



# Berlin AR Tour

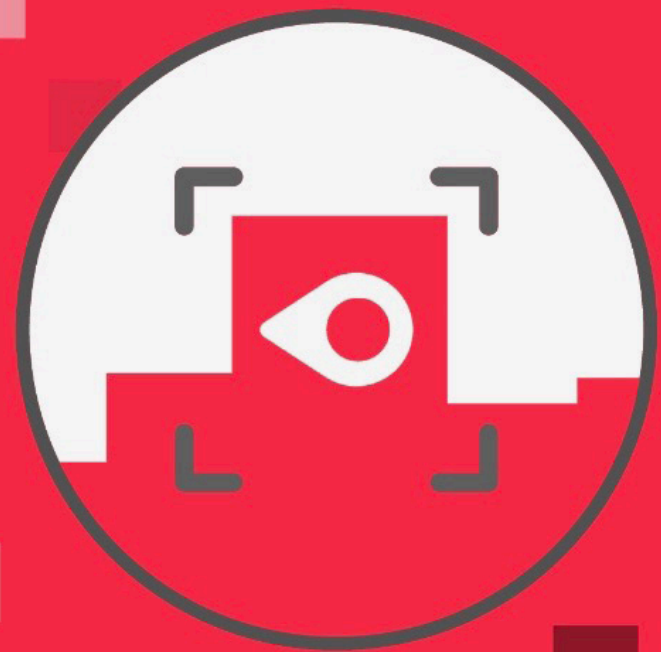


## ARnocular

augmented reality app for tourism in metro cities

app development | UI creation | content management | testing | photo editing

BY DARA GHORBAN

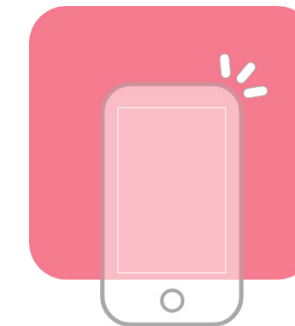


ARnocular

The New Way to Experience the World!

## 1. about (Who We ARE)

ARnocular provides a platform to revolutionize how users interact with the surrounding world. By utilizing Augmented Reality Technology, our team re-imagines **digestion of information** in the contexts of **tourism** and local use cases.



ARnocular isn't an app, it's a full AR platform

## 2. how it works

ARnocular is instantly enabled to integrate **visual layers** of information into the viewfinder of the device's smart camera.





## AR IN TOURISM



- > Exclusive branding for the tour bus company City Sightseeing creating competitive advantage
- > Interactive 3D content embedded on the tour bus route
- > Ability to purchase attraction and tour bus tickets within the application



# AR PARALLEL WORLD

- > Increased Customer Engagement with new **Infotainment** offered by Parallel World
- > Higher Customer Satisfaction leading to your **Brand Loyalty**
- > Boosting your Company's **Reputation and Brand Image** with higher customer satisfaction

## KEY WORDS

INFORMATION | SHARING | INTERACTION



## PROEJCT CITIES

Cities worked on till date for this project. Objective: provide and share information in a more technologically advanced and eco friendly manner, while being able to use it on a tour bus in these cities.



