

# Smart Cities Workshop on Tourism & Leisure

Hanze University of Applied Sciences  
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WiMultitask, 5 students, developing mobile applications for Wireless Groningen



# Work(& shop)

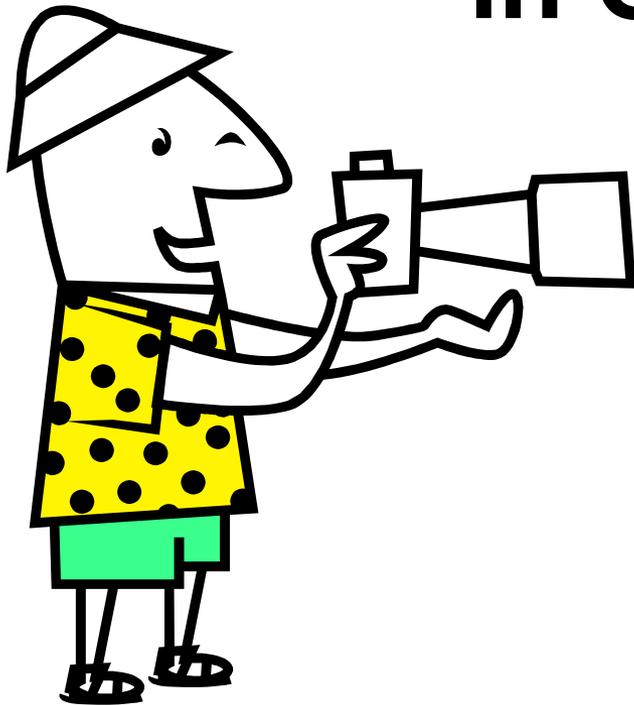
**This is a workshop,  
so let's go to work.**

Please close your laptops, lean back and....

# Groningen



.... imagine you are a tourist  
in Groningen.



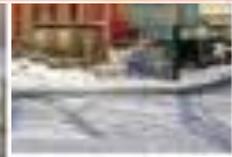
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# 2 Questions

