



Imagine

— the world's stories

The Problem

Tourists have to rely on **boring** guide books or walking tours to learn about a city's history first-hand.



They have **no** way of accessing information about an interesting place they see in real-time to learn more about it instantly.



Vision

To give people the ability to tap into the incredible stories and history
that exist on every street **instantly.**



Hypothesis 1

When people travel to new cities, they care about learning about its history.



Result 1

Test	Interviewing 20 well-traveled individuals
Questions to Ask	<ul style="list-style-type: none">• As a tourist, what are the most valuable parts of your travels?• What is the most frustrating part of your travel experiences?• On a scale of 1 to 10, how important is it to learn about the history of a new place?
Data / Results	17/20 (85%) said history/culture is paramount to their travel experiences
Takeaways	<ul style="list-style-type: none">- 95% pay to learn about history and culture — Most common:<ul style="list-style-type: none">- bus tours- walking tours- guide books- People are not always satisfied with these solutions



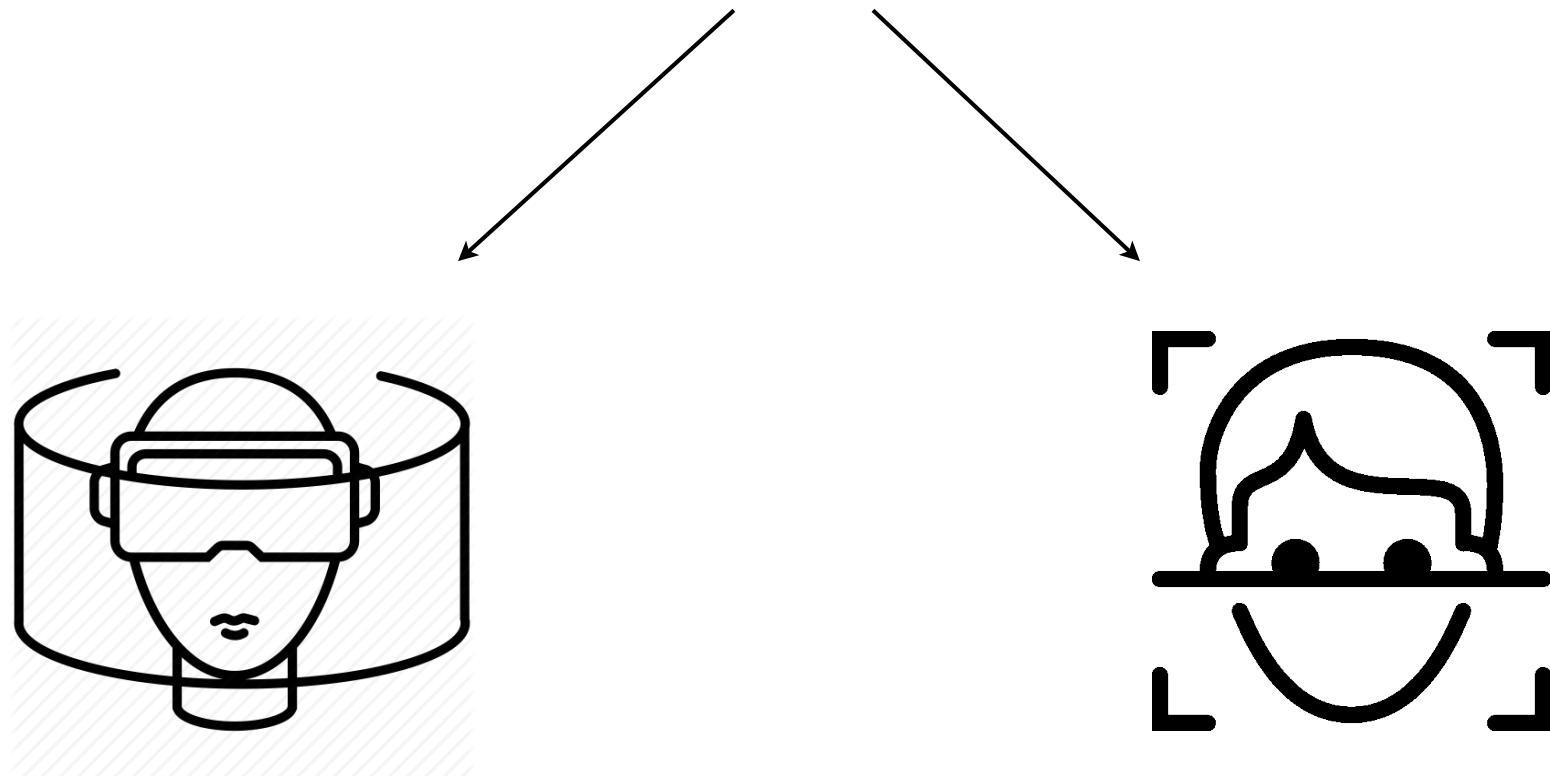
Hypothesis 2

If we create a mobile application that provides the history of places around you on a map, tourists and inhabitants will **love** it.

