

PA8 Urban eye

Task 7 - Business - Direct & indirect competition

Objectives:

Identify existing solutions which address the same need, synthesize their functioning (products, sales, clients-customers, communication, positioning, business model, technologies, functionalities, user experience, additional services...)

	Urban eye	Google Maps	Trip Advisor
Products	<ul style="list-style-type: none">• (Re)discover the cities• Give facts about street s' names to the user during his/her walks• photograph a view and see its evolution through time• Enable the user to interact in a new community	<ul style="list-style-type: none">• Route planning• satellite imagery, aerial photography, street maps, 360° panoramic views	<ul style="list-style-type: none">• Shows hotel and restaurant reviews• Accommodation bookings• Interactive travel forums
Sales	Free	Free	Free
Clients	<ul style="list-style-type: none">• Anyone using a smartphone• Any tourist• Any local	<ul style="list-style-type: none">• Anyone using a smartphone• Any tourist• Any local	<ul style="list-style-type: none">• Anyone using a smartphone• Any tourist• Any local
Technologies	<ul style="list-style-type: none">• Android Studio (Java)• Augmented Reality (AR)/Filter• Database/Cloud/XML/ Internal & external phone storage• GPS• Security	<ul style="list-style-type: none">• GPS• Data• Cloud• C++ (back-end), JavaScript, XML, Ajax (UI)• Google Maps API	<ul style="list-style-type: none">• C++ , JavaScript, XML, Ajax (UI)• Cloud• Data• GPS
Additional services	All Free for users	All Free for users	All Free for users

Task 9 - Business - Differentiation & innovation

Objectives:

Identify the elements of differentiation of your project (technology, usage, business model, design, ergonomics...), describe the innovative aspects and their degree of innovation.

Our application is a useful App with modern design for all the users to discover the cities. Even if you already know the city well, you can also rediscover this city in a different way like with the use of the technology AR (Augmented Reality), the users can photograph a view and see its evolution through time and the monuments at different times. And it enables the users to interact in a new community, users can chat and share the pictures and stories in our community. With comparing with other App, we have more functions and use a different way to discovery.

Get an API Key: <https://developers.google.com/maps/documentation/android-sdk/start>