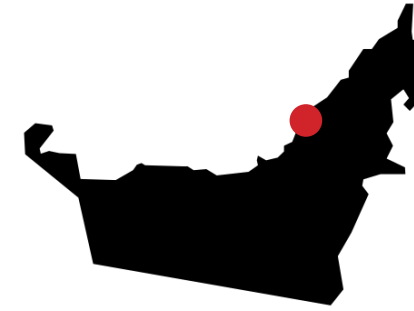
**ATHENS**



**BERLIN**



**FRANKFURT**



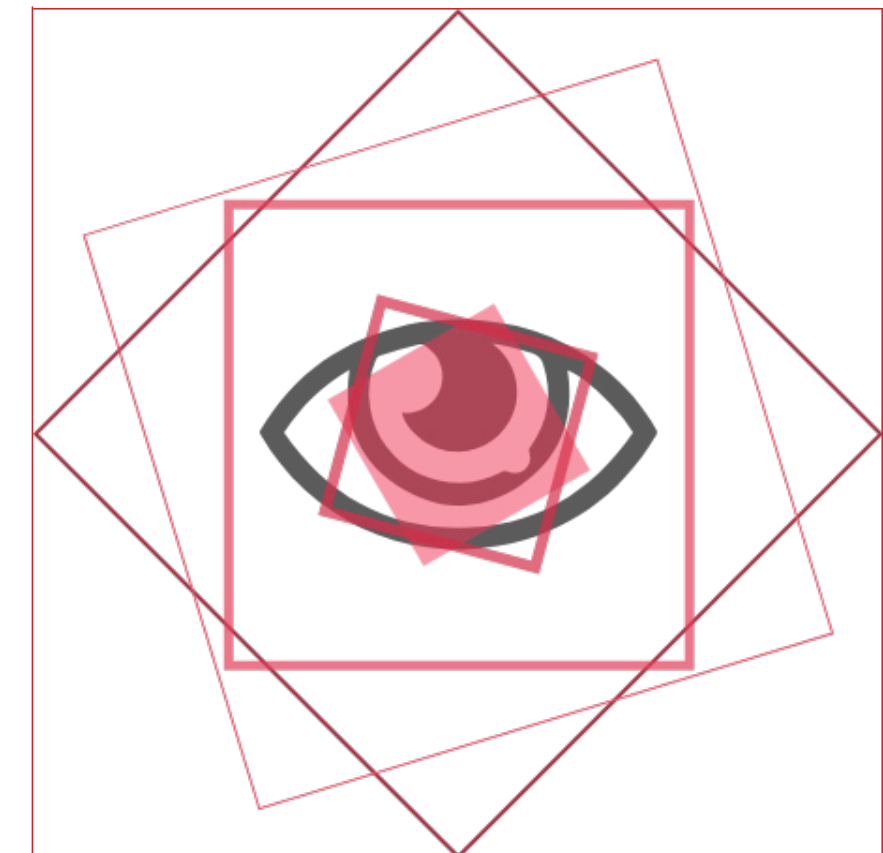
**DUBAI**



**PRAGUE**

**History:** The main focus of this tourist app is projection of historic moments onto the present, while also showcasing current points of interest for a tourist, as the individual transits live at that location.

**Tourist attractions:** Each city has it's own unique points of interest. Some such as Berlin and Athens, are home to many important historic moments while some places such as Dubai showcases more modern attractions.

