

PERSONAL GUIDE

The increasing use of smartphones and the widespread culture of mobile access to information of all different kinds has opened new horizons in all arenas in which relevant contents – from tourist info to news, commercial promotions and services - can be integrated into users' routes.

Alongside classic formats and the web, the main resources used to access information, there are now applications that identify points of interest on a map, creating a genuine interactive, personalised guide. Users can therefore explore an area, a museum or a service facility like a hospital, receiving georeferenced information in real time about the services, points of interest, tourist attractions, artworks, restaurants etc., in the vicinity.

The application developed by CSP springs from a promotional project designed for the tourist industry and comprises an Android app and a web-based back-end.

THE BACKEND SYSTEM

The web-based backend supplies the functions for creating and sharing points of interest on a given route, which can be published or personalised to suit the user's profile.

The system administrator can then publish the routes that users wish to make public.

The system also visualises the web services needed to operate and synchronise the app and the visualisation of the POI created.

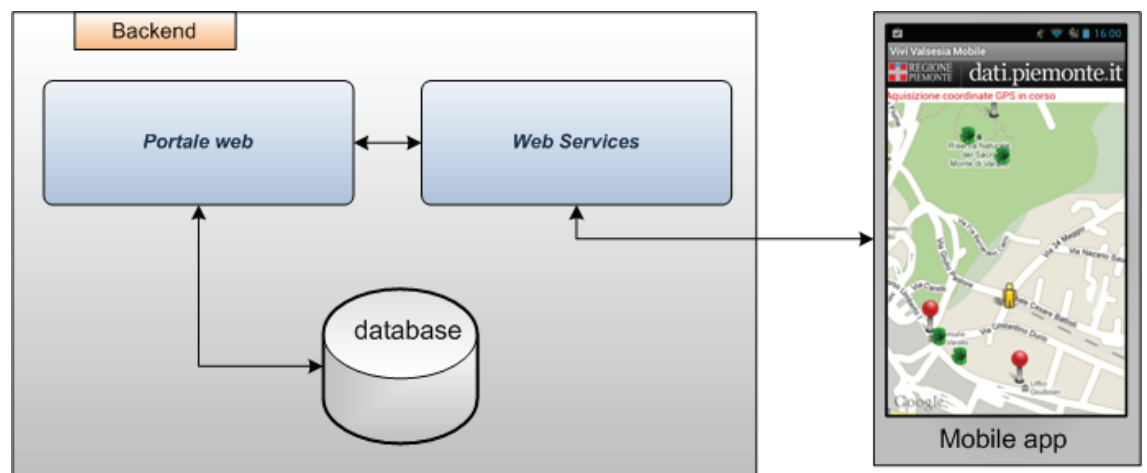


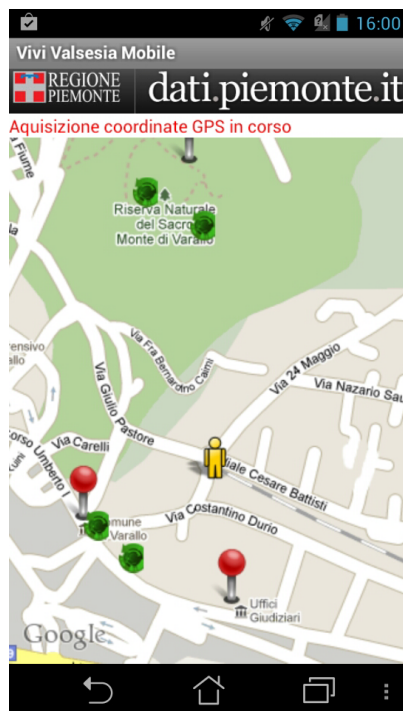
Figure 1 – How the system works

THE ANDROID APPLICATION

The app enables visitors to access a personalised guide via smartphone, downloading public or private routes created using the web portal.

The app visualises the locations of points of interest using Google Maps, and these points of interest can be accompanied with related multimedia contents (text, audio, images).

The routes and tourist facilities in the vicinity can also be consulted offline if there is no network or 3G coverage.



Figures 2 and 3 – The interface with examples of a route and descriptive content

TECHNICAL CHARACTERISTICS

The app for mobile devices was developed in Java for Android.

The web portal was produced using the Drupal platform and features:

- Google Maps
- JavaScript
- PHP
- MySQL
- JQuery

The back-end system:

- Drupal XML-RPC module
- Linguaggio PHP

