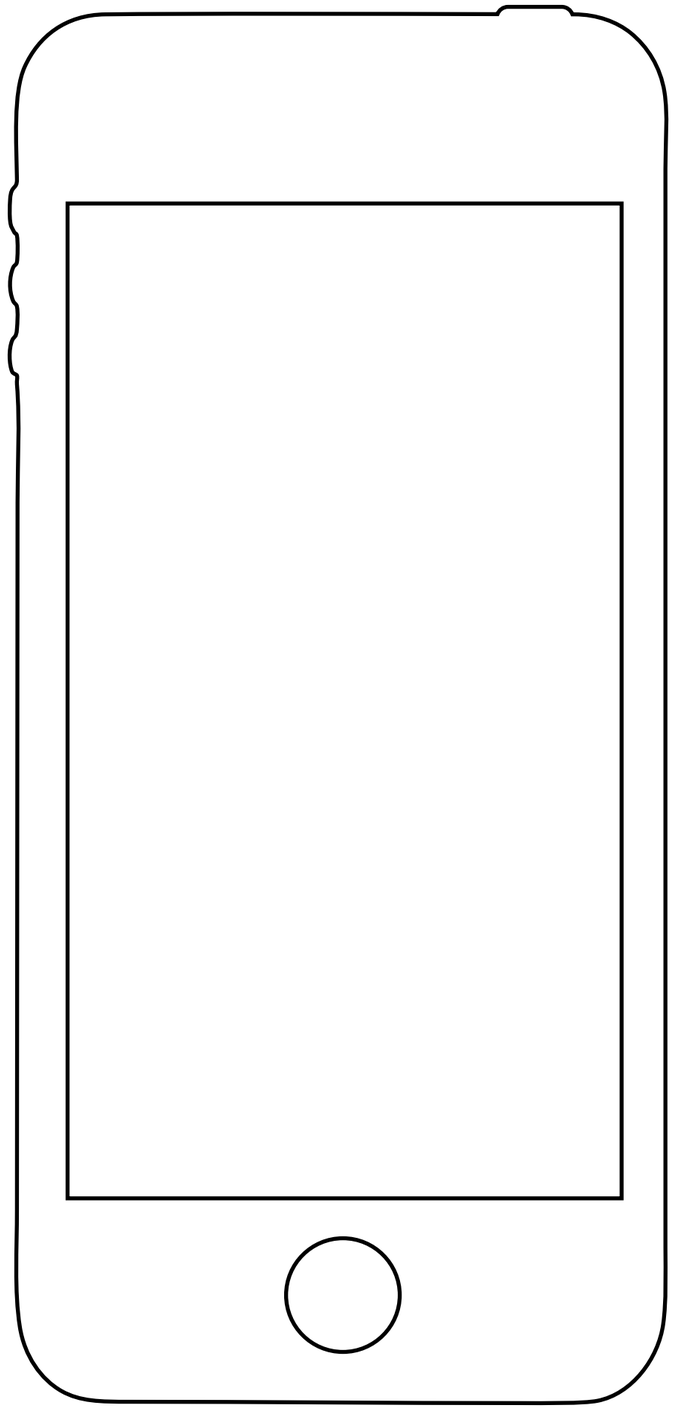
1. Function
2. Design
3. Marketing

1. Function

2. Design

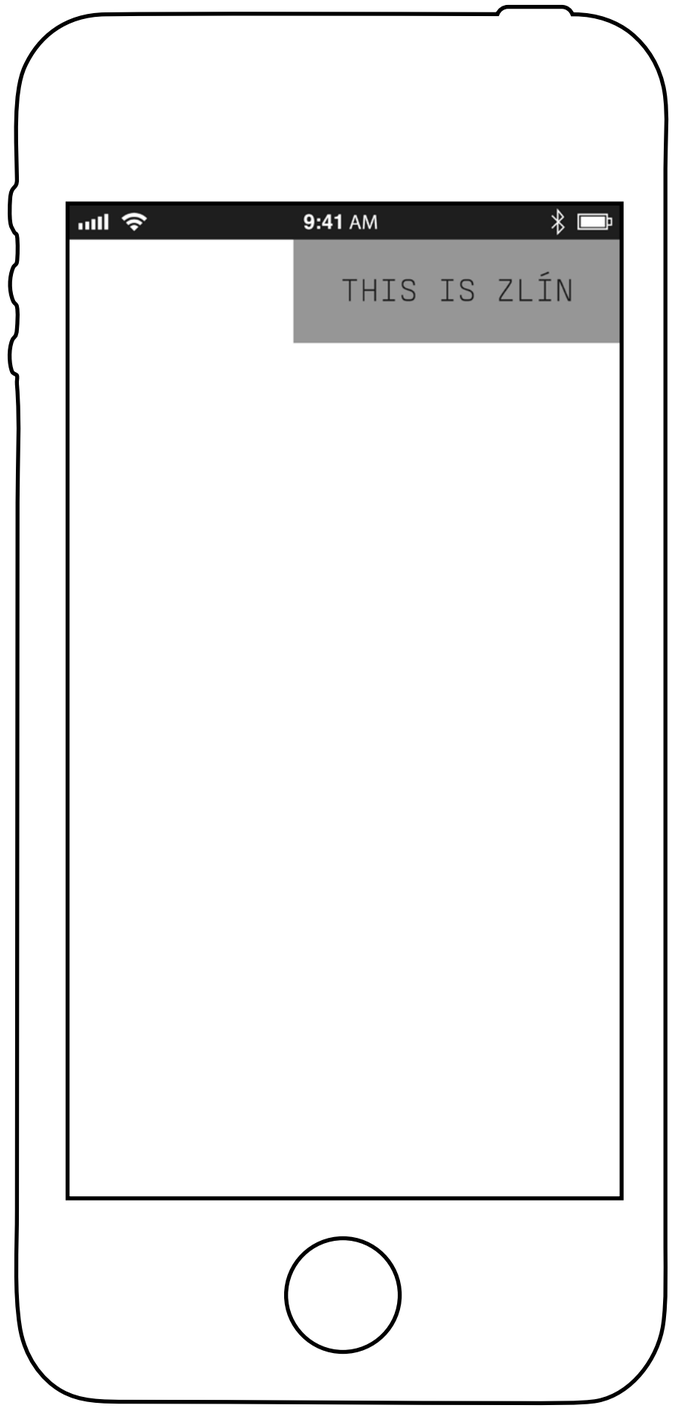
3. Marketing

I've asked myself a question

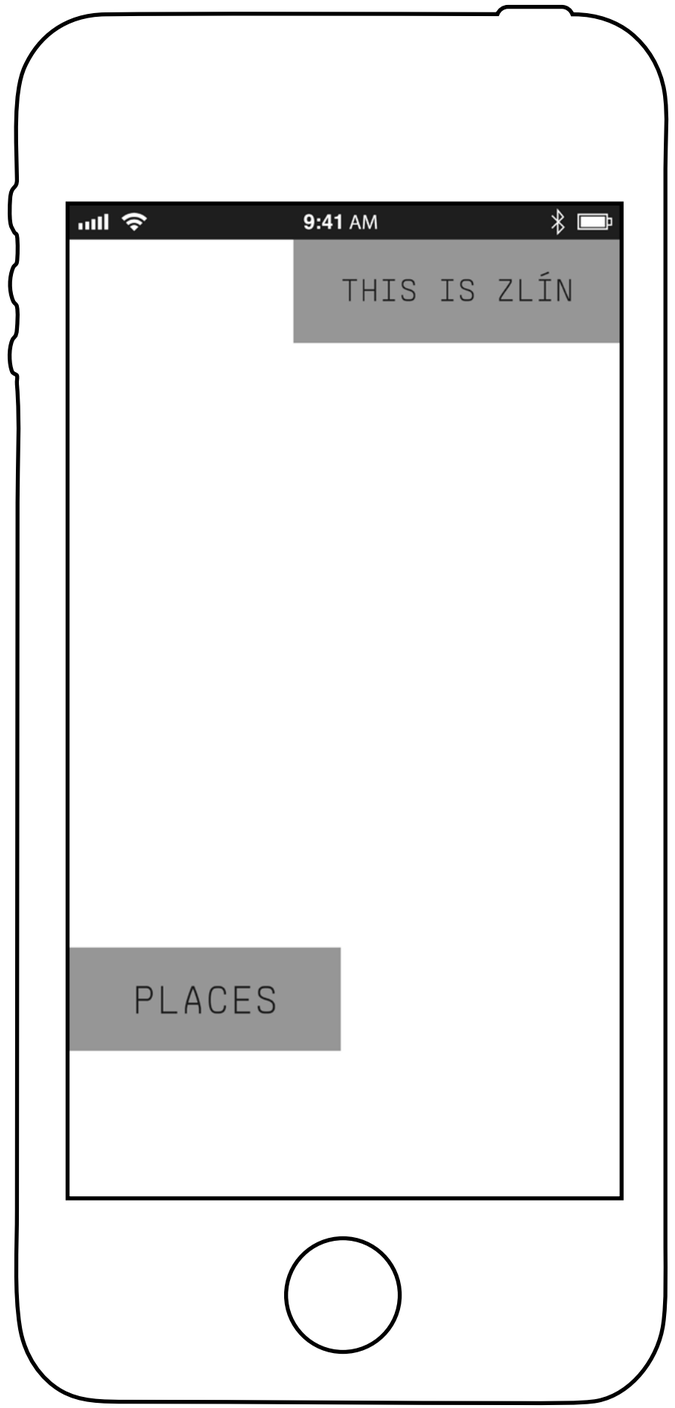


What should contain an ideal travel app?

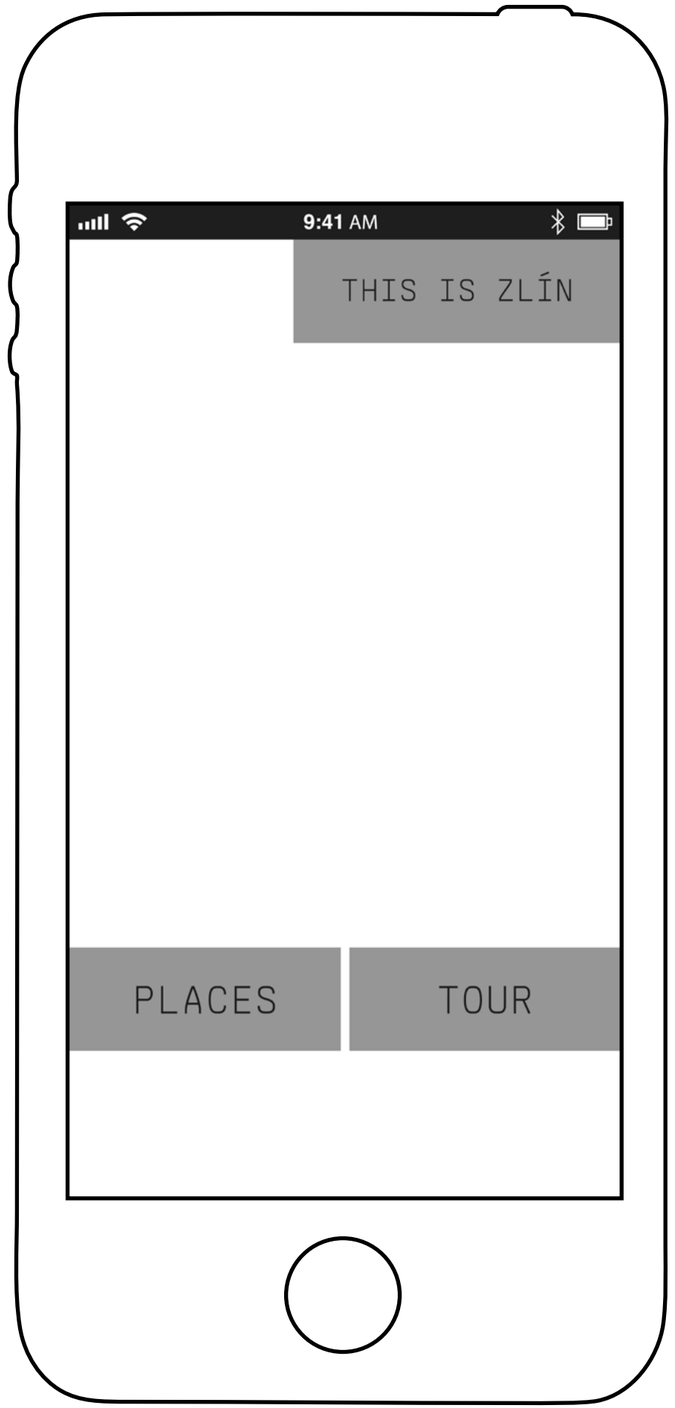
Basic information about city



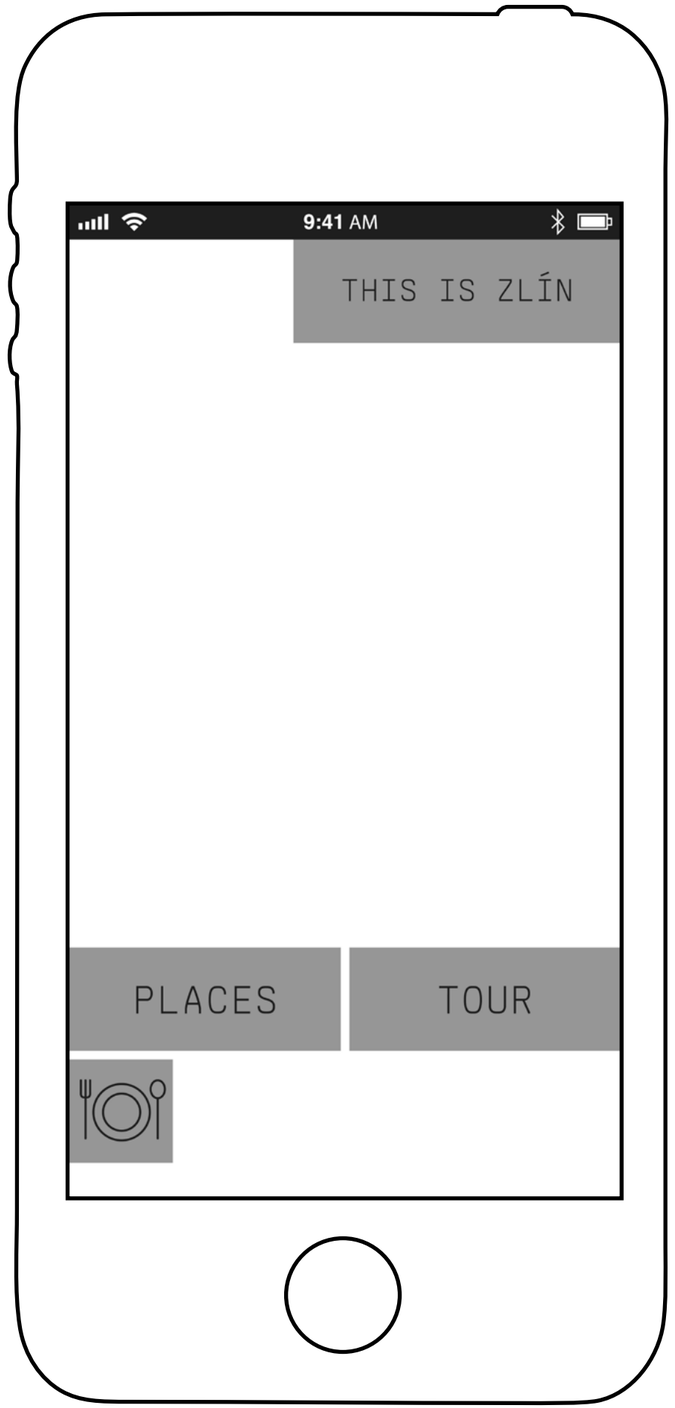
Important and interesting places



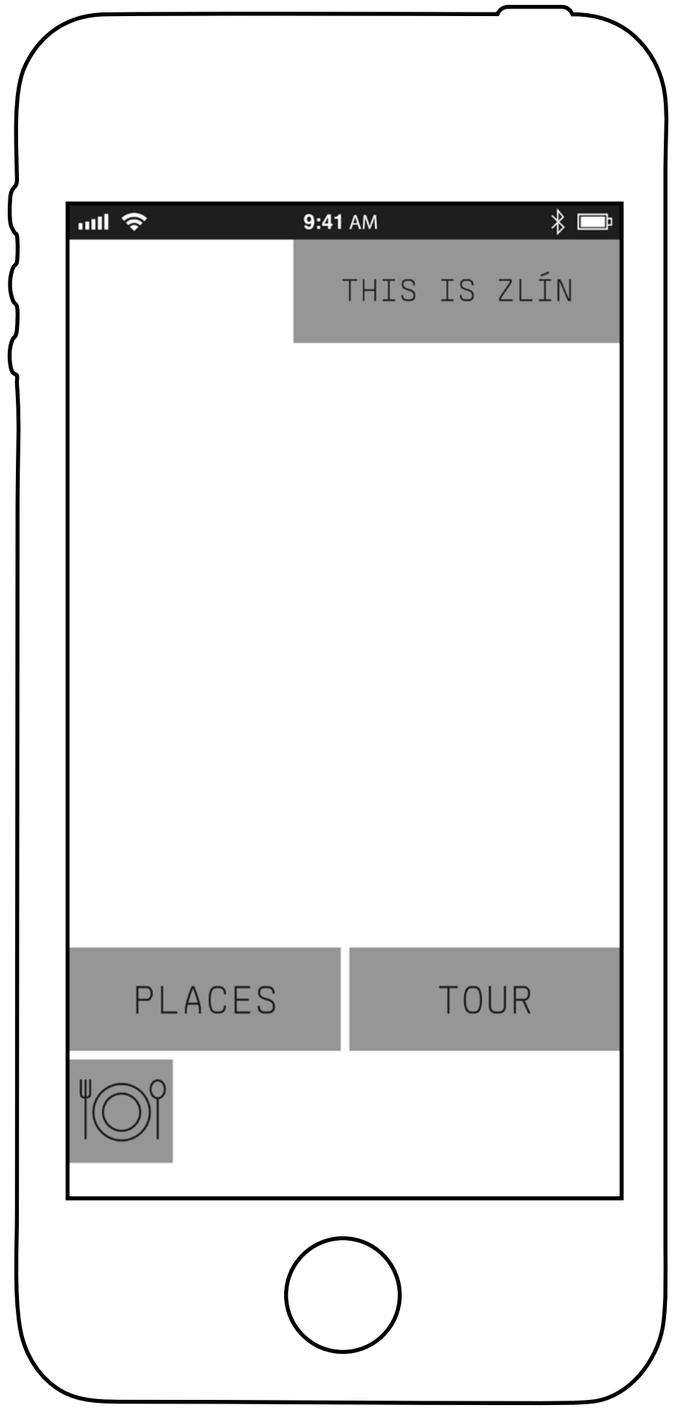
Various tours around city



Access to many helpful functions

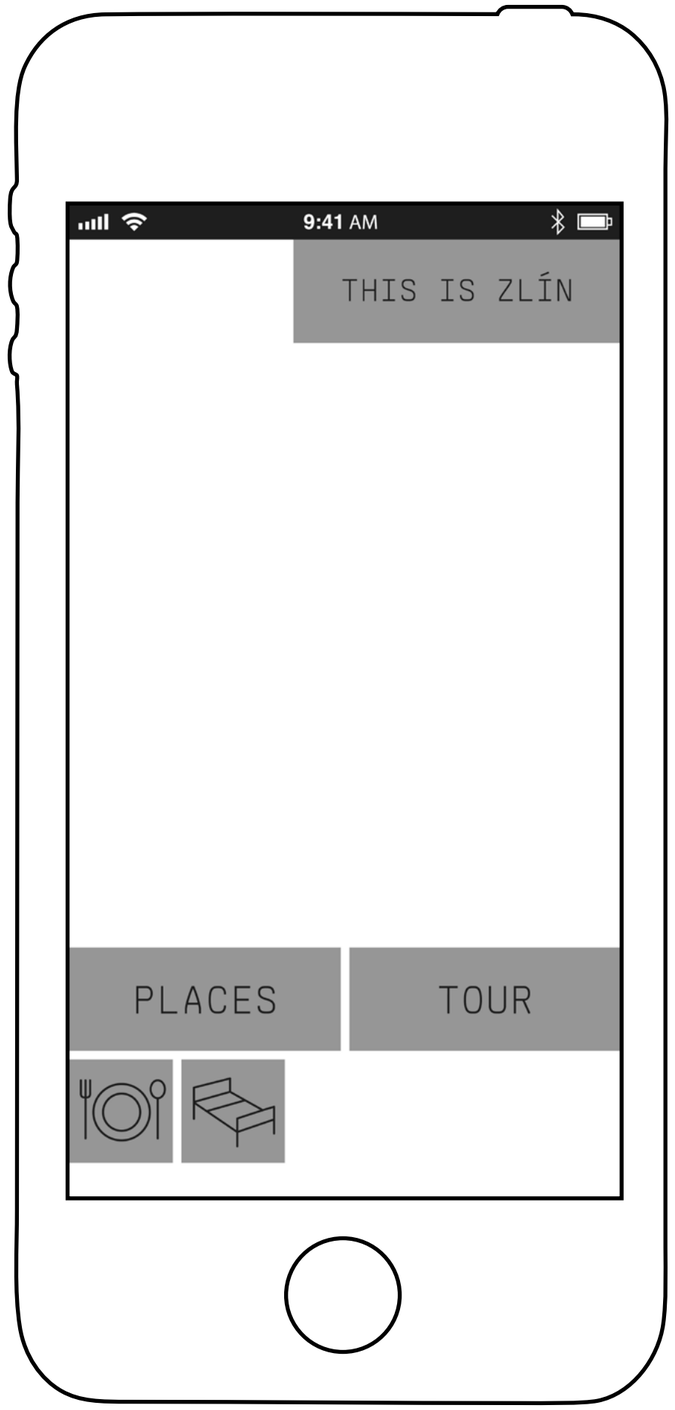


Access to many helpful functions

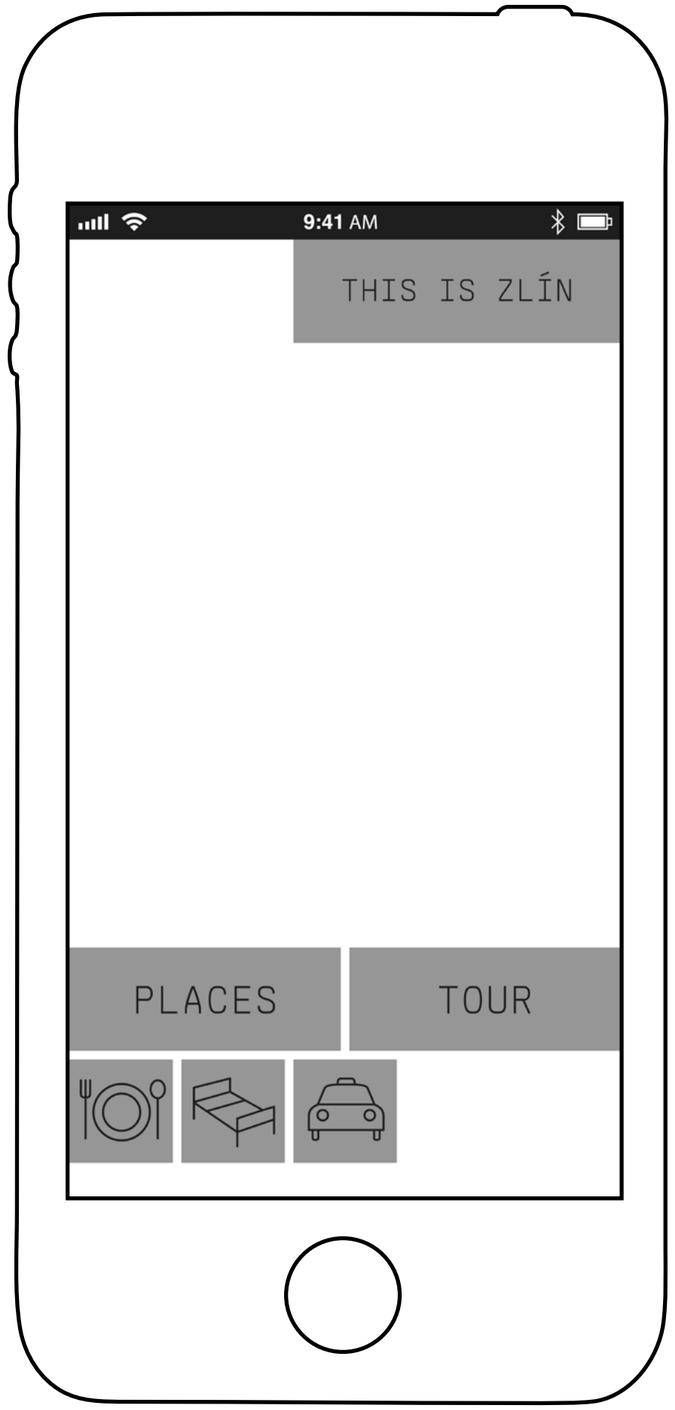


...for example list of restaurants...

