



# THE TRACKS

York's Railway Heritage



Design in Britain: Inside and Outside the Museum Walls  
July 5th, 2013



The Tracks: York's Railway Heritage is inspired by the theme of "stories."

### GOALS:

Attract visitors to the National Railway Museum

Personally connect users to the story of the railway

Examine the importance of the national railway through York's railway story

### REQUIREMENTS:

iPhone iOS6

Wifi

Navigation Services/GPS capabilities

Free Membership Account

# MOBILE APP



## TYPES OF AUDIENCE:

## WHY AUDIENCE WOULD ENJOY APP:

Positive Parent Families ..... Learning experience

Families with an Enthusiast ..... More hands-on

Tried & Tested Families

### **Education Groups**

Give-Us-A-Go Families ..... Something to try,  
Thing to do with family

Light Enthusiasts ..... Learning/Nostalgia

Pilgrims ..... Enhance Visit

## TARGET AUDIENCE:

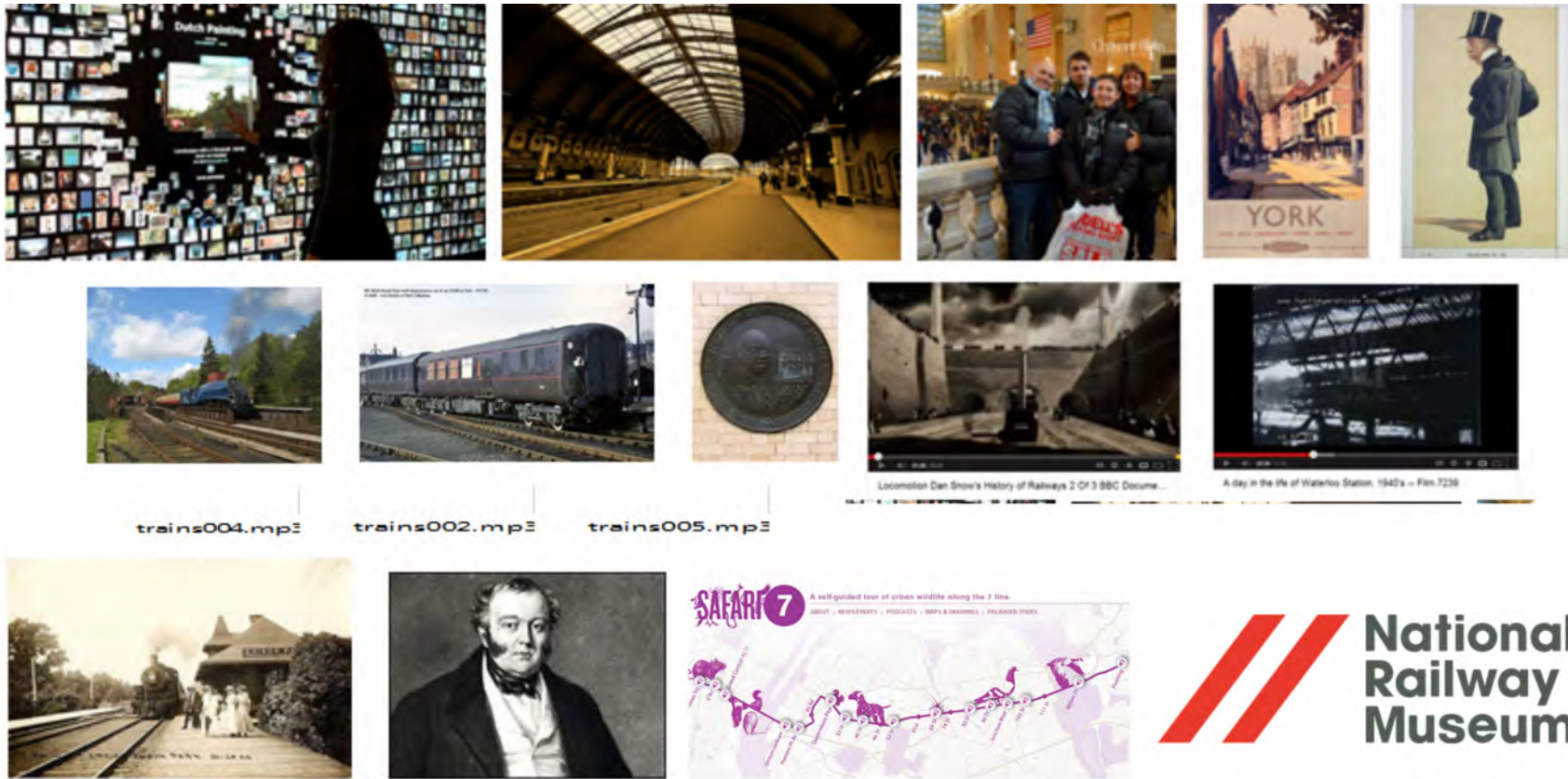
## GENERAL INCENTIVES:

