



Audio Guide IOS App for Tourists

Digital
Services

Success Story

Project Overview

Traditionally, tours are done in person or by way of map. With the creation of audio tours we have ways to allow everybody to easily take the same tour and to do it by themselves. Same way the idea is to build a mobile application to help in guiding the tourist who visit Japanese monuments. Custom Application maps and real maps integrated to Audios to provide guided and informed Navigation around the tourist spots.

Business Requirements

To build an Audio Tour Guide application to guide around the area of famous monuments and tourist attractions in Japan. Guided Navigation around the tourist place along with anecdotes from Japanese History.

- Custom Application Maps and Real Maps.
- Map point-based navigation for an entire application.
- Real-time online as well as offline navigation.
- Audio Player similar function as the built-in media player.
- Calligraphic stamp on pictures captured inside the app.
- Google Analytics.
- Ancient anecdotes based on current location.
- Suggestions based on current location.

Solution

The solution is currently a static application to demo the audio tour guide functionality. Key points include

- App thinning to reduce the size of the app which reduces the size of the app to 27 MB though the audios and pictures amount to 80 MB of static data.
- Realtime 3D custom application Map with points that point to particular tourist spot which again in real time is mapped to actual maps with 3D and 2D functionality also with street view. The points referring to the locations can be used as Index to each of the audios and places.

- Apple's own map functions.
- Application specific coordinates.
- Custom 3D image mapping to Map.
- Calligraphy image to be added over every image captured based on the tourist spot inside the app.
 - Custom frames for both portrait and landscape modes.
 - Integrated calligraphy stamps dynamically with resize and relocate option.
- Customization to ensure user experience in audio isn't impacted during the guided navigation inside the app intelligently. Images change based on the words in audio to emphasize the narration in a better way.
- Google Analytics integrated to obtain
 - Audio played at any point of time.
 - Users count on the app.
 - Events being triggered inside the app, maps and camera.
 - Events triggered for temples and anecdotes.

Business Impact

- Guided Audio Tour simulating a tour guide in real-time providing access to all the related history and tales.
- User Experience built step by step to ensure the navigation is smooth and hassle-free.

Business

Mobile Development

Domain

Tours and Travels

Tools

Swift, Mapkit framework,
Google Analytics, Media Player

Key Highlights

- Custom Application Maps and Apple Maps Integration
- Dynamic Calligraphy
- Google Analytics
- Application Media Player



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