...available hotels...

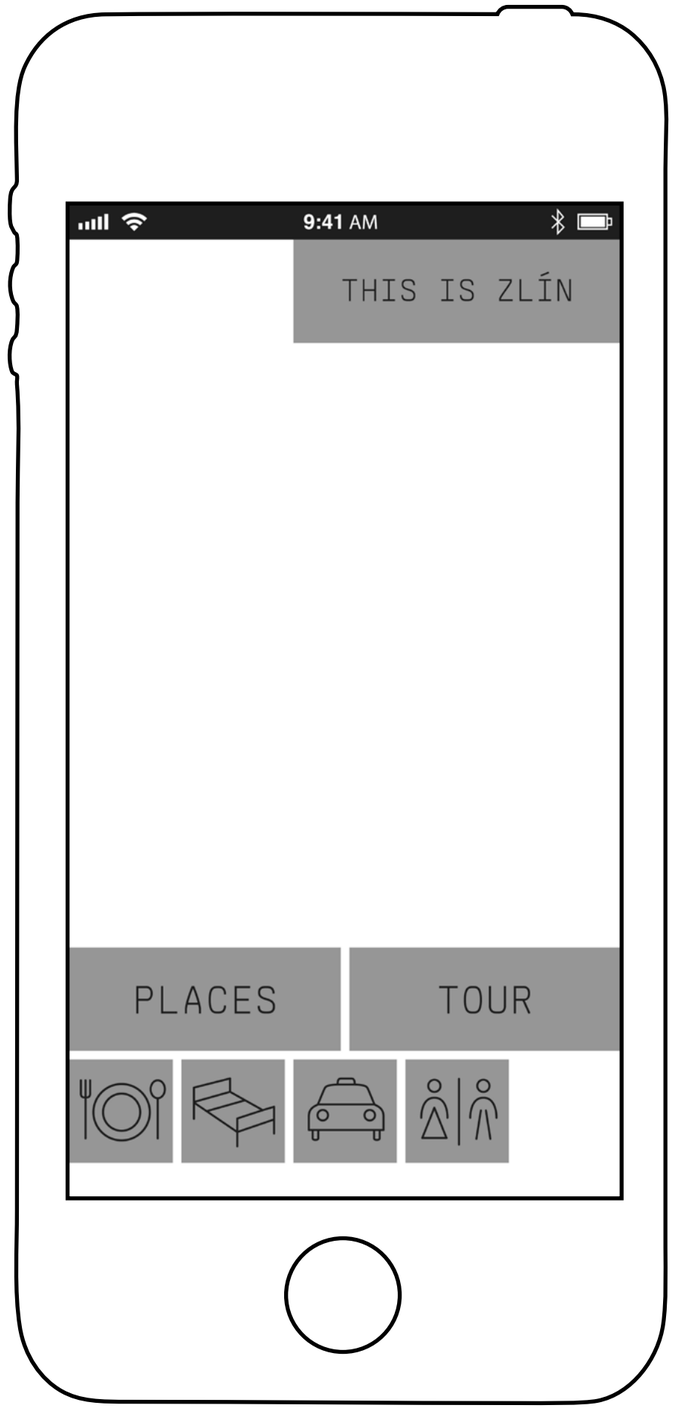


...available hotels...

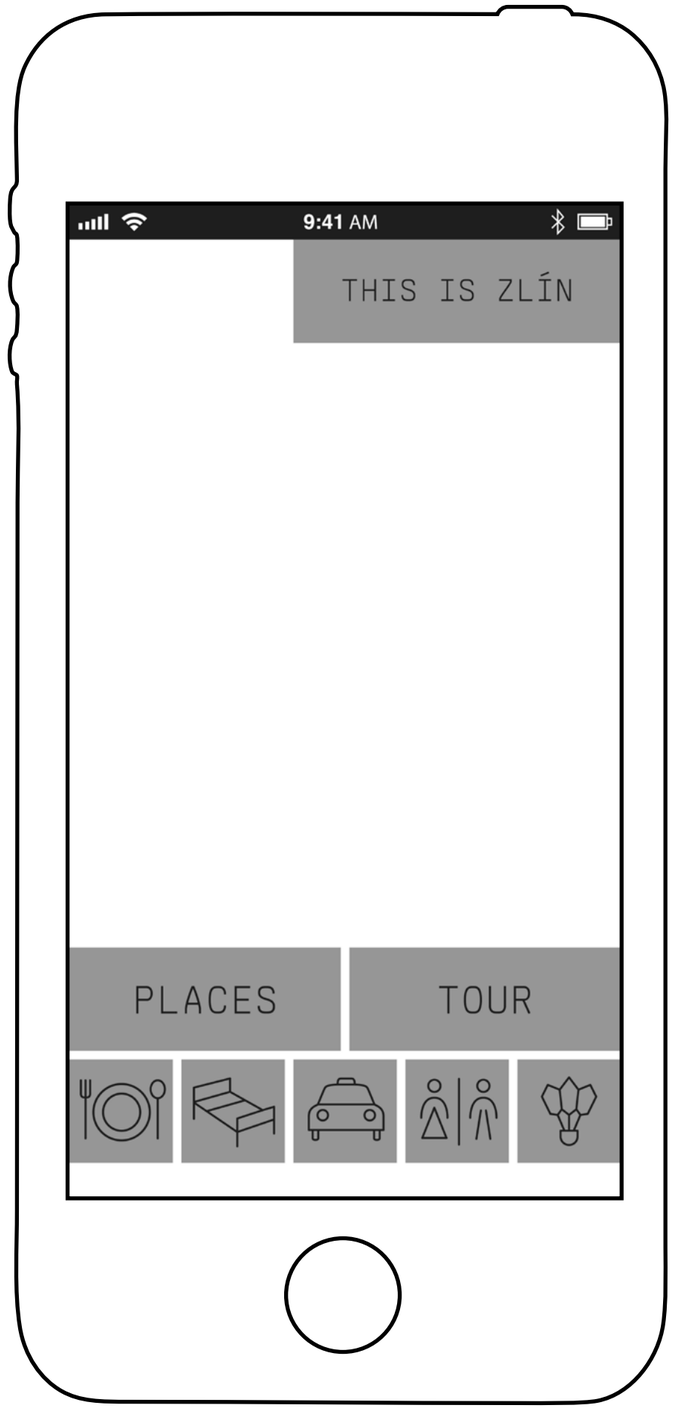


...taxi services and public transport...

...nearest public toilets...

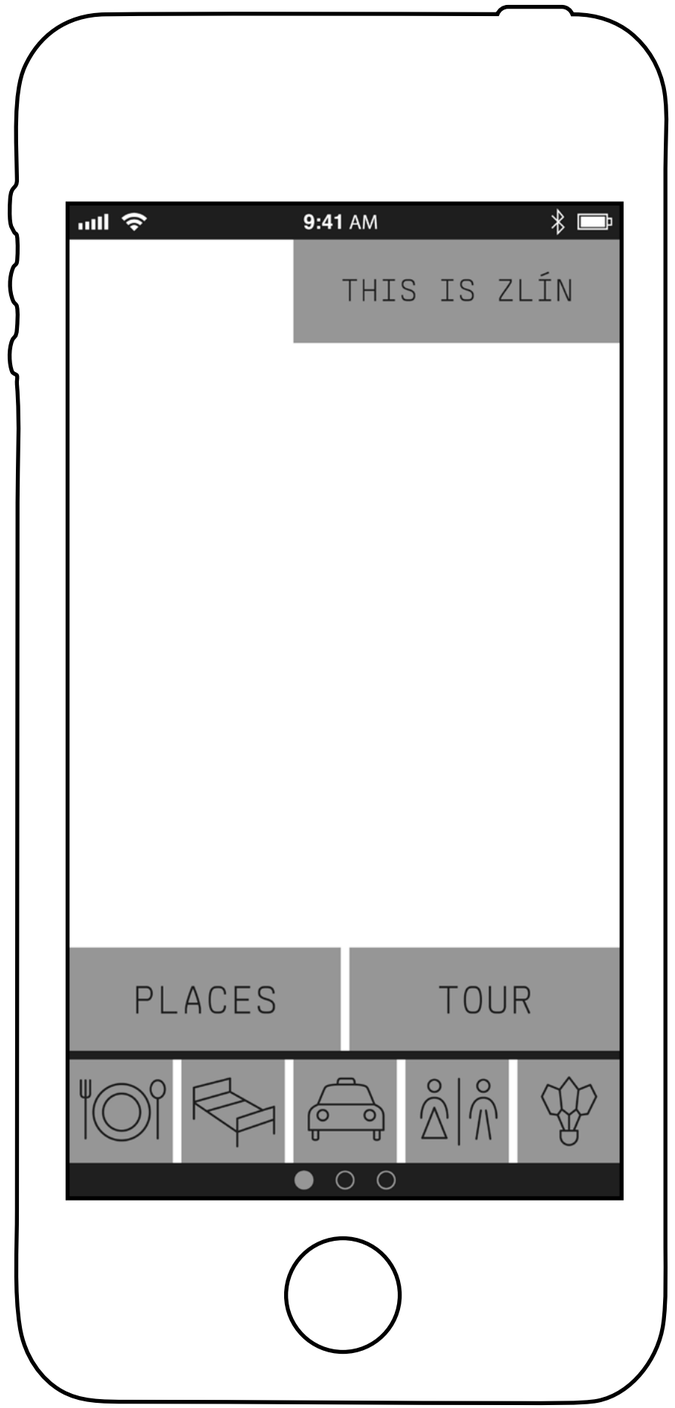


...nearest public toilets...

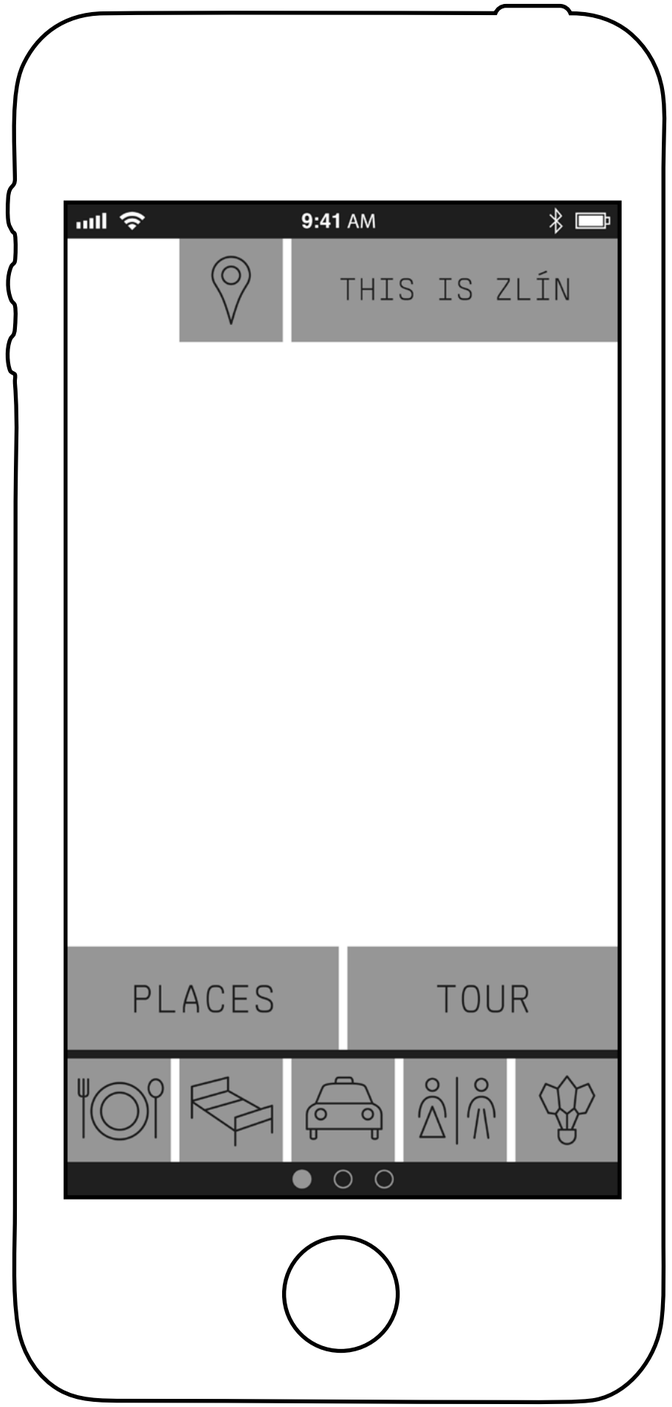


...why not also sporting facilities...

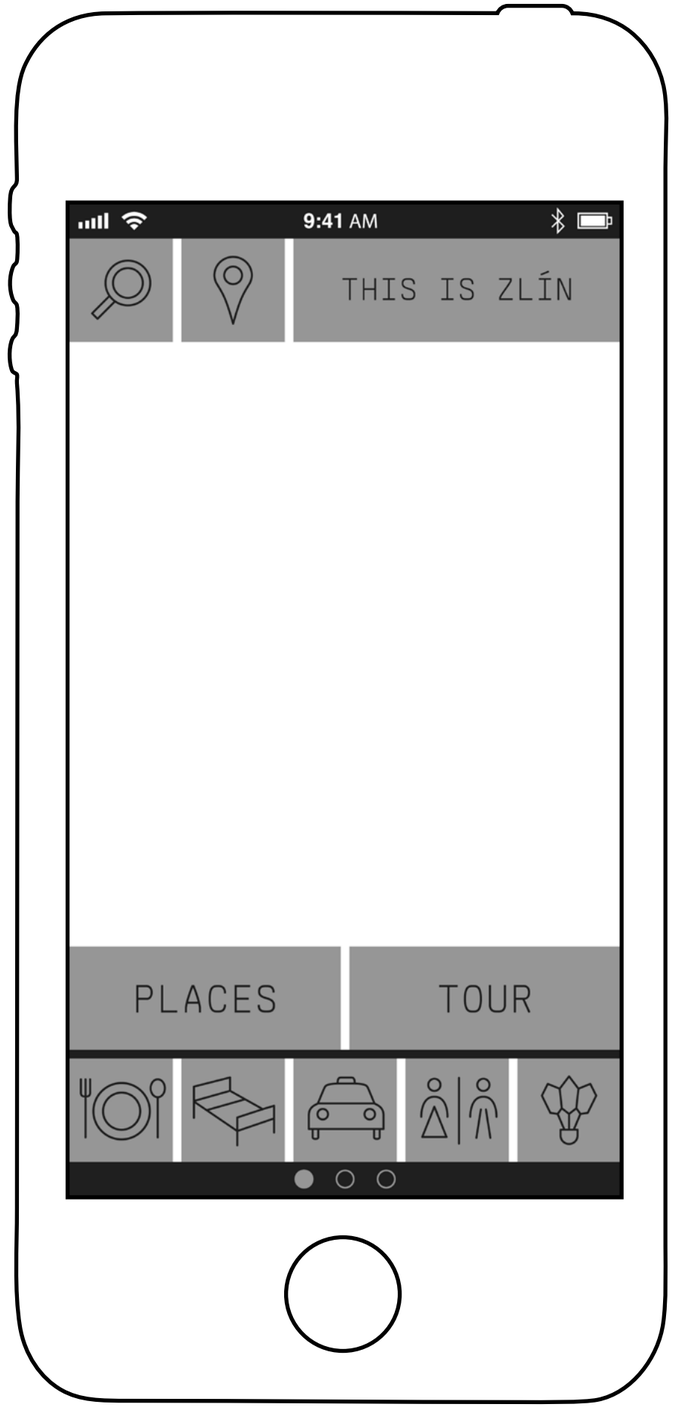
And plenty of more!