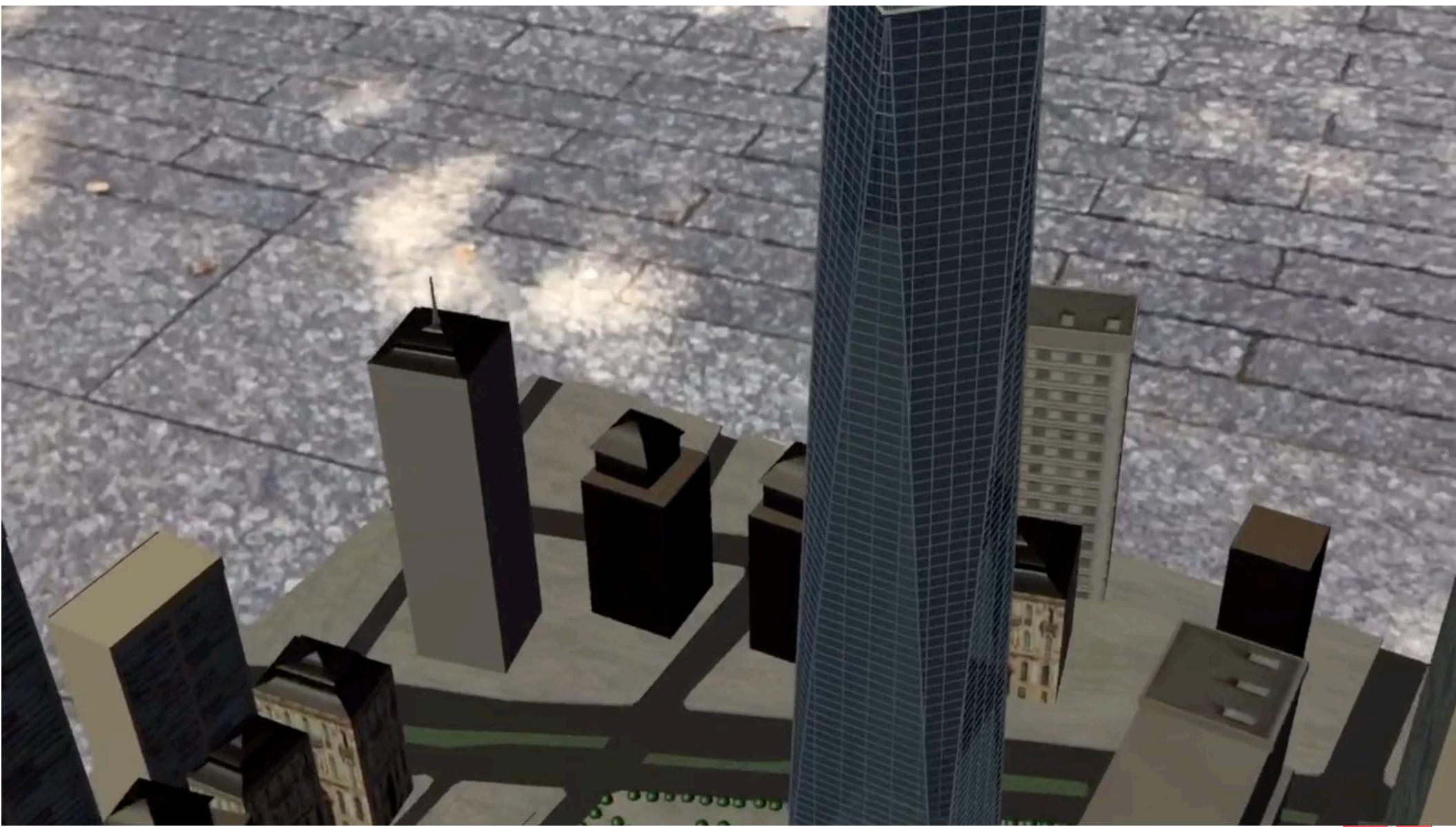


A/B Testing—Which Product is Better?