Young Adults, Families,  
Enthusiasts, Travelers

Good outdoor activity for nice days  
Attract interest to museum

# AUDIENCE ANALYSIS

# SENSE OF CONTEXT:



# MOOD BOARD





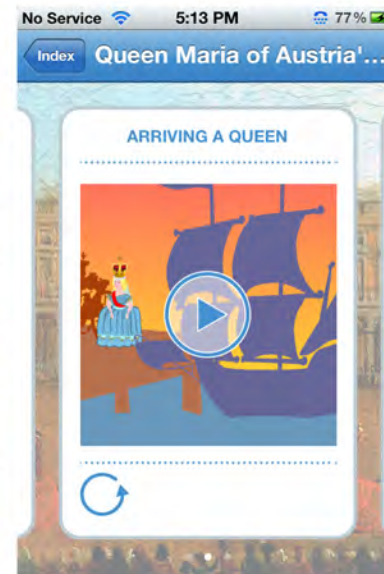
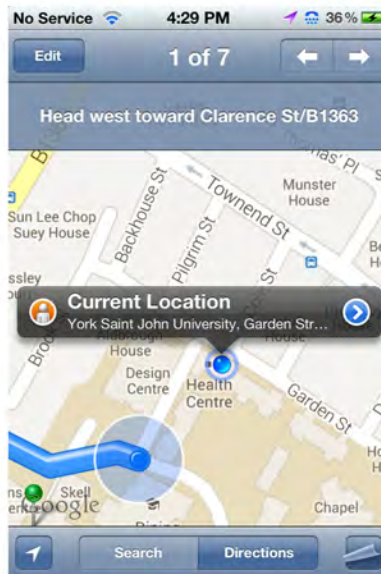
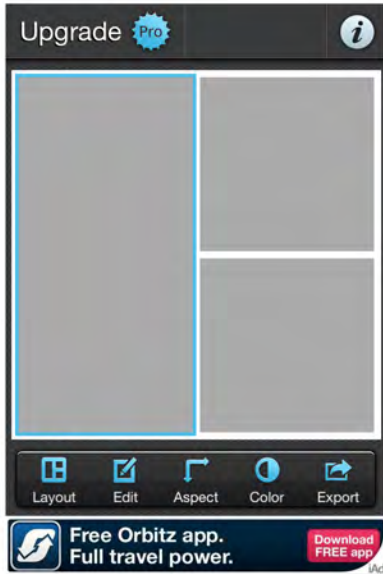
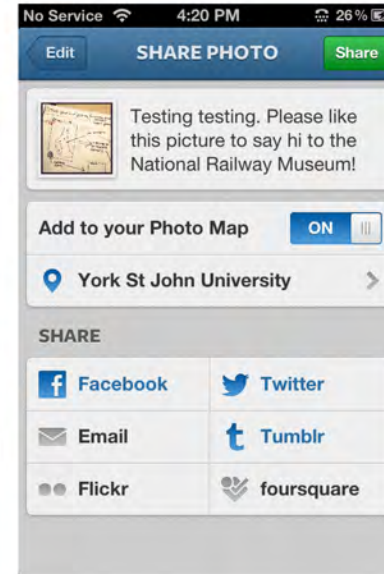
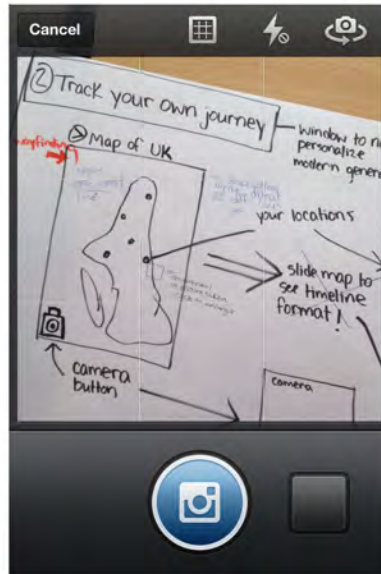
# GRAPHIC INTERPRETATION:



# MOOD BOARD



# EXISTING APP INSPIRATION:

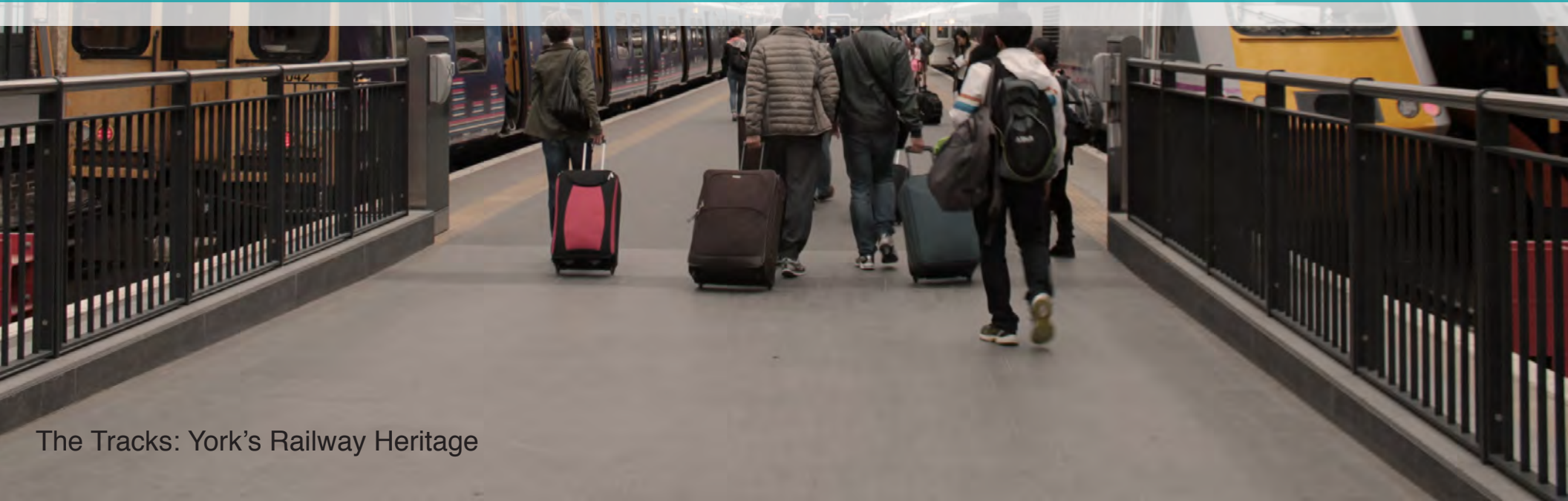


# MOOD BOARD





# APP OVERVIEW

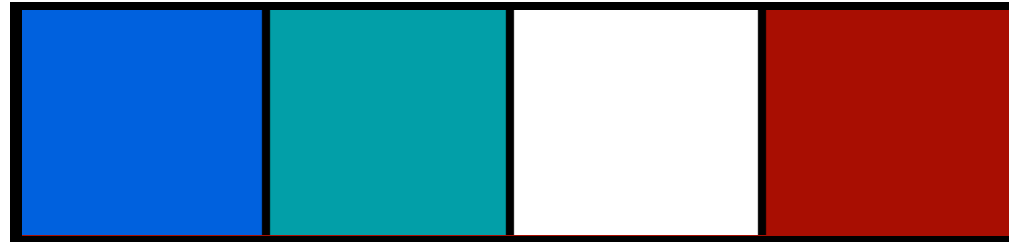






SPLASH PAGE

COLOR PALETTE:



LEGEND/IMAGES:



# VISUAL THEMES



HOME PAGE

The Tracks contains two main functions:  
York Map and Journey

### OVERVIEW:

“York Map” explores York’s railroad history through an interactive navigation of historical sites.

“Journey” allows the user to experience York’s railway history with a national perspective, using social media.

“Account” allows the user to edit their account info and change privacy settings.

# HOME PAGE





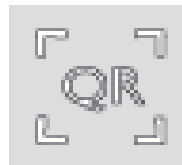
YORK MAP

York Map is an interactive map that displays the locations of 13 sites important to York's Railway Heritage.

## FEATURES:



Each site is marked by a symbol, which the user can click to reveal the name, address, and brief description.



Upon arriving at the site, the user can scan a QR Code to reveal more information about the site that reveals the story of people important to the York Railway Heritage.