Map of the entire city

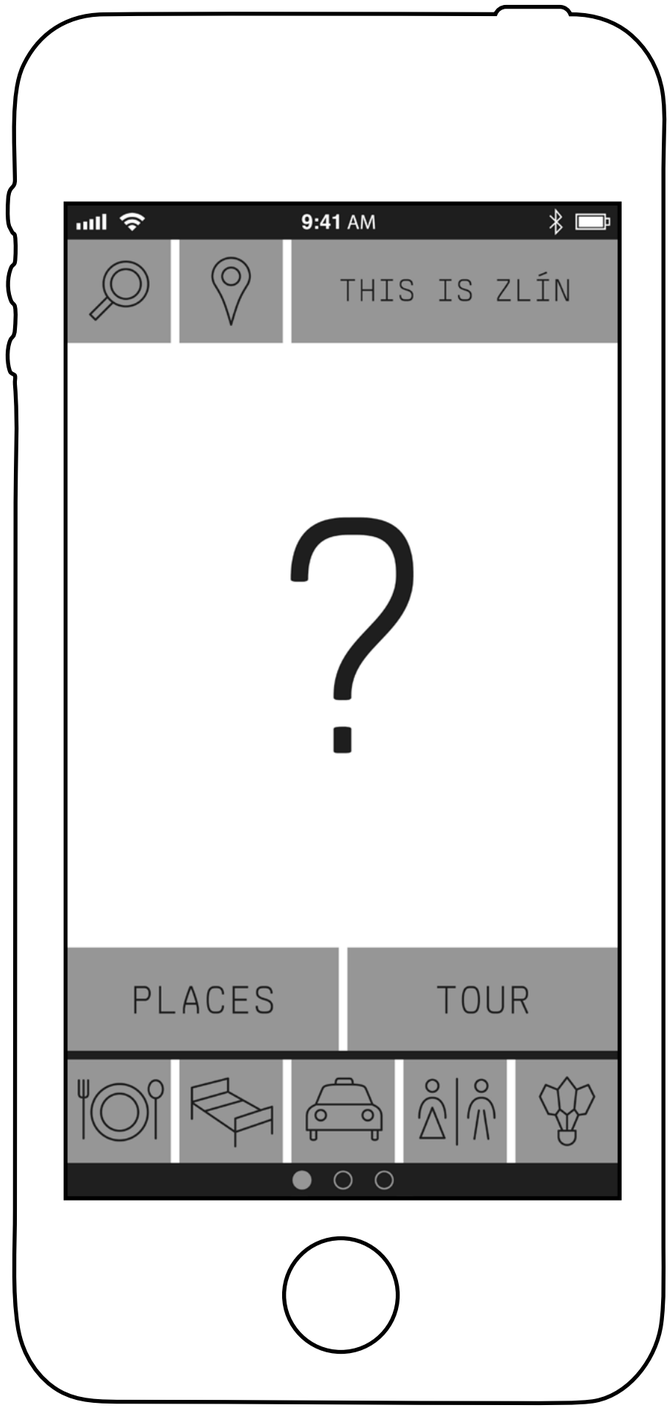


Map of the entire city

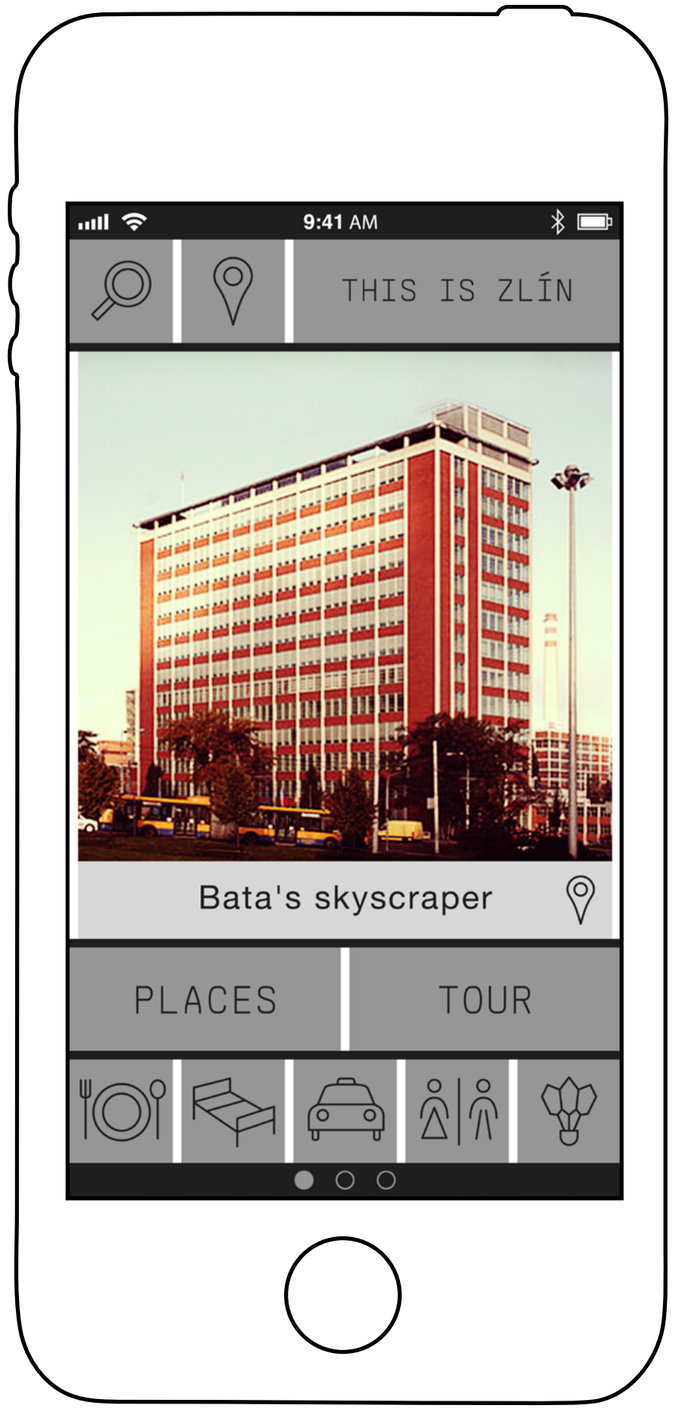


Search button cannot be missing

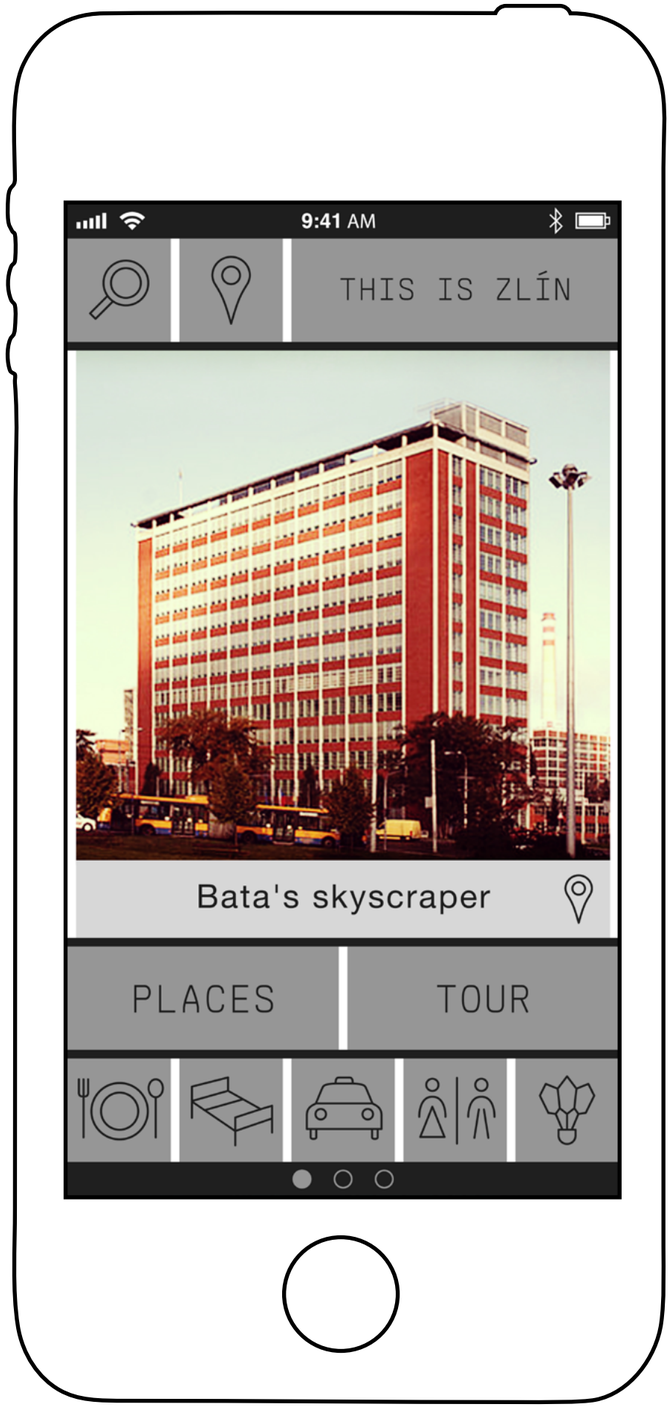
What else should be on main screen



There could be anything from places or tours, or helpful functions

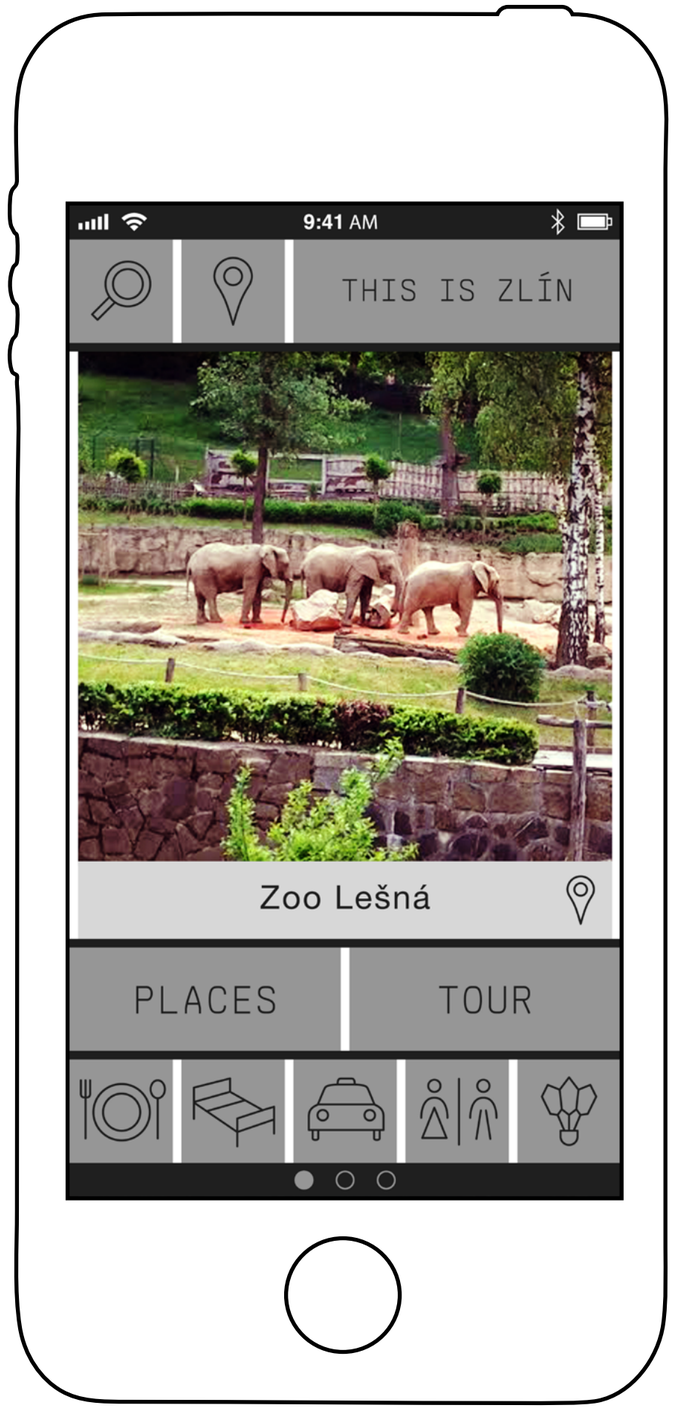


There could be anything from places or tours, or helpful functions

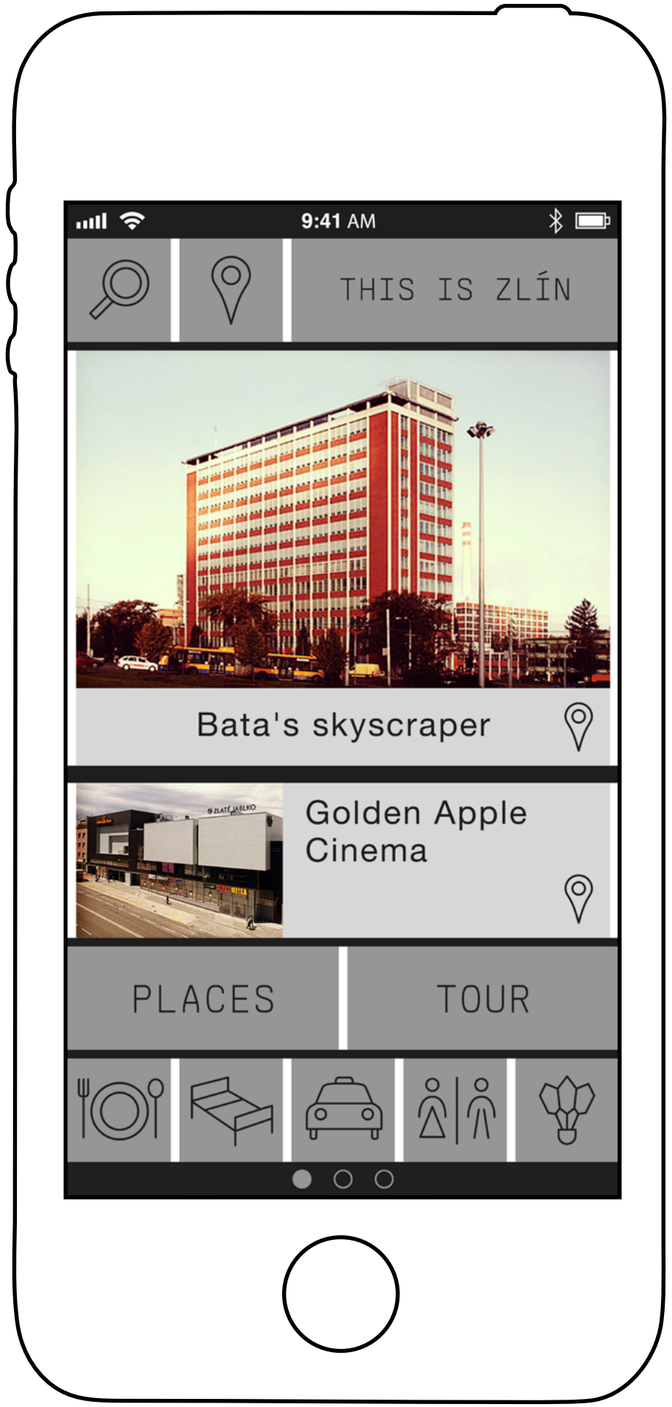


For example Bata's skyscraper

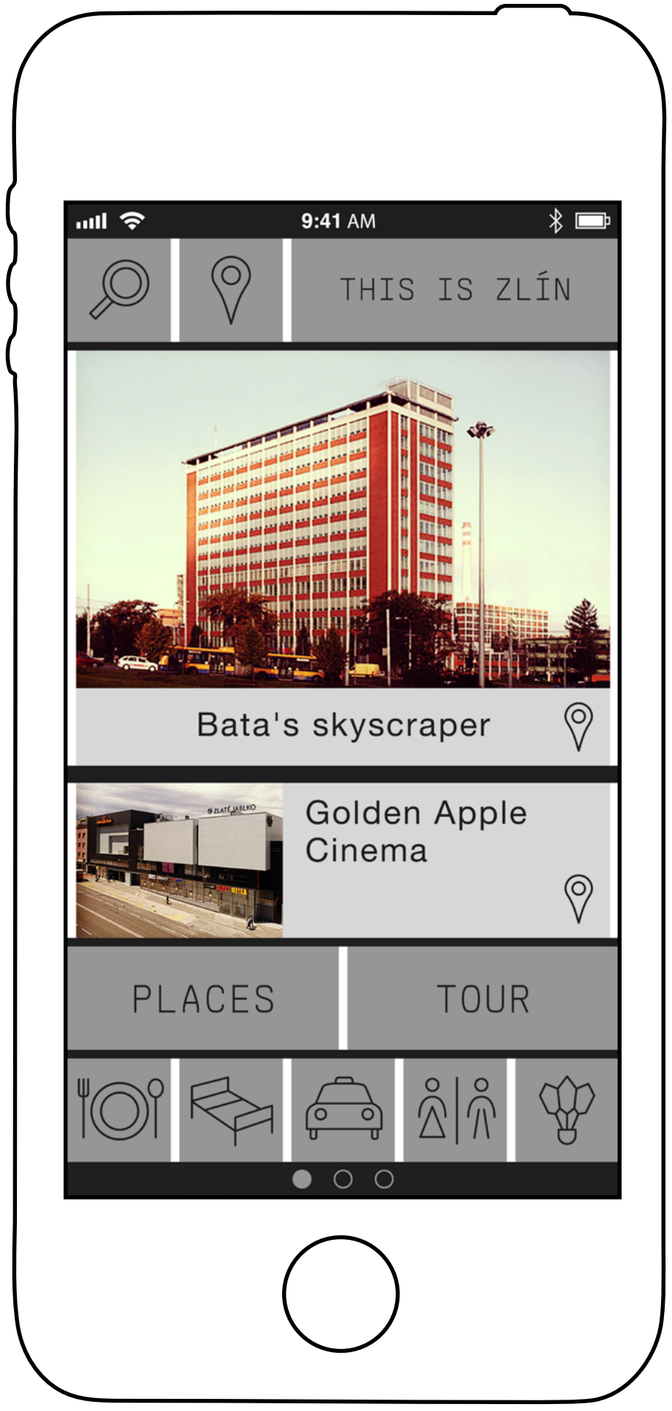
...or Zoo Lešná..



...or Bata's skyscraper...



...or Bata's skyscraper...



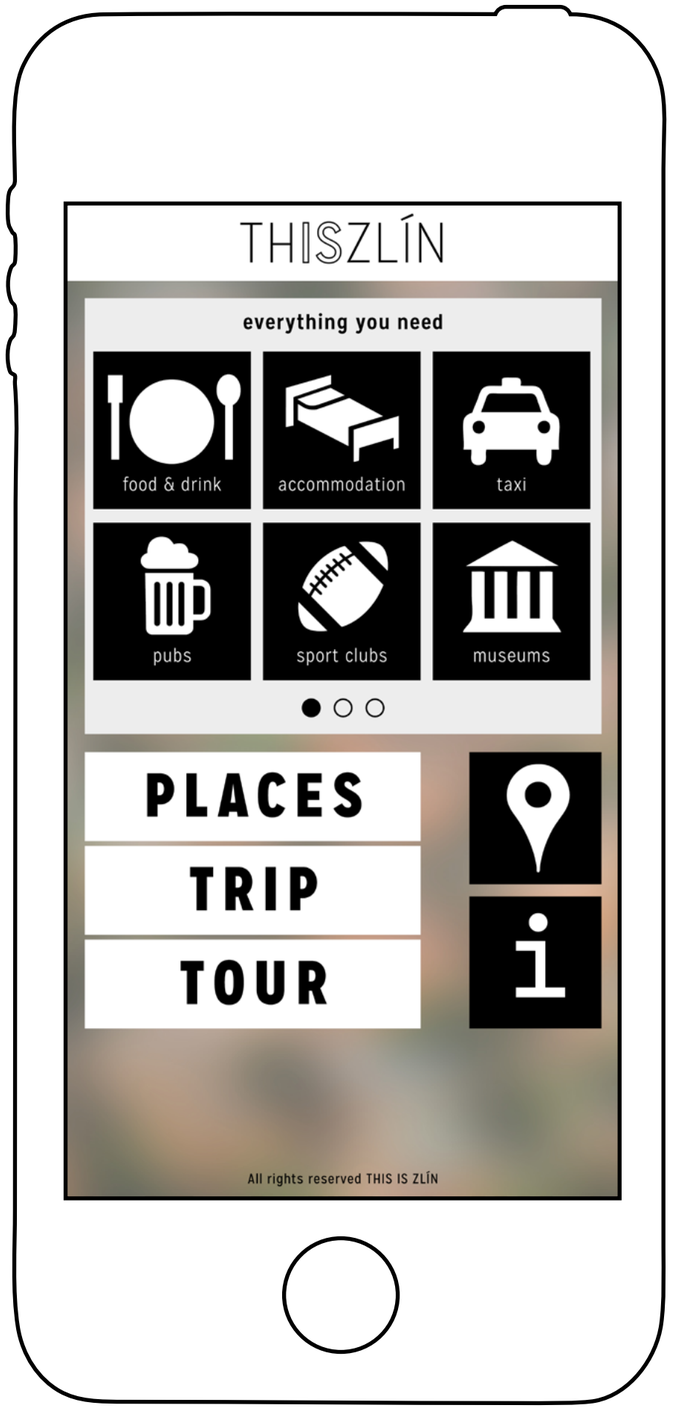
+ paid advertisement for Golden Apple Cinema

1. Function

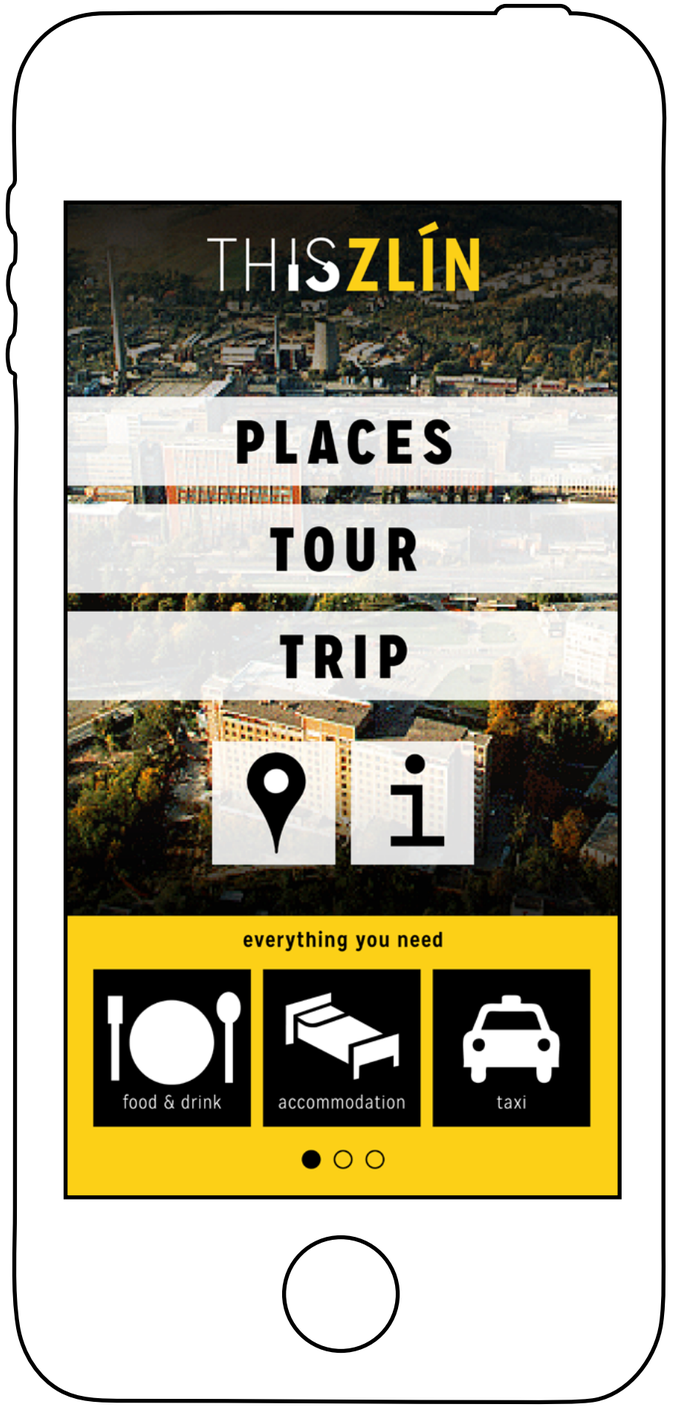
2. Design

3. Marketing

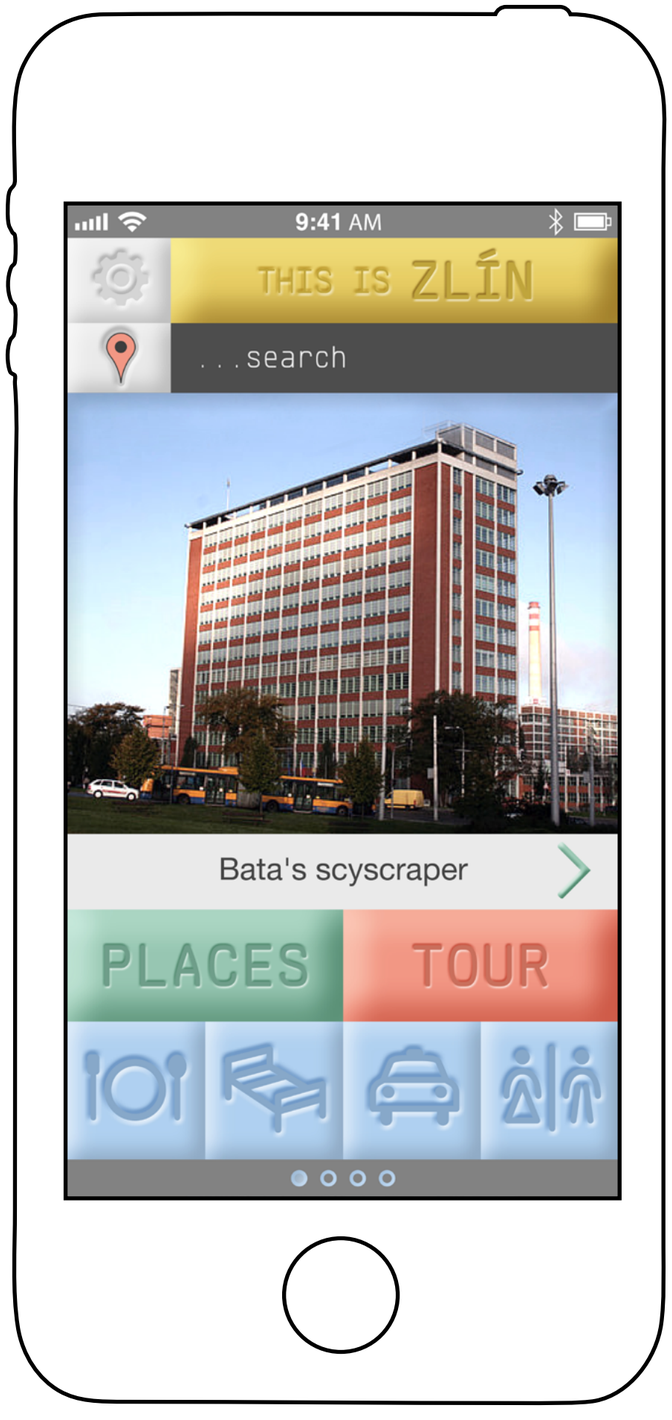
...at the beginning...

