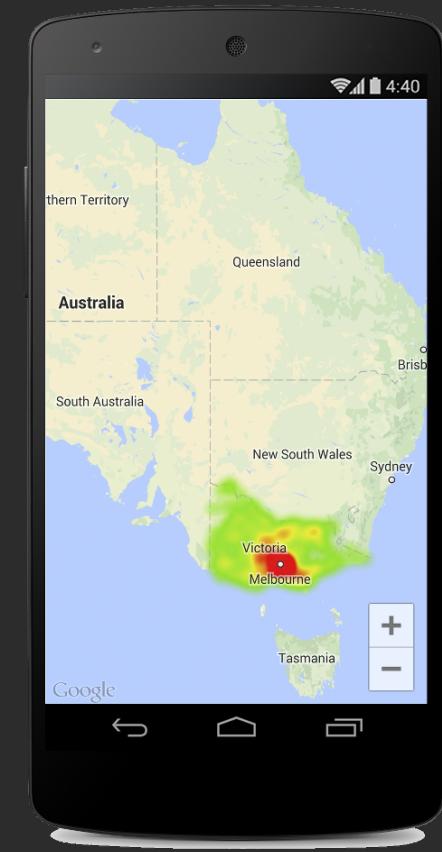
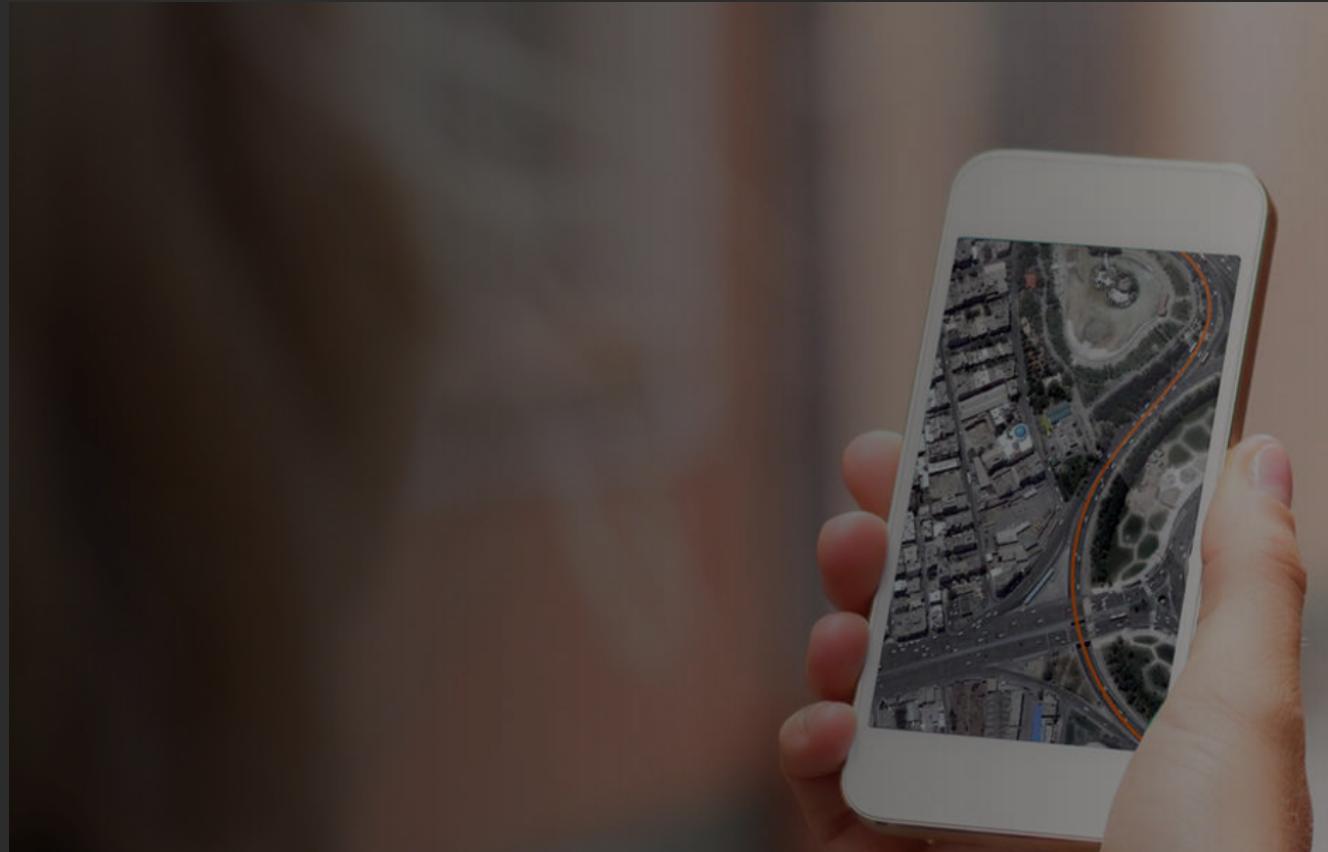


