





Lauren Tomasello

Lead Developer



£72 billion

visitor spend on domestic trips

Source: visitbritain.org, 2016

Huh?

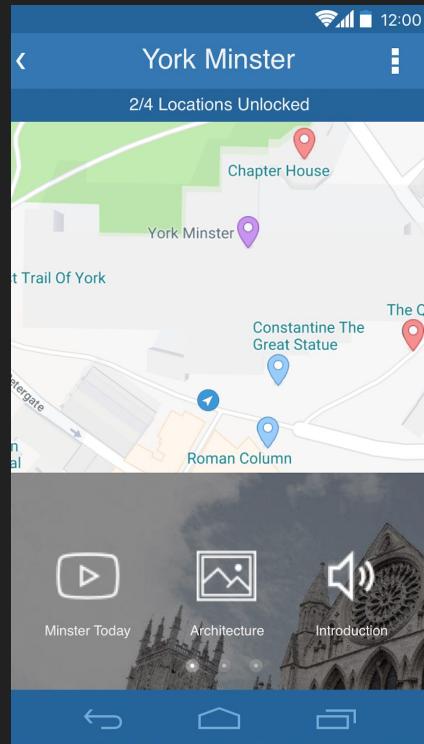




Ulmon



how does it work?





The Minster **UNDERCROFT**

Scan with **Unlock: York** app
Discover more at <http://un.lk/york>



Discovery



WHIP MA WHOP MA GATE



Hidden Location

[www.whopma.co.uk](#)

Scan with smartphone. Visit [www.whopma.co.uk](#) to view more in York's Walls & Gates