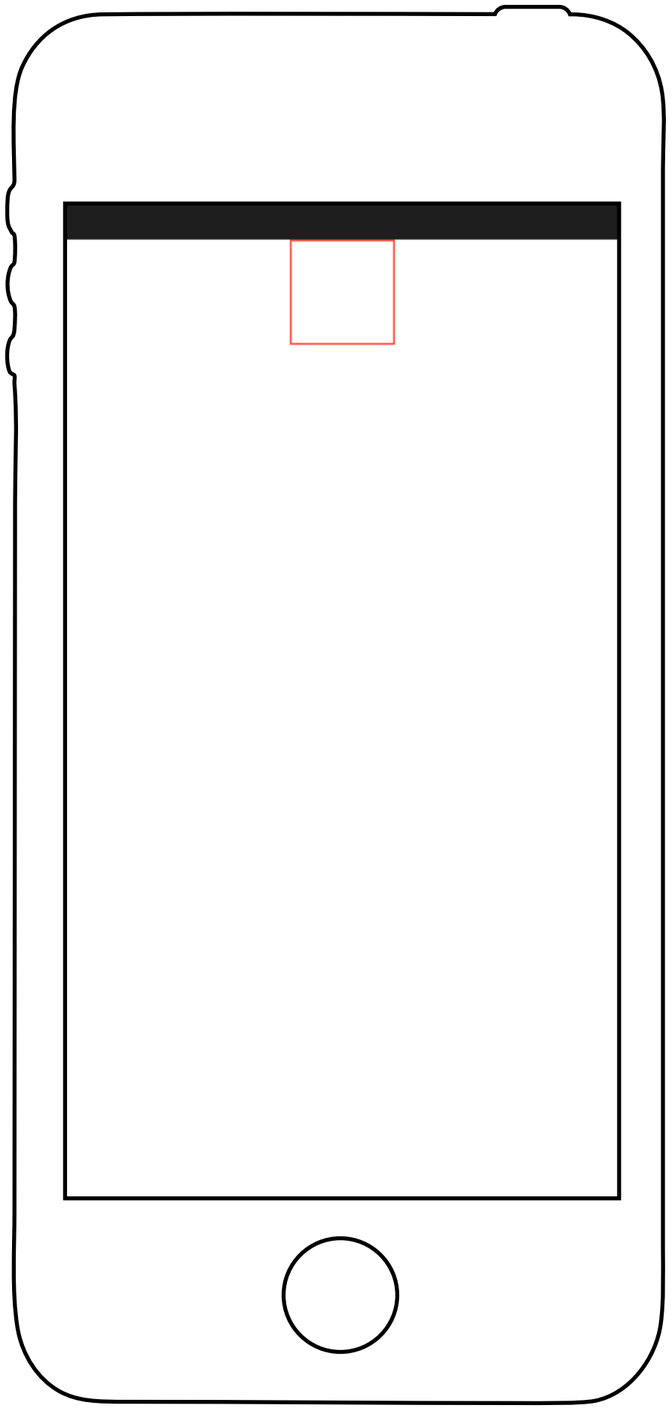


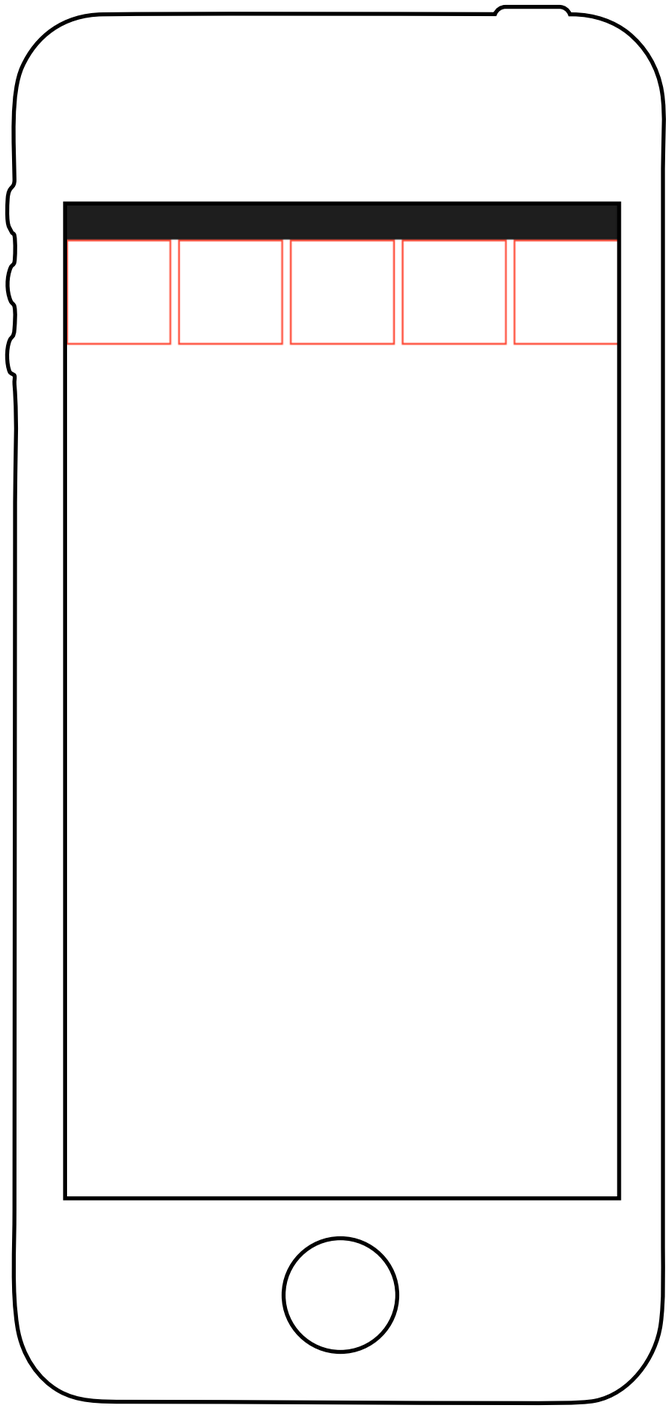
...at the beginning...

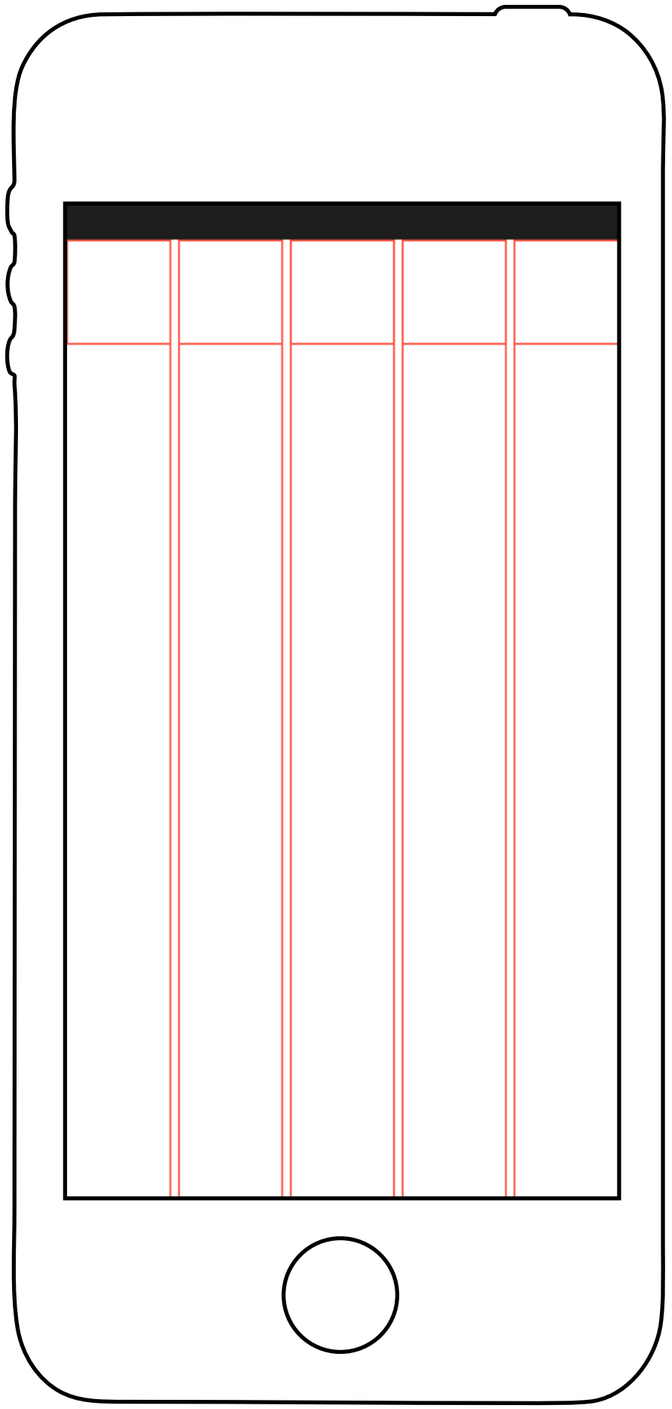


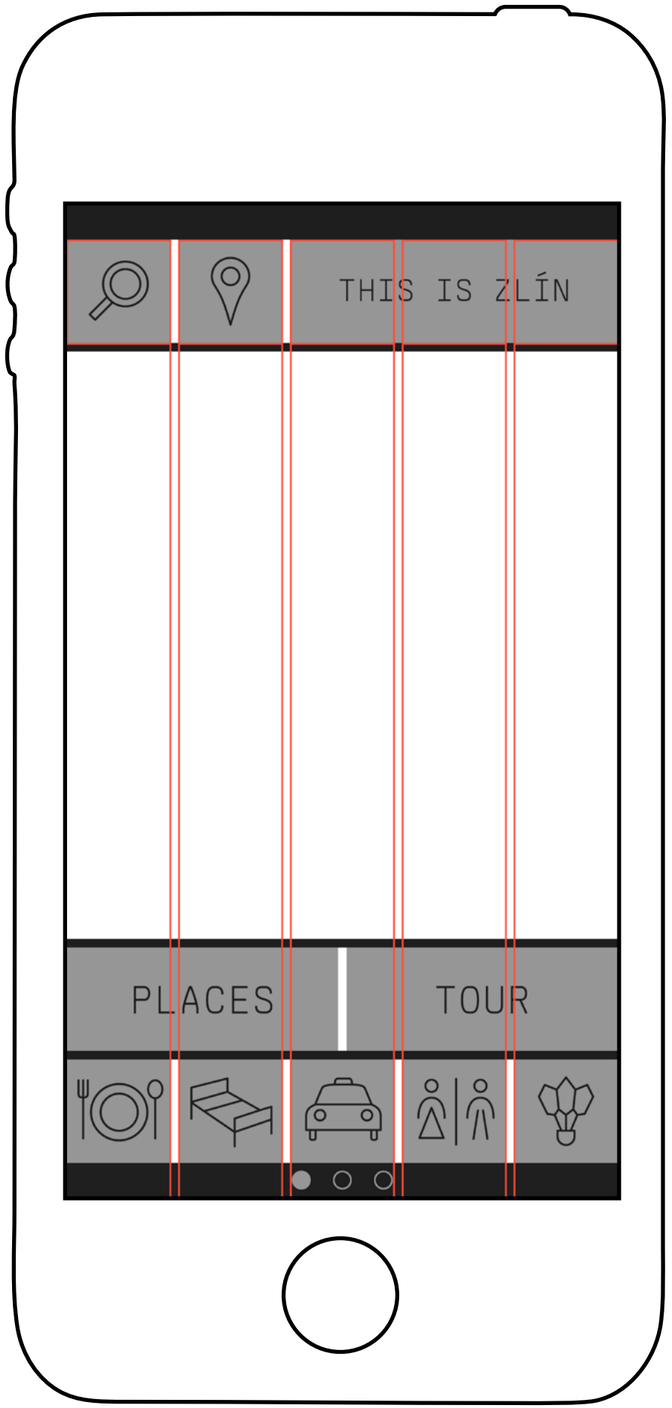
...at the beginning...

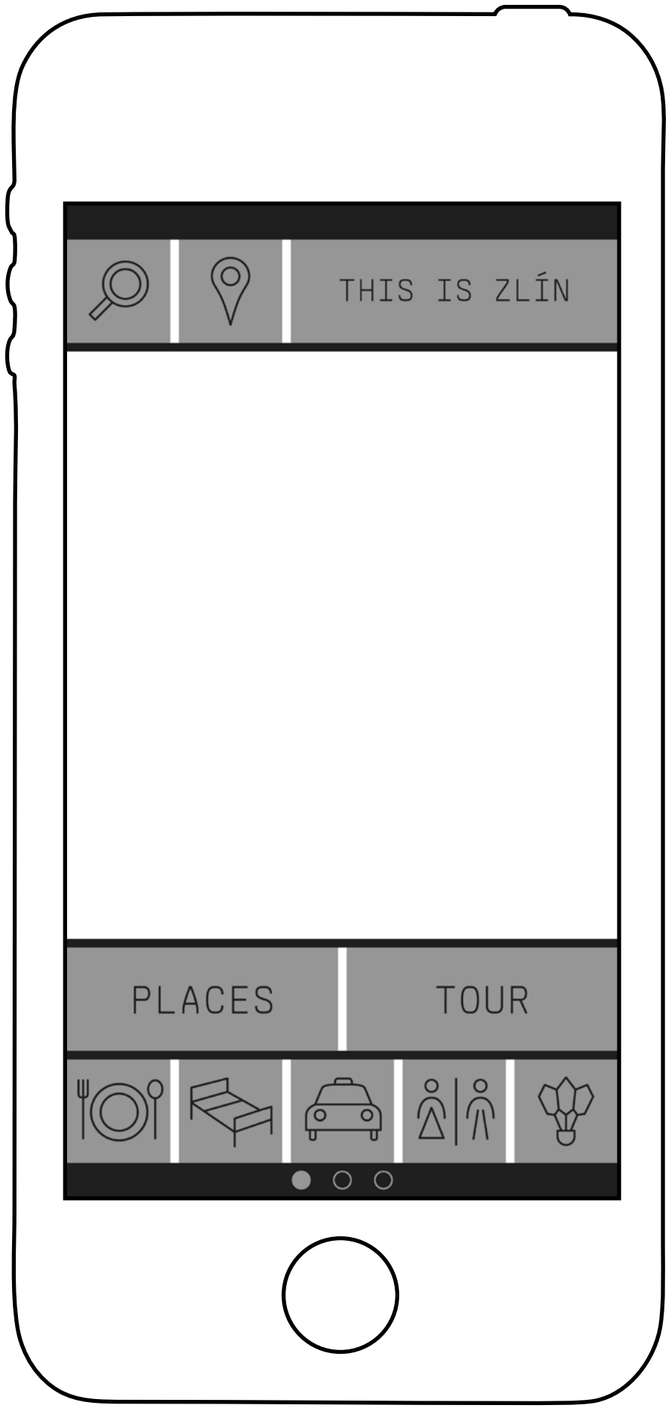









THIS IS ZLÍN
PLACES
TOUR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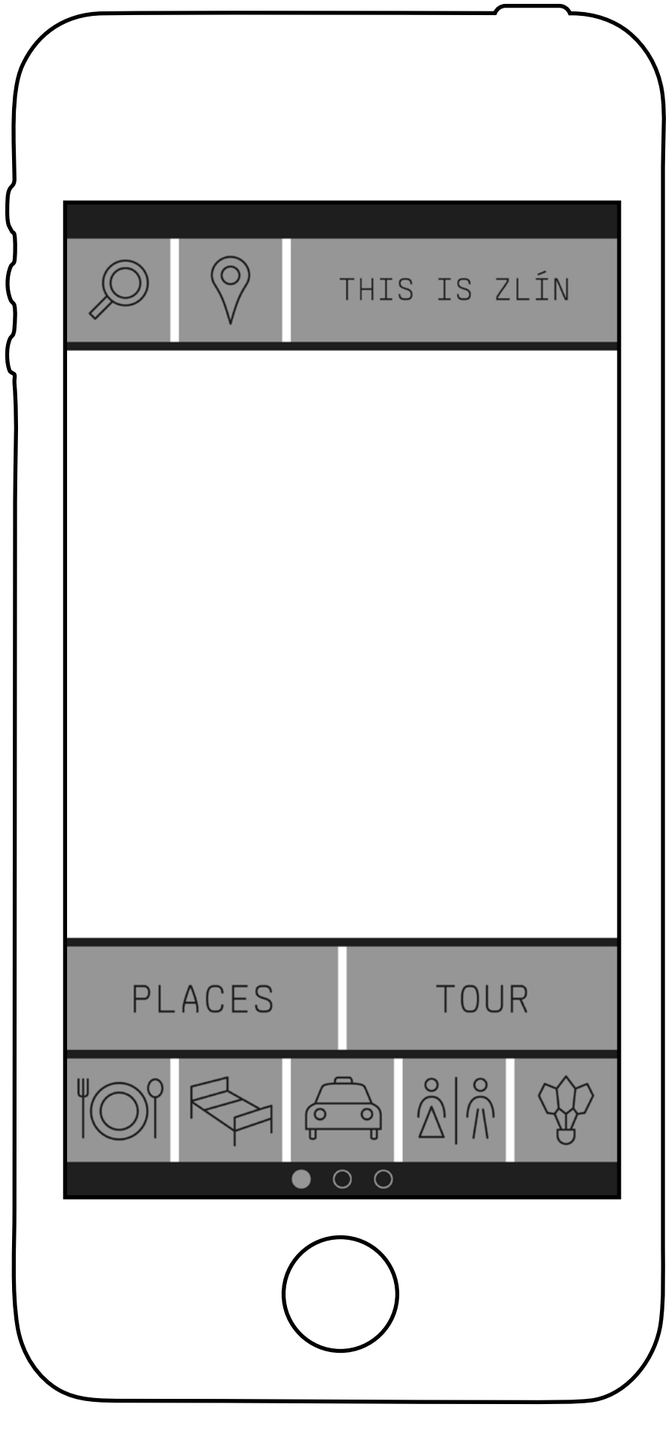
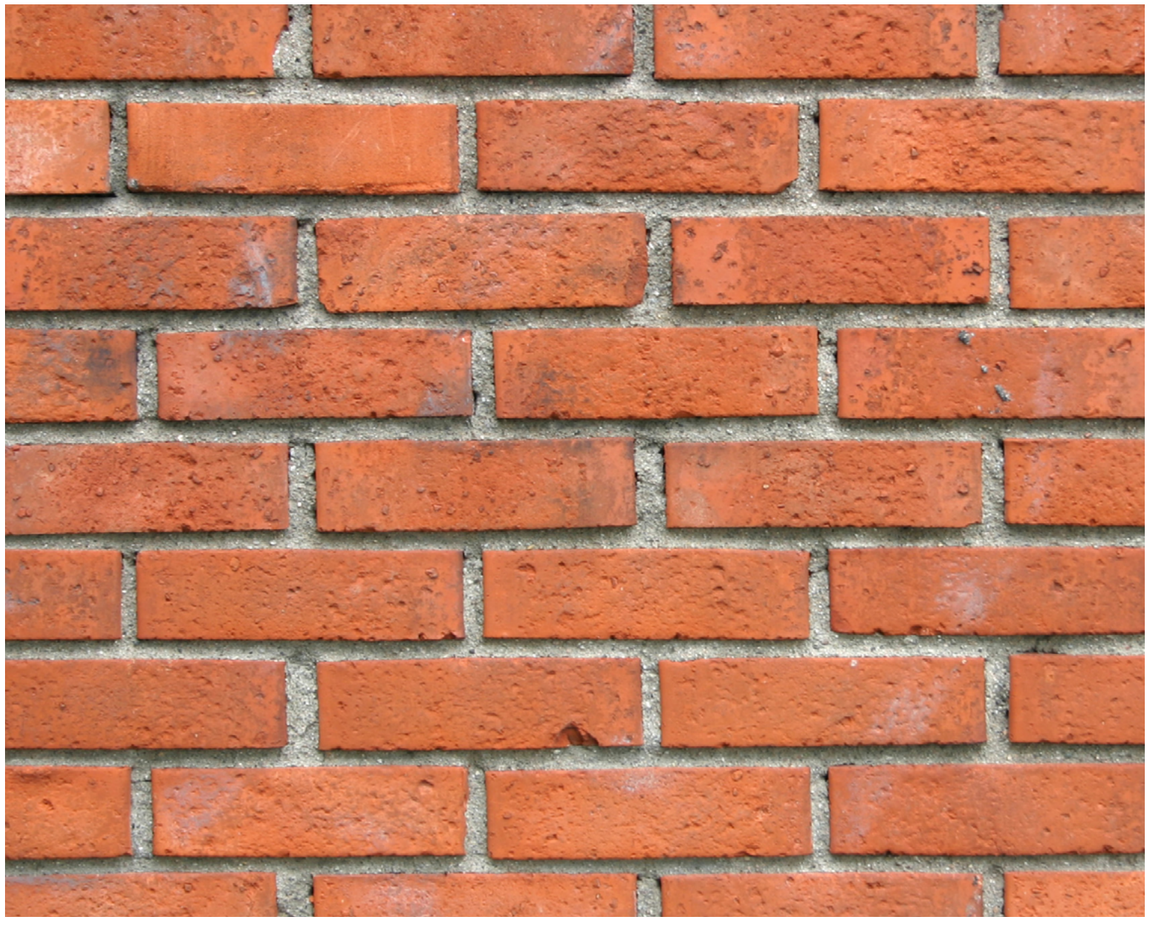
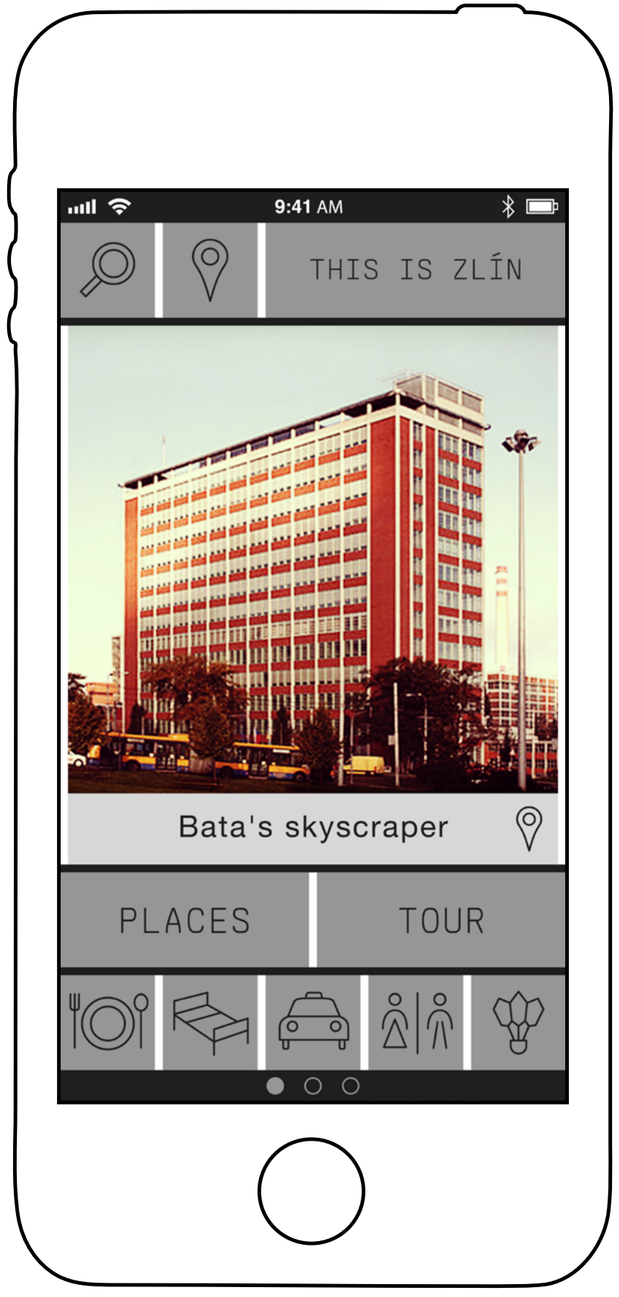
PLACES
TOUR



