Monday, October 14th

INNOVATION PROJECT

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Tutors: SAID Julien et VIEIRA Dario

With Urban Eye, discover the city's secrets by getting off the beaten track and sharing them with your friends.
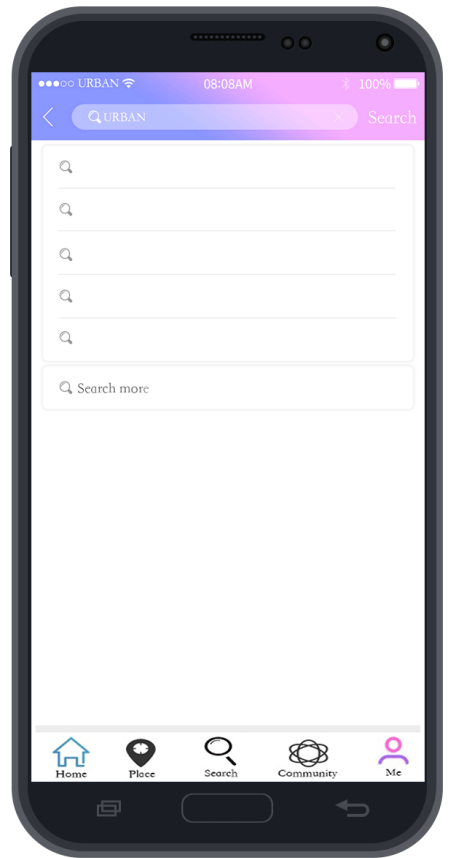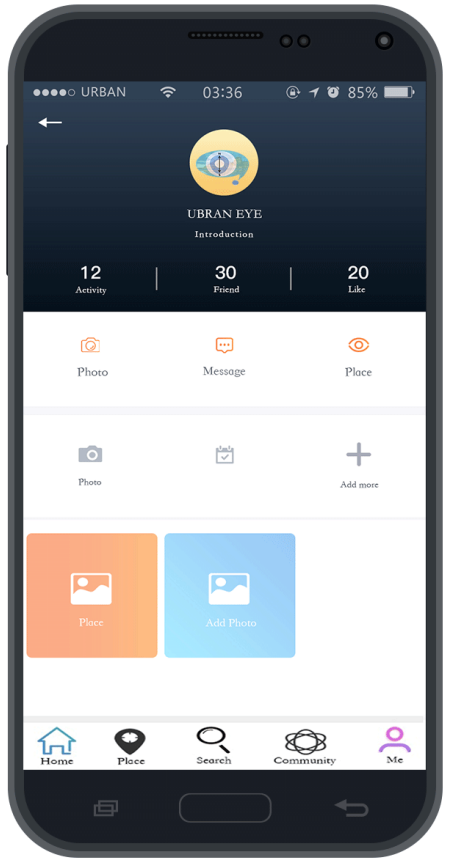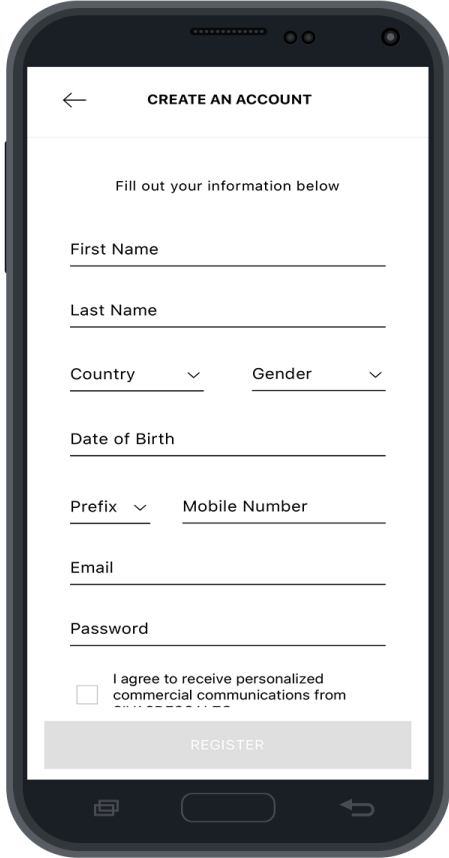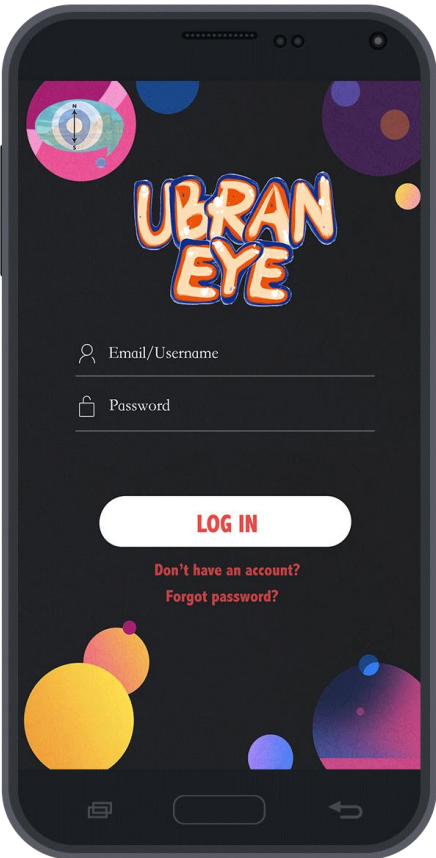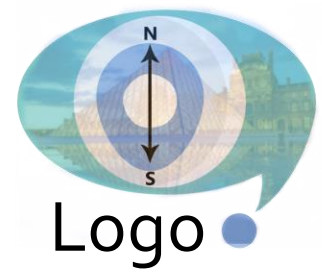
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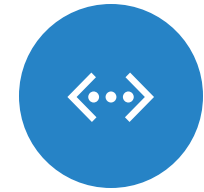
TECHNOLOGY