# SENSORTNET (APP)

## DISCOVERING DESIRE PATHS IN MACAU



# WHAT ARE DESIRE PATHS?

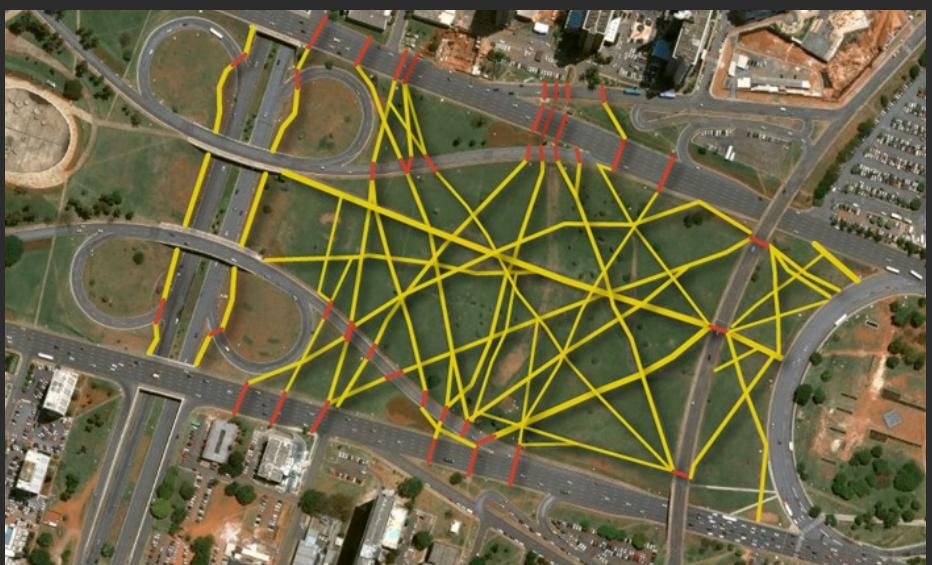
Desire path - Desire line - Social trail  
- Cow path - Goat track - Pig trail -  
Bootleg trail

Desire paths are created  
by groups of people  
exploring shared interests  
and experiences...



# WHAT ARE DESIRE PATHS?

“The capital of Brazil, Brasilia is a planned city with parks and open spaces designed at the height of automotive thinking in the late 1950s.”



# PEOPLE AND SIGNS

USUALLY PEOPLE DON'T  
FOLLOW SIGNS

... OR ...

THEY JUST DON'T HAVE SIGNS  
TO FOLLOW

MACAU IS A GOOD EXAMPLE OF  
THIS LAST ONE...



