMBERLAND



WHO WE ARE

We are a team of nine Computer Science students from Newcastle University.

Our team is made up of people who possess a range of skill sets, which when put together will allow us to successfully deliver our product.

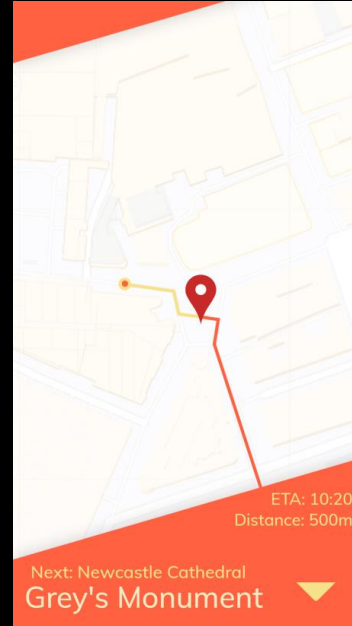


OUR PRODUCT

Our app will provide a map showing the user nearby places that might be of interest and providing information about said locations.

Purpose and goal:

- To encourage tourism and exploration of the local attractions in Northumberland, by highlighting places of interest in the area.



RESEARCH & SIMILAR APPS

The Uber logo consists of a solid black square with the word "UBER" in white, uppercase, sans-serif font centered within it.

UBER

The Visit London logo is a solid red square with the words "VISIT LONDON" in white, uppercase, sans-serif font centered within it.

VISIT
LONDON



Citymapper



PROS

[SEE FULL RESEARCH](#)

Shows your location on the map

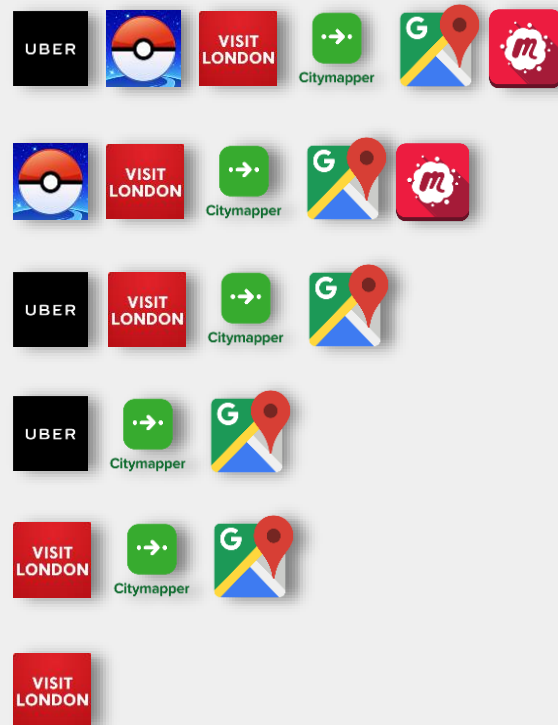
Shows an image of the location once clicked

Shows options for those who are disabled

Show the route from your location to the destination

The user can filter the locations by categories such as restaurants etc

Save places to view offline to avoid data roaming charges



CONS

[SEE FULL RESEARCH](#)

Can't mark off visited places

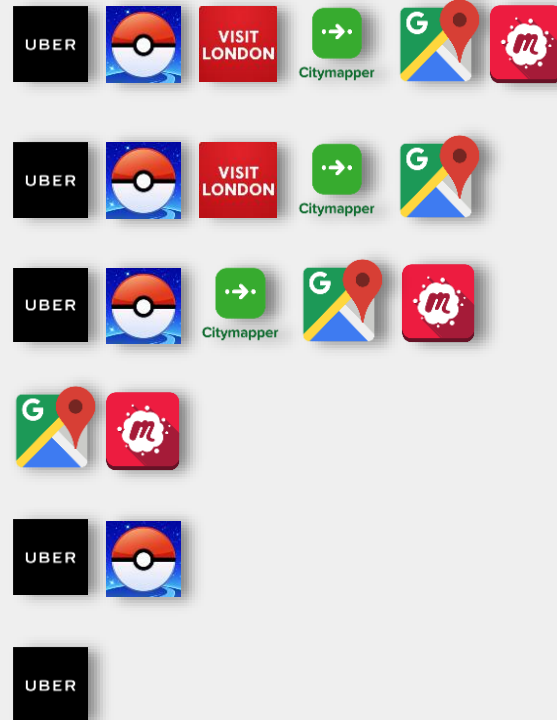
GPS can sometimes be a little
'off'/inaccurate

Requires an internet connect, which
can lead to data roaming charges

The interface is sometimes too
crowded

Can only see the content of locations
when close enough to said location

Customer Service/help is hard to
find/non-existent



ISSUES TO OVERCOME

**Unbiased
locations**

**Mobile Data
Usage**

Data Protection

**Trespassing &
Dangerous
Locations**

Interface

TARGET AUDIENCE

- **DEMOGRAPHICS** (*Income level, job, class*) :
A - E (*Higher Management to unemployed*)
- **PSYCHOGRAPHICS** (*attitude, behaviour, interests*):
Mainstreamers & Explorers
- **Age:**
Teens - Seniors
- **Gender:**
All

