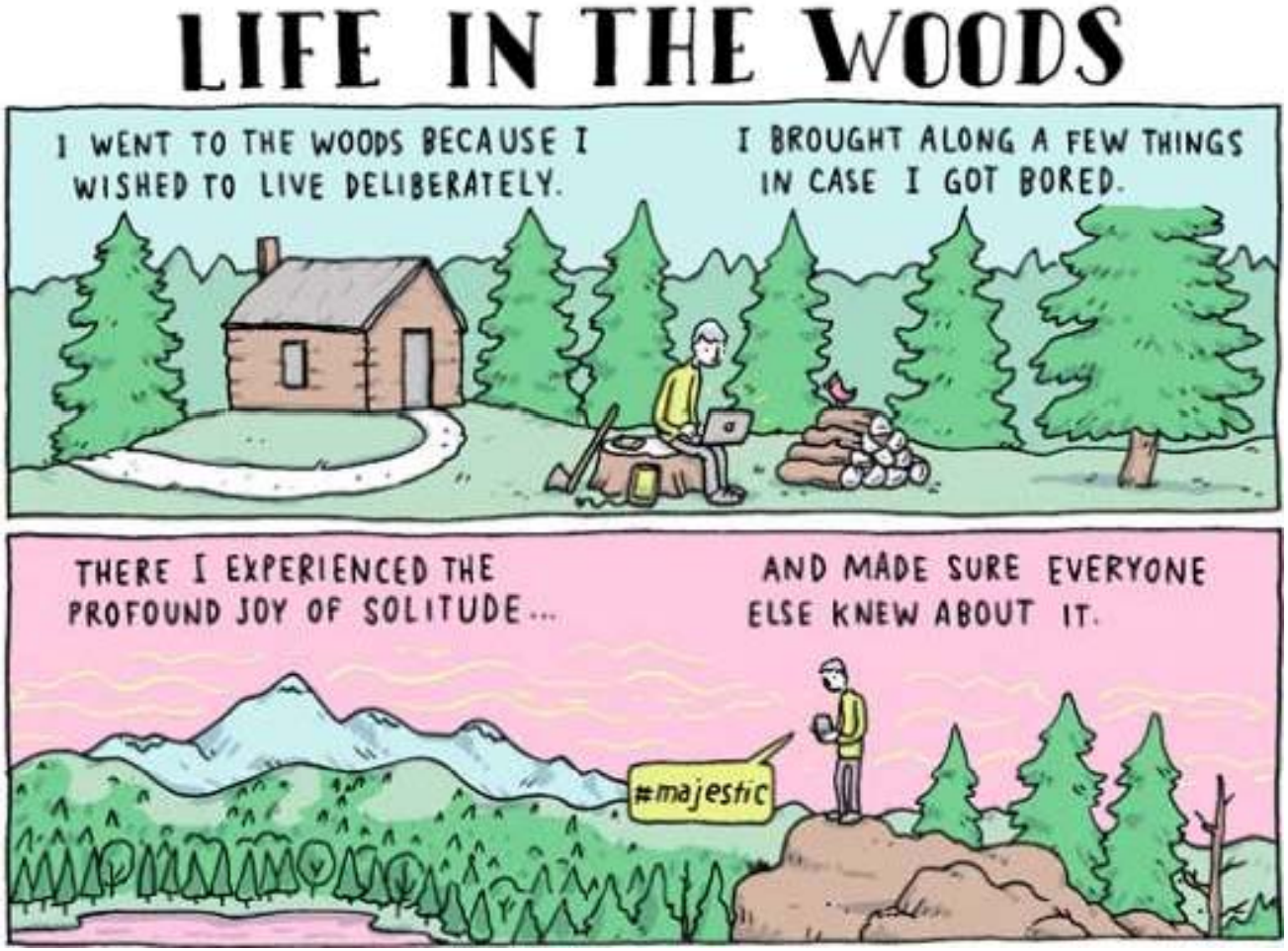
NATIONAL PARK GESÄUSE APP

A National Park goes smart

Markus Blank

Technology vs Nature?



