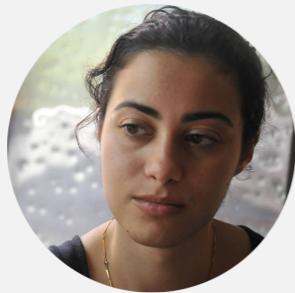




# Project VanGo

# We are mykrew



**Marina Roselli**  
Art & Research



**Youhan Guan**  
Tech & UX



**Krishna Sriram**  
UX Design



**Rino Aradea**  
PM & Documentation



**Eduardo Romero**  
PM & Audio/visual



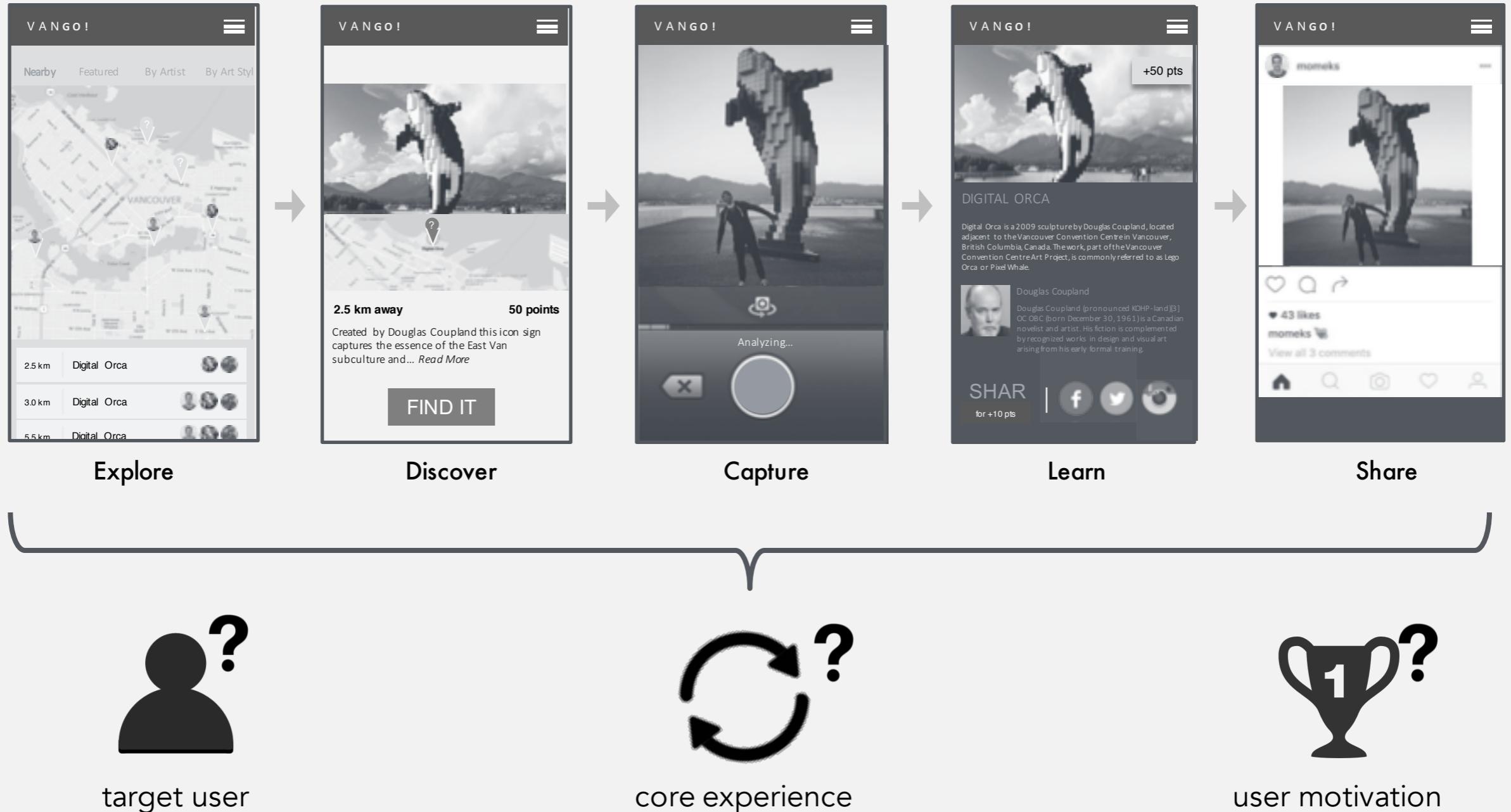
**Wendy Liu**  
Tech & UX

## Core Statement



VanGo makes discovering public art an exploration for locals and tourists to unlock new art knowledge and cultural experiences in Vancouver.

