



OnUrWay

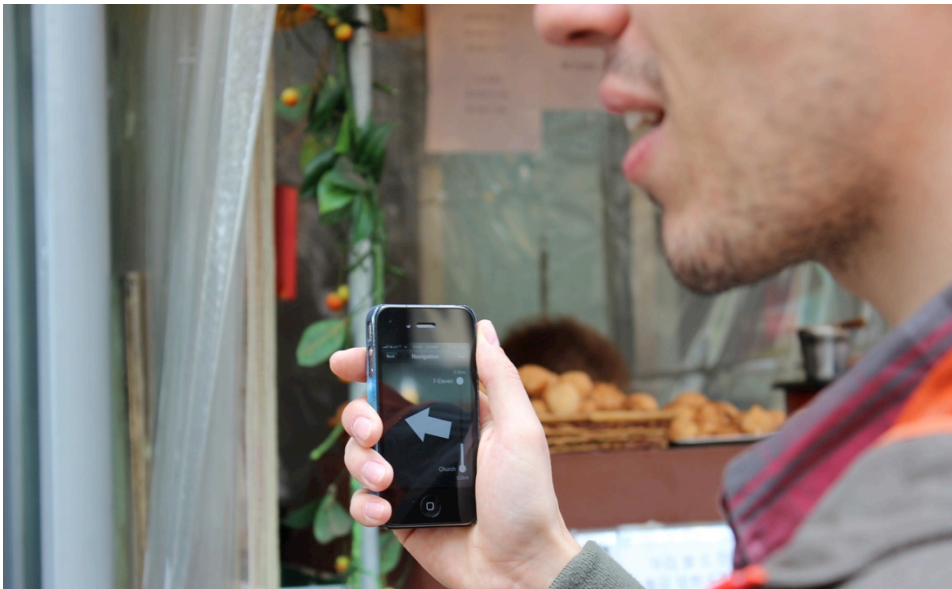
A smart way for planning your Trip

Field Test / Seoul Tour



3 POI's | 1,6 km | 1 h

Field Test / Seoul Tour



Field Test / 3 POI's at Seoul

Church



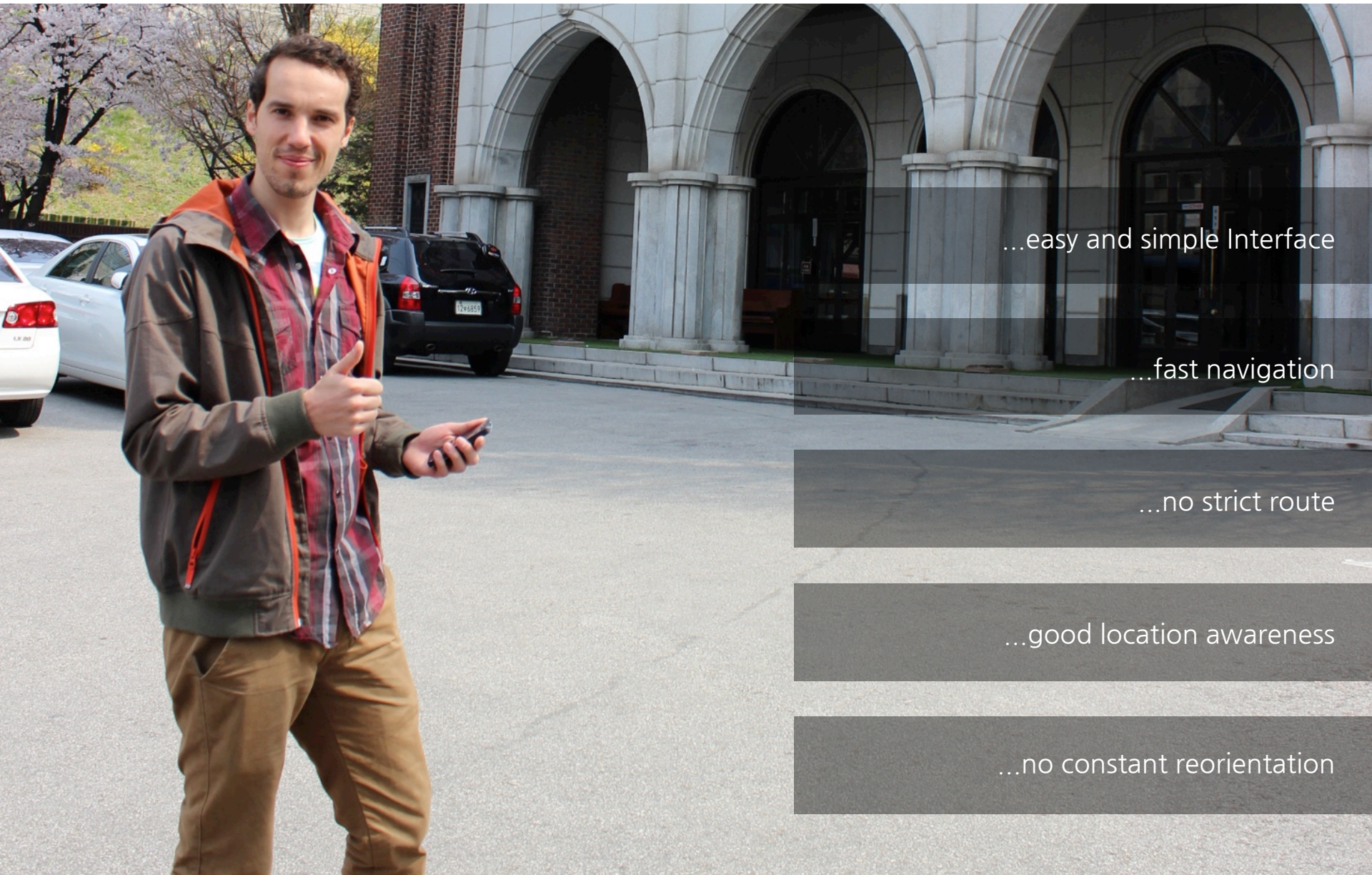
7-Eleven



Ewah University