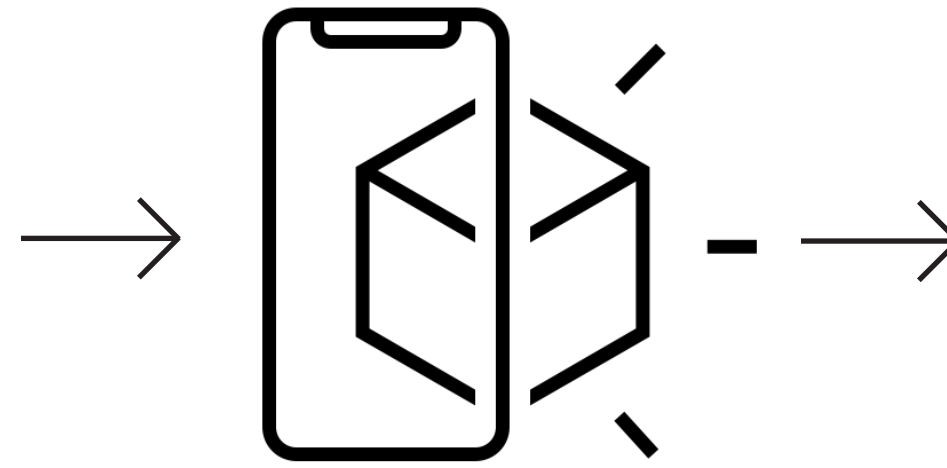




# PICTURE DEVELOPMENT



LANDMARK IS VIEWED VIA THE TOUR BUS



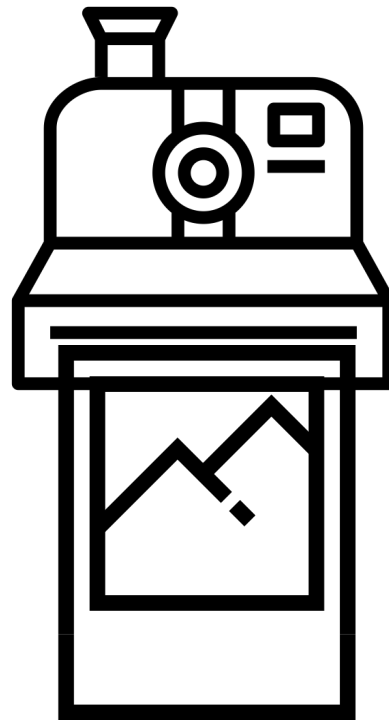
APP SCANS LANDMARK



LANDMARK SHOWS 'POLAROID' STYLE IMAGES