OPPHOTO Rienk Mebius 2007

# WHAT IS OUR IDEA?

1. APP
2. OPEN DATA

**“great potential benefits to  
civilian and business  
communities”**

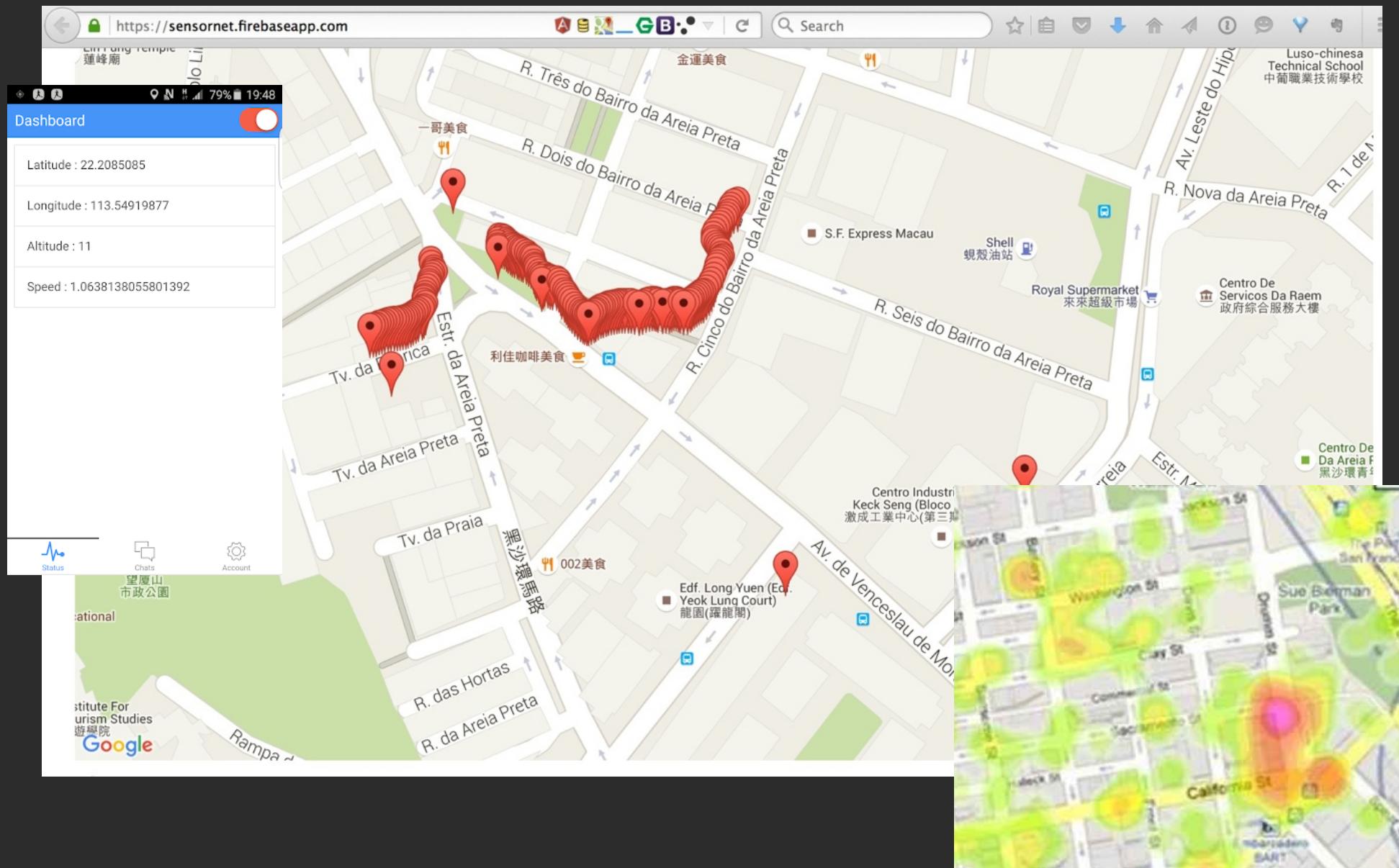
3. LOCATION
4. SHARED BY USERS –  
COLLABORATION
5. MOBILE DEVICES
6. VISUALIZATION ON THE WEB
7. DESIRE LINES AND ROAD  
SURFACES



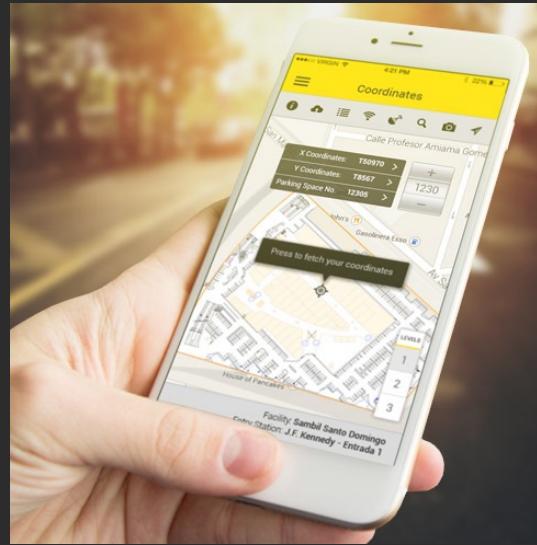
# DEMO



# DEMO



# SECURITY & PRIVACY



# CONCLUSIONS & NEXT STEPS...

- Beacon technology (Eddystone & iBeacon)
  - Fine-grained outdoor positioning + Indoor positioning

# TEAM

HACKER - Filipe Farinha

HACKER - Júnio Branco

NINJA DESIGNER - Filipa Martins de Abreu