RACI MATRIX

The targets?

- **CURIOUS people**

The need?

- To (RE)DISCOVER the cities in a <u>different</u> and <u>authentic</u> way.

- To LEARN more about a city.

Nature of the product?

- **Mobile app**

The utility?

- **To FOLLOW the user during their visits**

Current solutions? Competitors?

- **Travel guides**

- **Tour guides**

- **Google Maps**

- **Tourism organizations**

- **Travel apps**

Distinguishing elements?

- **The DISCOVERY of <u>anecdotes and secrets</u> about the street you are passing by.**

- **The COMMUNITY in which you can be part of (by <u>sharing</u> and <u>suggesting</u> stories and places).**

- **The ACCESS to a <u>personnalized</u> route.**

- **The VIEW of monuments at <u>different times</u> with the phone camera.**

User case

delete an address

log in

choose route

make a research

add addresses

react

see others experiences
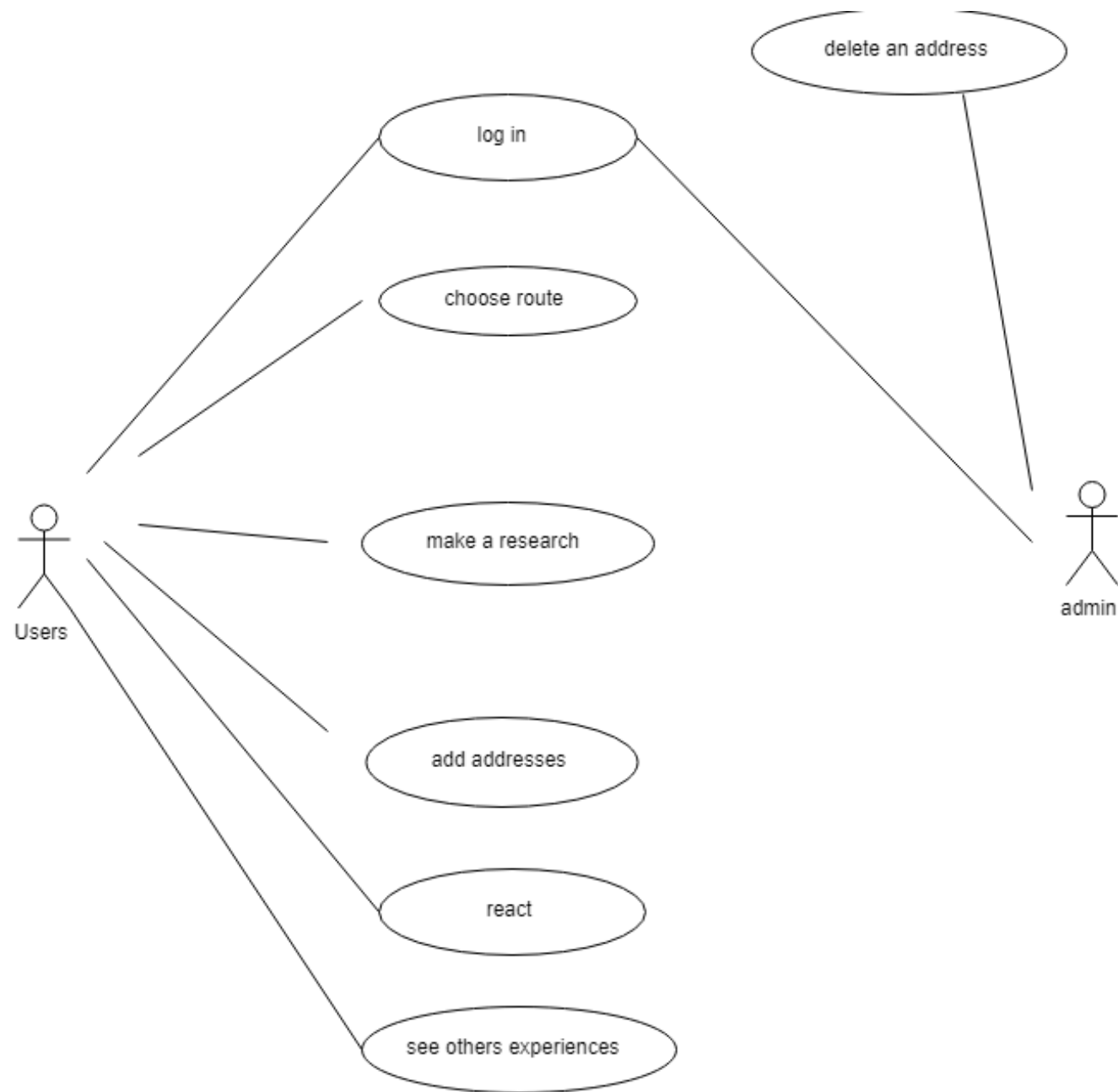
Users

admin

Ecosystem

- **The project manager**
  ==> Organizes , leads

- **Project team**
  ==> Responsible for delivering the project

- **Users**
  ==> Will use the project

- **Public authorities**
  ==> The authorities that direct
  the general administration of the State

- **Competitors**
 ==> Google maps , travel apps

The project manager

Project team

Competitors

Urban Eye Application

Public authorities

Users

Business Model Canvas

Key Partners	Key Activities	Value Propositions
Partners: • Restaurants / Cafés • Brands • Museums • Town hall • Association Suppliers : • Internet sources (Wikipedia etc.)	• Give facts about streets' names to the user during his/her walks • Enable the user to photograph a monument and get info • Enable the user to photograph a view and see its evolution through time • Enable the user to interact within a new community	• Personalization • Authenticity • Newness • Practical
	Key Resources • Human resources (employees) • Data (geolocalisation, streets, monuments)	

Business Model Canvas

|	
Customer Relationship Community & interaction (add, propose places, chat)	**Customer Segments** Mass market as our app affects : • Anyone using a smartphone • Any tourist • Any local
Channels • App Store • Google Play Store	
Cost Structure • Promotion of application (ads) • Development & Maintenance	**Revenue Streams** • Sponsors • Advertisements

