

# CITY OF INDEPENDENCE TOURISM



OnCell



GREEN DOOR LABS

MOBILE APP PROJECT

# PROJECT TEAM

- Allison Mincher, Project Manager at OnCell
- Kellian Adams, Mastermind at Green Door Labs
- Emily Crawford, Marketing and Communications
- Kristi Eckfeld, Tourism Manager



# WHAT IS ONCELL?



OnCell

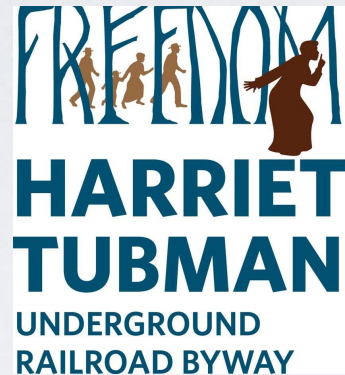




# ONCELL HISTORY

- Founded in 2006
- Specializing in educational and mobile tour apps for museums, historical sites, and cultural destinations
- Have worked on over 2000 projects, both here in the U.S and internationally
- Acquired TourSphere in December 2013





Yale



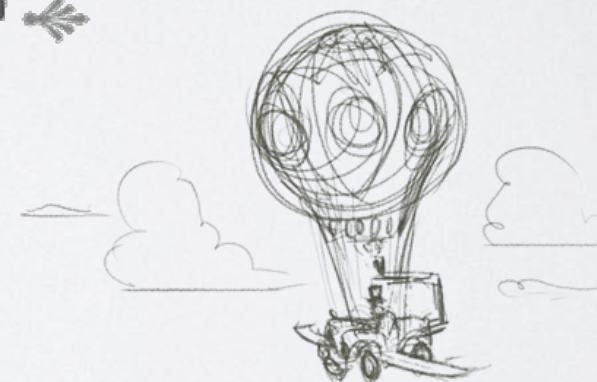
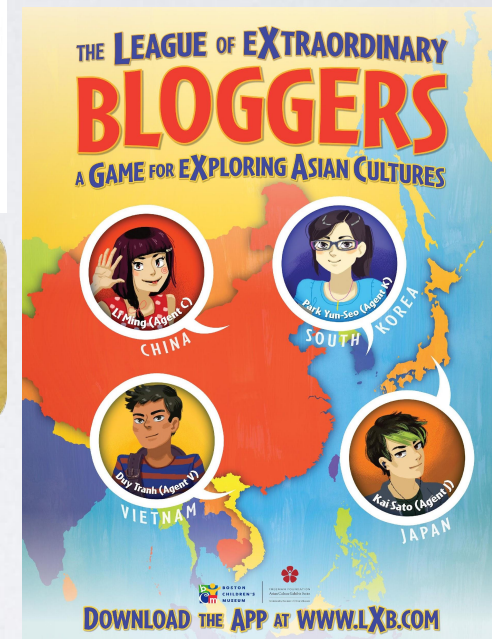
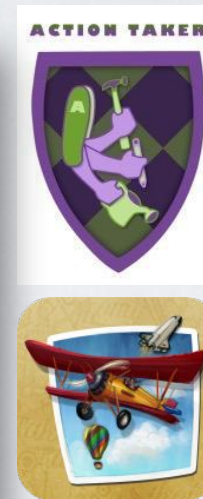
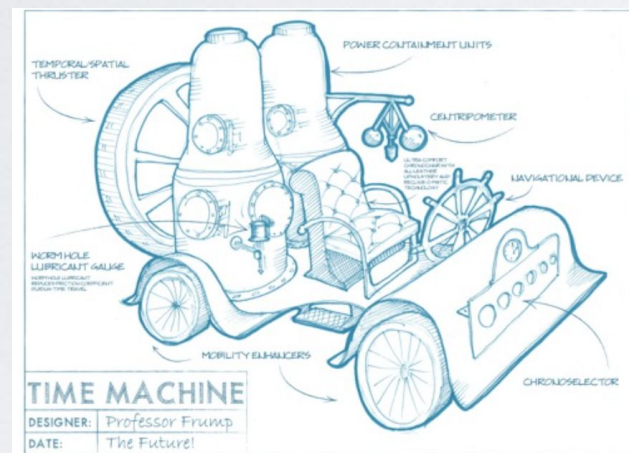
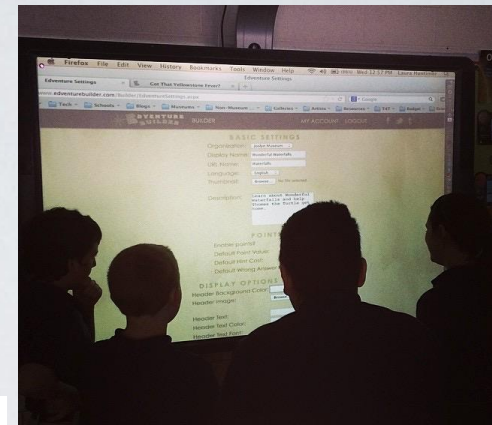


# GREEN DOOR LABS



**Since 2011, Green Door labs has worked with museums across the country to help make their media and education programs fun, engaging and purposeful.**