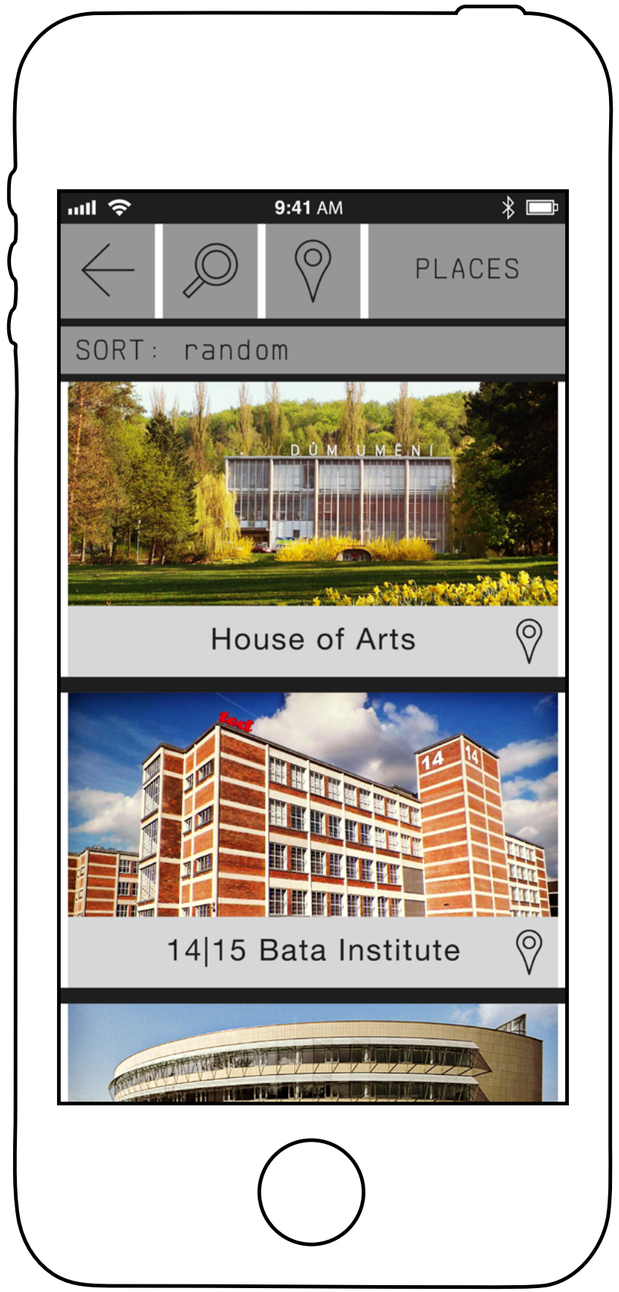
MONOSPACE FONT



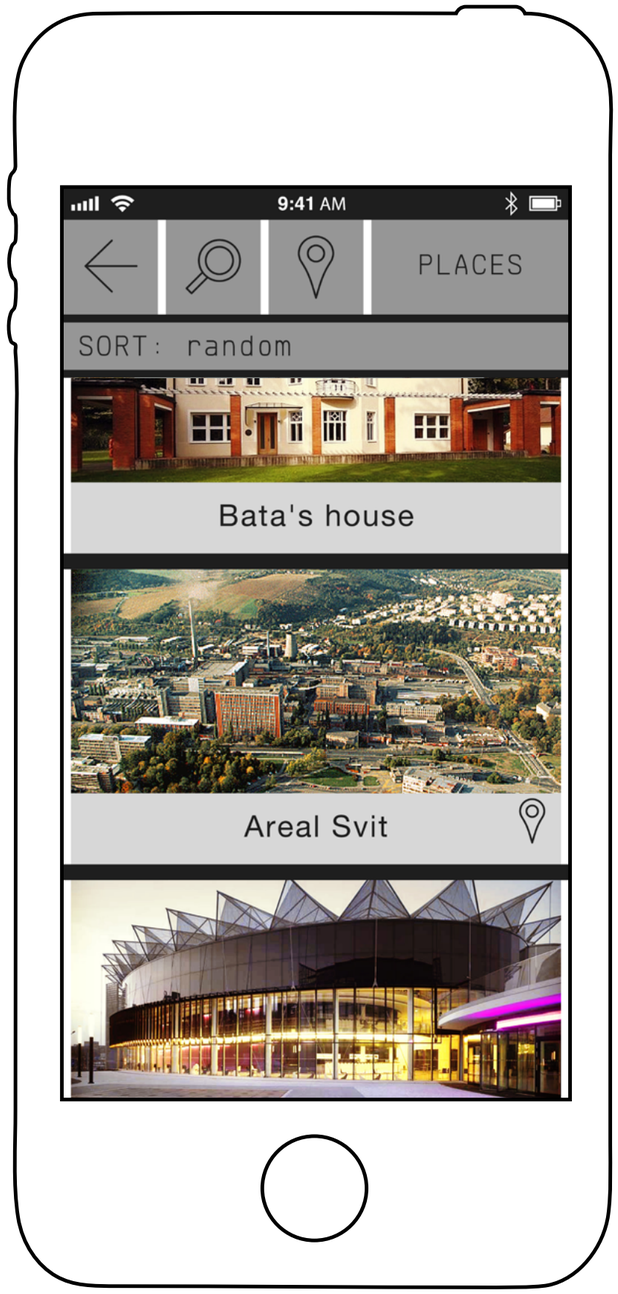
Case study



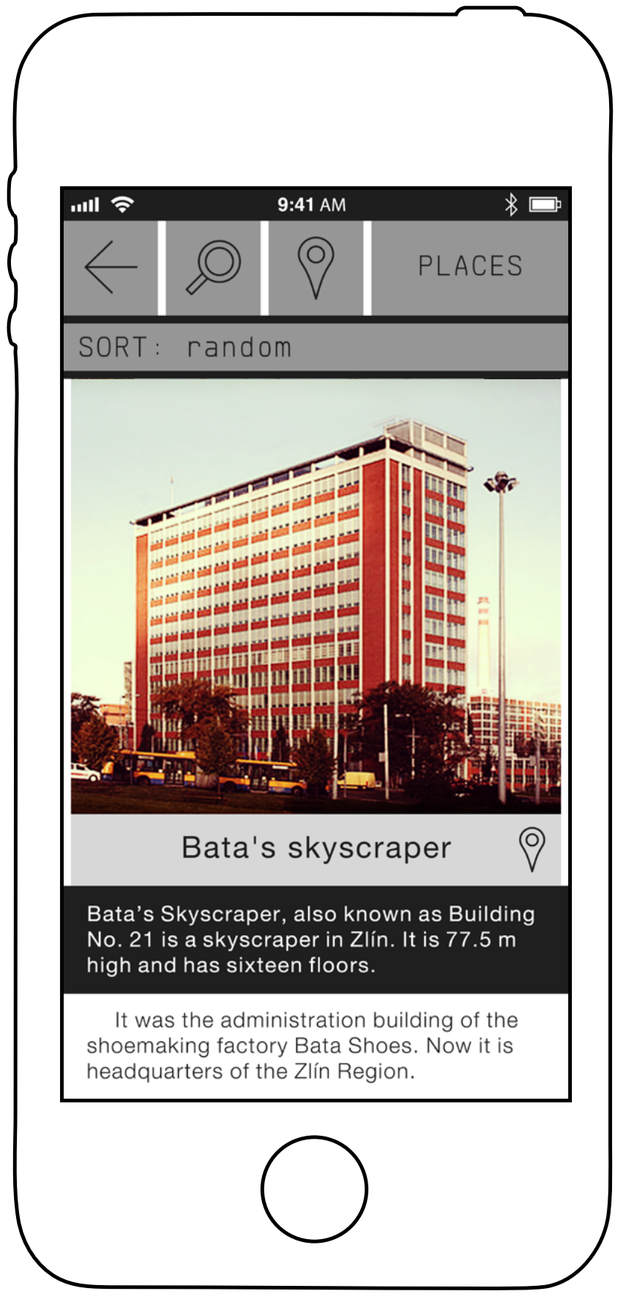
Places


9:41 AM
PLACES
SORT: random
DŮM UMĚNÍ
House of Arts
14
14|15 Bata Institute

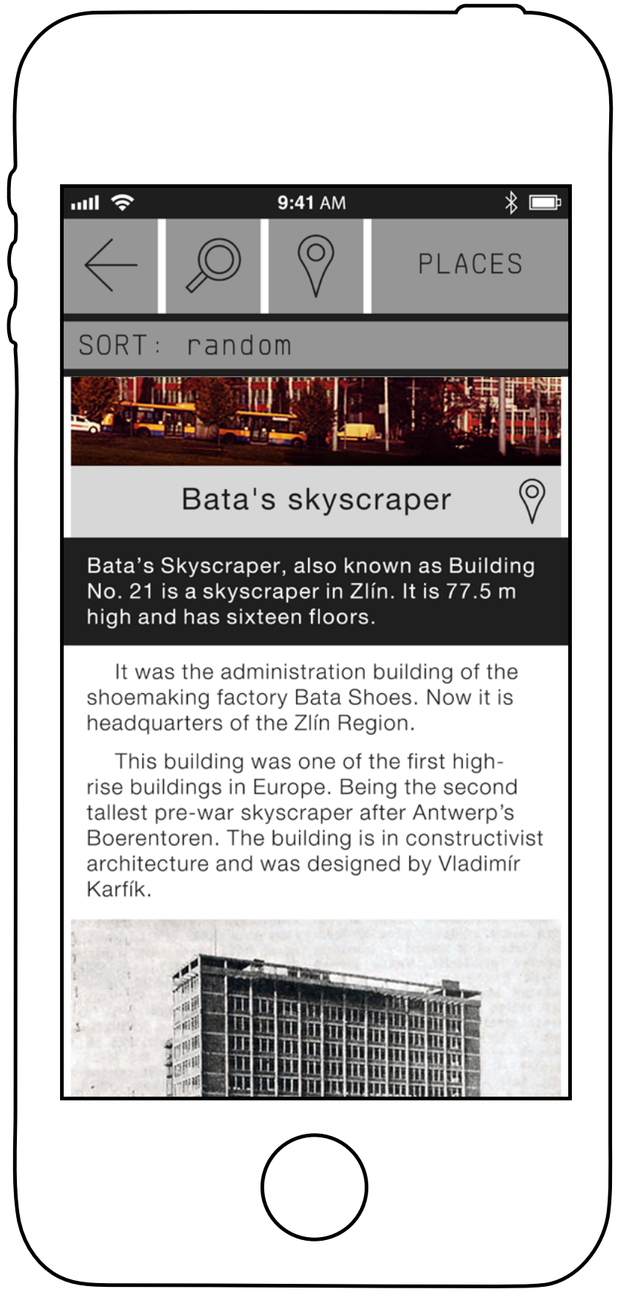
Places



Places


9:41 AM
PLACES
SORT: random
Bata's skyscraper
Bata’s Skyscraper, also known as Building No. 21 is a skyscraper in Zlín. It is 77.5 m high and has sixteen floors.
It was the administration building of the shoemaking factory Bata Shoes. Now it is headquarters of the Zlín Region.

Places


9:41 AM
PLACES
SORT: random
Bata's skyscraper
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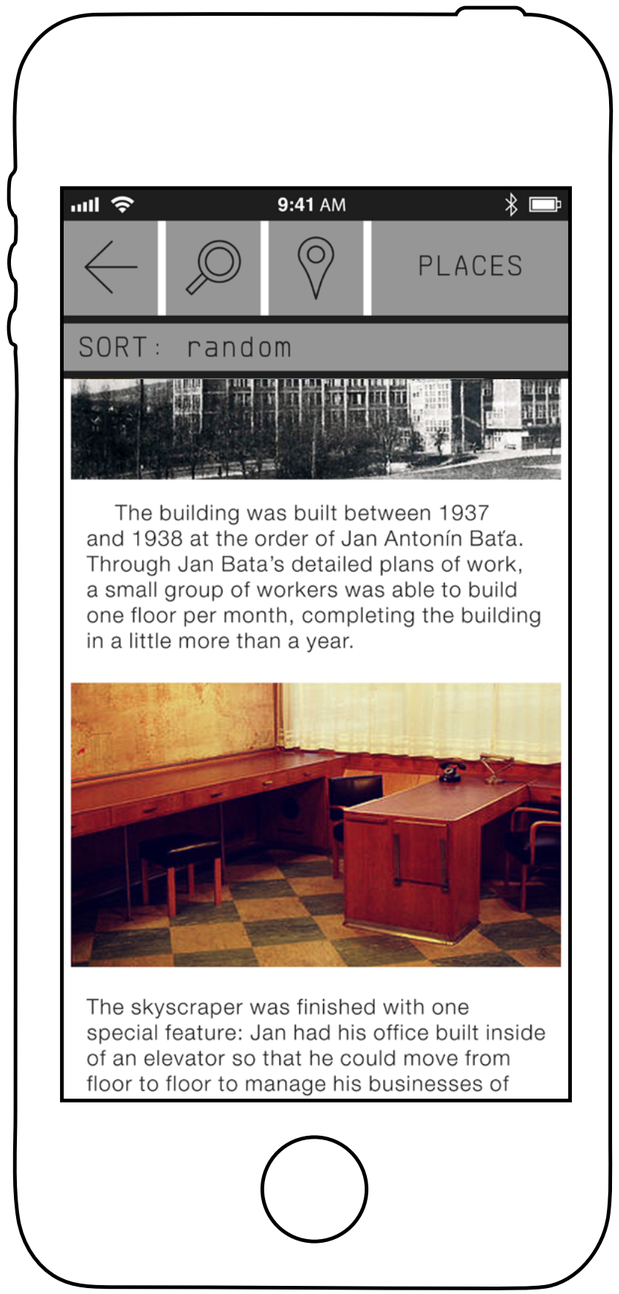
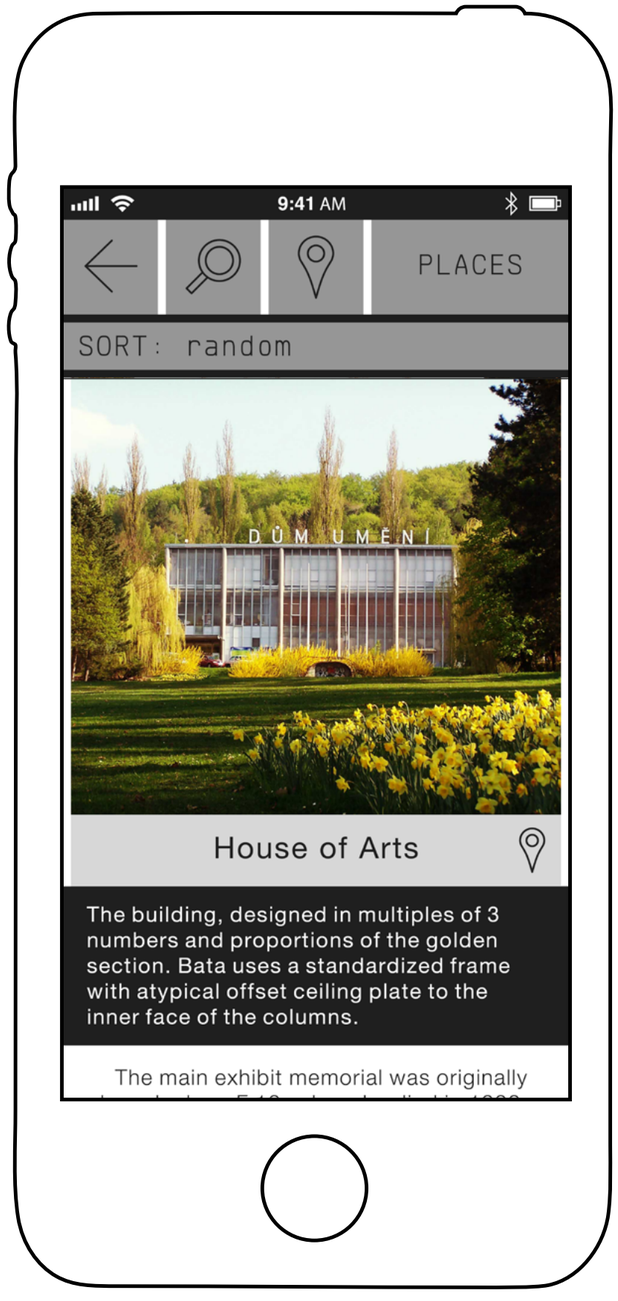
It was the administration building of the shoemaking factory Bata Shoes. Now it is headquarters of the Zlín Region.
This building was one of the first high-rise buildings in Europe. Being the second tallest pre-war skyscraper after Antwerp’s Boerentoren. The building is in constructivist architecture and was designed by Vladimír Karfík.

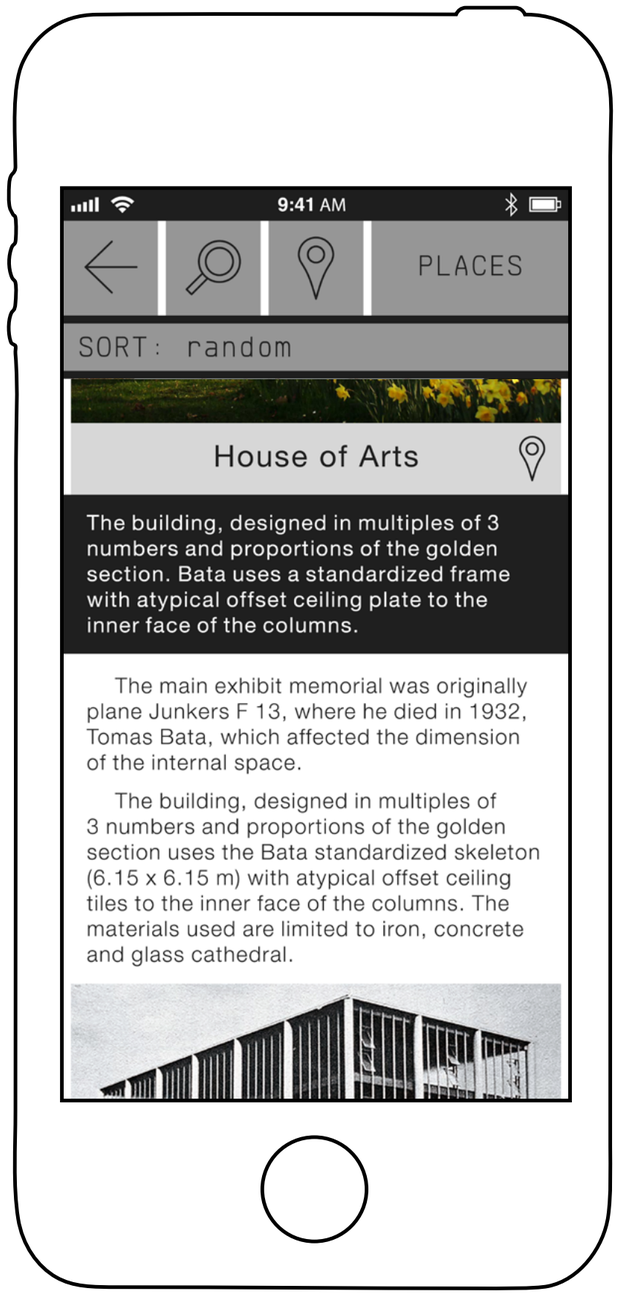
Places


9:41 AM
PLACES
SORT: random
The building was built between 1937 and 1938 at the order of Jan Antonín Baťa. Through Jan Bata's detailed plans of work, a small group of workers was able to build one floor per month, completing the building in a little more than a year.
The skyscraper was finished with one special feature: Jan had his office built inside of an elevator so that he could move from floor to floor to manage his businesses of