Social



Rewards

York





one more thing



Bath Abbey Services







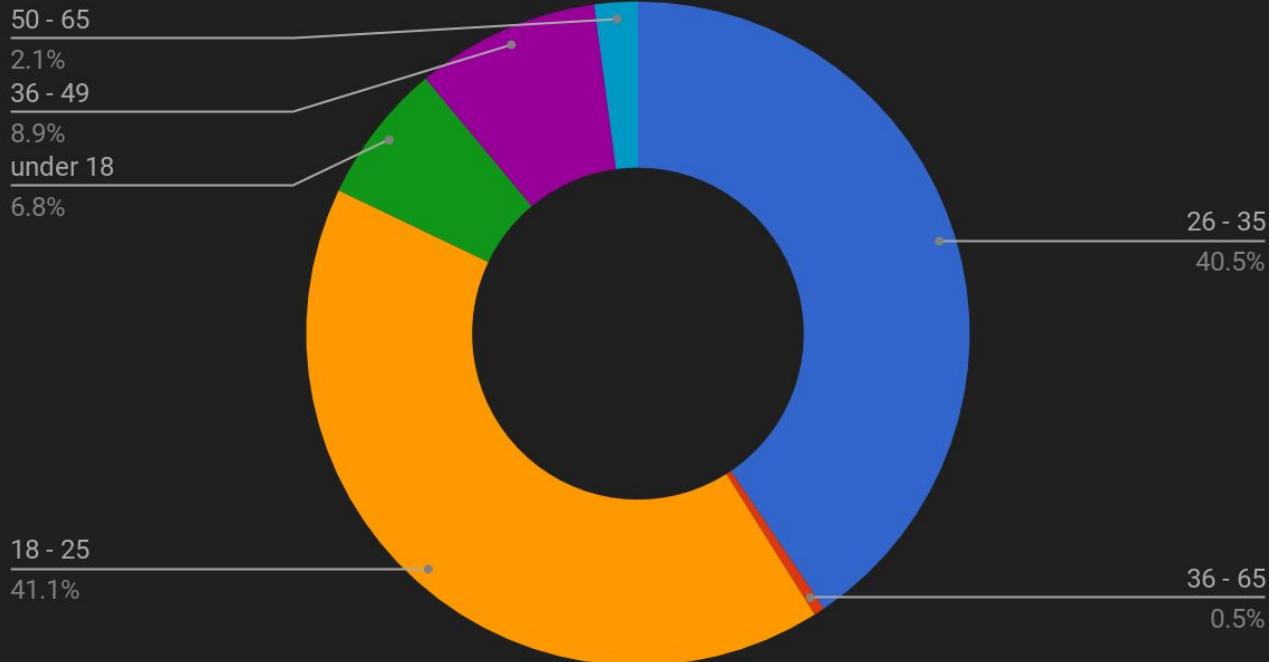
Ollie Martin

Marketing Manager

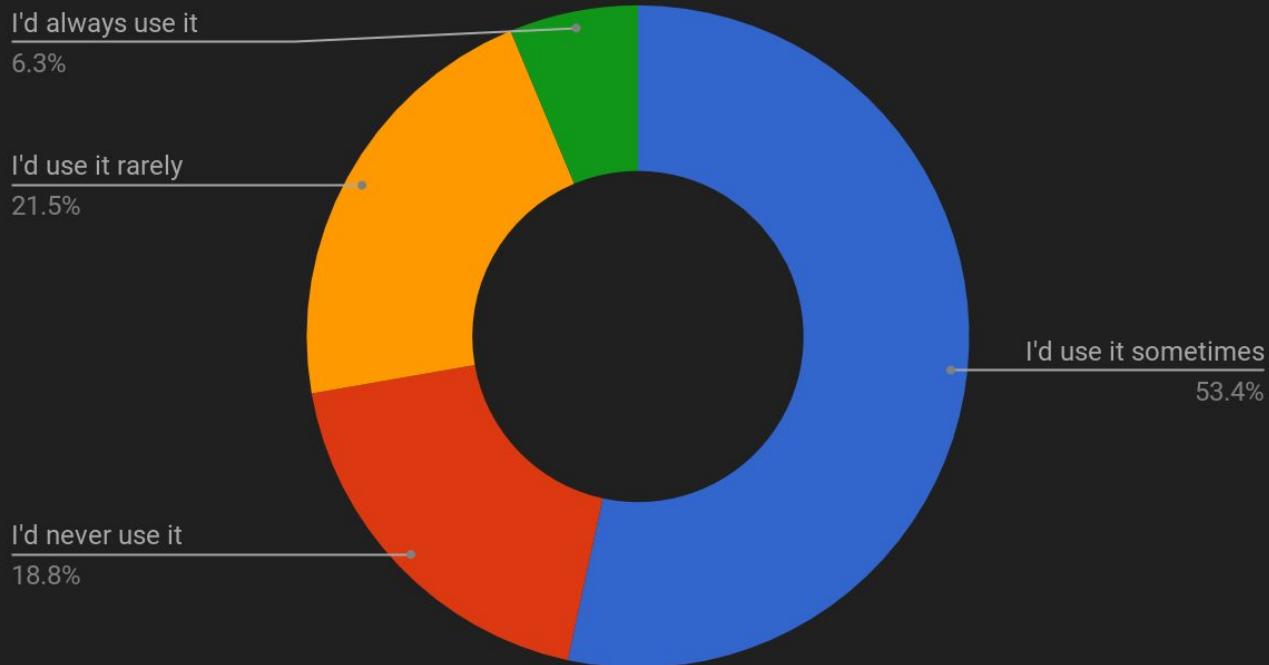
Market Research

User Base

Age



Would you use a mobile app?



“ If it gave some benefits such as up to minute details about what's on where
If it gives discounts that would be a big benefit ”

“ It needs to have a specific purpose ”

“ Depends on the quality of the app ”

Competitors applications

Virgin 16:23 26%



PITT, William, the younger (1759-1806)

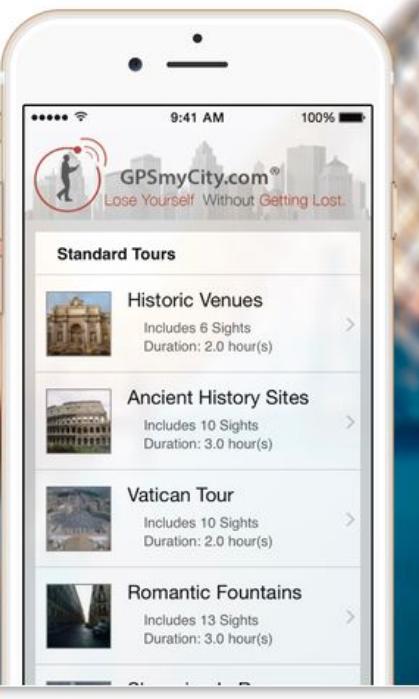
PROFESSION
Politician

INSCRIPTION
WILLIAM PITT THE YOUNGER 1759-1806 lived here 1803 to 1804

LOCATION
120 Baker Street, Marylebone, London, W1U 6TU, City of Westminster

CATEGORIES
Politics and Administration

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Includes 6 Sights Duration: 2.0 hour(s)
- Ancient History Sites**
Includes 10 Sights Duration: 3.0 hour(s)
- Vatican Tour**
Includes 10 Sights Duration: 2.0 hour(s)
- Romantic Fountains**
Includes 13 Sights Duration: 3.0 hour(s)

Work Offline
No Roaming. No Data Plan Needed.