EVERYONE
EVERYBODY

INFORMATION ABOUT OUR TARGET AUDIENCE

Millennials are 13% more likely to travel to a destination with cultural or historical significance - [Responsible Travel](#)

49% of Millennial's take last minute vacations - [Internet Marketing Inc.](#)

Baby Boomers expect to take 4-5 leisure trips in 2019 - [AARP](#)

96% of people ages 25-34 are likely to travel independently - [Solo Traveler World](#)

62% of Millennial parents are traveling with kids under the age of 5 - [Resonance Consultancy – D.K. Shifflet & Associates](#)

Women book tours and activities 67% of the time - [TrekSoft](#)

55% of Generation Z travel to increase their knowledge - [WYSE Travel Confederation](#)

47% of millennials and 40% of Generation Z travel to relax and avoid stress - [WYSE Travel Confederation](#)

FEATURES

A loading screen with the logo visible

Main Menu that allows you to choose predetermined routes based on a specific topic such as culture or cuisine

In addition it will allow the user to search for a location of their choice and add it to a list of bookmarks

Once an option has been chosen (predetermined or customised) it will open up to a screen which will feature a map and the route between selected locations. Your location will be visible on the map as well using the phones built in GPS.

GIVEN BRIEF

“A history app for Northumberland and Tyne & Wear. For this project, pick an area that interests your team, e.g. cultural history ..., natural history, industrial history, military history or even supernatural history.... You may assume your user is anyone who wishes to explore the area, not necessarily a local person.

The app should help its users find places of interest. The council is open to any ideas involving apps and therefore the exact focus of the app is entirely up to your team, however, there are only two key requests. Firstly, the council always remains neutral and therefore the app should not promote a specific tourist attraction or other business over all similar attractions/businesses. If it lists businesses, it should be clear that it is not recommending one in particular, simply providing a list, e.g. based on those nearest to the user or those the user may find interesting. Secondly, although the customer is from Northumberland, they are happy for you to include Tyne & Wear as well in your app providing there is at least some mention of Northumberland in it (i.e. your app cannot solely contain places of interest in Tyne & Wear). “

FEATURES

Locations can be clicked to open a page with more information about them.

The recommended routes will be unbiased and based purely on how interesting the user will find them within their category. In addition the routes can be chosen based on their length etc

The option to bookmark/state that you have visited the location before

There will be the option for the text to be spoken to the user

GIVEN BRIEF

“A history app for Northumberland and Tyne & Wear. For this project, pick an area that interests your team, e.g. cultural history ..., natural history, industrial history, military history or even supernatural history.... You may assume your user is anyone who wishes to explore the area, not necessarily a local person.

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**WHAT MAKES
OUR APP
DIFFERENT?**

**THE OPTION TO FILTER RESULTS BASED ON PREFERENCES
SUCH AS HISTORICAL SITES, CULTURE, CUISINE, SPORT, AND
OTHERS**

**WE WILL CATER TO THOSE WITH DISABILITIES, FOR EXAMPLE,
MARKING WHICH LOCATIONS ARE ACCESSIBLE BY
WHEELCHAIR AND WHICH HAVE UTILITIES DESIGNED TO AID
THEM**

**THE APP WILL PROVIDE PRE-SET ROUTES BETWEEN
LOCATIONS OF SPECIFIC TYPES BUT WILL ALSO ALLOW FOR
THE USER TO CHOOSE THE SITES AND A ROUTE WILL BE
DETERMINED FROM THOSE**

TECHNOLOGIES

- REST API for obtaining data from the database, authorizing the user using HTTPS requests.
- MySQL for storing any app data, such as location information or specific user data.
- Java for building the Android application
- A free mapping API such as OpenLayers