Königsplatz Berlin - 1864



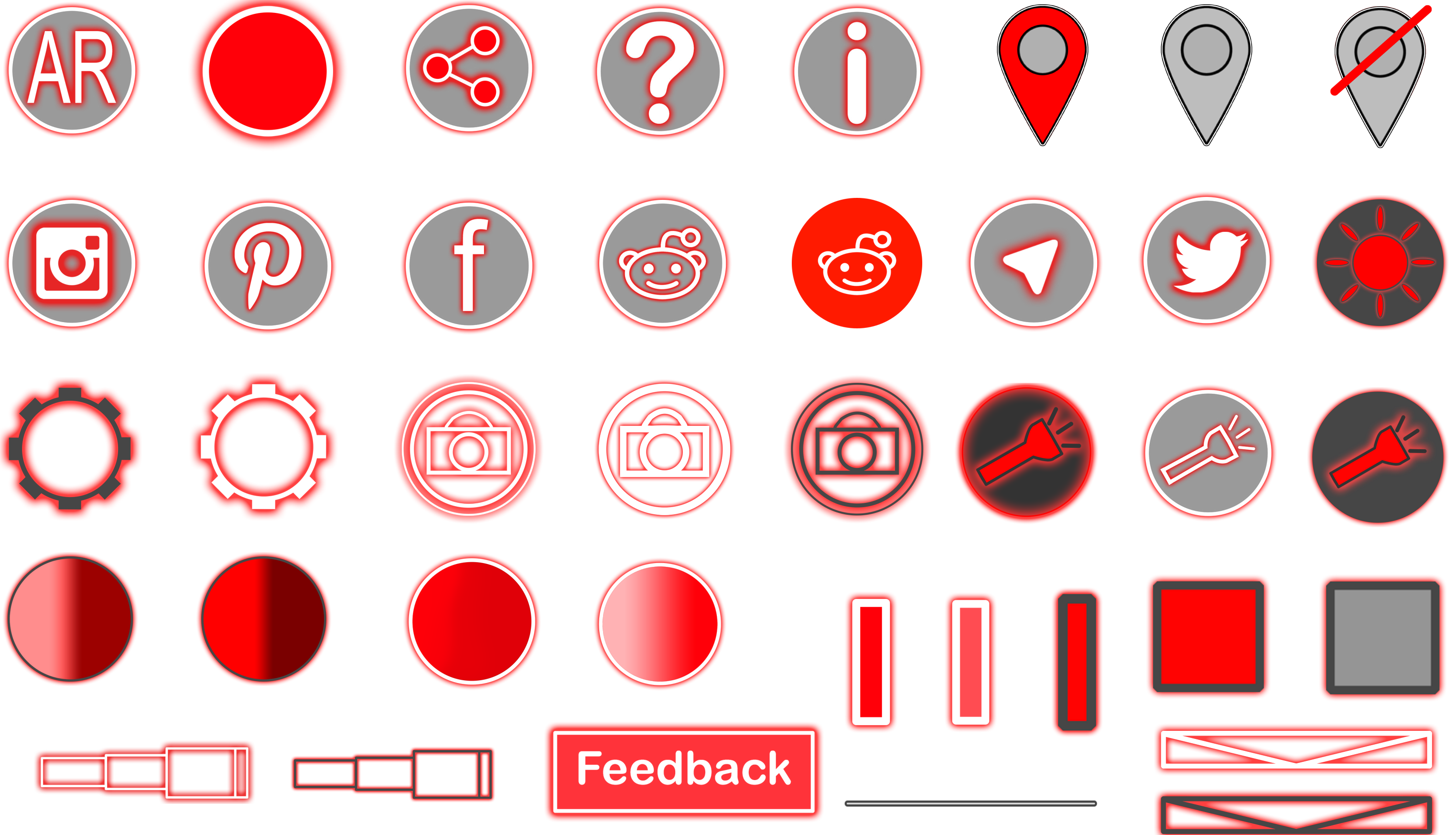
Gertraudenbrücke 1972

**PICTURE DESIGN:** at first, the design was just a label over a picture popping up as the app is scanned with the surroundings.