User's location is visualized on the map to help with navigation

Links to the user's map app to help provide further assistance

# JOURNEY THROUGH YORK

## UNLOCKING THE SITE:

### History:

A history page will introduce the site.

### Character:

Then, a character associated with each site will be introduced with audio and visual effects.

### Picstitch/check in:

The user can take a picture at this location and the app will collage the personal photo with historical photographs of that site in its past state. As the person's photo is uploaded to the app, they will be checked in to that location.

### Trivia:

Finally, a fun trivia question will pop up with audio clips.



# JOURNEY THROUGH YORK



## EXAMPLE LOCATION INFORMATION:

5. ) The Old Station (aka) The Royal Station  
(aka) The Hudson Station

### Summary:

The Old Station, also known as Hudson's Station, was first built in 1840. The station acquired its title "The Royal Station" after Queen Victoria stopped for lunch at the station on her way to Balmoral Castle. The station was only active for a little over a century. It was demolished in 1966 due to the growing railway industry and the demand for a larger station.

### Trivia:

What was the first railway station built on?

- a. a prison
- b. a chapel
- c. hospital for poor women
- d. empty land

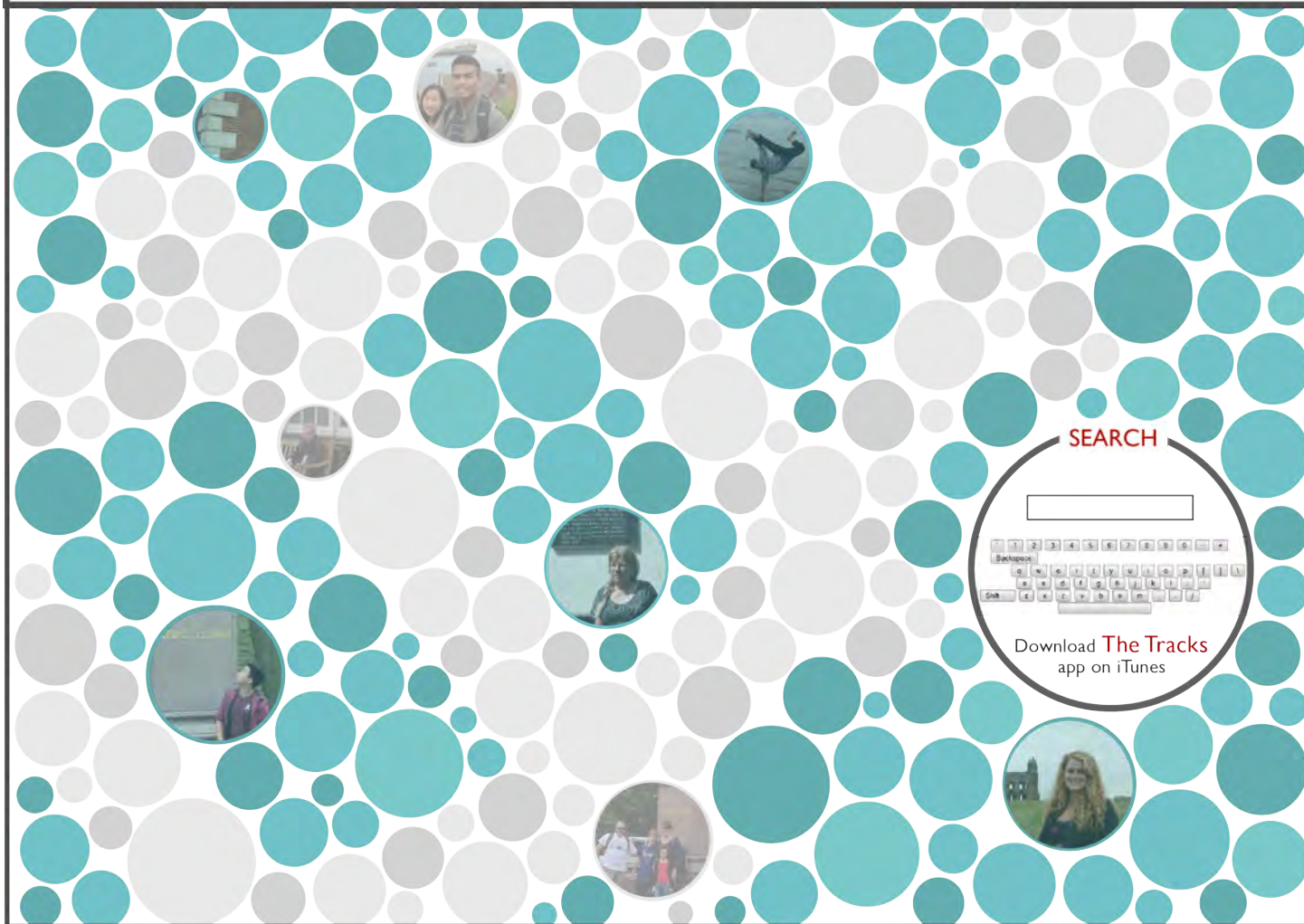
Answer: c. hospital for poor women.