@greendoorlabs



# EDUCATIONAL GAMES

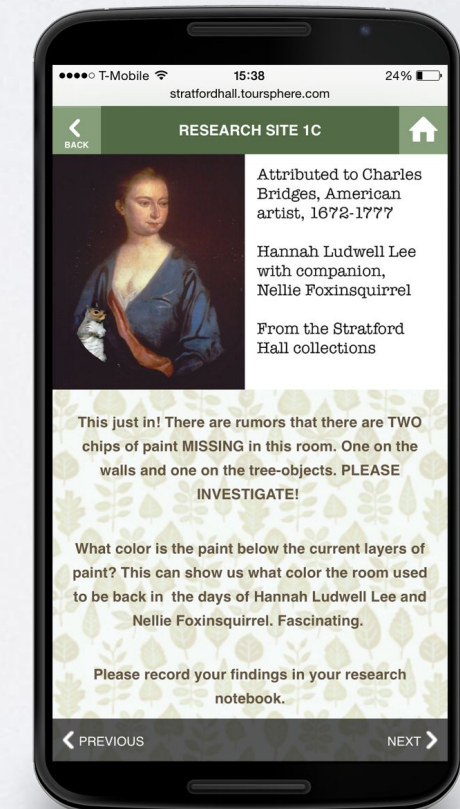
## Metropolitan Museum of Art: Murder at the Met

- Storyline based game - Explore the American Wing to solve a murder and encourage discovery
- AAM MUSE Award - Games and Augmented Reality
- Custom Development: Notepad to save clues/suspicious



## Stratford Hall, Birthplace of Robert E. Lee: SquirrelLee University

- Task-based game: Exploration of historic home via participations in a “Research Project”
- Prompt kids to ask questions, encourage critical thinking, make observations



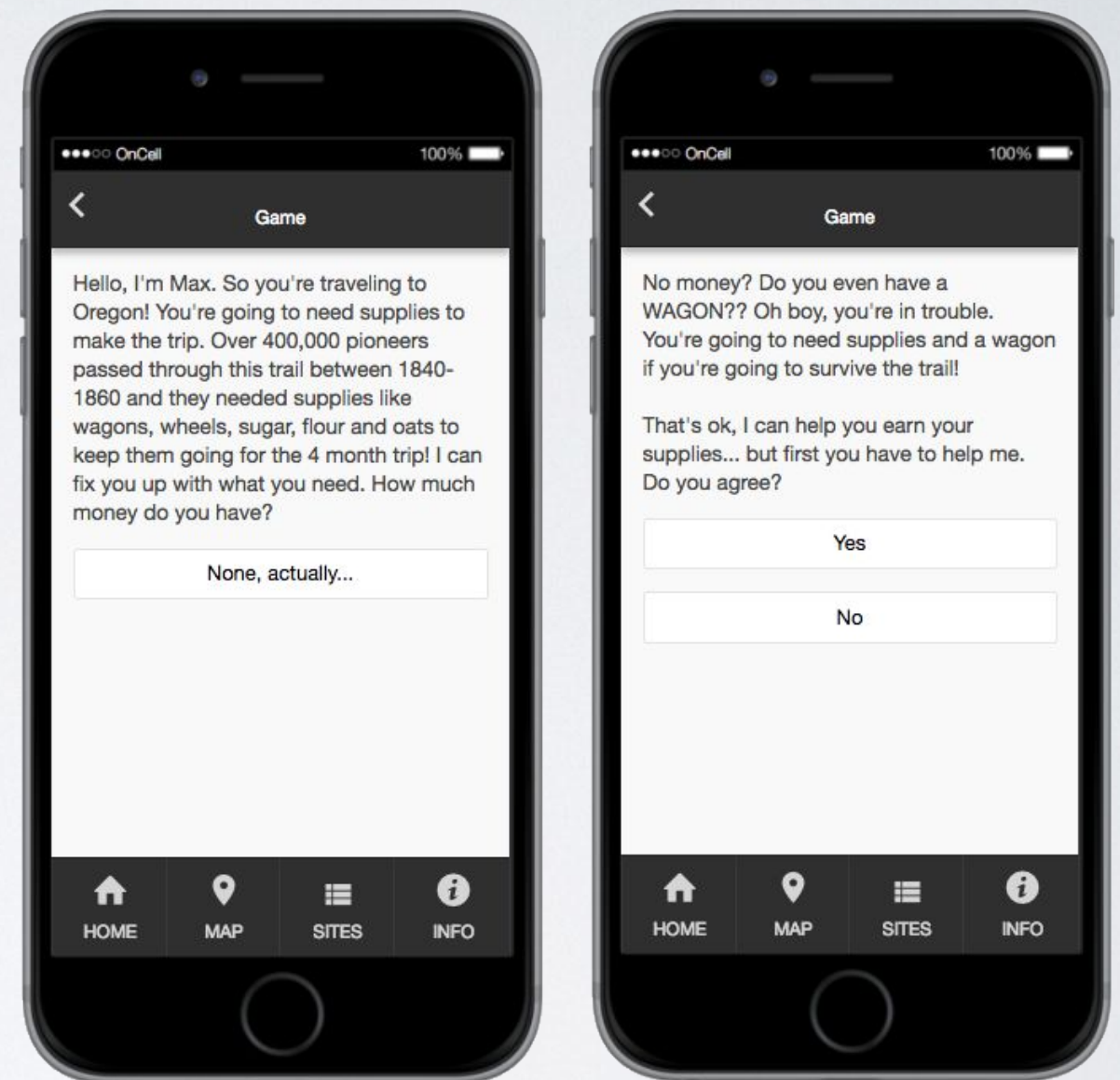


# CITY OF INDEPENDENCE TOURISM APP PROJECT

- Game Consultation & Creation
- Custom Feature Development: Game Badges & Camera Integration with Filters
- App Development/QuickStart: Beacon Audio Tour & Timeline
- Custom theme design to match branding

# GAME CONSULTATION & DESIGN

- Working together to develop an interactive game with an overarching storyline.
- The game helps to engage visitors as they explore the area and drive them to various points of interest.
- The process includes ideation, formulation of game (i.e. specific flow, tasks, questions), creating complimentary graphical assets, and building out the game on our platform.





