



LOCATION BASED GROUND TOUR

APP CHALLENGE 2019

ROARING WHALE

Location Based Ground Tour

Make Air Interesting Again

Watching from Sky
Interacting from Sky
Experiencing from Sky

Team Introduction

Creative team
from Shenzhen, China
with members of
Programmers, Trekkers, Explorers
and focus on
AR IOTA SLAM LBG



David

Design + Program

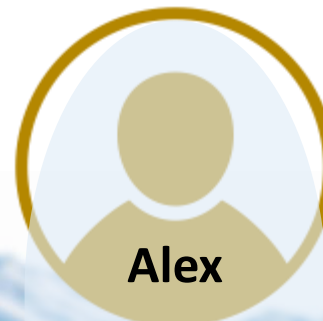
Tech Expert
UI/UX Designer



Nick

Design + Program

Google Expert
Product Designer



Alex

Market

Sale Expert



Nalon

Program

Software Expert



The Problem / Opportunity

Today people flying always, and tired of the services provided by plane.
Most of people are just SLEEPING during the whole trip :(

NEW SERVICE MUST BE CREATED

Why is it important?

People will choose an Airlines with better experiences besides price.

Commercial services could be accepted by people during the trip.

How big is the problem?

I have no accuracy statistic data about the percentage of passengers who are sleeping, but we all have seen the facts.

I am sleeping always, boring.

Who does it affect?

Plane is flying, Ground is changing. These dynamic information are interesting and never be boring if service based on them.

Every passengers will be involved in the service.



Research Findings

I always fly by different Airlines,
feel boring more and more.

Magazine, TV, Pad, Music, but

MOST OF THE CONTENT IS OUTDATED

Sit beside window, I can watch out from sky.

Plane flying, Ground changing, that's AMAZING.

How about more operation? Scaling, Rotating and Transforming

I do not know any such service has been provided by Airline Companies.

It is attractive to boring people, that is to say 80% passengers.



Referenced Statistics

<https://www.jianshu.com/p/b34594f3b3df>

Sleeping = 80%

Watching Pad = 10%

Chatting = 6%

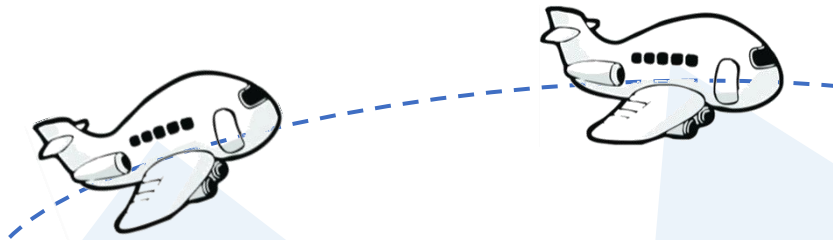
Watching TV = 2%

Watching Magazine = 2%

OK, WHAT SHOULD WE DO

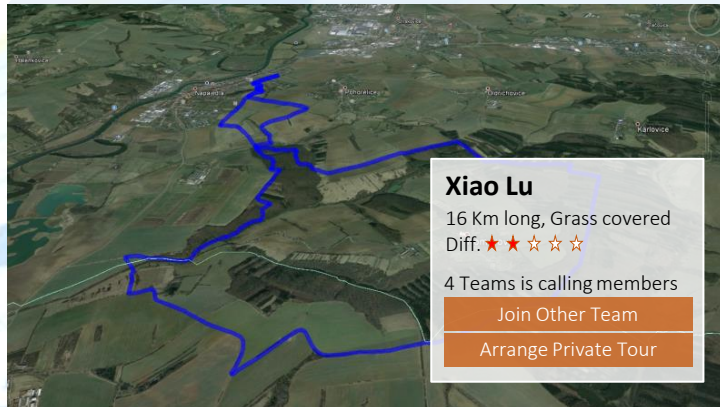


Our Idea

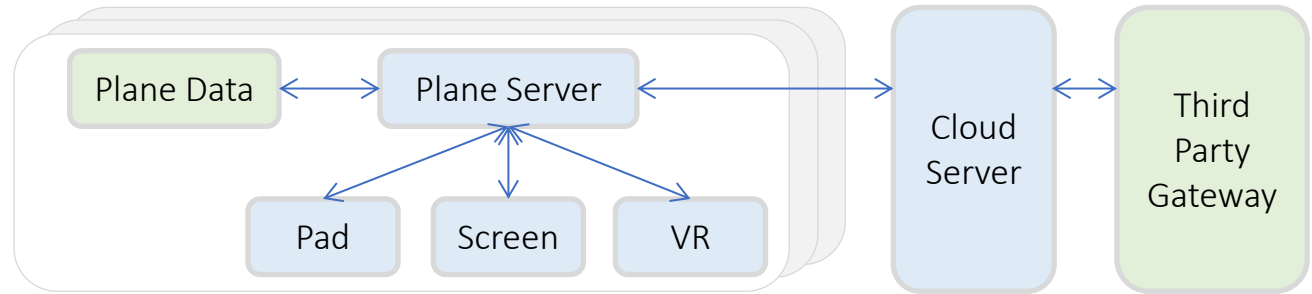


Scenario

- ✓ Passengers can see and manipulate Ground View.
- ✓ Ground View changes according to the location of plane.
- ✓ Dynamic Information are layered onto the Ground view.
- ✓ Passengers can interact with interesting information, or chat with other passengers, or play games



Our Technology



Plane Data contains GPS and Camera, it is strongly recommended.