For the visitors experience

Ideas and Goals

Project history

- **First project „XEISGUIDE“**
  - \- Dependent on hardware
  - \- Rental system
  - \- Static content
  - \- Poor response

- **Gesäuse App**
  - \+ Runs on every smartphone with Android or iOS
  - \+ Free of charge
  - \+ Available for a broad public
  - \+ Always up to date

  → Covers the most important needs of a visitor!

What does a visitor need?

Basic questions of visitors

Where am I?	→ Interactive map
What can I do?	→Experience-portal
Do I already know?	→ Knowledge base
What helps me?	→ Innovative toolbox
How to get there?	→ Tools for soft mobility

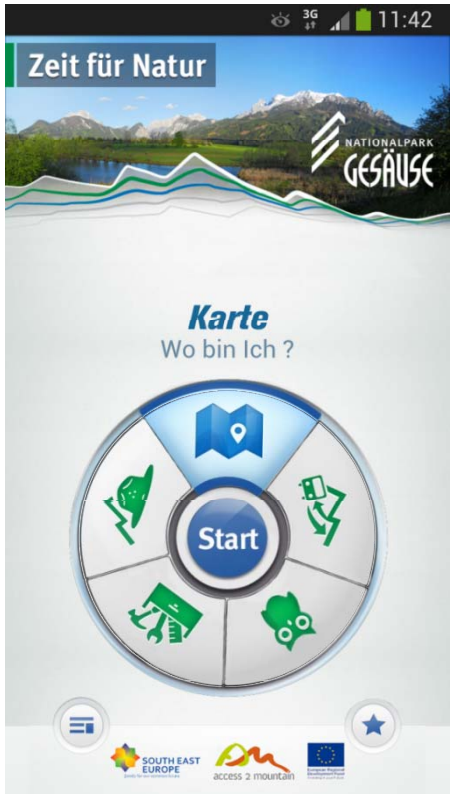
For an innovative visitor information

CORE ELEMENTS

11:42
Zeit für Natur
NATIONALPARK
GESÄUSE
Karte
Wo bin Ich ?
Start
SOUTH EAST
EUROPE
access 2 mountain

Where am I?

Core Element Map

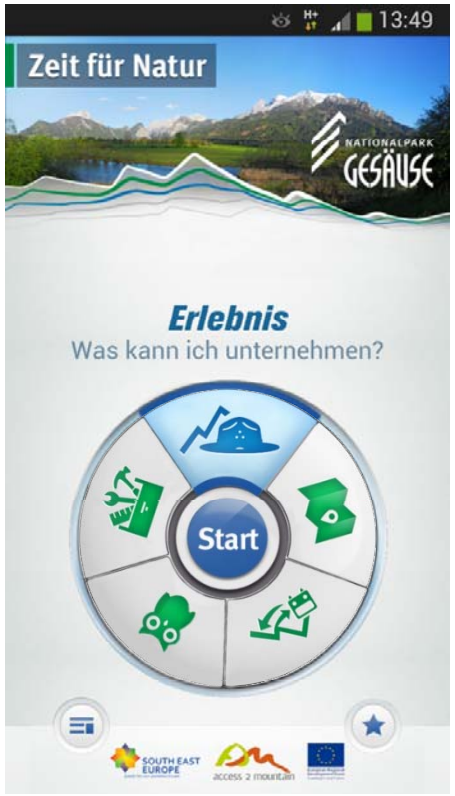


- Cartographic material
  - Smartphone adapted
  - High-contrast
  - Clearly legible

- Interactive:
  - Points of Interest (POI)
  - Current position
  - Augmented Reality

What can I do?

Core Element Experience



- Up-to-date recreational activities
- Visitor guidance

- National Park activities
- Visitors Center
- Hiking Tours
- Calendar of Events
- Thematic trails
- For Children
- Barrier-free
- …

Do I already know?

Core Element Information

- Visitors service
- Visitors information

- Gastronomy
- Accommodations
- Alpine huts
- Region
- National Park
- …

How to get there?

