

Creative Design Brief

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Business name: Digital Media Design

What makes your business unique?

We have established the ability to develop expertise in a wide array of subject material.

Existing brand guidelines in place? yes no

Please Describe your brand expectations in detail:

We are working towards serving these needs

- Informative
- Accessible
- Engaging

Informative - Once the statues/monuments are located via a route of manholes, the user will be able to see the object on their phone as a rotatable 3d object and receive information regarding its history.

Accessible - We are inclined to make our finished prototype accessible for both English and Chinese tourists and possibly release the application on both Android & iOS devices.

Engaging – Engage tourists with an enjoyable interactive experience aimed to make learning about the history of Salzburg fun and exciting for all ages. We are also aiming to integrate gamification, with rewards, point systems and unlockable content to further encourage engagement within the application.

Any colors that you like/dislike?

We decided on continuing the theme of promoting Salzburg, so endorsing their signature colours of red, white and gold seem the most appropriate. However, once we have a visual representation of the app's UI through mock-ups and wireframes, we will then be open to adjusting the colour scheme to best suit the application

Scope of project:

Please describe what you want to change:

Further development:

Scanning objects will augment and produce a 3D model for the user to view and interact with. These interactive models could then be saved into a library, allowing users to access them within the app anywhere at any time. An additional feature would be to quickly spin the model to trigger an event. For example, quickly spinning a Mozart statue could start playing one of his famous musical pieces.

We believe that integrating elements of gamification will make a great addition to this project. This will help provide an incentive for tourists to locate more monuments and public attractions around Salzburg. We believe that enticing users through gamification and rewards will help influence tourist to want to develop a deeper understanding of Salzburg's history.

Our gamification examples would include: A point system which will go towards rewards like museum passes or other tourist attractions. Scanning monuments could also reward users with unlockable items. For example, Mozart's most famous pieces could be unlocked and played once users have found and scanned each monument of Mozart around the city of Salzburg.

Please describe what you want to keep: We want to remain consistent with the brief, staying in line with the provided objectives for this project.

What problem is it solving?

Bringing more awareness to Salzburg's public attractions, while simultaneously presenting the hidden monuments to tourists who might otherwise overlook them.

Helping provide convenience for tourists wanting to simultaneously access both directions and information about Salzburg's.

What problems might it create?

The application may cause specific routes or paths to become more crowded, making it harder for locals to navigate through their city.

Who is your audience?

Our intended audience will be tourists. There may be a wide range of ages within this category, however we think it's best to target users between sixteen and forty. However, we still aim to design the application so that it can be accessed by all audiences.

We found from our research that within the first six months of 2018, the Austrian tourism had record-breaking performances. It attracted roughly 19.8 million visitors, an increase of 5.3 percent. This shows us that there's a high demand for an application which could help assist tourists visiting the city of Salzburg.

Who is your competition?

Other historical site seeing apps for the city of Salzburg.

[Salzburg Map and Walks](#) - iOS/Android.

[Tripwolf](#) - iOS/Android.

What's the tone/feeling?

A modern application using minimalistic themes that offers tourists an informative, yet visual and interactive learning experience.

How will you measure success?

We will base our success on how well the application suits the need of our target audience.

Once the user finds all/most the hidden monuments they will have an option to visit an exhibition or museum for free, where they will sign up at the end to receive it. Initial sign up shouldn't be required as this could be a potential deterrent. Tracking the amount of museum tickets or discounts awarded to users through the app will help measure an active userbase.

We also plan on measuring the apps success from analytics provided on Google play or the App store.

List all due dates for project

December 7th - Brief.

January 7th - Video pitch & concept material (wireframes, mock-ups, mind-map).

Budget: Please Confirm

Further Information

Examples of Brands You Like and Why

[Blippar's AR City](#) flawlessly integrates AR with visual information for the user to navigate through thriving cityscape.

[Terracotta Warriors meet augmented reality:](#) The app presents detailed models that follow the phones perspective. It also allows the user to manipulate certain elements like their weaponry.

[Phiar:](#) Although it's a concept, it provides a clean and a minimalistic UI for the user to follow, which we would like to implement in our own design.

Examples of Brands You Dislike and Why

[Zalando fashion scanner](#): The tracking technology for the text is implemented nicely with AR, however the UI obscures the surrounding area.

[Florence Travel Guide](#): The design of the map does not correlate with the rest of the app. The illustrations of the app are outdated, rough in design and use a more unconventional UI.

Company profile

Here's where we find out more about your business and what makes you tick.

1. Who are we?

Miam Miam is an office for graphic design and advertising that feels at home in beautiful Salzburg. Design and conception are the core competencies that help our customers communicate their values and achieve results.

2. What do we do?

Miam Miam's work includes: Corporate Design, Editorial Design, Print Design, and Web Design. Essentially Concept & Visual Design

3. Where do we do it?

Franz-Josef-Straße 17A, 5020 Salzburg, Austria

[Please Confirm]

4. How are we seen in the market place?

- How are you seen at present?
- Be as objective as possible

5. Where do we want to go?

What are the business mid and long-term aims? For example:

1. Attracting new clients
2. Selling more to existing clients
3. Improving efficiency

6. What is the perceived personality of the company?

- What image is the business trying to portray?
- Friendly and approachable? Professional and efficient? Big or small?

7. Who are your competitors?

- The name of the competitor company and their website address would be useful
- Provide as many as deemed relevant

Project objectives

In this part of the brief, we will establish the aims and objectives of the project itself – what specifically are we trying to achieve?

8. What do we want to achieve?

We want to create an interactive visual experience that focuses on informing tourists of public attractions and hidden monuments that would otherwise go unnoticed in Salzburg. We have further developments in mind of how we can progress the app to the next level to create state of the art technology for Salzburg.

9. Who is the target audience and what do we need to focus on?

We intended to keep a strong focus on the cultural and traditional aspects as this is what tourists want to experience when visiting a historical city like Salzburg.

From our research, we found data that shows an increase in Chinese tourists to Austria. The numbers of tourists and tourist overnight stays from China were 322,000 and 461,000, respectively. This is a growth of 10.7 percent and 13.6 percent. Because of this, we plan on introducing two language types, Chinese and English as this corresponds with Salzburg's primary tourist intake.

10. What are our branding issues that relate to this project? (Please Confirm)

If you have any existing brand materials, do these need to be taken into account? If you have business stationery and need a brochure, do they need to be consistent?

Inspiration Links

[Wikitude SDK 8](#): (Specifically at the 20 second mark) Discover/scan monuments to provide users with information about it. Very similar to what we want to achieve, however we would like to expand upon what is shown here and introduce additional features.