**HOW
ARE WE
GOING TO
BUILD THE APP?**



DESIGNS



Heritage



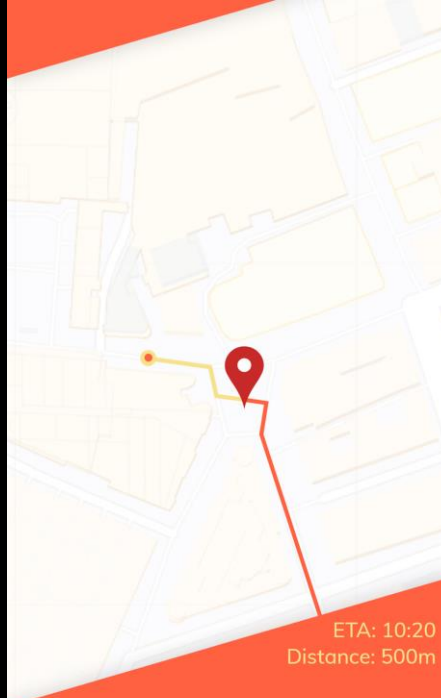
Culture



Cuisine



Sports



ETA: 10:20
Distance: 500m

Next: Newcastle Cathedral
Grey's Monument



Grey's Monument



Located right in the heart of the city, standing at 134ft, Grey's Monument was built in 1838 to commemorate Charles Earl Grey, the local politician who was a remarkable activist for peace and civil liberty. The Earl was born in 1764 in Fallodon, Northumberland and from 1830 to 1834 he was prime minister of the United Kingdom. Whigs, led by prime minister Charles Grey (also known as Viscount Howick), proposed The Representation of the People Act 1832 (also known as the 1832 Reform Act).

A photograph of the Discovery Museum in Newcastle, featuring a large blue archway with the museum's name and a star logo, set against a brick building.

Discovery Museum

A photograph of the Gateshead Millennium Bridge, a white, cable-stayed bridge with a unique twisting design, spanning the River Tyne.

Millennium Bridge

A photograph of the Greys Monument, a large bronze statue of a man in 18th-century attire, set against a red background.

Greys Monument

**EXAMPLE
LOCATIONS**

A photograph of the interior of the Laing Art Gallery, showing various framed artworks on the walls and a display case in the foreground.

Laing Art Gallery

A photograph of the Hancock Museum, featuring a large, ornate metal structure, possibly a clock or a decorative element, set against a blue background.

Hancock Museum

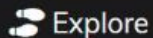
A photograph of Jesmond Dene, a scenic park area with a waterfall cascading over stone steps, surrounded by lush greenery.

Jesmond Dene

OUR WEBSITE

Discover Northumberland

CSC2022 - Team 19

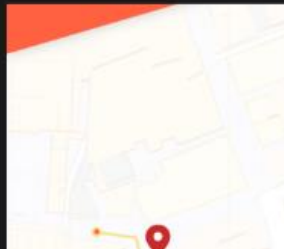


Find hundreds of interesting landmarks and locations in Northumberland Tyne and Wear



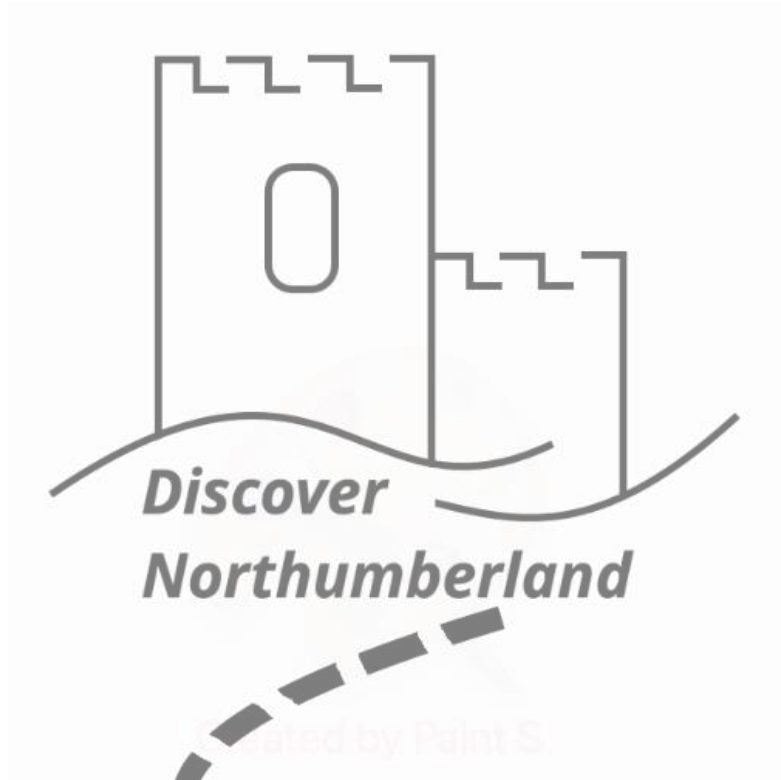
Discover Northumberland has information on hundreds of different, unique locations across Northumberland Tyne and Wear, including cultural, sport, cuisine and a number of other historic landmarks from all ages of history.

Filter through all the locations there is to offer with our easy to use, intuitive menu system. Designed to create the greatest user experience possible!



Using Discover Northumberland's map and tour feature, you can create your own virtual tours. Choose where you want to go and we will lead the way!

Use the map feature to pick places close to you, or search for specific locations you have in mind. Creating tours is a simple and user friendly process, just add the places you want to visit and we will connect the dots.



THANK YOU

TEAM 19

James Ellis	Freya Myers
Jack Hopkins	Dami Ijiwola
Lyle Dotingco	Eigminas Slavinskas
Josh Whitehead	Ethan Welsh
Chloe Sunter	