Core Element Mobility

- Visitors information
- Awareness raising
- Booking platform
- Decrease of individual travel

- Booking system for taxi
- Booking system for shuttle
- E-Scooter availability
- Public transport
- ...

Self organizing dispatch system for transport providers

Shared Taxi

Request:

pickup, dropoff, time

Confirmation

Time, combined travel

Frontend

Backend

What helps me?

Core Element Toolbox

- Visitors service
- Based on FAQs
- Augmented Reality

- 360Gesäuse
- Time machine
- Virtual National Park
- …

360Gesäuse

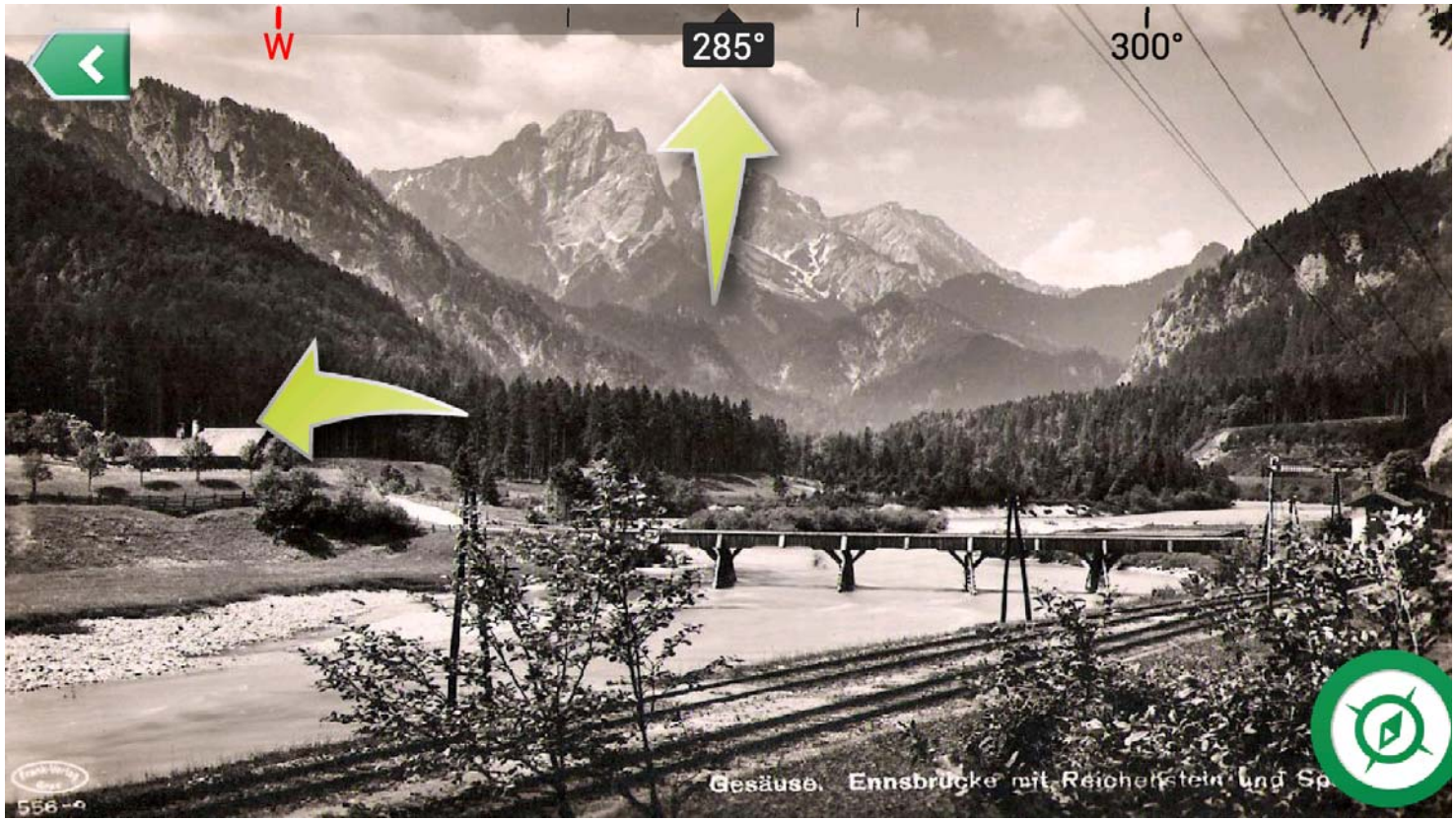
- 360° panoramic views for different locations
- Peak finder