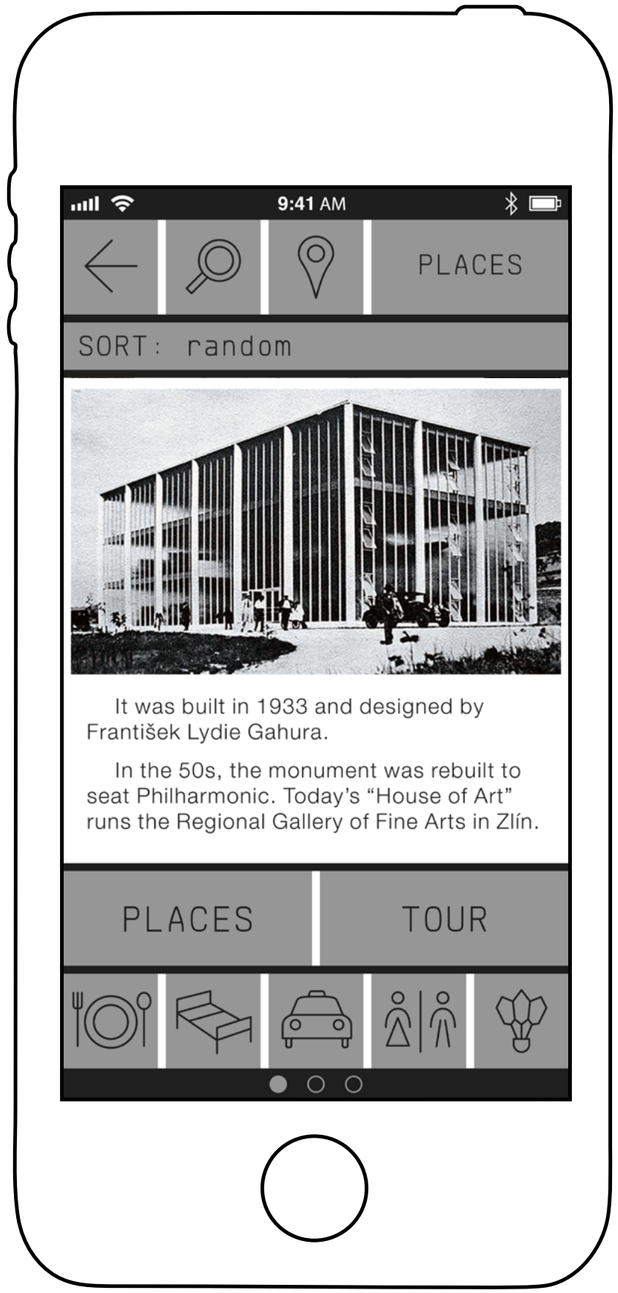
Places


9:41 AM
PLACES
SORT: random
DŮM UMĚNÍ
House of Arts
The building, designed in multiples of 3 numbers and proportions of the golden section. Bata uses a standardized frame with atypical offset ceiling plate to the inner face of the columns.
The main exhibit memorial was originally

Places

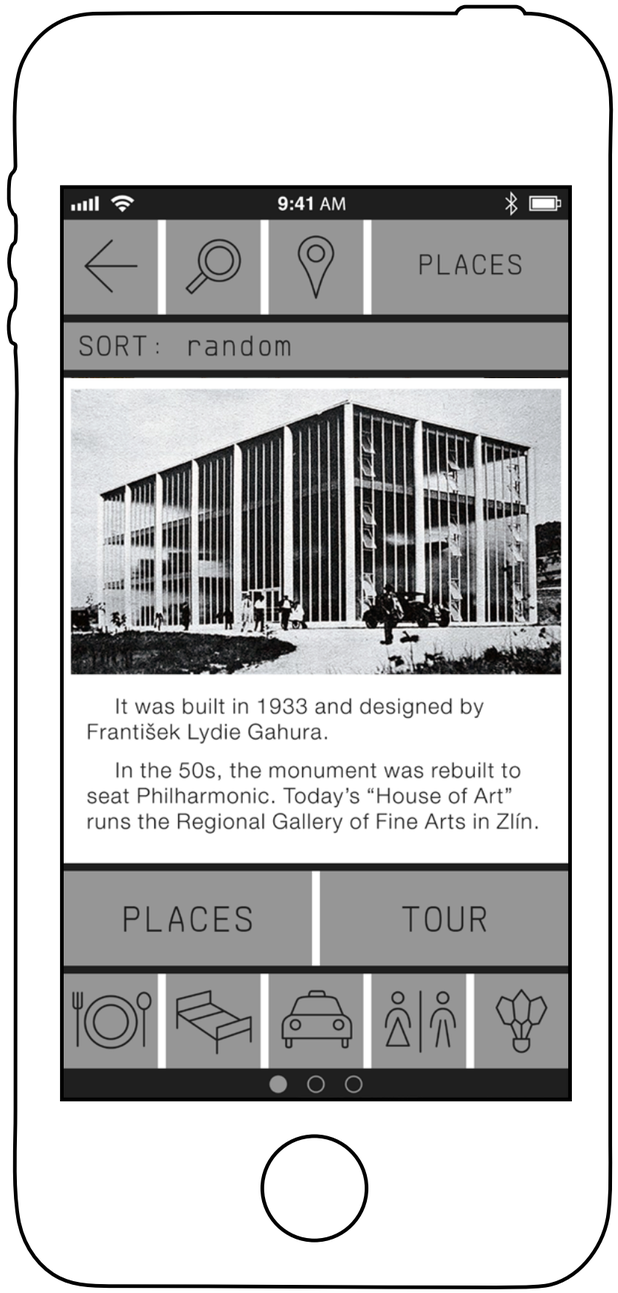

9:41 AM
PLACES
SORT: random
House of Arts
The building, designed in multiples of 3 numbers and proportions of the golden section. Bata uses a standardized frame with atypical offset ceiling plate to the inner face of the columns.
The main exhibit memorial was originally plane Junkers F 13, where he died in 1932, Tomas Bata, which affected the dimension of the internal space.
The building, designed in multiples of 3 numbers and proportions of the golden section uses the Bata standardized skeleton (6.15 x 6.15 m) with atypical offset ceiling tiles to the inner face of the columns. The materials used are limited to iron, concrete and glass cathedral.

Places



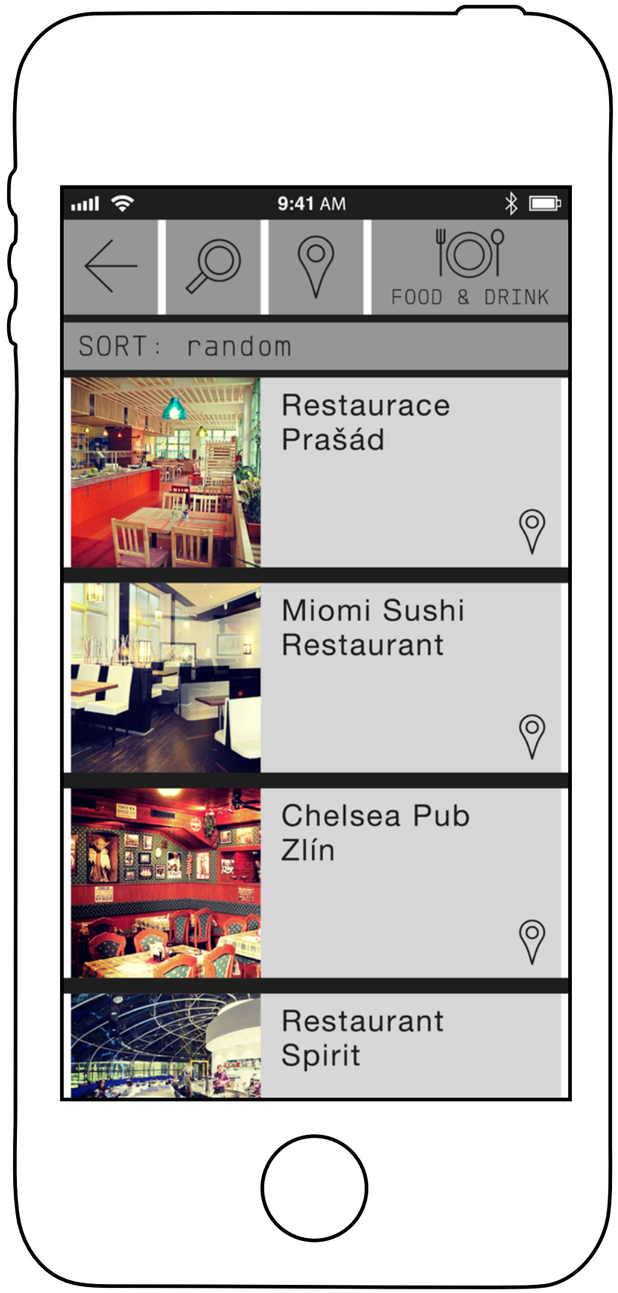
...suddenly you get hungry. What do you do?

Places

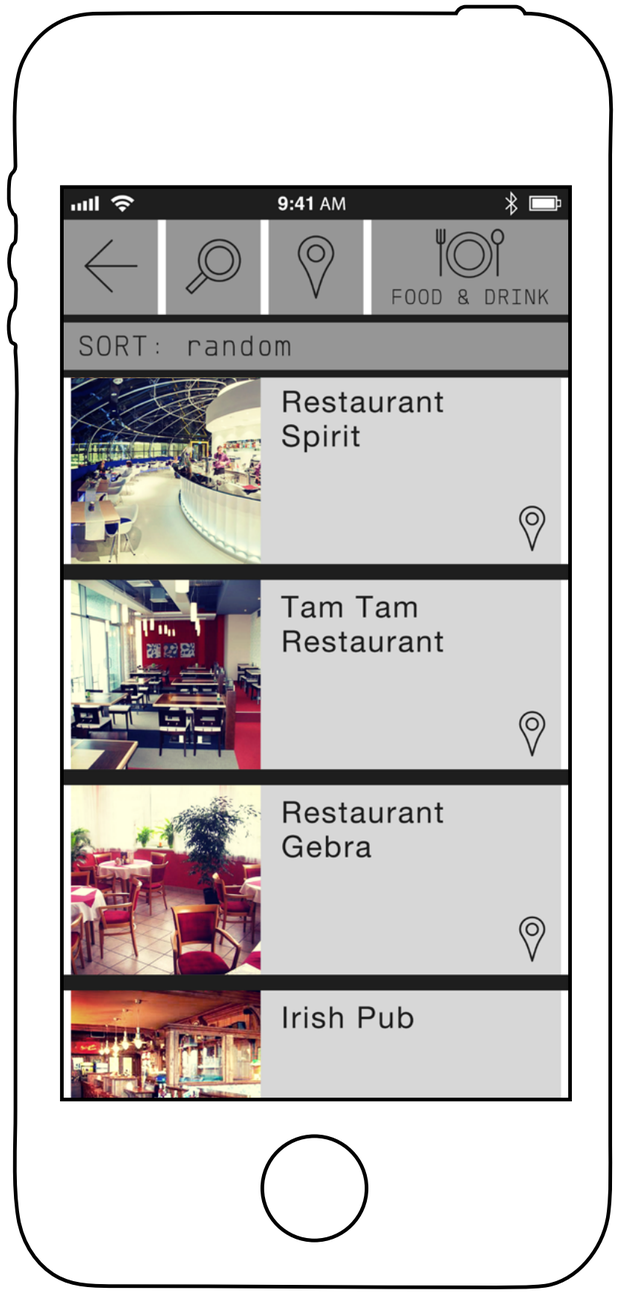


...you can click on Food & Drink

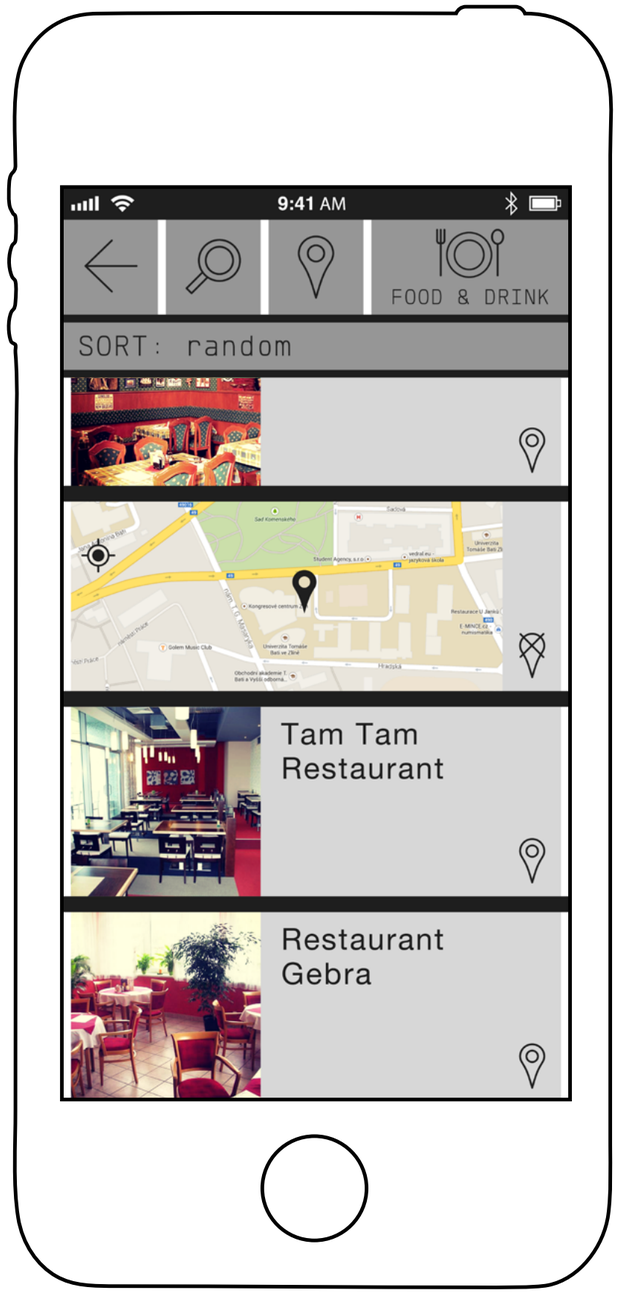
Food & Drink


9:41 AM
FOOD & DRINK
SORT: random
Restaurace Prašád
Miomi Sushi Restaurant
Chelsea Pub Zlín
Restaurant Spirit

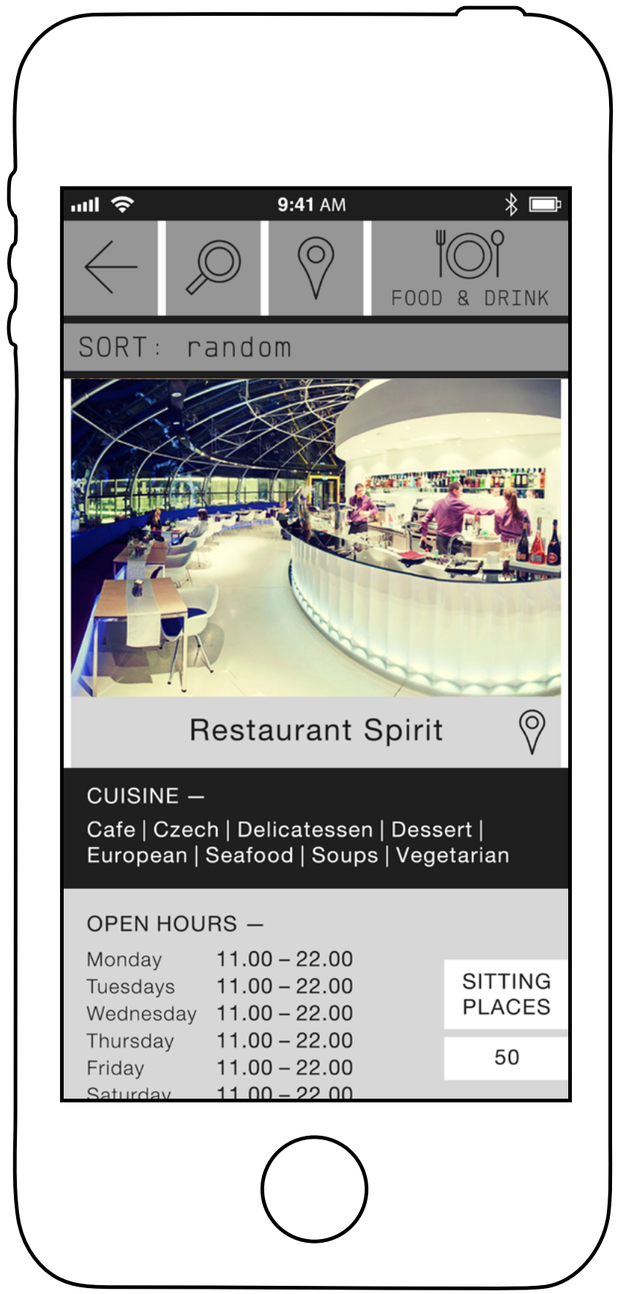
Food & Drink


9:41 AM
FOOD & DRINK
SORT: random
Restaurant Spirit
Tam Tam Restaurant
Restaurant Gebra
Irish Pub

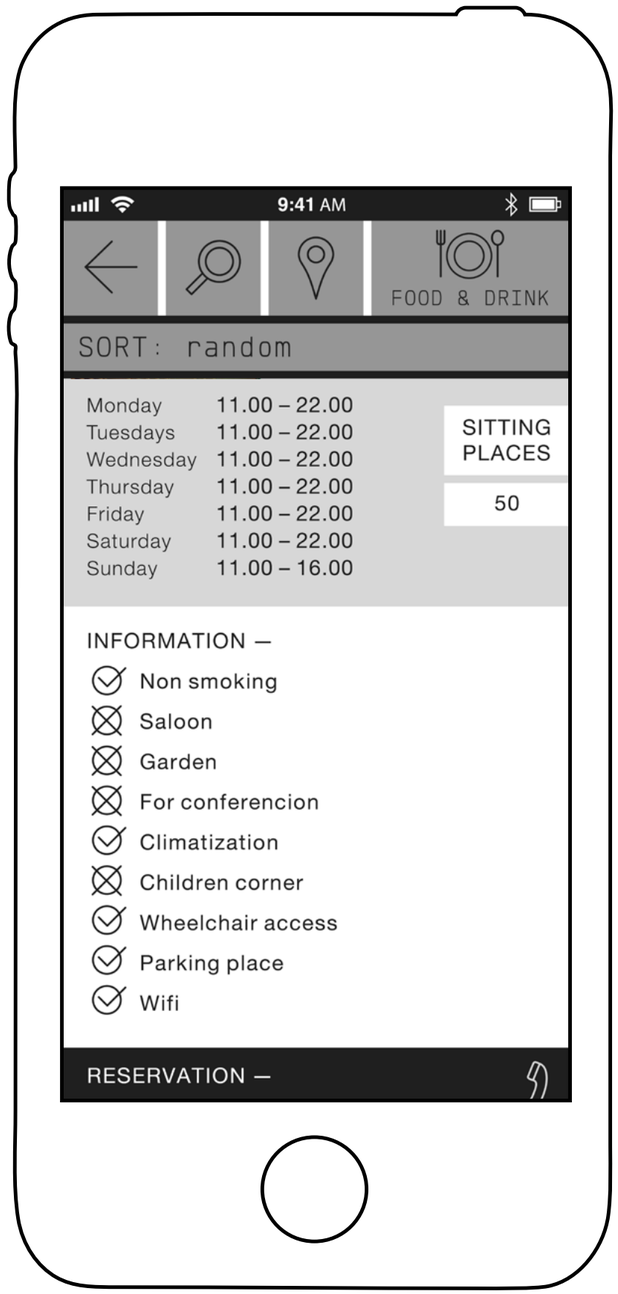
Food & Drink


9:41 AM
FOOD & DRINK
SORT: random
Tam Tam
Restaurant
Restaurant
Gebra

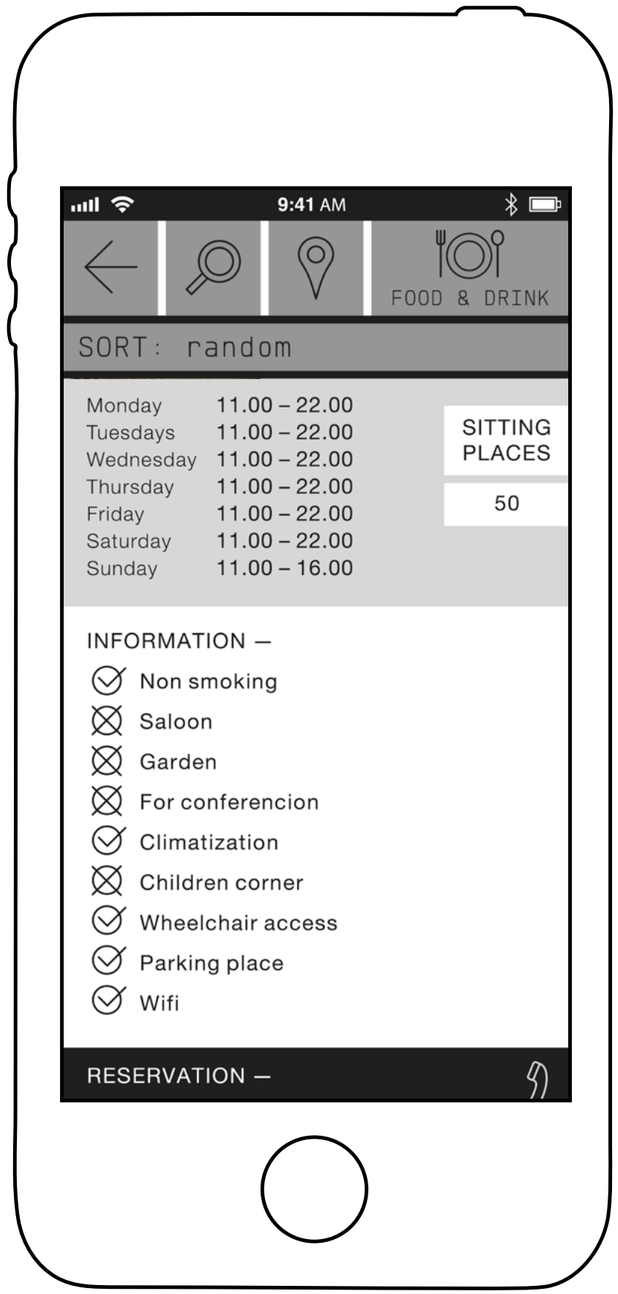
Food & Drink


9:41 AM
FOOD & DRINK
SORT: random
Restaurant Spirit
CUISINE —
Cafe | Czech | Delicatessen | Dessert |
European | Seafood | Soups | Vegetarian
OPEN HOURS —
Monday 11.00 – 22.00
Tuesdays 11.00 – 22.00
Wednesday 11.00 – 22.00
Thursday 11.00 – 22.00
Friday 11.00 – 22.00
SITTING PLACES
50