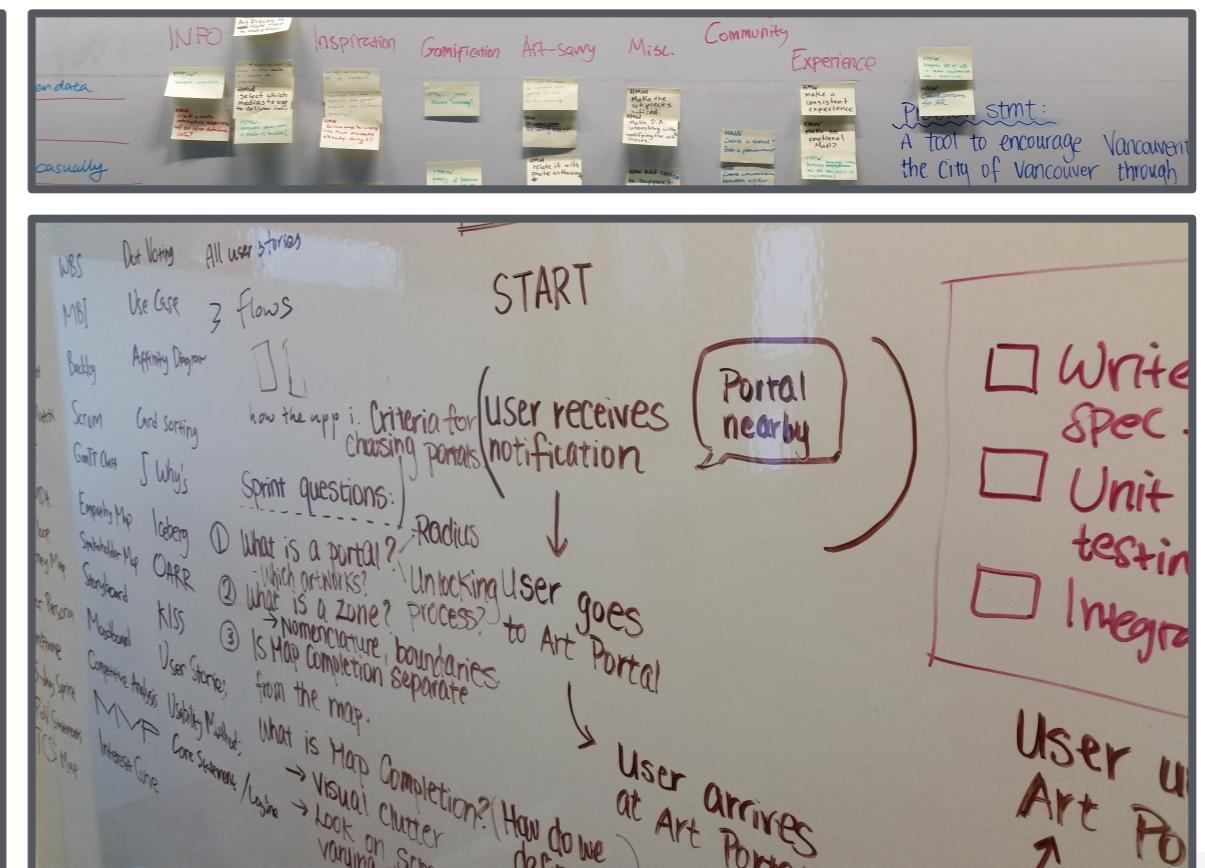
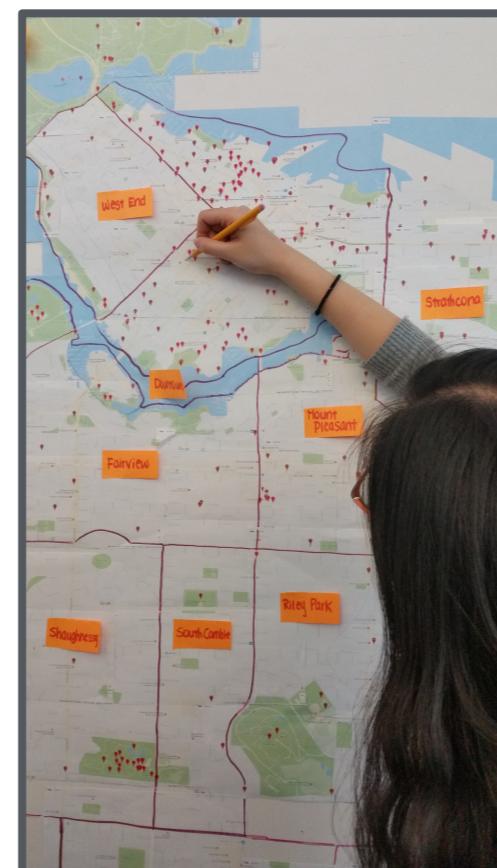
