Case study 3 – walking tour app with AR
Using: SENSEcity app

SENSEcity Walks Glasgow - walking tour app

The SENSEcity Walks Glasgow tour takes you on walks through the city, guided by an App and a Companion Booklet. On your walk, you meet city experts who will unravel hidden stories with the help of an audio-guide (installed in the App) and **Augmented Reality**.

1. Explore the city through interactive 3D models in the App.

2. Deep-dive into the city's secrets through images sourced via the archives of Historic Environment Scotland and more.

3. A free inbuilt audio guide packed with narratives from three different perspectives.

4. Stories and information compiled by field / disciplinary experts and city-dwellers with local insights.

5. A new guided walk added every few months.

Website to download app: https://www.sensecity.co/download

The companion booklet is distributed across the city.

The first **SENSEcity** Walks Glasgow was developed between June 2018 and April 2019. Since then, it has had 3 app updates and various iterations of the travel guidebook.

About 20,000 Glasgow users have enjoyed the experience so far.

It cost approximately £25,000 to develop the first Glasgow App.

The app and the booklet are both free of charge, so the money is made from advertisement in the booklets that could be scanned for AR Content. Read more here:

https://www.sensecity.co/advertisers

The advice from the founder Pooja is "to focus on the story, the content and the narrative more than the technology. We help make stories as relatable and relevant for potential users and that is what is being appreciated."