+ / Christian likes...



...easy and simple Interface

...fast navigation

...no strict route

...good location awareness

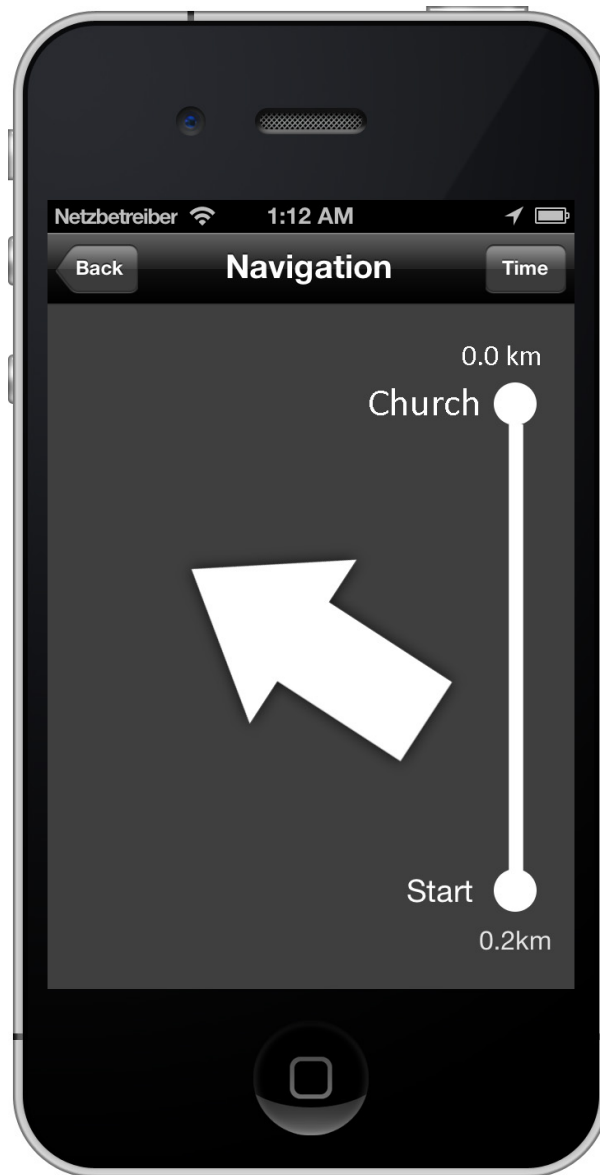
...no constant reorientation

Problem / 01. Dead-end street



Christian ran into a dead-end street and he had to return.