360Gesäuse

- Get active and align the panorama with the live picture

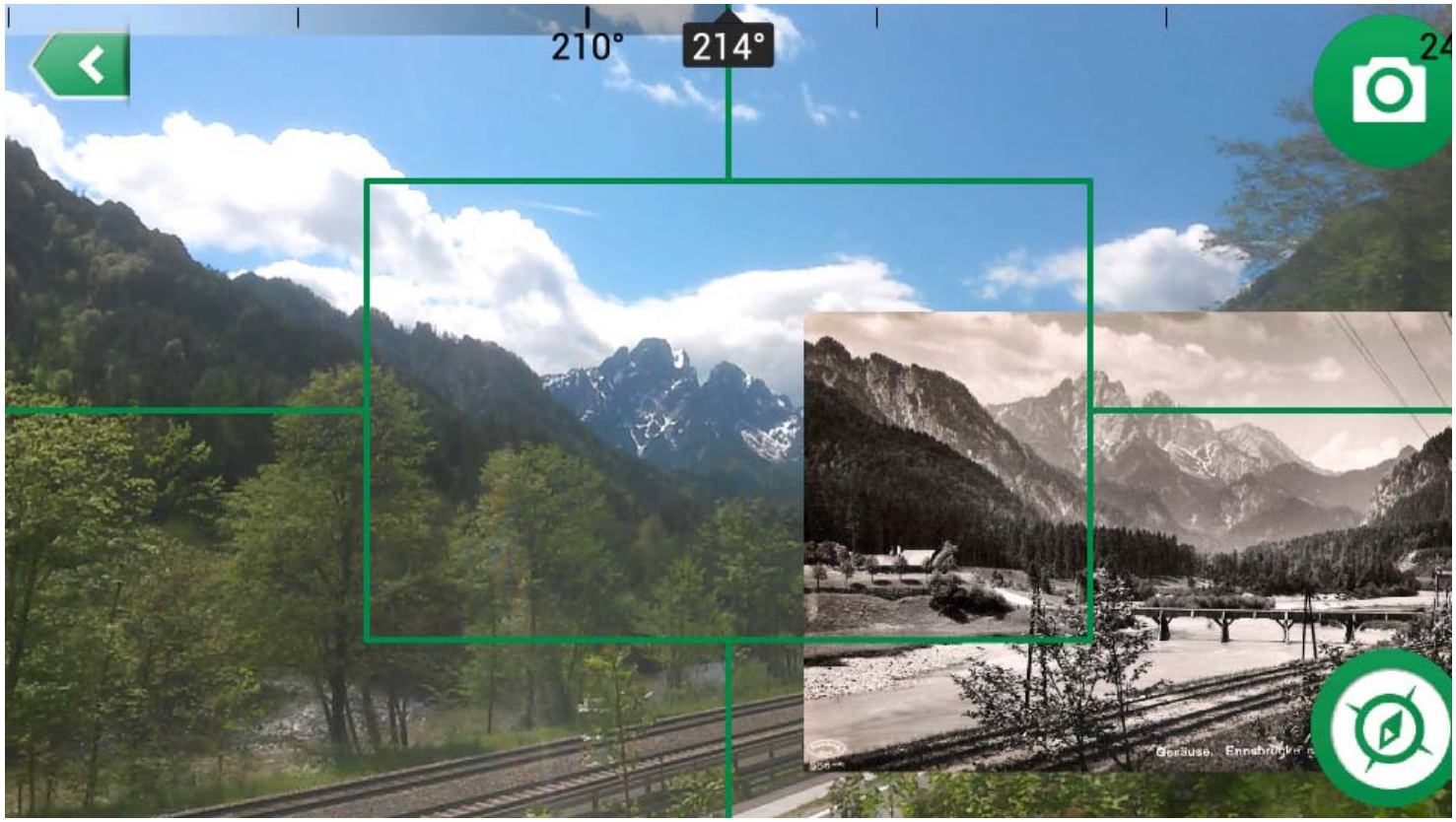
Time machine

- Old pictures at different locations
- Travel back in time