Architecture

Geolocation
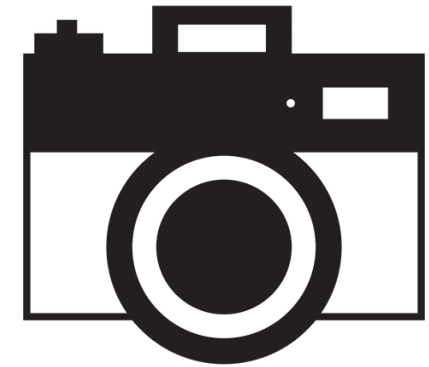Application
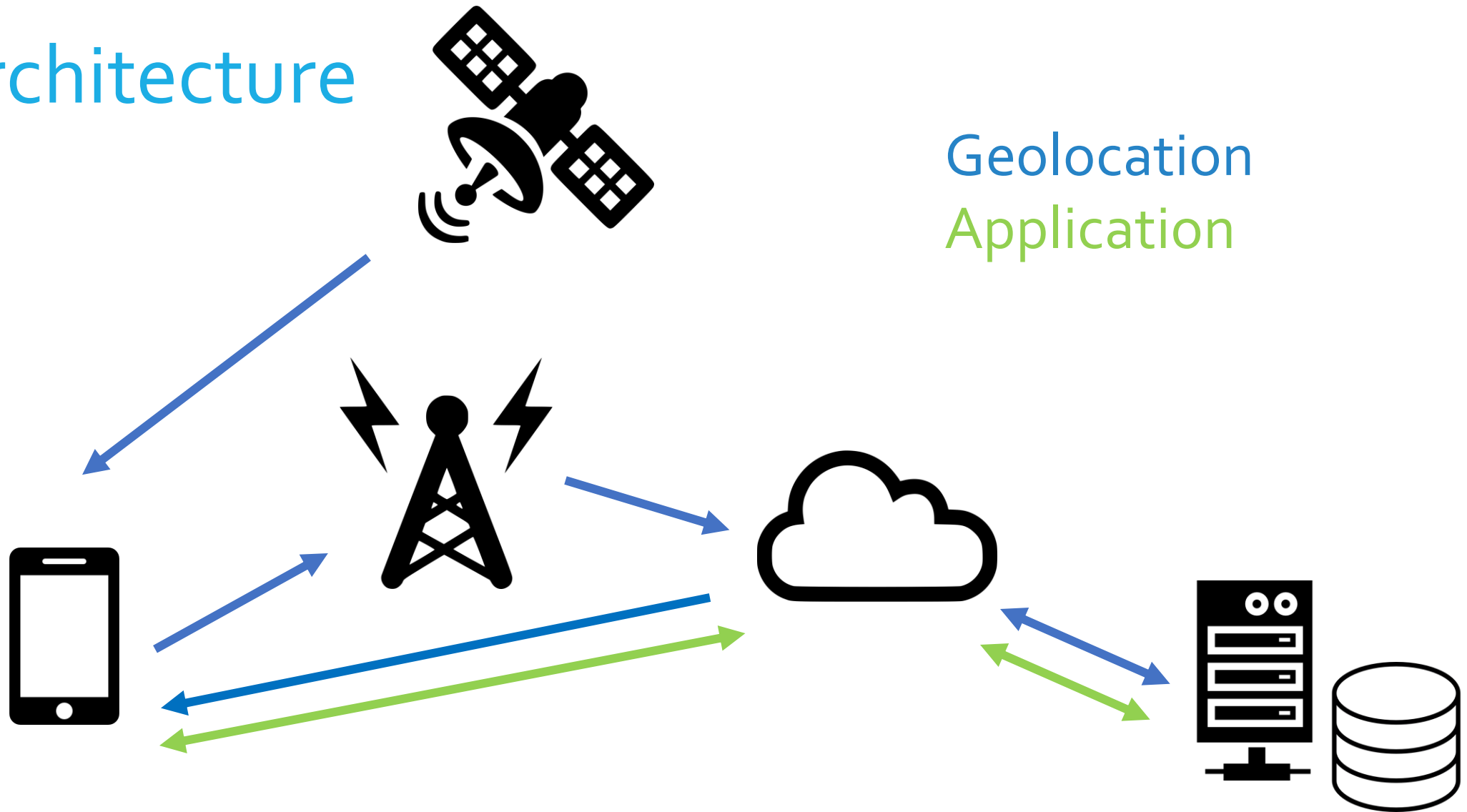
Technology

Android Studio
(Java)
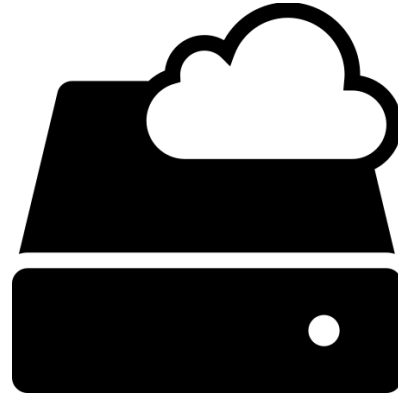
Data storage :
- Database
- Cloud
- XML document in user's phone
- internal & external phone storage
(photos/videos/PDF)

Camera :
- Augmented Reality
- Filter

RACI Matrix

	Abderrahmane	Amandhi	Mengqi	Qijun	Sirine	Yanna
Planning project	A/R	C	C	C	C	C
Research/ Documentation	A/R	R	R	R	R	R
Design	A/R	R	R	R	R	R
Development						
- Database	A	R	I	R	I	I
- Image	A		R			R
- Localisation	A/R			R		
Tests	A/R	R	R	R	R	R

Q&A