Problem / 02. Am I there yet?



Distance = 0.0 km
But there was no Pop-Up.

Solution?

Defined radius around the location?
Indicator change from ,km' to ,m'?

- / Christian does not like...



...no feedback from the device

...no overview of all POI's during navigation

...GPS doesn't work in buildings

Suggestions / What we can improve.

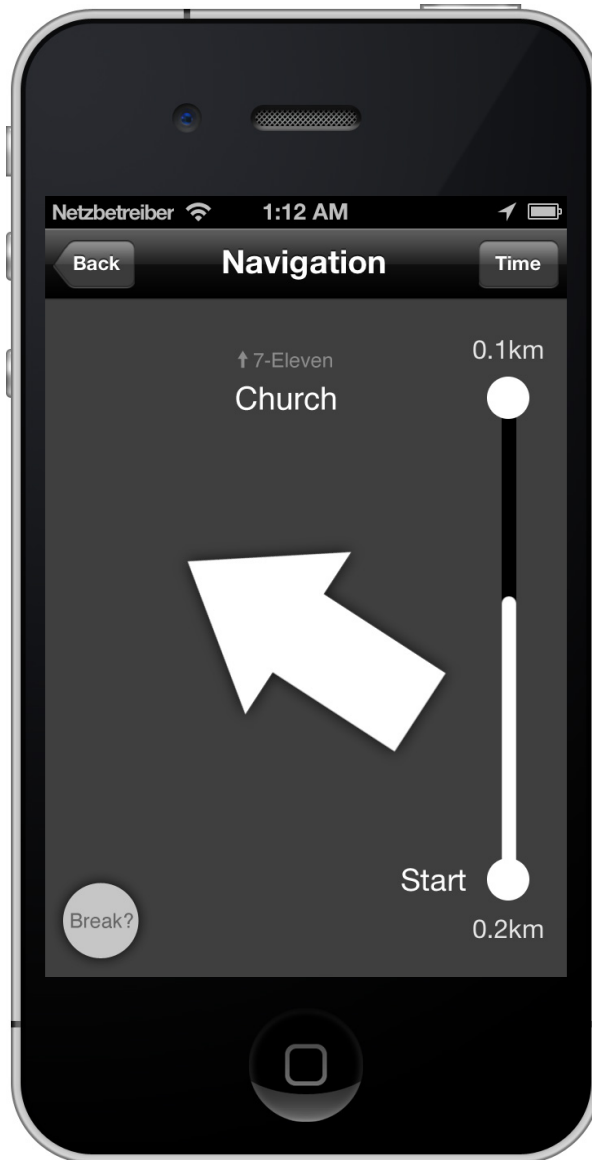
Add sub-ordinate target, like rest-points (Coffee, Toilette, ...)