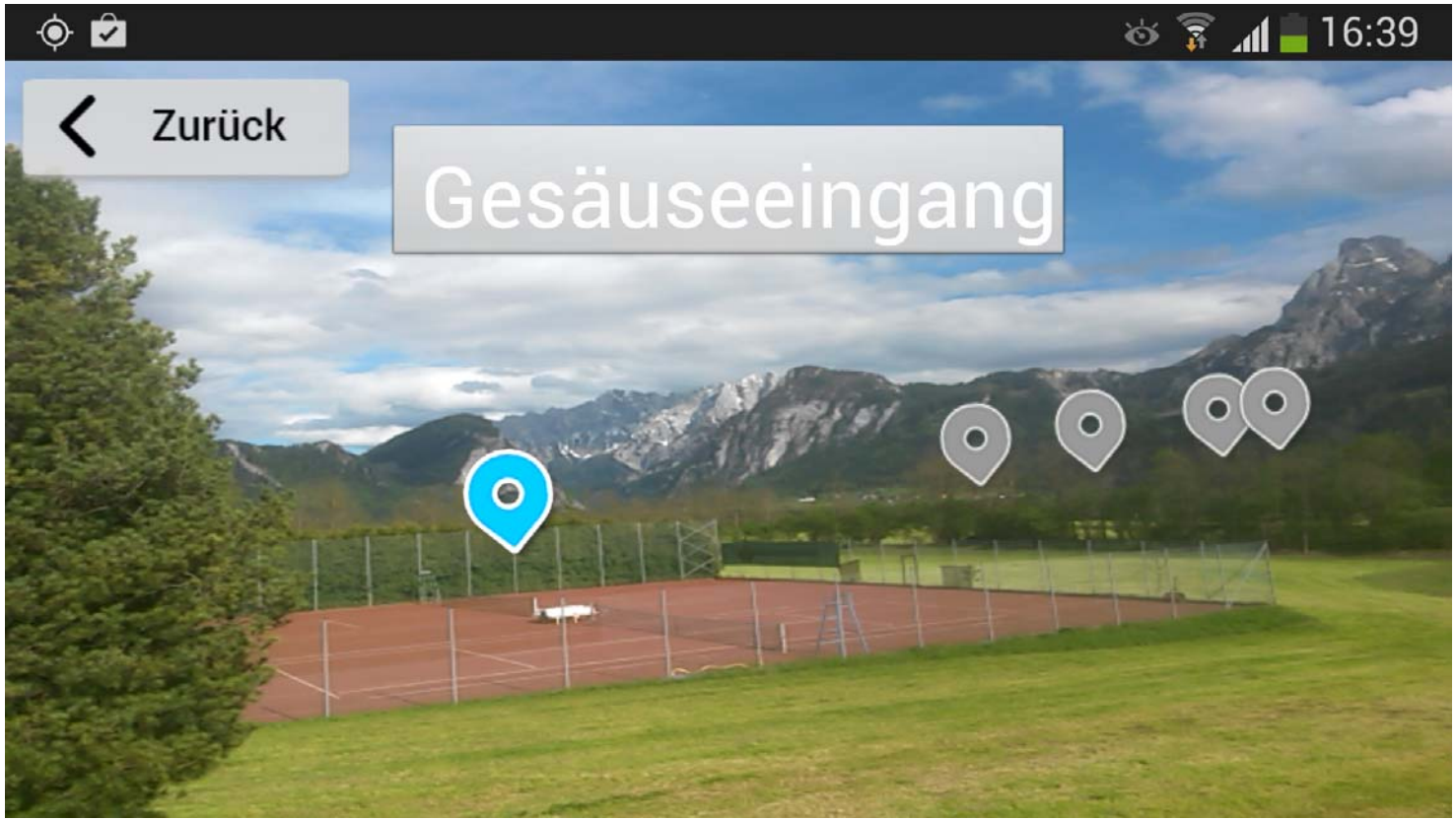
Time machine

- Get active and align the past with the present
- Take a picture, add it to the gallery and show it to others



