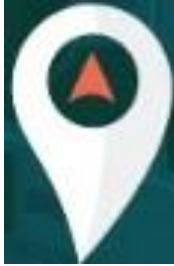


Logo



Title: CityStudios Treasure Hunt Map

Date: 2024-04-01

Background: City Studios is an organization within the city of North Vancouver that partner and collaborates with Capilano University Students on upcoming projects. It highlights the challenges that the North Shore deals with and City Studios uses the partnership for ideas on how to find solutions for the city. Most recently, City Studios have been working with North Shore Culture Compass to improve their operations. North Shore Culture Compass is a culture map and an ongoing project to showcase the region and to guide tourists and locals using an engaging online map.

City Goal / Strategy: The goal/strategy for the North Shore Culture Compass is to have City Studios and Capilano University students work together and come up with potential app designs. Right now, North Shore culture Compass does not have an app for their services. The app should include engaging features that makes it easier for consumers to utilize. North Shore Culture Compass wants to create an app to connect people with memorable experiences and provide fun activities for residents and visitors while also building awareness for local culture in North Vancouver.

Overview of project: Our team was assigned to help North Shore Culture with creating an app for them to use in the future. During a 3-month period, we have been conducting secondary and primary research to find what features can be used in an app to help North Shore Culture with engaging with the locals and tourists.

Methods / project details: The first step we took was identifying the problem statement and objective of North Shore Culture. They want to market to the North Shore Community, optimization of the North Shore Culture App, and engagement features within the app to support local culture. We then looked at our client's website and found the North Shore Culture Clue Sheet map on the PDF file. We did some more extensive research on their website and came up with some ideas and suggestions before coming up with key recommendations. A survey was conducted for our primary research to get a general idea of what people look for in a treasure hunt map and what do they enjoy out of it. Finally, we came up with some key recommendations based on our primary and secondary research

Key recommendations / Key features:

The Key Recommendations that we have come up with for the app is to have a step count feature within the app that will participants to keep track of their steps. These will reach out to more health-conscious consumers. We also want the app to have an offline mode where people can still have access to the treasure hunt map without using data. Having an interactive map and quick translations are also key

features that we want in the app. Some other key features that we have thought of are chatbots and a rewards system to entice more locals to use the North Shore Culture App.

Next steps / Further research needed:

The next steps would be trying to gather secondary research and data on how to set up a steps feature in apps. We would do research on our end by comparing different fitness trackers such as fitbit, Nike Run App, and the Health App on iPhones. For offline mode feature, we would propose North Shore Culture to have a settings feature where you can turn on offline mode and that will allow users to download the treasure map prior to turning off data so that they can still utilize it when being offline. Based on our secondary research, we did a comparison with the Pokemon Go virtual mobile app game where we used their interactive map and tried to use that as our proposed key feature. The next step would be trying to find a programmer that can implement this into the app. Finally, we would tell our client to have Quick Translation's text in a settings file in the app where users can turn on Quick Translations. This would be for getting translations on instructions during the treasure hunt. We would ask North Shore Culture to get professional marketing assistance for brand awareness

Sources:

Primary Research: Survey Monkey, Decision Tree during Midterm Case Facilitation

Secondary Research:

<https://northvanarts.ca/culture-map/treasure-hunts/>

<https://pokemongolive.com/?hl=en>

<https://www.pokemon.com/us/pokemon-video-games>

<https://www.webwise.ie/parents/pokemon-go/#:~:text=Pok%C3%A9mon%20Go%20is%20a%20free,Pok%C3%A9mon%20characters%20in%20real%20locations.>

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