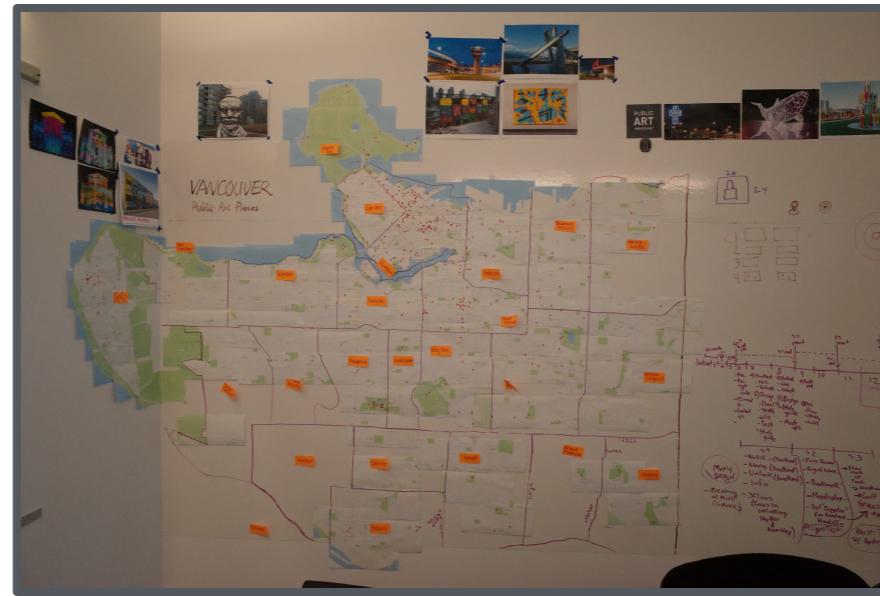
## The Problem (continued)