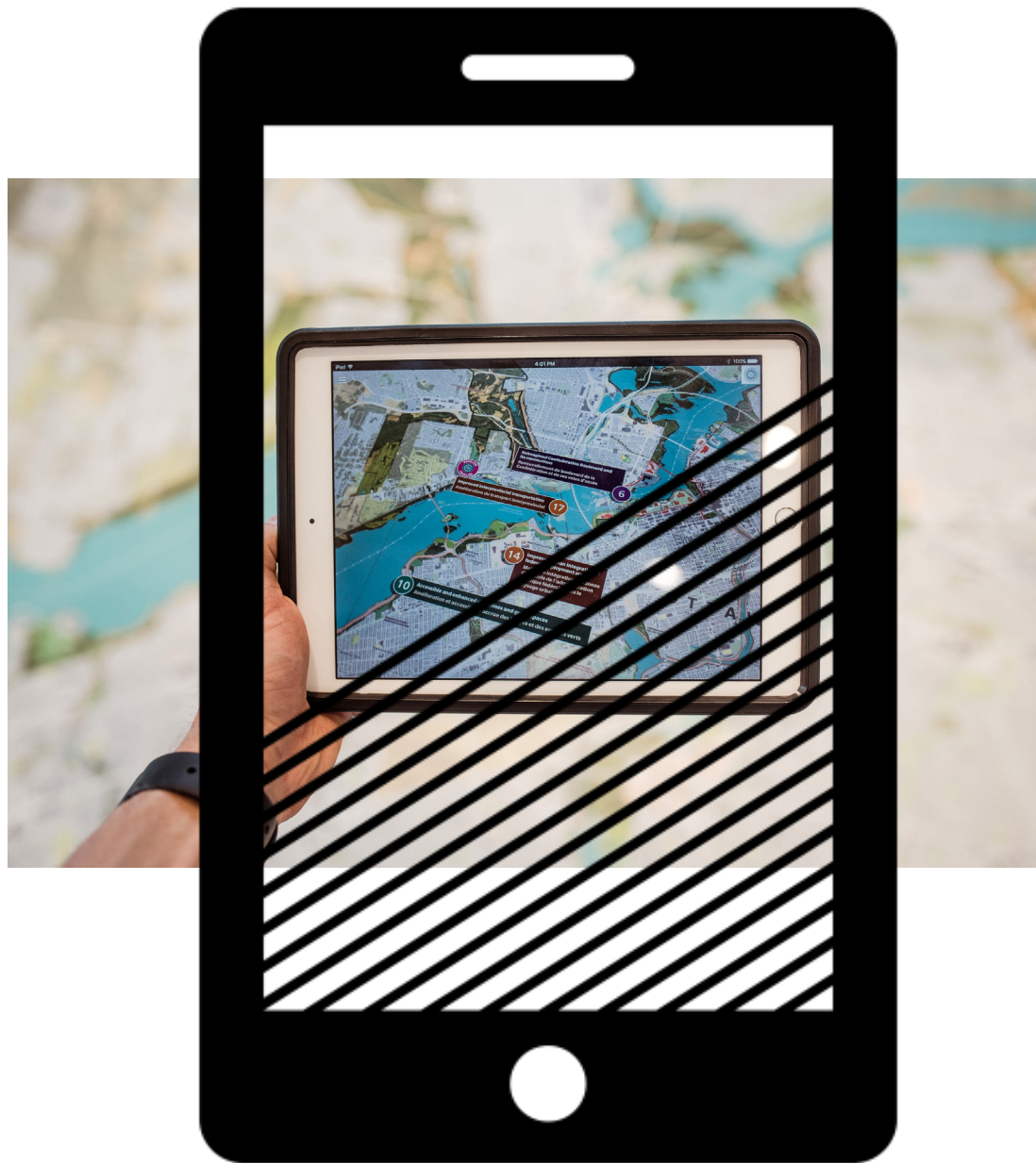
In the design evolution, I took inspiration from polaroid pictures, (a strip of empty space at the bottom)co relating to a touch of history.