# GAME DEVELOPMENT PROCESS

Step 1: Goals, Resources, Restrictions: What do we want, what do we have to build with, and what should we not do?

Step 2: Based on our parameters, what are three ideas we could build?

Step 3: Choose direction and drill down on the idea

Step 4: Game designer creates a Game Design Doc, sets a schedule for production

Step 5: On the Doc, list out all the places you'd like to include



# GAME DEVELOPMENT PROCESS

Step 6: Work on the content they'd like to express at each location

Step 7: Game designer translates location content into game content

Step 8: Testing version ready for approval- all team approval

Step 9: Art ready for approval- all team approval

Step 10: Move everything into the CMS -- TEST!-- bug fix- TEST AGAIN!

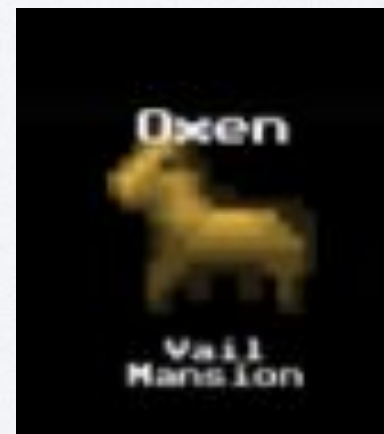




# CUSTOM FEATURE DEVELOPMENT

## Game Badges

- Badges earned by completing activities at each game location.
- When a badge is granted, user is notified with a popup of the badge name & image.
- Badges are stored on a central page, which can be shown to a representative for prizes.
- “Badges” will be supplies needed to successfully complete the Oregon Trail.



# CUSTOM FEATURE DEVELOPMENT

## Camera Integration with Filters

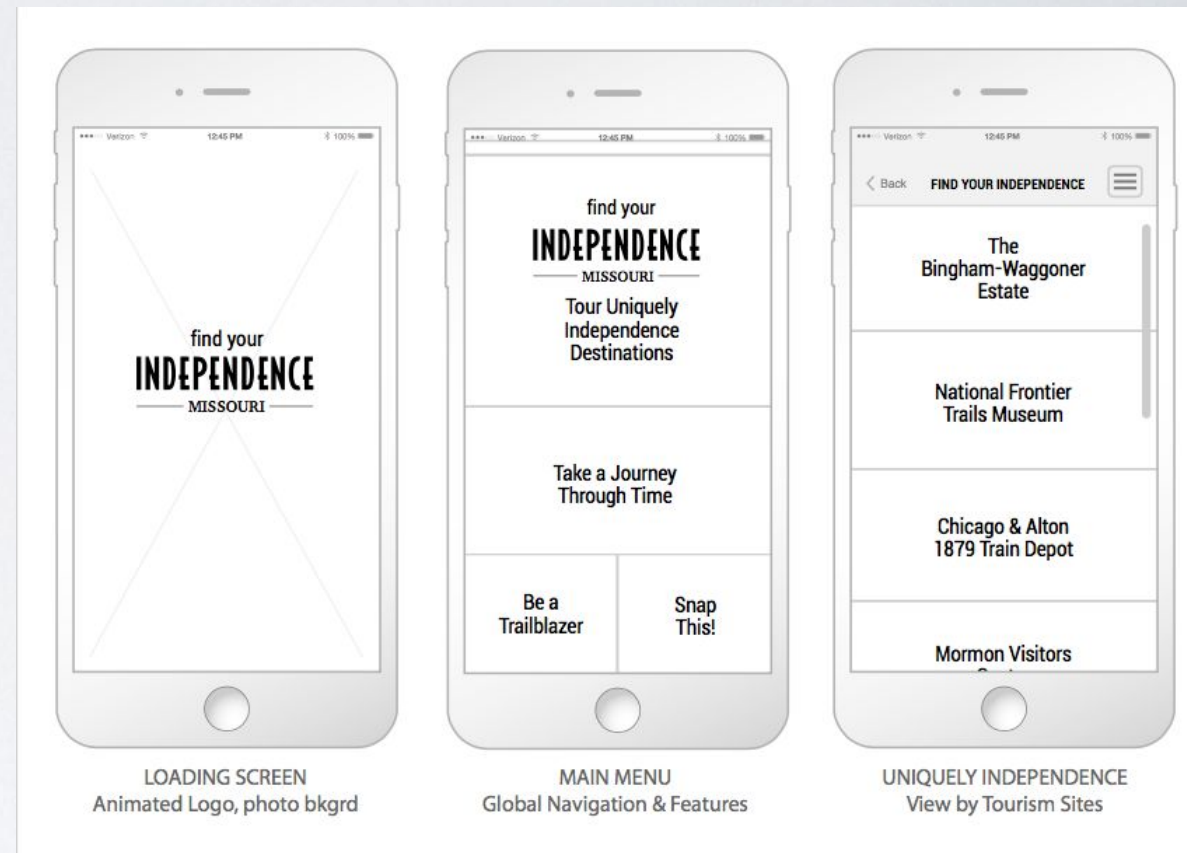
- Creating "Camera" widget
- Can have transparent image as an overlay on the photo
- Example: image of hat & glasses can be layered over the camera. User would line up face with the filter, take photo, and save to the user's camera roll.
- To tie the camera filters to a physical location, camera widget can be placed on a page triggered by a Beacon or GPS alert.  
\*This includes the creation of 5 photo filters.