Do customers prefer Augmented Reality or Image Recognition?



A/B Testing—AR



A/B Testing—IR



Results 2

Test	Go to Freedom Tower with 2 demo options (1 AR, 1 IR) and ask tourists which they prefer		
Questions to Ask	<ul style="list-style-type: none">• Which product do you prefer? Why?• Best / Worst Features of each product• Ways to improve each product		
Data / Results	26 / 40 (65%) prefer Image Recognition		
Takeaways	IR <ul style="list-style-type: none">- Easy to point at building and get info quickly- Intuitive and easy to use- Better than looking down at a book, easy to scan the buildings since you are looking at them any way- Didn't want to hold iPad up to the sky for a long period of time- Enjoyed the interactivity of pressing on the actual building- Loved the simplicity		AR <ul style="list-style-type: none">- People really liked the 3D models- Loved being able to see the past of the place as well as the present (in real life and in the AR)- They didn't see the point in using AR models when the real building is there in front of you.- Loved being able to move iPad around buildings to see it from many angles (since you can't do that in real life)- Seemed too complex for people- Consistent feedback—ideal for at-home use, but want real building when in real-time touring



A/B Testing—Customer Feedback

“There are so many buildings in NYC and most are difficult to find information about.”

“I would use this over a walking tour any day.”

“I love how easy it is to get this information. It’s so hard right now.”

“This technology is great because I love being able to see the building’s past and what it looked like before 9/11.”

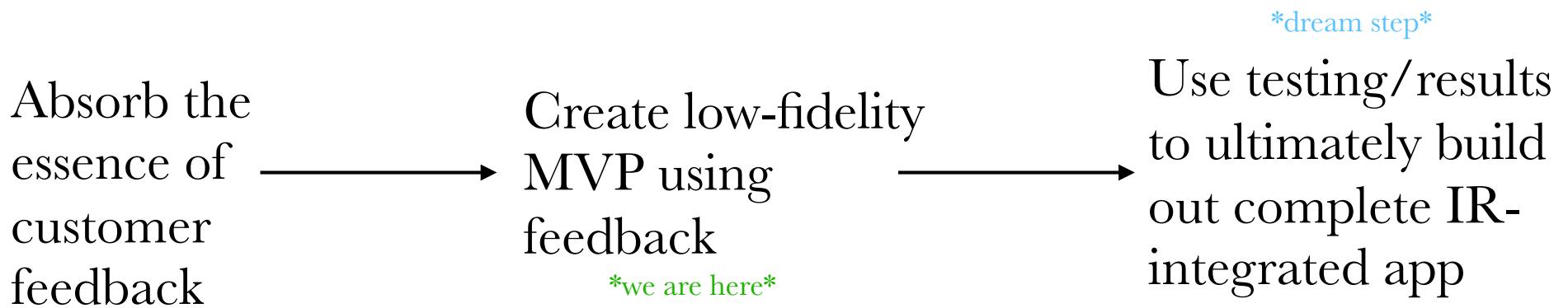


A/B Testing—Conclusion

ok...so now what?



MVP



Hypothesis 3

1. Tourists will use the MVP for 20 minutes per day (on average) during their trip.
2. 100 tourists will want to use this.
3. Our target demographic is a young millennial on a budget.