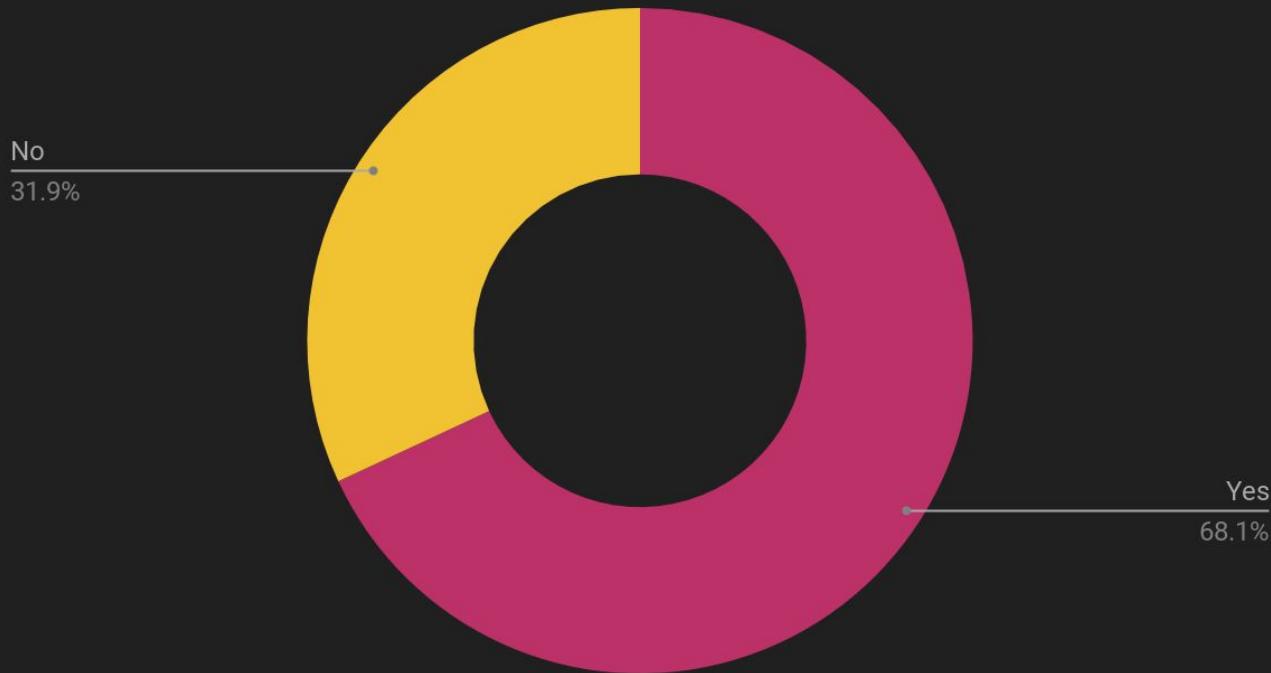
124 m gradi 1943. Palazzo Altemps Museum/Gallery

This section shows a detailed map of a specific area in Rome, likely the Palazzo Altemps. The map includes street names such as Via del Corso, Via Ripetta, and Via Giulia. A blue route line starts near the Palazzo Altemps and extends towards the Tiber River. A red dot marks the user's current location. Various icons at the top of the screen indicate features like zoom, search, and navigation.

Monetisation

*Traditional Digital
Advertisement*

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*Partnership with Local
Business*

Promotion





Jon Train

QA Manager

Philosophy

“Flexibility means to adapt and change”

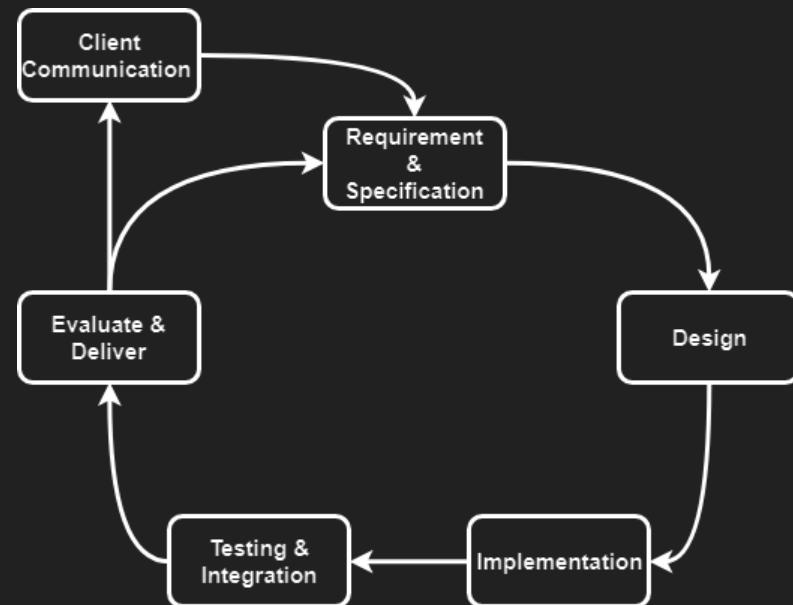
Design Process

Philosophy

“Flexibility means to adapt and change”

“A fast pace is better than a slow pace”

Agile



Philosophy

“Flexibility means to adapt and change”

“A fast pace is better than a slow pace”

“Expansion is better than stagnation”

Quality



Questions