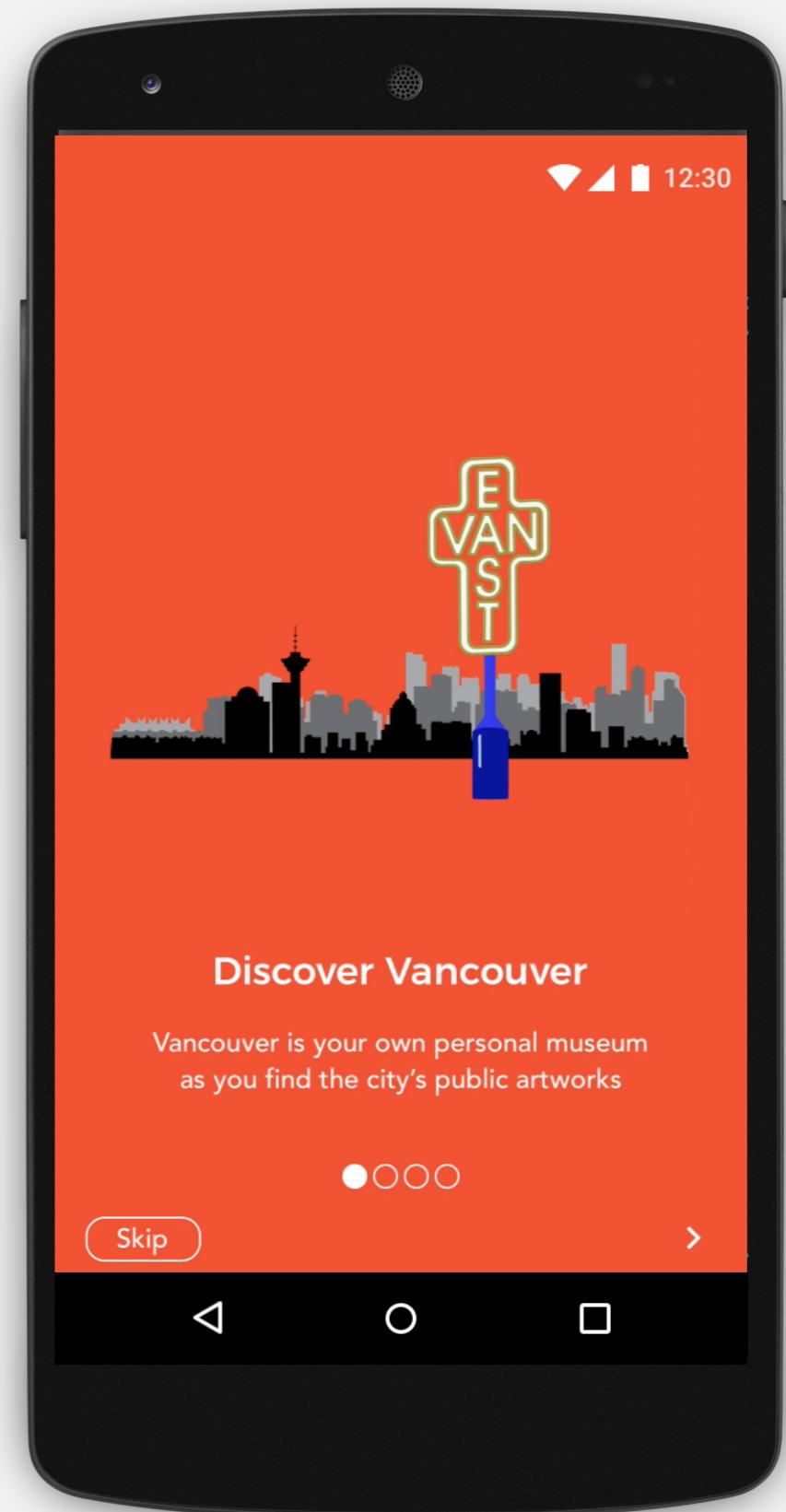
## The Problem

How can you help Vancouverites get out, explore their city and grow their love for culture through engagement in public art?