# QUICKSTART APP DEVELOPMENT

- We build it for you based on supplied content (images, text, final audio, video) and wireframe
- Project kick-off call to gather feedback/requirements
- Test drive URL for overall app flow and page layouts
- Regular project meetings for client feedback/input

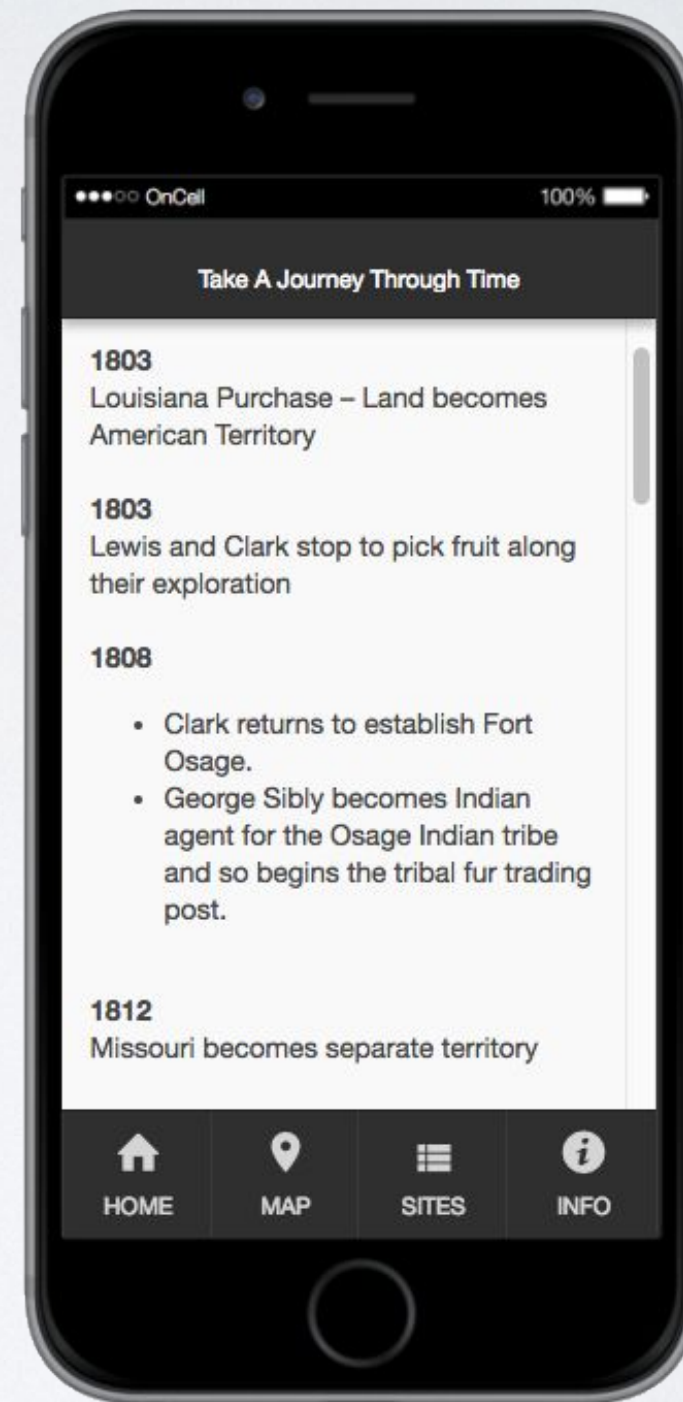
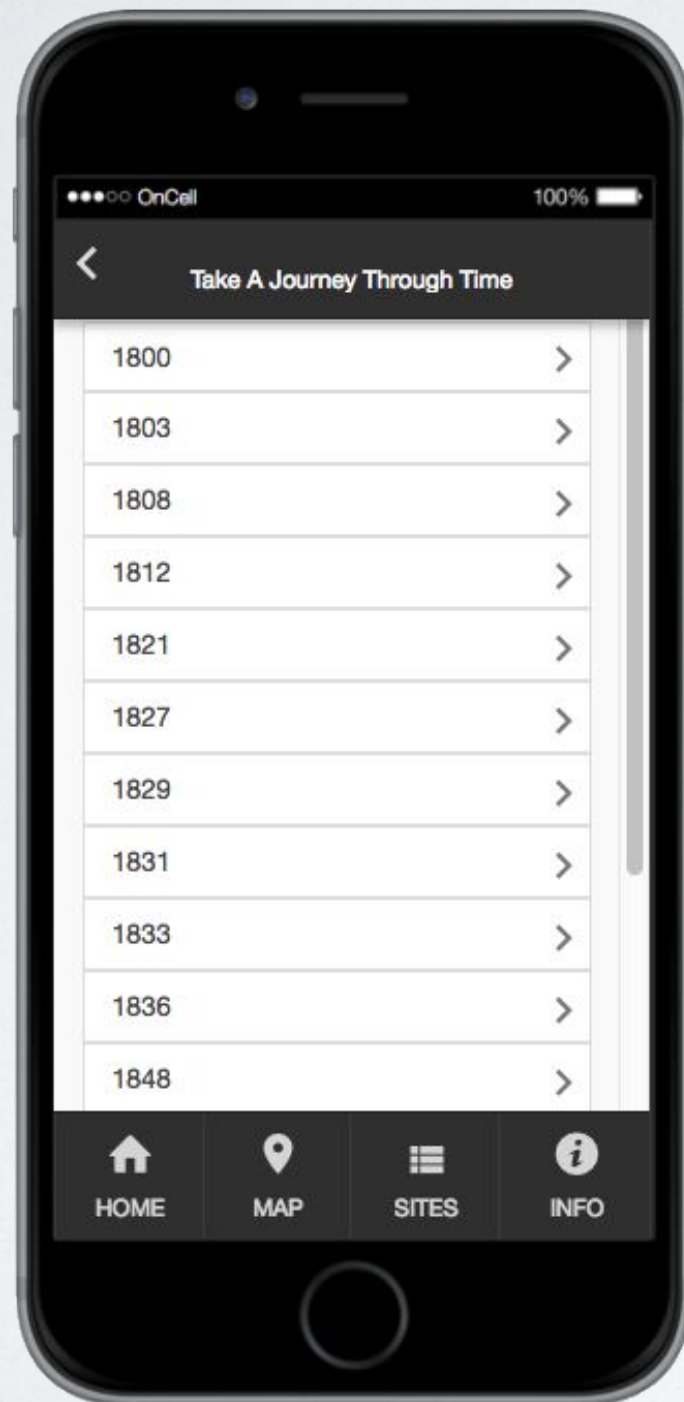