Virtual National Park

- Find close POIs wherever you are in the National Park



For the future

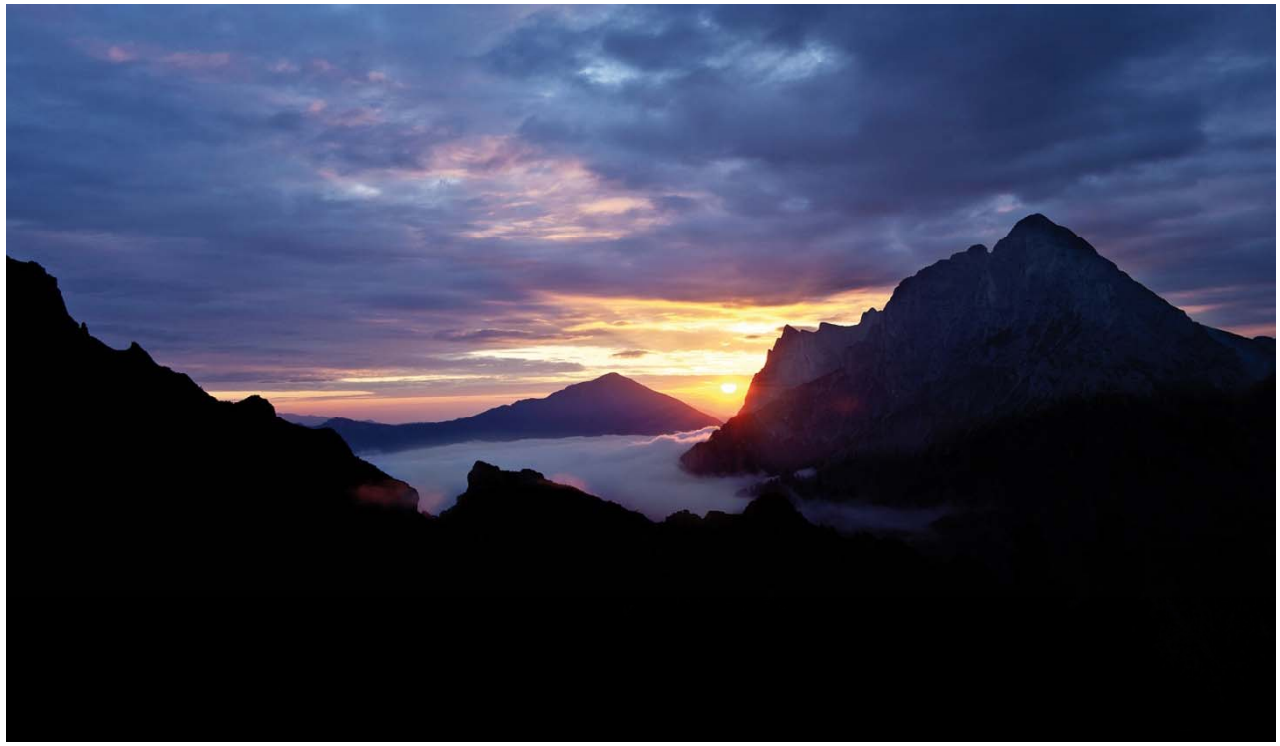
Conclusion and Outlook

Lessons Learned

- More complex than expected
- More time intensive than expected
- Especially booking platform and AR

Outlook

- Conversion to iOS
- English version
- Intensive bugfixing
- Marketing
- More functions
  - Thematic trails with AR
  - Message to the National Park



NATIONALPARK GESÄUSE

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Thank You!