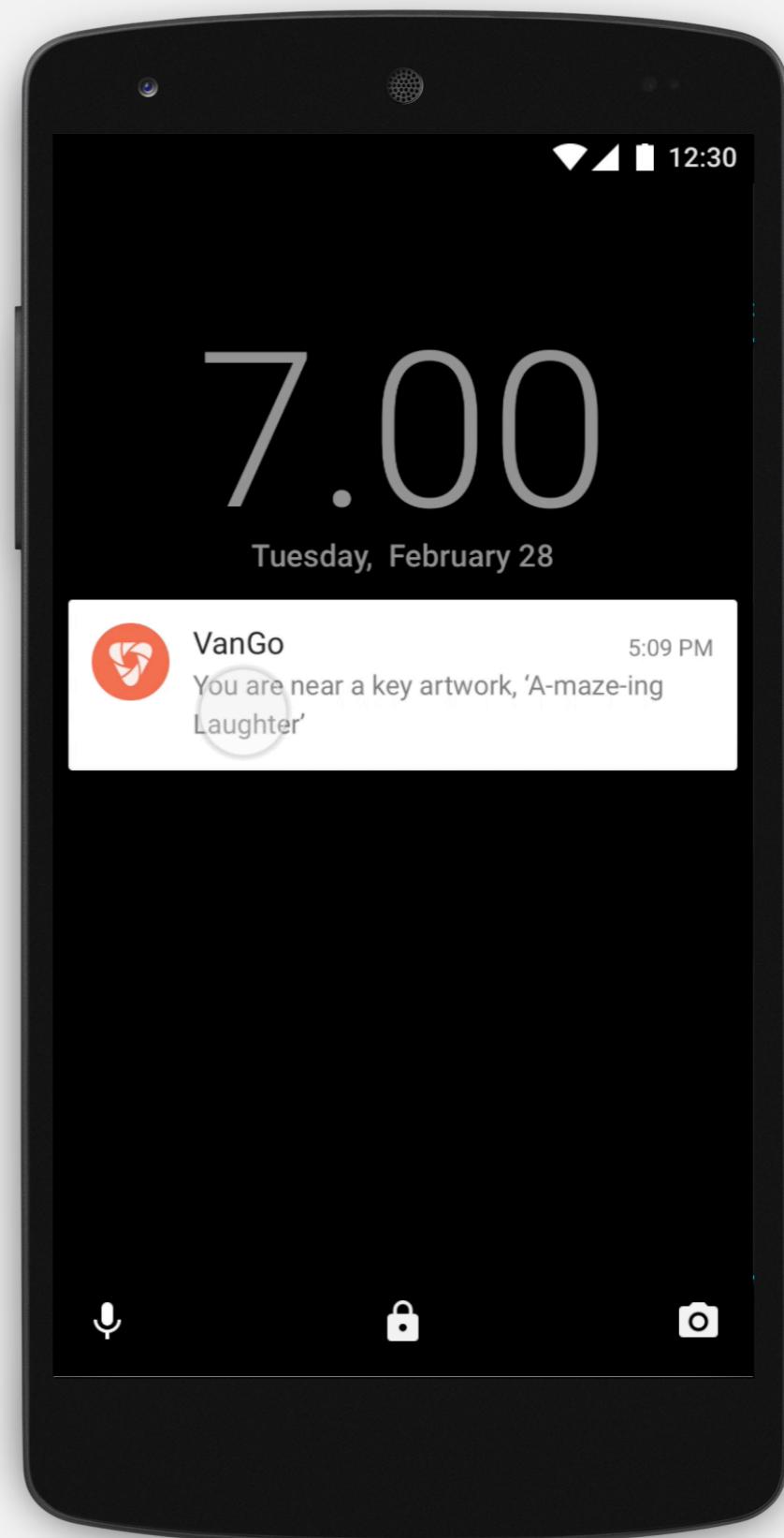
## The Process



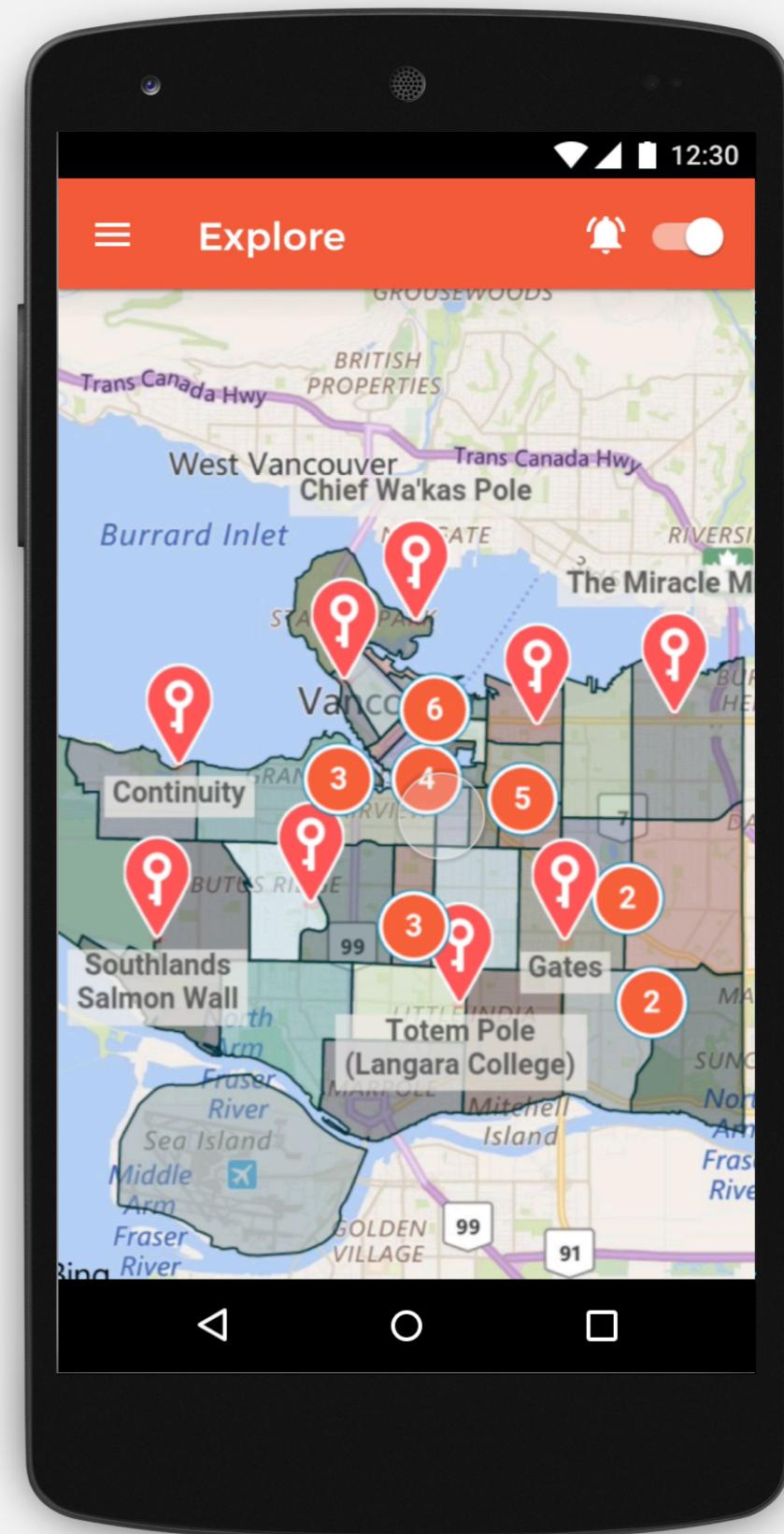
## Key Features



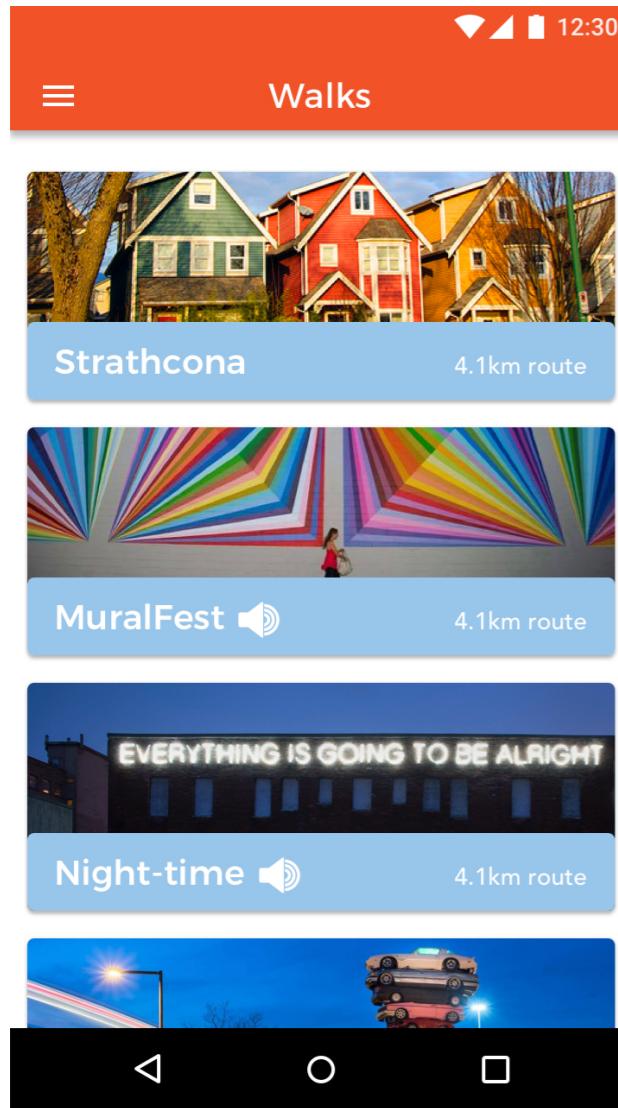
# Core Experience



## User Motivation

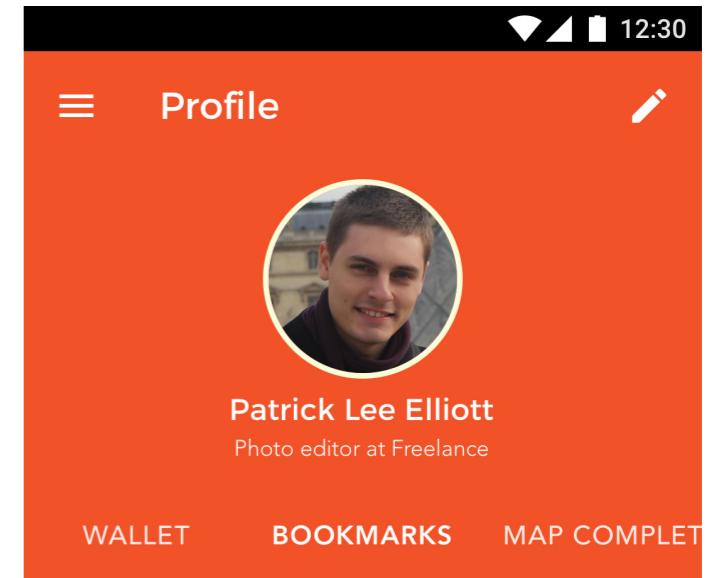


## Future Design



The mobile application interface shows a detailed view of the **MuralFest** walk:

- Walks** section header.
- MuralFest** walk details: 4.1km, 42 minutes, 13 artworks.
- Theme**: Walk through the breathtaking murals painted by artists at the 2017 Vancouver Mural Festival, while listening to the stories behind them!
- Zones Covered**: Downtown Eastside, Strathcona, Riley Park, Mt. Pleasant, Main Street Strip.
- Start Walking** button.



- |  |   |
|--|---|
|  | <b>'A-maze-ing Laughter'</b><br>Yue Minjun<br>200m away   |
|  | <b>'Inukshuk'</b><br>Alvin Kanak<br>300m away             |
|  | <b>'George Cunningham.'</b><br>Gerhard Class<br>450m away |
|  | <b>'Two Steel.'</b><br>Lionel Thomas<br>600m away         |

# Thank You... mykrew out.