# APP DEVELOPMENT

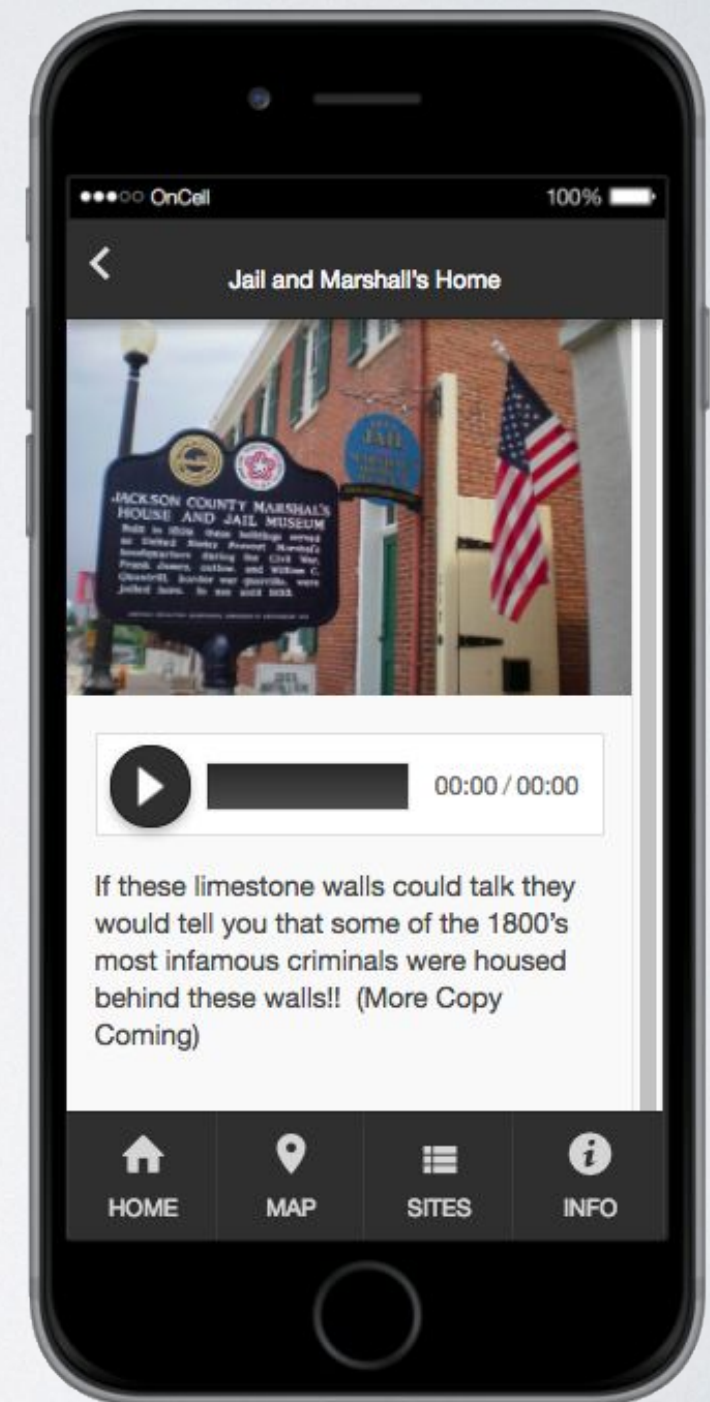