# JOURNEY THROUGH YORK

# TRACKERS

Track the journeys of our app users as they visit significant sites of York's historical railway system.



A virtual screen located at the National Railway Museum displays "Trackers" who have checked in at all the sites.

Trackers look for their picture amongst the other trackers on the virtual board or search the database for a quick find.

The illuminated photos on the board will have a pulsing visual effect to indicate that users can touch the photos, which will open up the **tracker profile**.

# RAILWAY MUSEUM BOARD



# TRACKERS

Track the journeys of our app users as they visit significant sites of York's historical railway system.

## Bob Smith



LOCATION:  
Old Station

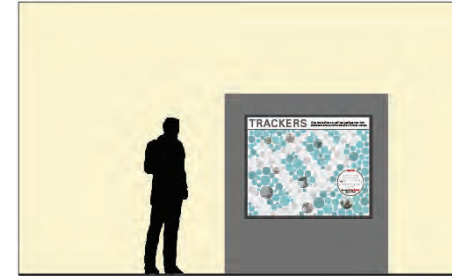
DATE TAKEN:  
5 July 2013

COMMENTS:  
This was a great visit!

### OTHER TRACKS



BACK



# RAILWAY MUSEUM BOARD



Journey allows rail riders to create a visual collection of their stories riding the railways.

### FEATURES:

Users can take pictures while at train stations or on trains.

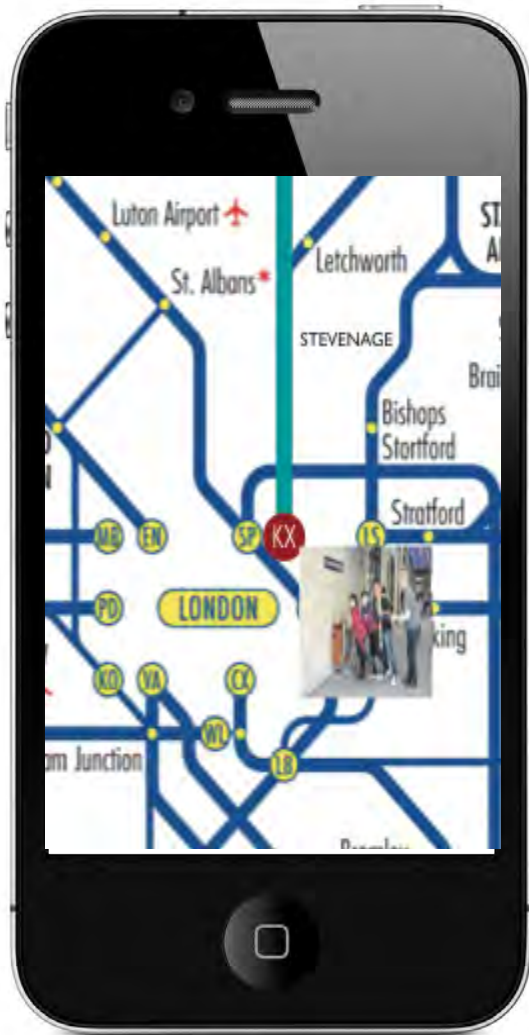
The app will organize photos by geolocations and coordinates to visually organize them along train routes.

Photos are collected on the member's online account.

Crowdsourcing capabilities allow user to view other users' photo journeys.

# TRACK YOUR JOURNEY





## HOW IT FUNCTIONS:

Map will appear blank initially.

Overtime photos can be taken along the route, which will appear as small squares on the map.

Users can click the small squares to expand.

Upon expanding, the location name or coordinates will appear.

Clicking the location name or coordinates will show photos taken by other users at the site.

# TRACK YOUR JOURNEY

# The Old Station

Built in 1840

Nicknamed the Royal Station

Old station demolished in 1966



To find out more  
download The Tracks  
and scan code

## PROMOTING THE APP:

QR codes around York.

Ads in the trains

Museum promotes it

# MARKETING