The polaroid style interface with no obstruction to the image with text, therefore leaves a clear visual for the user.

ICON DEVELOPMENT

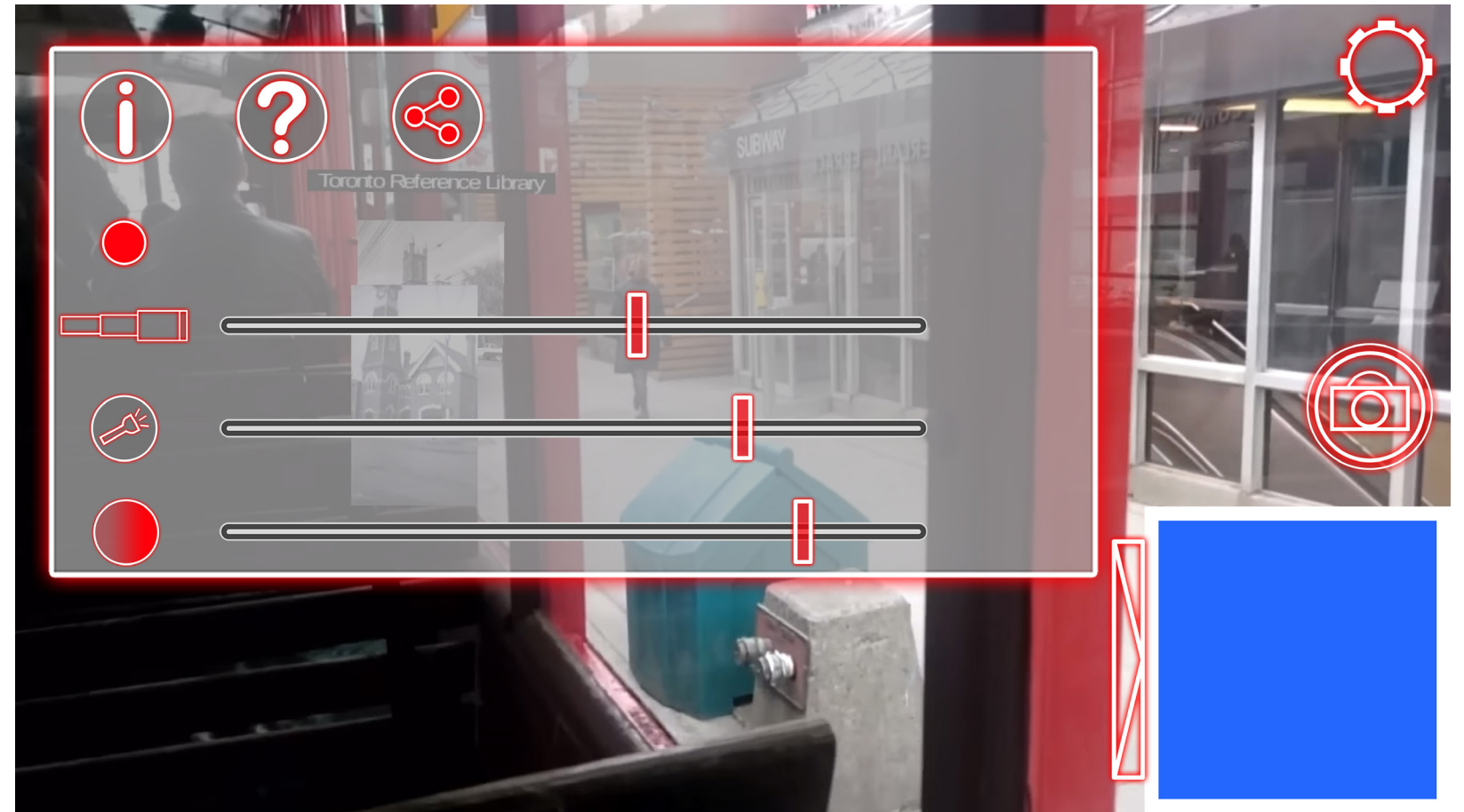






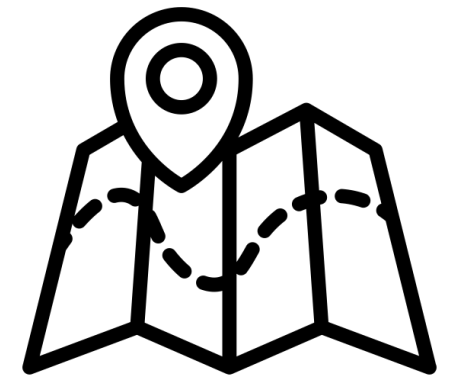
ROUTE LAYOUT EXAMPLE:

THE USER WOULD BE ABLE TO USE THEIR APPLICATION TO BETTER FIND INFORMATION ON THE LANDMARKS THAT ARE AVAILABLE TO THEM.



EXAMPLE OF HOW THE USER INTERFACE WOULD FUNCTION WHEN IN THE HANDS OF THE END USER.

HERE, WE SEE THE USER GOING THROUGH A MENU OF OPTIONS. FROM SHARING EXPERIENCES TO ADJUSTING THE APPLICATION TO BETTER SUIT THEIR CURRENT NEED, BY USING THESE OPTIONS PROVIDED TO THEM.





## CITATIONS

page 1: all logos by ARnocular

page 2: image by Unsplash, bus logo by ARnocular

page 3: splitting image by Unsplash, globe logo by ARnocular

page 4: ALL ICONS by creators from The Noun Project.

MAPS: Athens - Alexander Skowalsky, Berlin - Pablo Fernández Vallejo

Frankfurt - Pablo Fernández Vallejo, Dubai - Randomhero

Prague - Anna Gajowiec

eye icon by ARnocular

page 5: bus interior photo by ARnocular

phone & cube icon - Sinistrad, phone & house icon - Andrei Yushchenko

historic Berlin photos by ARnocular

polaroid camera icon - Turkkub

polaroid photo icon - Yaroslav Samoylov

page 6: all icons by Dara Zabih Ghorban, ARnocular

page 7: ipad map photo by Unsplash

black iphone icon - Magicon

UI photo by Dara Zabih Ghorban, ARnocular

Map with destination icon - Anang Taufik

page 8: goggles photo by Unsplash.