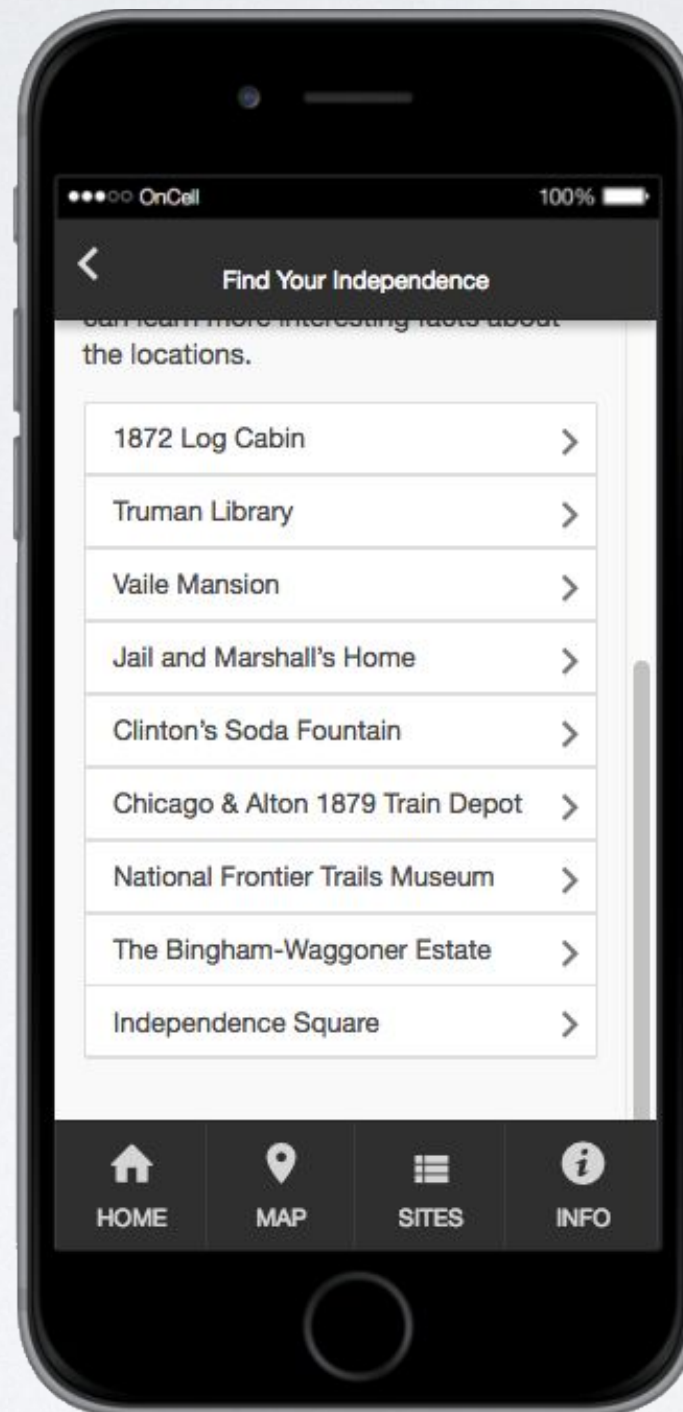
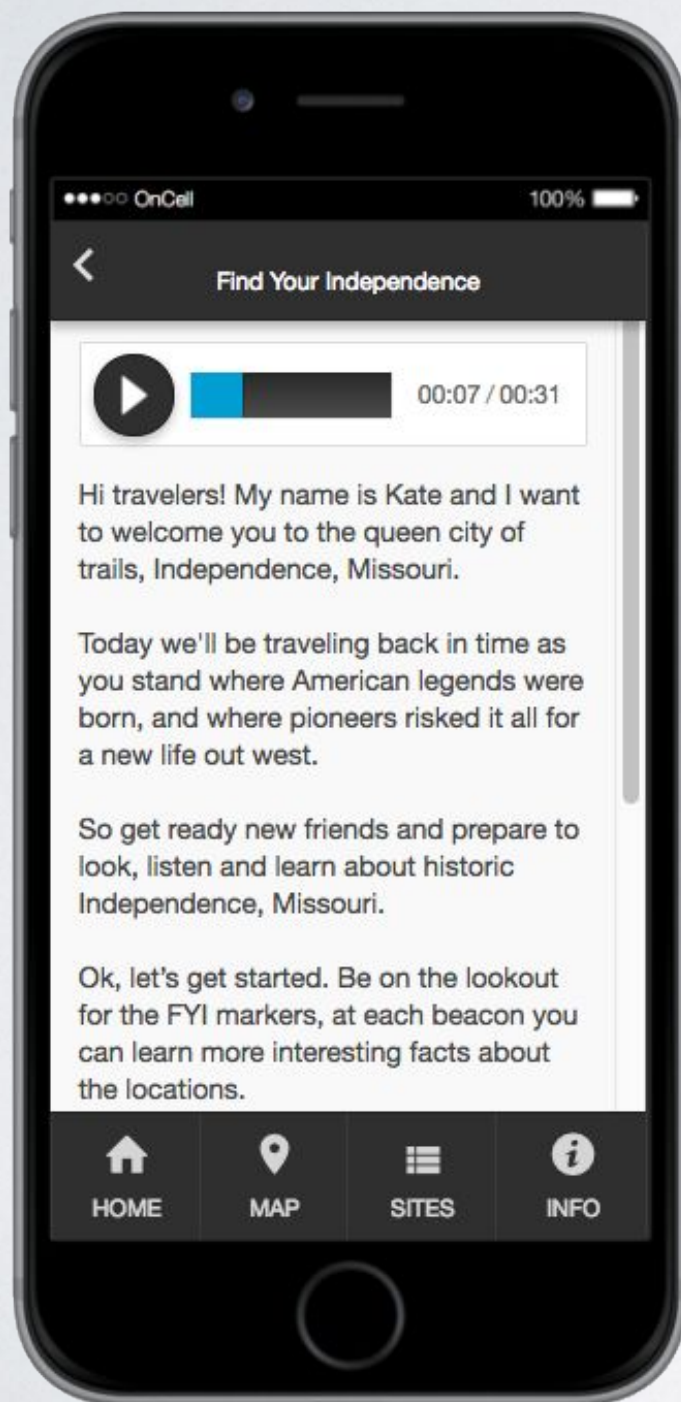