Overview of the route during the navigation

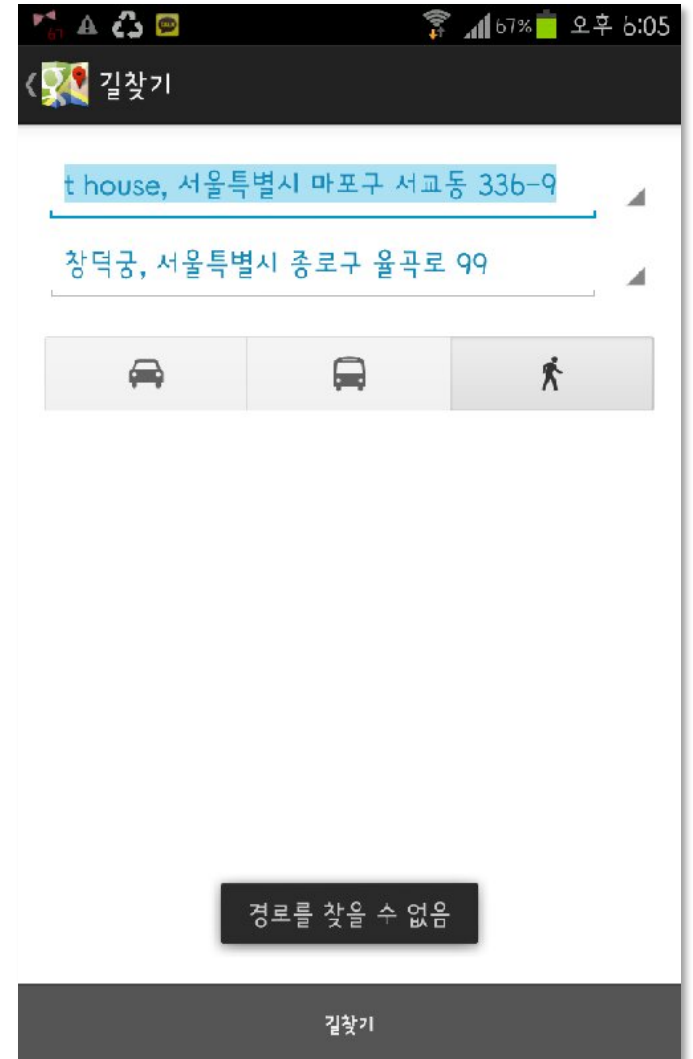
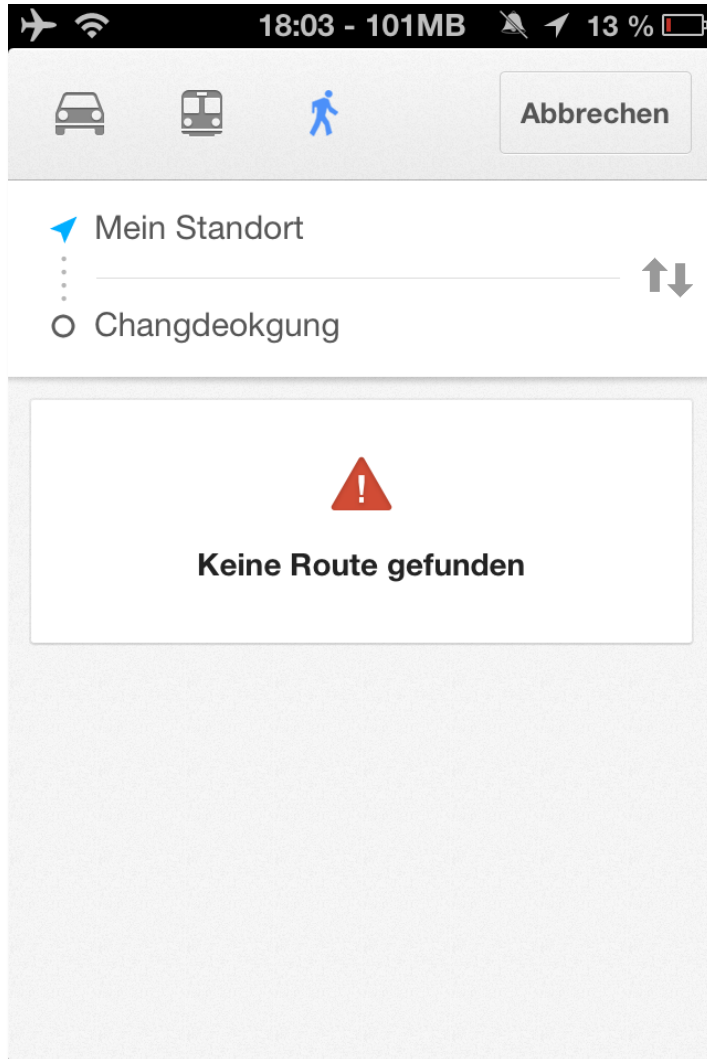
Additional target group: cyclists!

Sounds

Suggestions / What we can improve.



Comparison / On your way vs. Google Maps



Thank you.



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