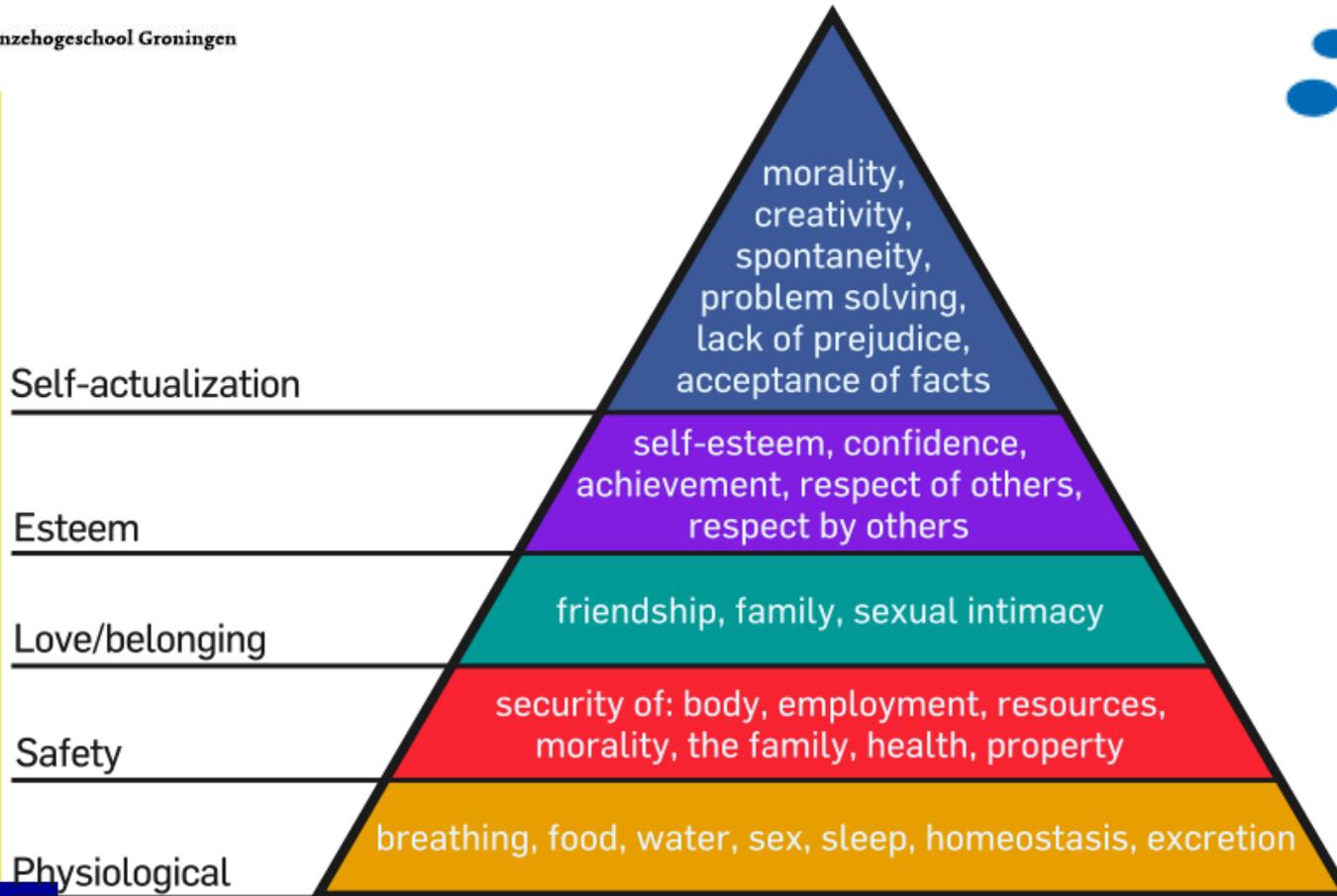
1. What do you need / want?



2. What are you willing to pay for it?



# Maslow's Hierarchy of Needs



# In other words..

.. a tourist in Groningen

- **Must have** (cannot do without)
- **Should have** (can do without, but preferably not)
- **Could have** (possible, but not necessary)
- **Would like to have** (if there is time and money left, then ...)



# Let's start with the basic needs:

(reactions from the audience of business professionals, municipality employees and students in random order)



Han:

<b>Apple store (shops)</b>	<b>Nearest hospital / emergency services</b>
<b>Location of shops, city center etc.</b>	<b>Location based, personalized information</b>
<b>Restaurant locator</b>	<b>Street map, route suggestions</b>
<b>Current, up to date tourist information</b>	<b>Overview of events IN THE NEXT FEW HOURS</b>
<b>Public transport / hotels realtime availability</b>	<b>Walks to museum etc.</b>
<b>High speed internet access (free)</b>	<b>Service that knows what "I" like</b>
<b>Routing to hotel and tourist information office</b>	<b><u>Good</u> bar/restaurant</b>
<b>Cultural events, tickets online</b>	<b>Information for student-profile</b>
<b>Car / Bike Rental</b>	<b>Weather and public transport information</b>
<b>Peer reviews for restaurants</b>	<b>Nearest supermarket</b>
<b>Availability of Parking spaces</b>	<b>Language translator</b>
<b>Information portal without googles info overload (condensed info)</b>	<b>Audio tour, location based</b>



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# Greatest Common Factor

- Concluding, a wireless service for tourists **must** provide (from tourist viewpoint):
  - Central (internet) access point,
  - Condensed information (no info overload, like Google),
  - Real-time, up to date and location based information,
  - Personalized profiles:
    - Age: < 25 versus > 35,
    - Background: student, day tourist, overnight tourist, business traveller,
    - Interest: shopping, art, culture, restaurants, student bars, architecture,
  - For minimal cost,
  - For many types of small devices, but no laptops.



# What is next ?



- Which city / cities will start the development?