# APP DEVELOPMENT



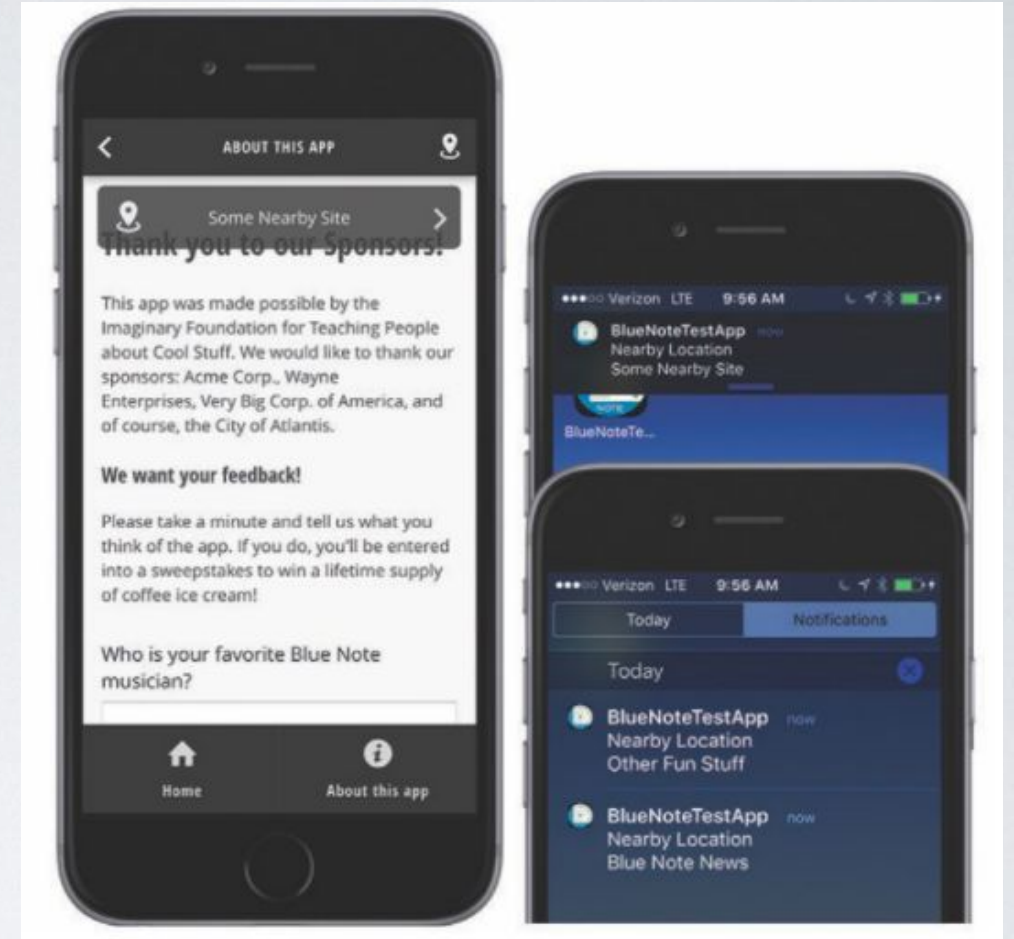
# APP DEVELOPMENT





# BEACONS

Beacons are small transmitters which can be detected by an app using Bluetooth technology. Beacons and apps work together to trigger pages based on their location, allowing you to deliver the right content at the right time.



# BENEFITS OF BEACONS

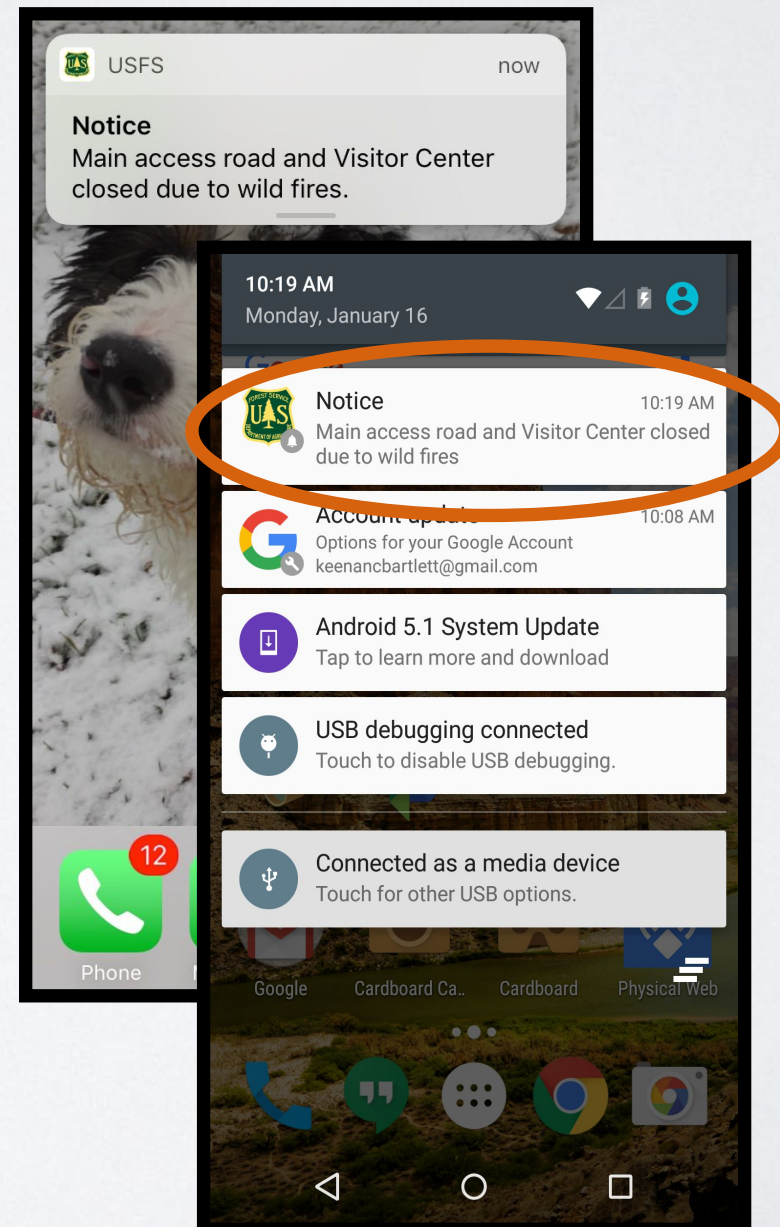
- Create a customized experience based on a visitor's location, offering a new way for them to engage with your space.
- Increase traffic to areas in need of more visitors.
- Easy engagement – no need to scan QR codes or search the app for content.
- Beacons are great for indoor locations and situations where there is little or no connectivity.
- As opposed to GPS triggers, Bluetooth beacons help avoid battery drain on devices.
- Weather resistant with a battery life of 18-months, beacons are a good fit for outdoor sites