Food & Drink

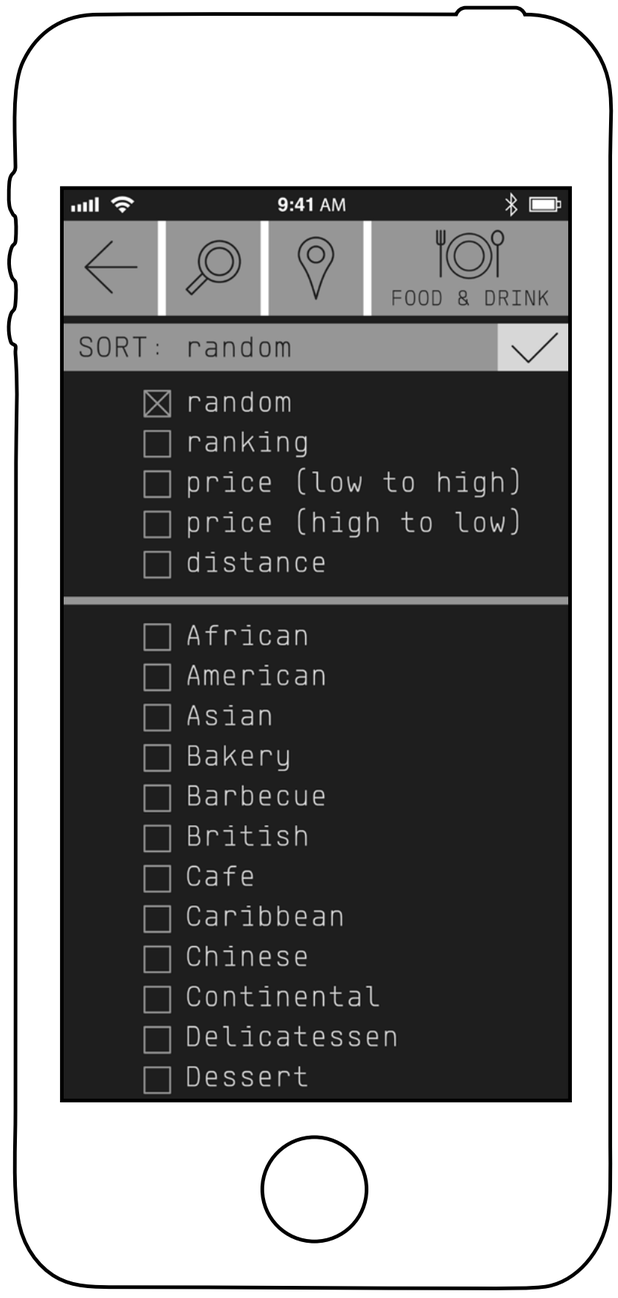

9:41 AM
FOOD & DRINK
SORT: random
Monday 11.00 – 22.00
Tuesdays 11.00 – 22.00
Wednesday 11.00 – 22.00
Thursday 11.00 – 22.00
Friday 11.00 – 22.00
Saturday 11.00 – 22.00
Sunday 11.00 – 16.00
SITTING PLACES
50
INFORMATION –
Non smoking
Saloon
Garden
For conferencion
Climatization
Children corner
Wheelchair access
Parking place
Wifi
RESERVATION –

Food
& Drink

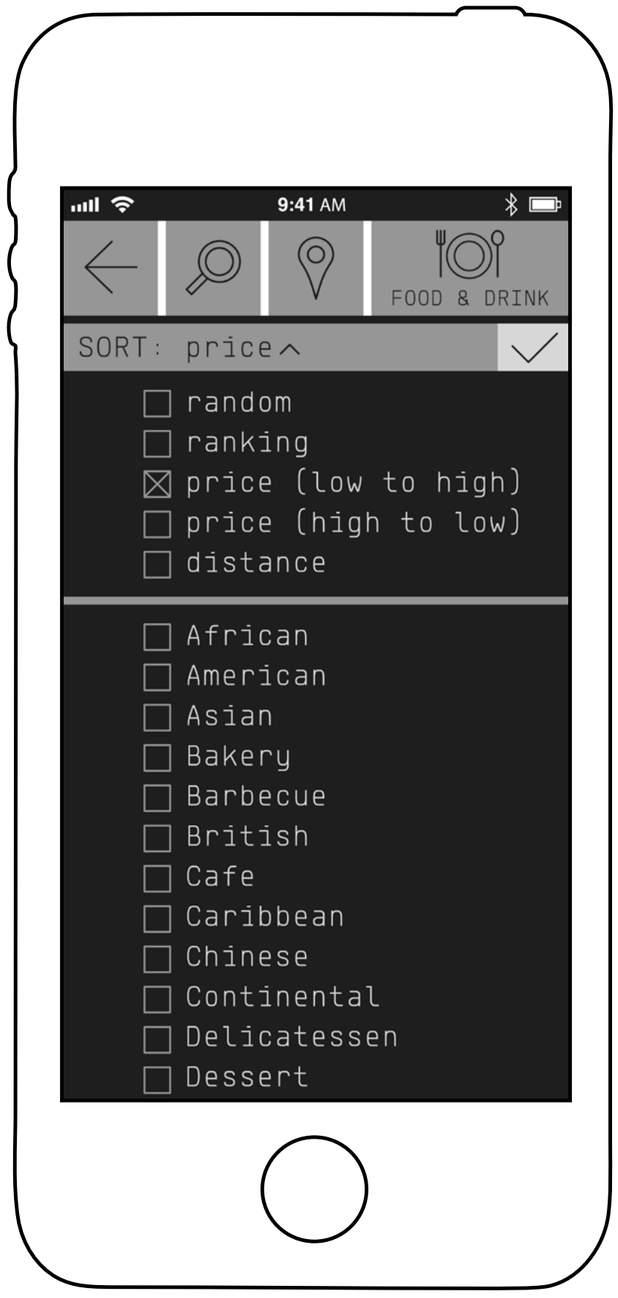


...but you want to find restaurant with specific food

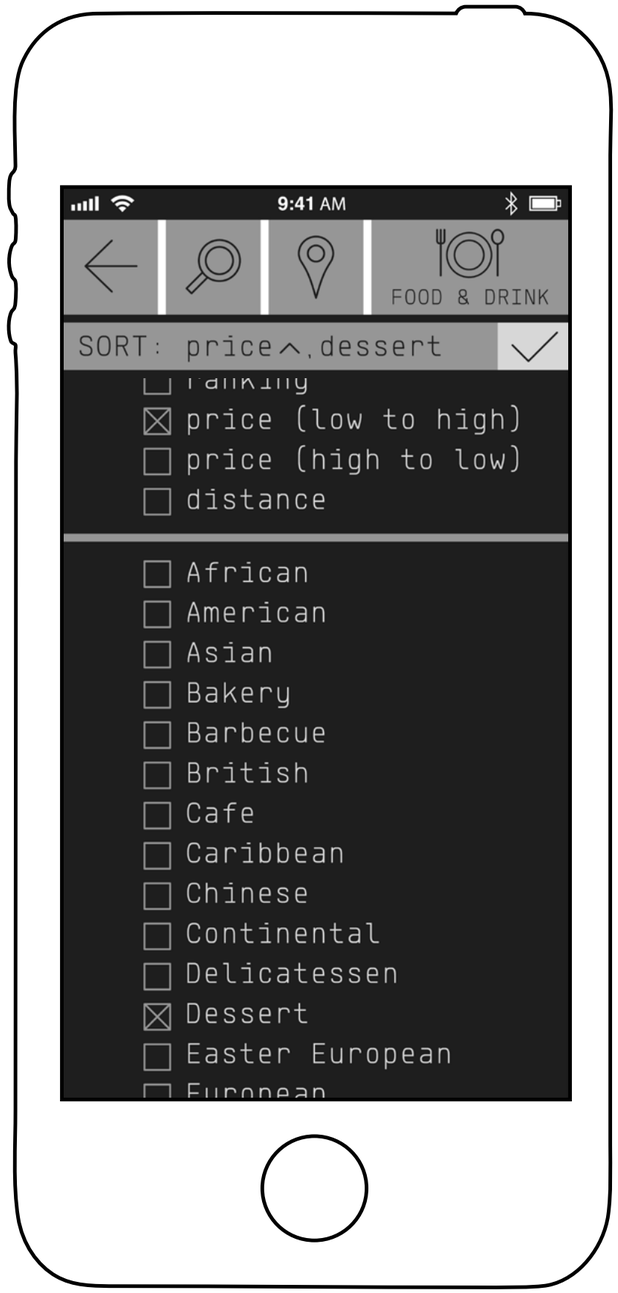
Food & Drink


9:41 AM
FOOD & DRINK
SORT: random
random
ranking
price (low to high)
price (high to low)
distance
African
American
Asian
Bakery
Barbecue
British
Cafe
Caribbean
Chinese
Continental
Delicatessen
Dessert

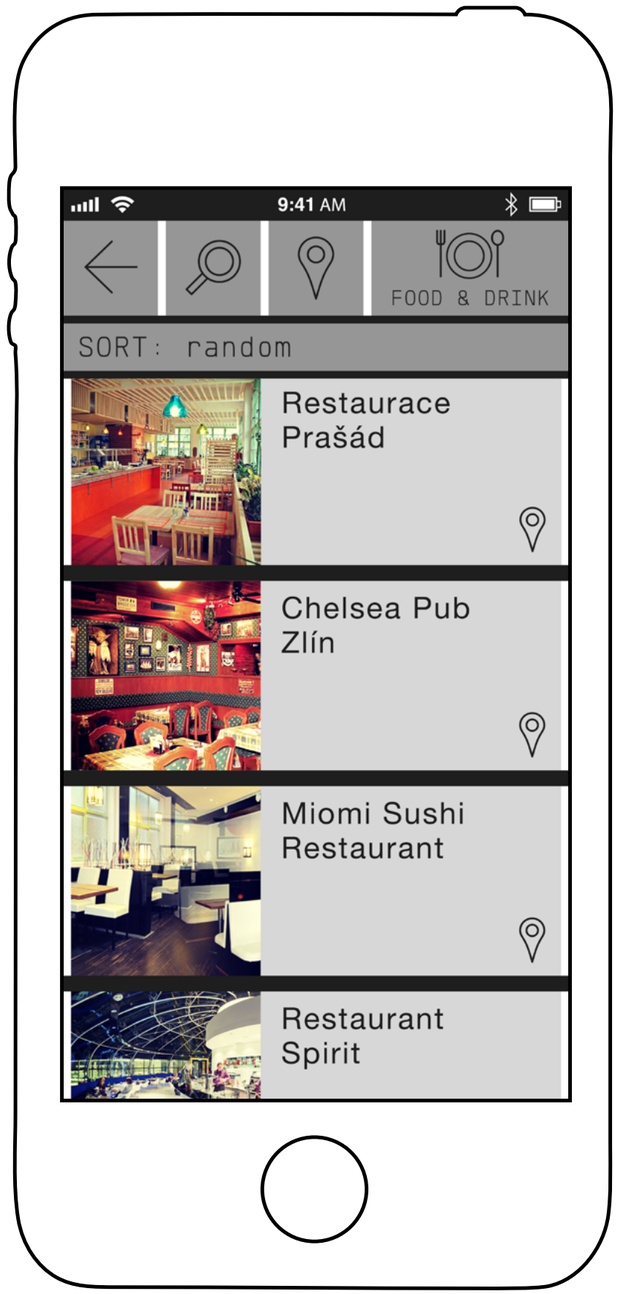
Food & Drink


9:41 AM
FOOD & DRINK
SORT: price
random
ranking
price (low to high)
price (high to low)
distance
African
American
Asian
Bakery
Barbecue
British
Cafe
Caribbean
Chinese
Continental
Delicatessen
Dessert

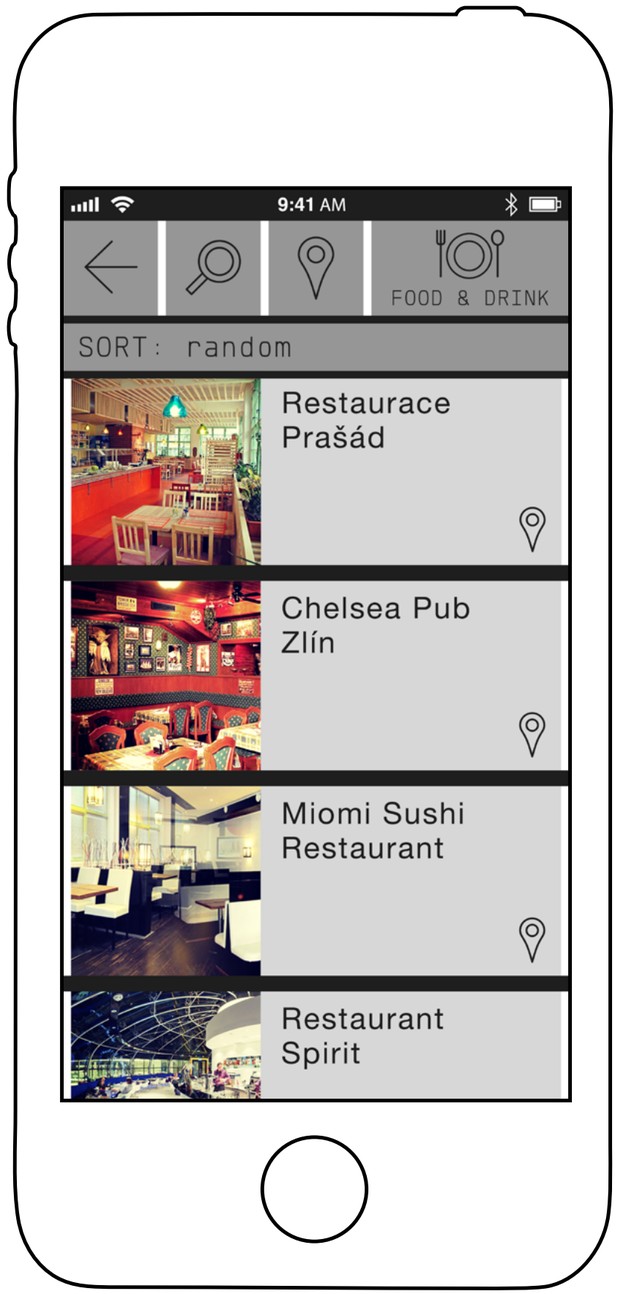
Food & Drink


9:41 AM
FOOD & DRINK
SORT: price ^, dessert
Ranking
price (low to high)
price (high to low)
distance
African
American
Asian
Bakery
Barbecue
British
Cafe
Caribbean
Chinese
Continental
Delicatessen
Dessert
Easter European
European

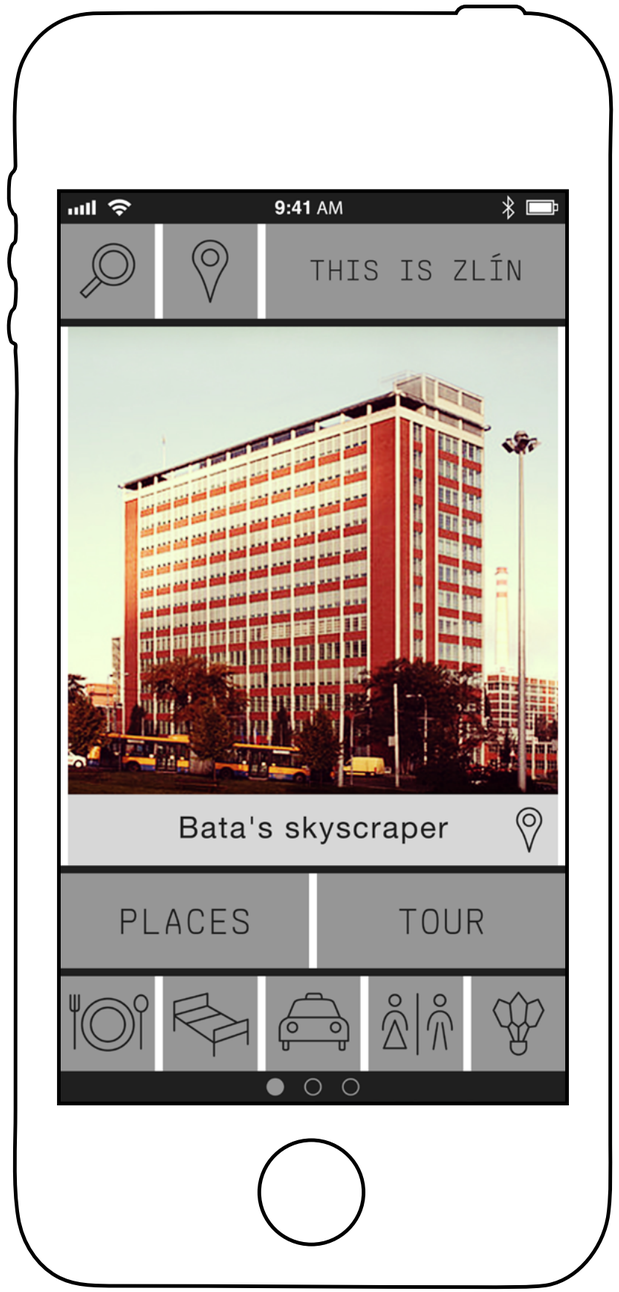
Food & Drink


9:41 AM
FOOD & DRINK
SORT: random
Restaurace Prašád
Chelsea Pub Zlín
Miomi Sushi Restaurant
Restaurant Spirit

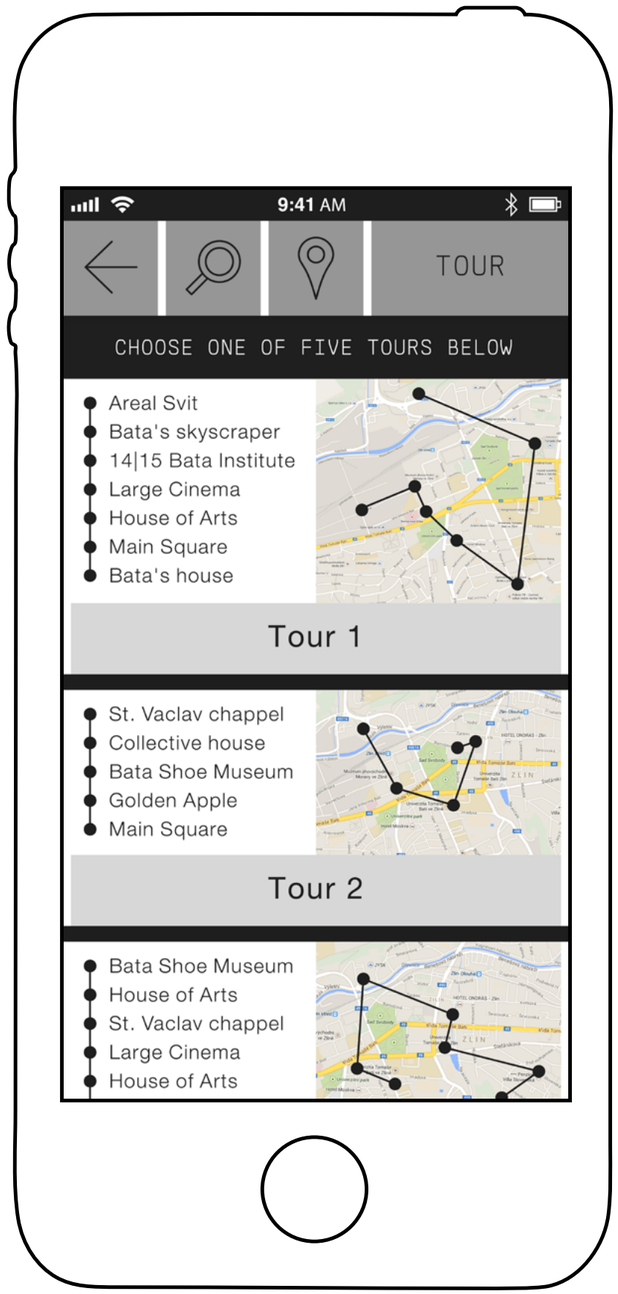
Food & Drink



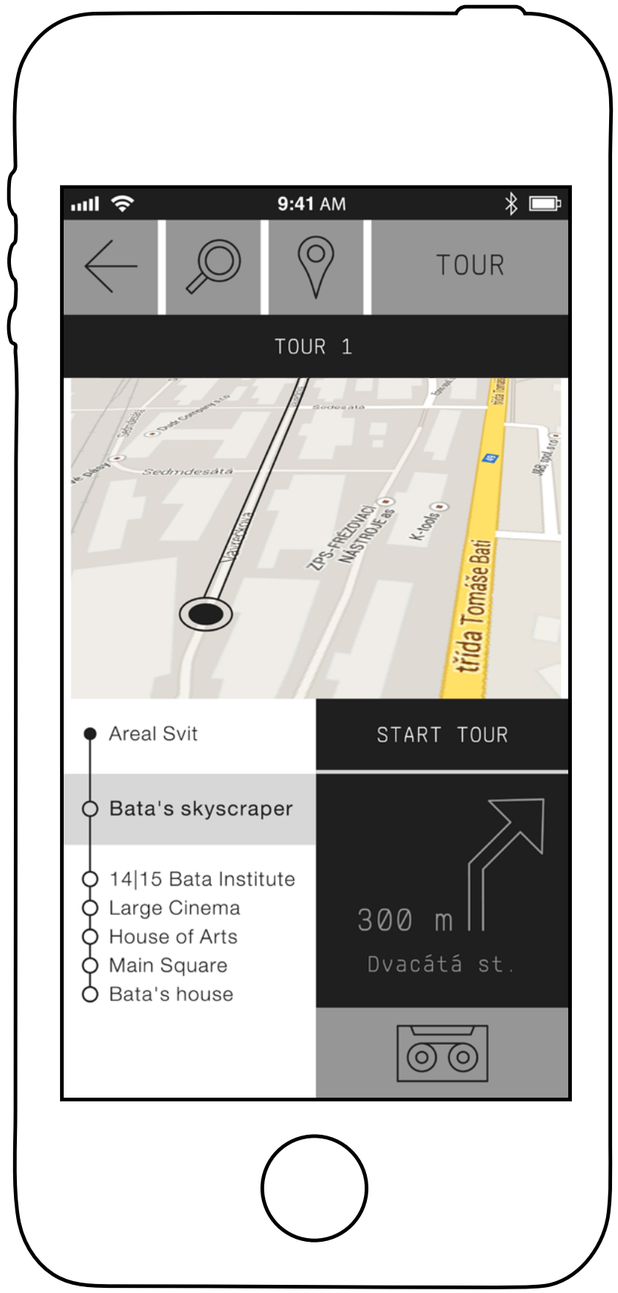
...now you want to try a Tour


9:41 AM
THIS IS ZLÍN
Bata's skyscraper
PLACES
TOUR

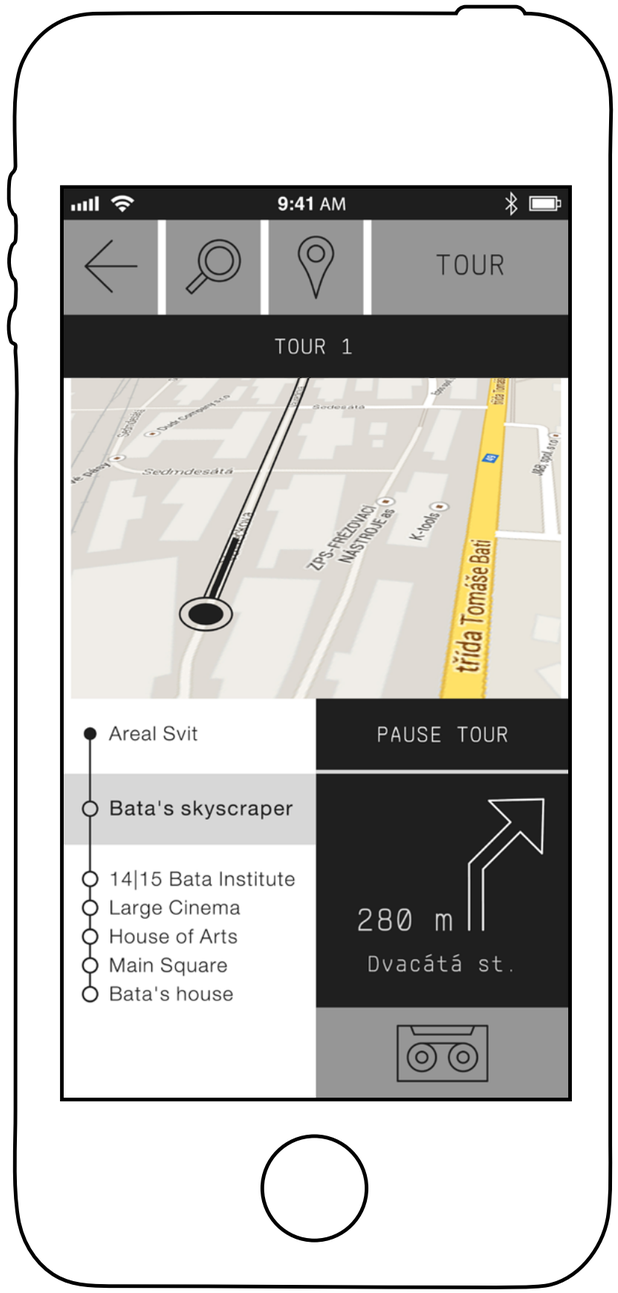
Tour


9:41 AM
TOUR
CHOOSE ONE OF FIVE TOURS BELOW
Areal Svit
Bata's skyscraper
14|15 Bata Institute
Large Cinema
House of Arts
Main Square
Bata's house
Tour 1
St. Vaclav chappel
Collective house
Bata Shoe Museum
Golden Apple
Main Square
Tour 2
Bata Shoe Museum
House of Arts
St. Vaclav chappel
Large Cinema
House of Arts