MVP

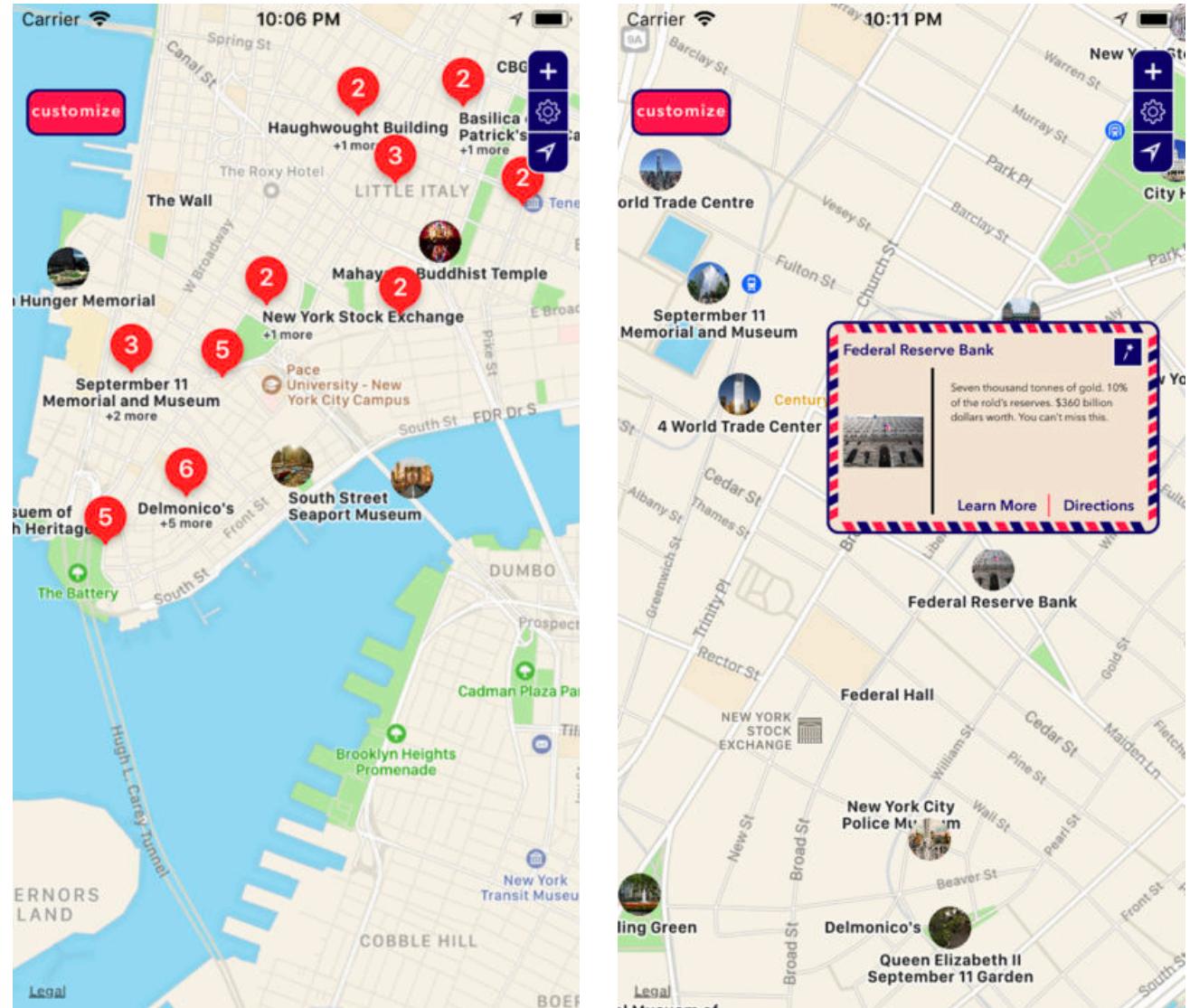


3 weeks later...



Demo— <http://apple.co/2Bn38hv>

Learn the Story Behind
Every Part of a City.