# APP CONTENT/FEATURES

- Audio
- Rich Text
- Images & Galleries
- Videos
- Surveys
- Social Media Integration
- Mobile Giving & Fundraising
- GPS Enabled Maps
- Interactive images w/ touchable hotspots
- Push notifications



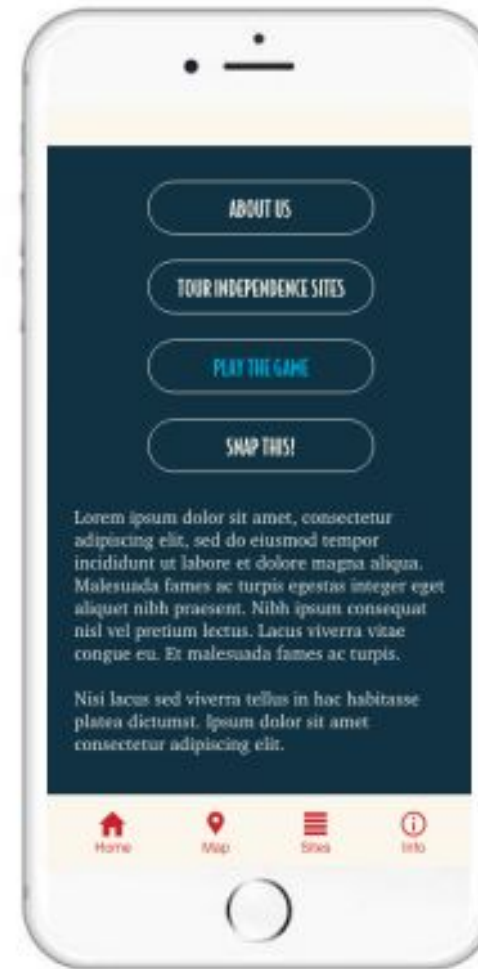
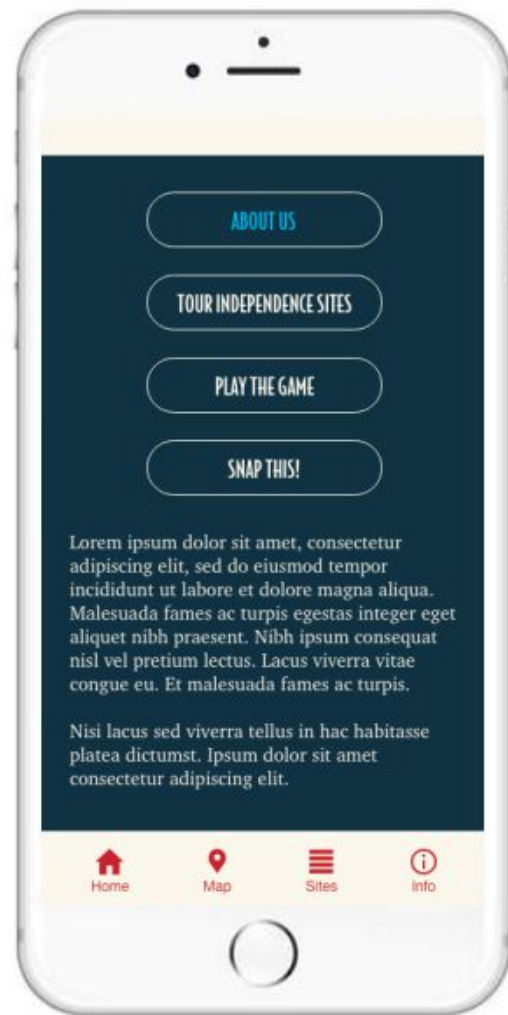
# CUSTOM APP DESIGN

- Our designers craft a unique custom design
- Incorporate organizational branding / logos / colors
- Two custom page styles provided, more on request
- Mockup and critique process ensures you get the look you want





# CUSTOM APP DESIGN





## **Find Your Independence**

Coming to the App Store & Google Play  
April 2018