Plane Server provides offline service during flying, in order to minimize network connection, and acceptable user reaction delay time. But during parking, **Plane Server** exchanges data between **Plane Server** and **Cloud Server**.

Passenger login by ID Card, Passport. But others can not see it to protect privacy.



Demo



If a picture is worth a
1000 words, a prototype
is worth a million slides

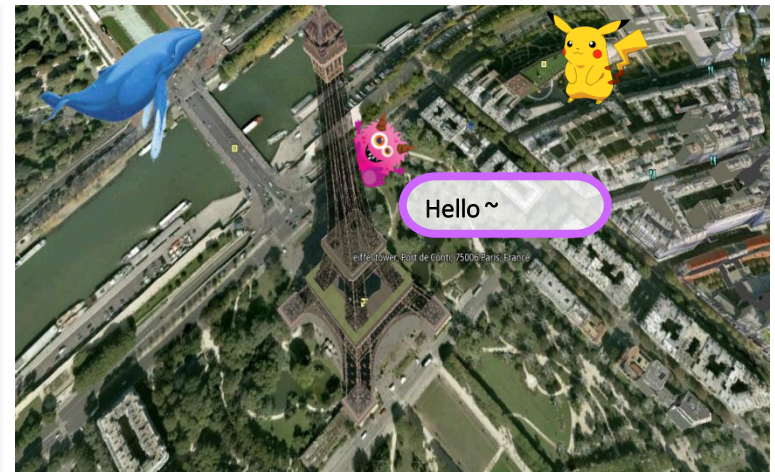
Yet we have not implemented the Demo

BUT

We have made lots of projects based on the same technology

We knew the key points, including design, develop and operation

Architect	Robust, Delay, Scale
Map	Location, 3D, Layer, POI
Game	RTS, RPG
Service	Partner, Revenue-Share
Deploy	Engineering, Management
Maintain	Customer, Quality



Business Value



Business Model

Free	View, Chat
Pay	Play Game, Book Service

Estimated Revenue

Single Aircraft

Avg. Pass. Per Aircraft	Usage Ratio	Payment Conv. Ratio	User	Payment	Payment Per User	Payment
200	20%	10%	40	4	\$5	\$20

Daily Flight

Aircraft	Flight Per Day	Pass. Per Day	User Per Day	Payment Per Day
21	50	210,000	42,000	\$21,000

Annual Income

Repeat Flying Per Pass.	Uni. Pass. Per Year(200Day)	User Per Year(200Day)	Payment Per Year(200Day)
5	8,400,000	1,680,000	\$4,200,000

Annual Share

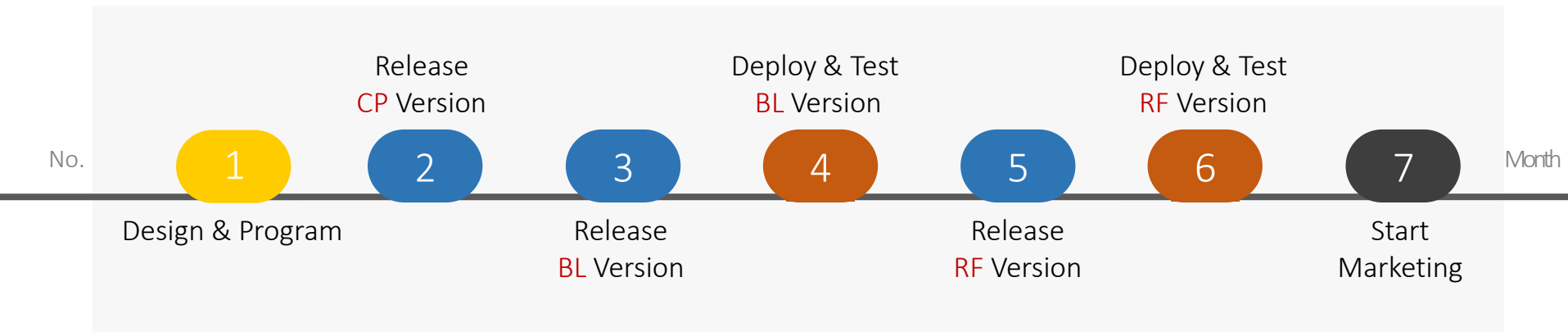
SIA Ratio	Third-Party Ratio	Platform Ratio	SIA Income Per Year	Third-Party Income Per Year	Platform Income Per Year
20%	40%	40%	\$840,000	\$1,680,000	\$1,680,000

<https://www.ceicdata.com/zh-hans/singapore/singapore-airlines-limited-sq-operational-data>
<https://data.variflight.com/profiles/Airlines/SQ>

Project Plan & Next Steps

Project Plan (begin from the end of AppChallenge2019)

Version = **C**oncept**P**roof + **B**ase**L**ine + **R**efined**F**eature



Resource Needed (what resource and who will provide it)

Plane Data Interface (GPS and Camera)	SIA
Third-Party Service	We
Cloud Infrastructure	We & SIA
Test and Deploy Environment (Plane)	SIA

References



In the past time we have made a lot of games, the following is just some examples:

Treasure Finder (Location Based Game)

Blade MinD : The Doom of Dynasty (Action RPG)

We also have made lots of projects in the fields of Enterprise Solution, Mobile Payment, Education System and AR.

More information please visit

[df595149790.github.com](https://github.com/df595149790)

www.dooyogame.com

THANK YOU



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