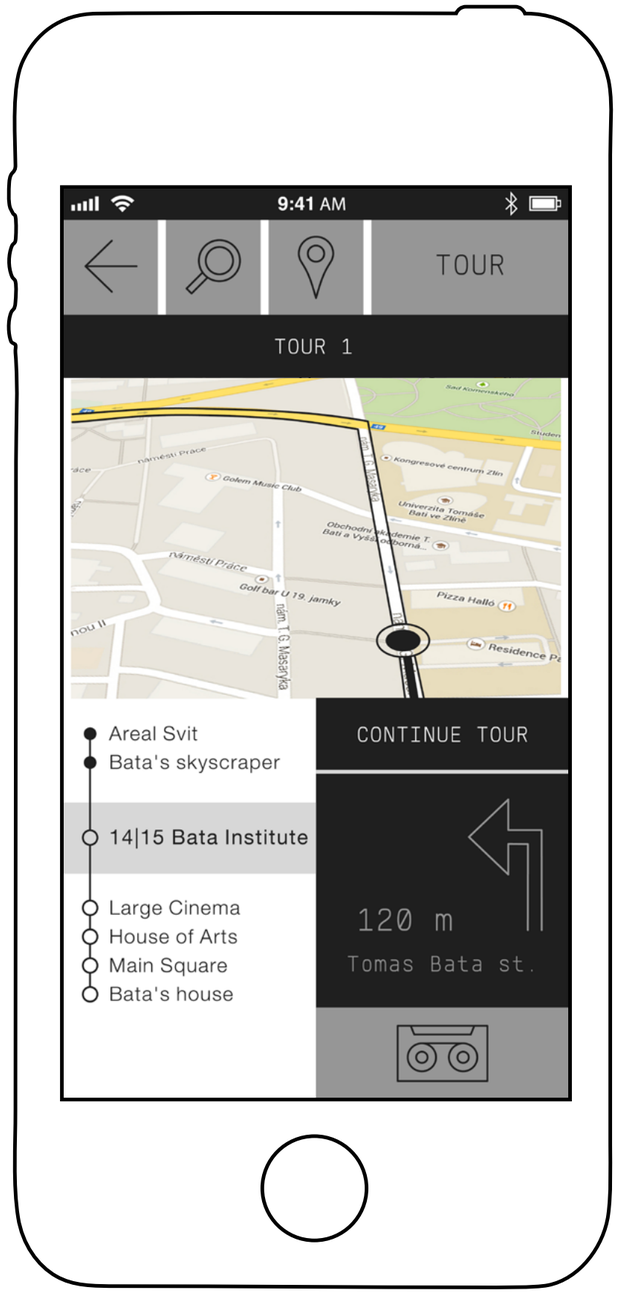
Tour


9:41 AM
TOUR
TOUR 1
Areal Svit
Bata's skyscraper
14|15 Bata Institute
Large Cinema
House of Arts
Main Square
Bata's house
START TOUR
300 m
Dvacátá st.

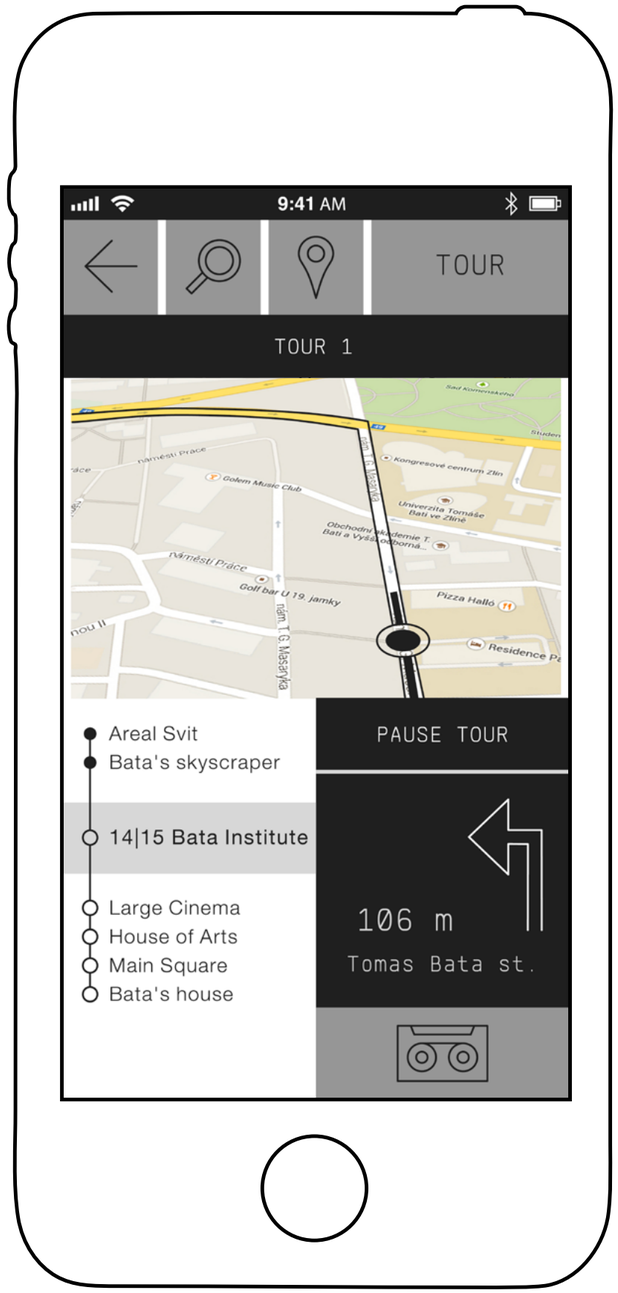
Tour


9:41 AM
TOUR
TOUR 1
Areal Svit
Bata's skyscraper
14|15 Bata Institute
Large Cinema
House of Arts
Main Square
Bata's house
PAUSE TOUR
280 m
Dvacátá st.

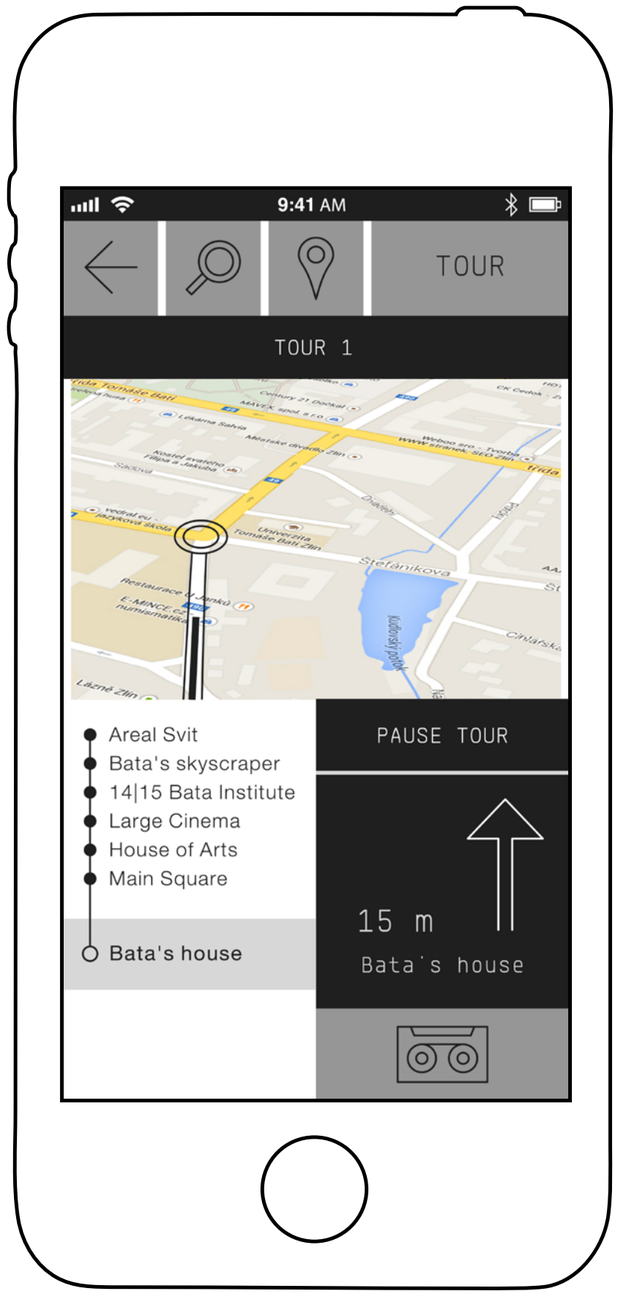
Tour


9:41 AM
TOUR
TOUR 1
Areal Svit
Bata's skyscraper
14|15 Bata Institute
Large Cinema
House of Arts
Main Square
Bata's house
CONTINUE TOUR
120 m
Tomas Bata st.

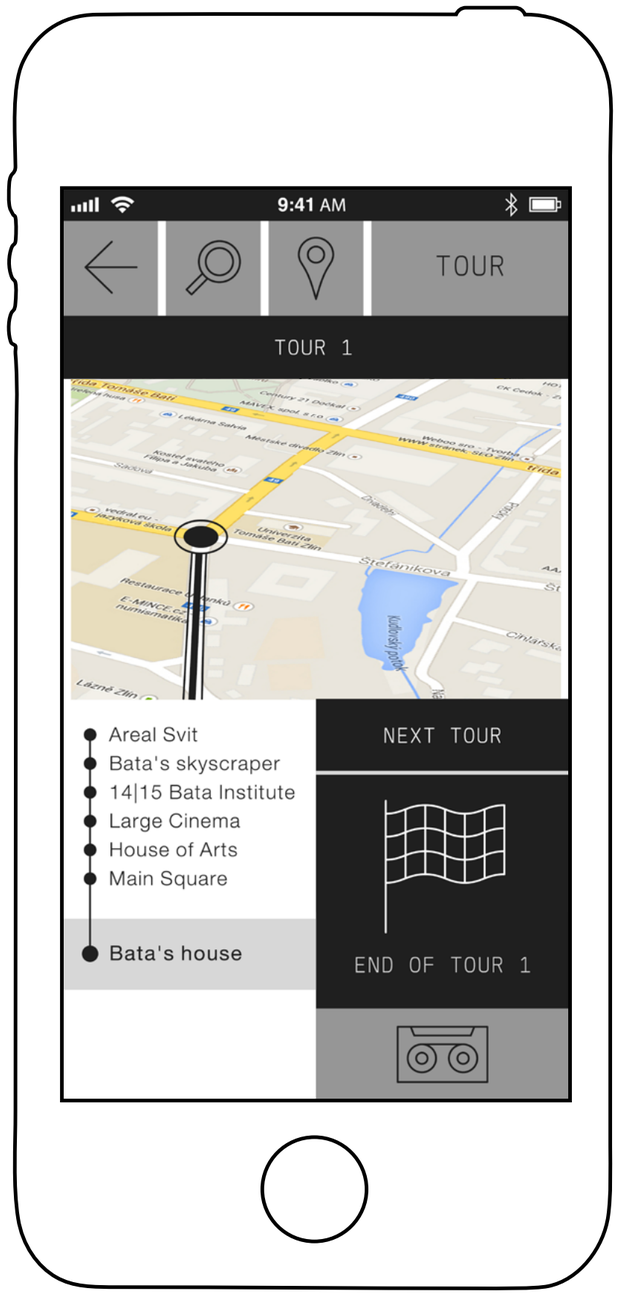
Tour


9:41 AM
TOUR
TOUR 1
Areal Svit
Bata's skyscraper
14|15 Bata Institute
Large Cinema
House of Arts
Main Square
Bata's house
PAUSE TOUR
106 m
Tomas Bata st.

Tour


9:41 AM
TOUR
TOUR 1
Areal Svit
Bata's skyscraper
14|15 Bata Institute
Large Cinema
House of Arts
Main Square
Bata's house
PAUSE TOUR
15 m
Bata´s house

Tour

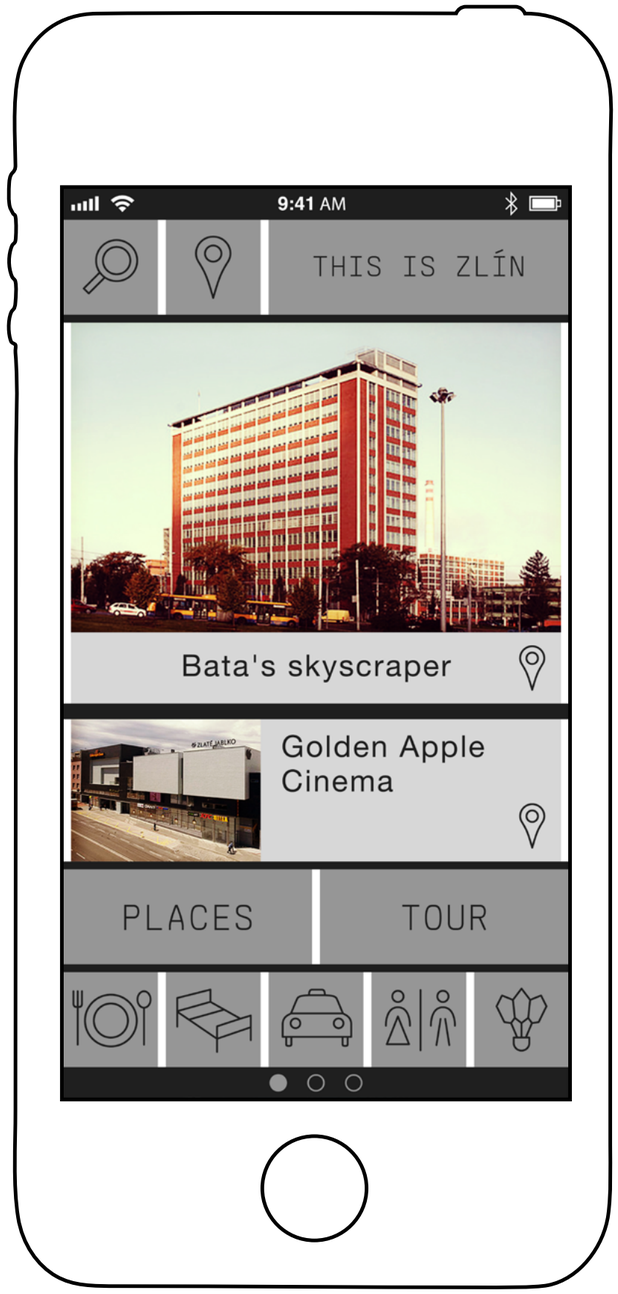

9:41 AM
TOUR
TOUR 1
Areal Svit
Bata's skyscraper
14|15 Bata Institute
Large Cinema
House of Arts
Main Square
Bata's house
NEXT TOUR
END OF TOUR 1

1. Function

2. Design

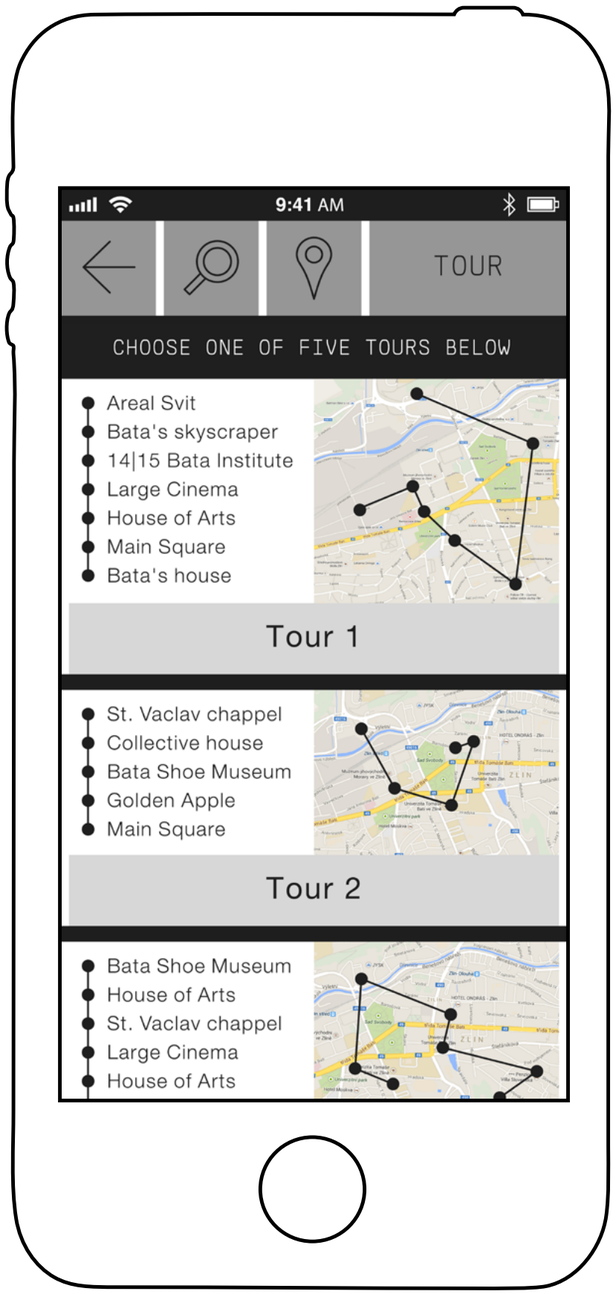
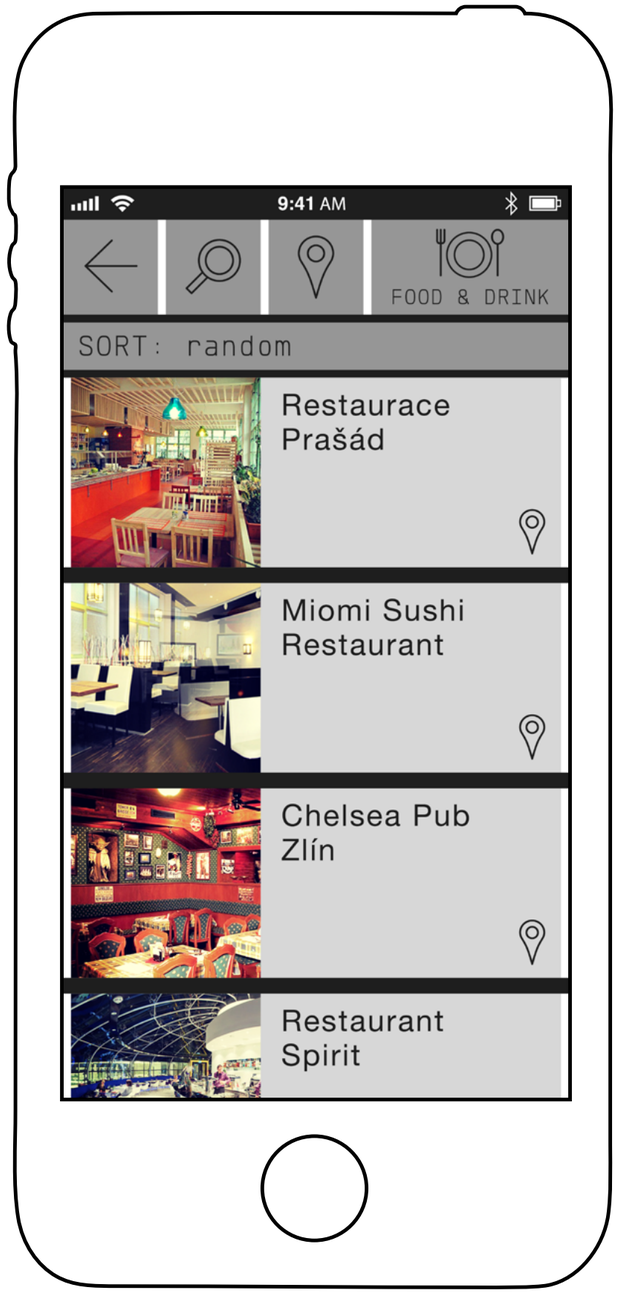
3. Marketing

1.
Places for advertisement on main screen



2.

Tours would lead you along shops, pubs, restaurants and you would get iBeacon notifications



3.
Random sorting would place paying businesses on top positions