Research into other tour applications

A look into other tour mobile applications to see what other apps do well and what they could improve on.

ActionTourGuide

1) Each room has an image on the top, with an audio description below. You can swipe between rooms easily without having to leave the page.

**Pros**:

* This is a good way of presenting information as it’s very easy to use.
* Shows a clear image of the room - easy to understand what room is being described

**Cons**:

* Harder to look at a specific room - involves having to swipe through other rooms first
* Requires either headphones or being able to listen on loud speaker - not always ideal

Could replace the audio description with a section of informative text.

2) Floor plan shows the entry and exit points of each rooms using red arrows

**Pros:**

* Easy to understand where the doors are located

**Cons:**

* Can be a bit pointless if both the entry and exit door are the same door

3) Has a list view for each room so the user can select a room from a list rather than looking through images

**Pros:**

* Faster to find a room if you know the name

**Cons:**

* Doesn’t give any additional information about the room other than the name before selecting it.

4) Home page has big, clear images of the site, with a brief description below

**Pros:**

* Very easy to see the area in question
* Gives a bit of information before selecting

**Cons:**

* Takes up a lot of space
* Doesn’t give a huge amount of information

Natural History Museum

1) Has a grid view of all the different attractions (e.g. birds, dinosaurs, halls etc.)

**Pros:**

* Easy to find a certain area of the museum
* Has clear images to describe the section

**Cons:**

* Not a particularly well designed layout
* No other information on the screen

2) Has colour-coded floor plans with images of what is in each area (e.g. the dinosaur section has an image of a dinosaur on the map)

**Pros:**

* Very clear what area is what on the map
* Easier for the user to select that area
* Colour-coded system makes it easy to tell what floor you’re looking on
* Has additional information on map, such as toilet locations and entrance location

**Cons:**

* Takes up space, making it awkward if two areas are close to one another
* Some images might be a bit unclear what they represent (each image is a silhouette, so not always clear what an image is)
* Other than the shape of the room, there is not much information about the contents of the room

3) Integration of a search bar

**Pros:**

* Can search for a specific term (when it works)

**Cons:**

* Not a good integration of a search bar - hard to use
* Not easy to find a specific room
* Not available on every (or even most) screens

Newcastle Castle

1) Separates the app into different sub-sections (Audio Guides, About, What’s On, History)

**Pros:**

* Avoids having too much information in one place
* Makes it easier to find something from the home page

**Cons:**

* Design is very basic - not very visually appealing

2) Has an image of a specific area, with lots of text below it

**Pros:**

* Has a clear image of the certain area
* Has a lot of information for the user to read

**Cons:**

* Very basic layout
* A lot of information in the same place - could be a bit overwhelming on a first glance

3) Has links to attractions nearby or at the castle

**Pros:**

* Useful to anyone looking to plan trips
* Has a thumbnail to give a bit more information/understanding of the event
* Clean looking

**Cons:**

* Needs to be continually updated over time
* Doesn’t give an exact location before clicking the event

Empire State Building

1 Has a contents page to direct users to different parts of the app

**Pros:**

* Good separation of information
* Large and easy to click on

**Cons:**

* Only available on the contents page - users have to go back to get to another floor
* Some inconsistency with arrows on each list item

2) Welcome page has an image of the building, taking up the entire screen, directing the users to the contents page

**Pros:**

* Clear introduction to the application
* Visually appealing image of the building

**Cons:**

* A bit pointless as the user has to skip past it every time they load the app - appealing only for a one time use
* Adds an extra step to get to the contents page

3) Has images of the surrounding area (a map-like feature)

**Pros:**

* Shows areas around the building clearly
* Has buttons to display information about the surrounding area

**Cons:**

* Not a very fluid integration of maps
* Low quality images - inconsistent with the rest of the app
* Difficult to use with ease