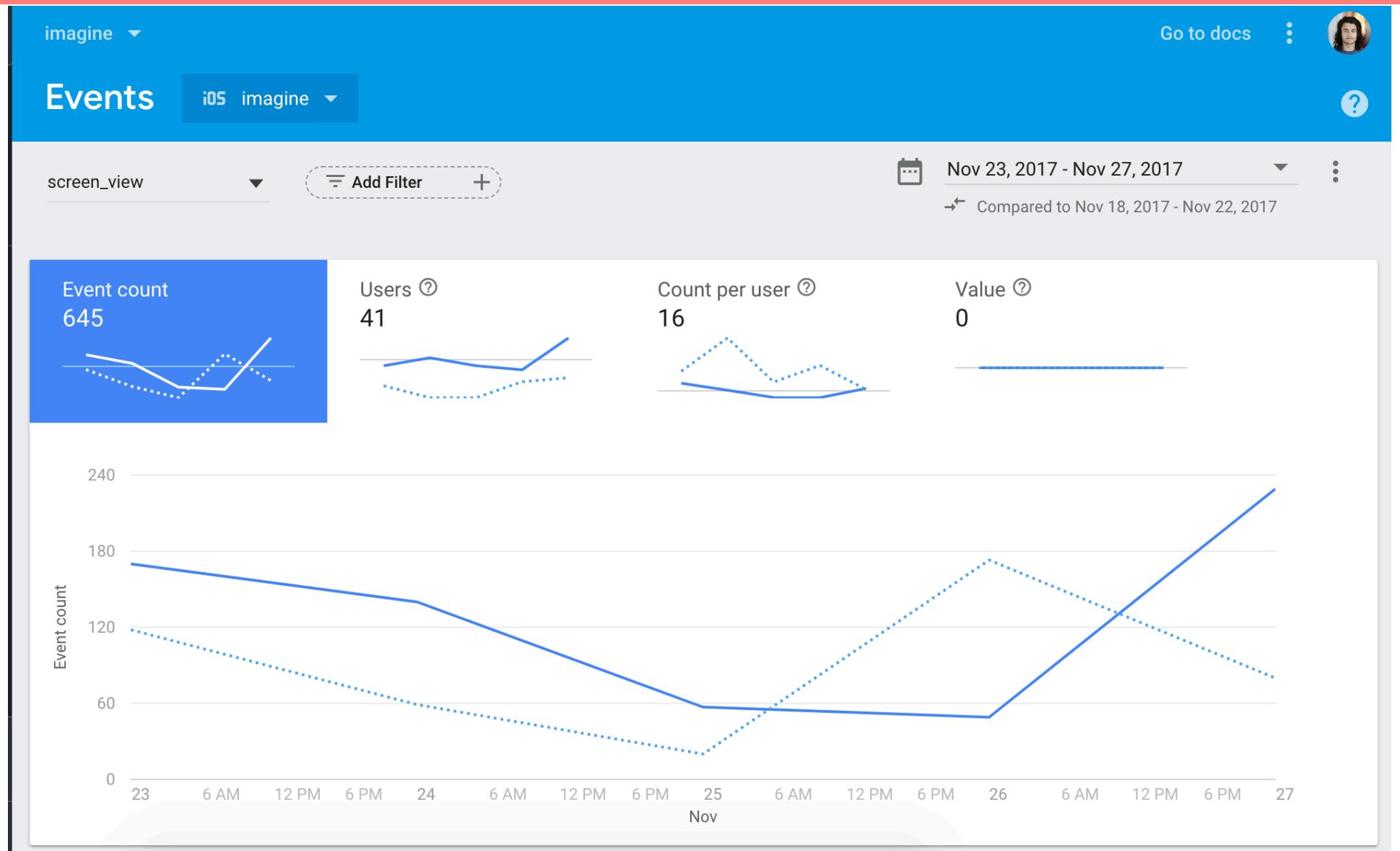


MVP Testing-Firebase

```
func annotationFilter() {
    // Check if first time filtered
    if filterBool == false {
        // Remove all annotations
        let allAnnotations = mapView.annotations
        mapView.removeAnnotations(allAnnotations)
        // Add selected annotations
        if selectedRows.contains(0) { Analytics.logEvent("american_pride_filter", parameters: nil);
            mapView.addAnnotations(americanPridePortals) }
        if selectedRows.contains(1) { Analytics.logEvent("iconic_figures_filter", parameters: nil);
            mapView.addAnnotations(iconicFigurePortals) }
        if selectedRows.contains(2) { Analytics.logEvent("architecture_filter", parameters: nil);
            mapView.addAnnotations(architecturePortals) }
        if selectedRows.contains(3) { Analytics.logEvent("money_filter", parameters: nil); mapView.addAnnotations(moneyPortals)
            }
        if selectedRows.contains(4) { Analytics.logEvent("famous_filter", parameters: nil);
            mapView.addAnnotations(mostFamousPortals) }
        if selectedRows.contains(5) { Analytics.logEvent("sins_filter", parameters: nil); mapView.addAnnotations(sinsPortals) }
        if selectedRows.contains(6) { Analytics.logEvent("pain_filter", parameters: nil); mapView.addAnnotations(painPortals) }
        if selectedRows.contains(7) { Analytics.logEvent("art_filter", parameters: nil); mapView.addAnnotations(artPortals) }
        if selectedRows.contains(8) { Analytics.logEvent("european_filter", parameters: nil);
            mapView.addAnnotations(europeanPortals) }
        if selectedRows.contains(9) { Analytics.logEvent("immigrant_filter", parameters: nil);
            mapView.addAnnotations(immigrantPortals) }
        if selectedRows.contains(10) { Analytics.logEvent("spiritual_filter", parameters: nil);
            mapView.addAnnotations(spiritualPortals) }
        filterBool = true
    } else {
        if selectedRows.count == 0 {
            addAllAnnotationsToMap()
        } else {
            // Remove all annotations
        }
    }
}
```



MVP Testing-Firebase



MVP Testing-Firebase

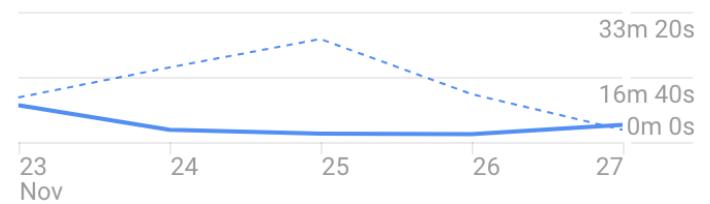
Event name ↑	Count	Value	Users	Mark as conversion	DOWNLOAD CSV
add_or_request_vc	10	-23.1%	-	7 +75%	<input checked="" type="checkbox"/> ...
american_pride_filter	4	-69.2%	-	3 0%	<input checked="" type="checkbox"/> ...
architecture_filter	9	+12.5%	-	1 -50%	<input checked="" type="checkbox"/> ...
art_filter	3	-40%	-	1 -50%	<input checked="" type="checkbox"/> ...
building_removed_from_map	0	-100%	-	0 -100%	<input checked="" type="checkbox"/> ...
building_saved_to_map	2	-71.4%	-	2 0%	<input checked="" type="checkbox"/> ...
entry_building_details_vc	108	+44%	-	20 +300%	<input checked="" type="checkbox"/> ...
entry_headline_view	166	+17.7%	-	24 +380%	<input checked="" type="checkbox"/> ...
entry_low_key_spot	93	+24%	-	18 +260%	<input checked="" type="checkbox"/> ...
entry_map_vc	220	+52.8%	-	36 +300%	<input checked="" type="checkbox"/> ...
entry_user_contribution_vc	1	-75%	-	1 -66.7%	<input checked="" type="checkbox"/> ...
entry_user_request_vc	0	-100%	-	0 -100%	<input checked="" type="checkbox"/> ...
european_filter	5	+400%	-	3 +200%	<input checked="" type="checkbox"/> ...
famous_filter	12	+71.4%	-	4 +100%	<input checked="" type="checkbox"/> ...
filter_btn_pressed	38	+58.3%	-	13 +160%	<input checked="" type="checkbox"/> ...
first_open	39	+254.5%	-	39 +254.5%	<input checked="" type="checkbox"/> ...
iconic_figures_filter	3	-66.7%	-	2 0%	<input checked="" type="checkbox"/> ...
immigrant_filter	1	0%	-	1 0%	<input checked="" type="checkbox"/> ...
location_always	14	+180%	-	9 +125%	<input checked="" type="checkbox"/> ...
location_denied	8	+60%	-	7 +40%	<input checked="" type="checkbox"/> ...
location_when_in_use	30	+172.7%	-	22 +450%	<input checked="" type="checkbox"/> ...
money_filter	11	+57.1%	-	4 +100%	<input checked="" type="checkbox"/> ...
notifications_denied	7	+40%	-	6 +50%	<input checked="" type="checkbox"/> ...
notifications_granted	37	+236.4%	-	25 +525%	<input checked="" type="checkbox"/> ...

Where are your users engaged?

Engagement per user

4m 21s

+40.9%



Top screens

Screen class	% total	Avg. time
headline_view	38.5%	-5.2% 0m 23s -40.2%
MapViewController	23.4%	+76.8% 0m 33s +24.8%
AboutMeVC	13.8%	+19.9% 0m 13s +16.4%

[VIEW SCREEN_VIEW EVENT DETAILS →](#)



Results 3

Test	Let 100 NYC Tourists download app. Track their data using firebase.
Questions to Ask	<ul style="list-style-type: none">• Do these people care about the product? If so, how and why? Otherwise, why not?• How do they interact with the app? What parts of the app need the most work?• If people stop using the app, why?• What is the best way to organize/manage content?
Data / Results	<ul style="list-style-type: none">- Haven't yet reached 100, but appears promising.- Average use time is only 4 minutes 21 seconds/day.- We confirmed that our target user is the young millennial.
Predictions/Hypothesis (see next slide)	



Other Hypotheses

50%

of users will recommend the application to at least 1 friend.

80%

of the app-using tourists will click on at least **5** buildings per day during the course of their trip.

10%

of users will make a request to get information on a building that isn't currently listed.

1%

of users will make a contribution to the application (add their own information about a certain place).



Thank you

Questions?

