Locatify

The Locatify White-Label Apps:

Automatic Tourist Guide App

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Disclaimer

In this presentation, we have included important information about our branded apps, product features, technical details, pricing, delivery process, etc. If you have any further questions after reading this, please feel free to contact sales.

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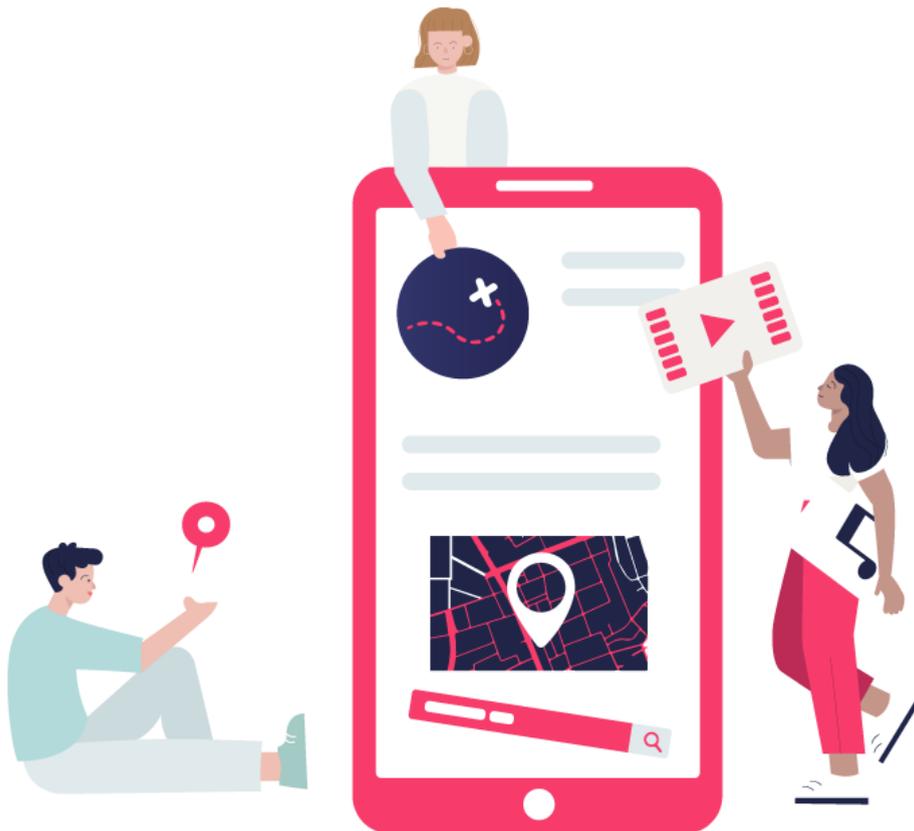
1. Overview

The Automatic Tourist Guide App is a turn-key destination guide with your branding. It's a white-label app with location-specific content, like maps, points of interest, tours and audio guides, as well as quiz games or challenges. It can also present other web-based content like local weather, feedback forms, bookable tickets, and more.

It's designed for destinations and tourism organisations who want to engage their customers through location-based content, and to increase revenue or collect valuable insights and data.

Apps can consist of either tours or games or both. The app is downloaded to Android or iOS devices where the user can view content or download tours and games that use location technology and maps to automatically play media.

You simply provide us with your branding assets and we build you an app! You then use our Creator CMS® Content Management System to easily update tour locations and content and publish to your app in real-time.

1.1 Branding options

The branding guidelines document explains in detail the branding options and required assets to produce an app. This includes app home page and content templates, colour scheme, and other media assets required to produce your app.

See also: Locatify Branded App Preparation Guide

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2. Benefits

Additional revenue and **reduced costs** for your business

- Increased brand exposure & ability to extend the experience after the visitor returns home.
- Increase revenue with sales of additional tours or products with in-app booking page, vouchers and promotions.
- Receive commissions from partners and affiliates with in-app advertising.
- Service a wider range of customers with multilingual guides.

Improve visitor experience and **contribute to safer and more sustainable tourism**

- Users can guide themselves or follow pre-defined routes, making for a covid-safe tour experience, with content triggered automatically.
- Increase sustainable and safe tourism practices in fragile or unsafe environments as news, road safety information, weather conditions or other important information can be delivered efficiently via push notifications, or in-app content.

3. Product features

3.1 Core features

- Offline content does not require internet access to operate once the app is installed and the content downloaded.
- Media content is easily added in multiple languages, allowing users to listen, watch or read descriptions in various languages.
- Indoor & Outdoor tours supported via BLE beacons or UWB and GPS for outdoors location activation.
- Navigation supported by Google Maps and GPS.
- Multimedia tours include audio, text, images, and video. Content can be customised further using HTML5/CSS.
- Custom Maps & Pins create a unique user experience and allow for monetising the app with advertisements for cafes, shops, and other points of interest.
- Optional Login to collect user contact details.
- Social Media sharing integration.
- In-app purchases.

3.2 Technical details

- **Creator CMS Content Management System:** Update tour locations and content from any desktop browser at any time.
- **Outdoor Location Technology:** To determine the user's location outdoors, GNSS or GPS is used.

- **Indoor Location-aware technology:** For indoor projects, Bluetooth Low Energy (BLE) beacon transmitters can be placed in the venue to determine the user's location and trigger the appropriate content. For projects that require more accurate location tracking, Ultra-Wideband (UWB) anchors and tags can also be used. Indoor venues without location triggering can use a map with clickable areas for containing tour content, or show tour content in a list format.

- **Devices and software:** Both Android and iOS devices are supported with Locatify apps available for iOS 8.1 + Android 4.3+ devices.

- **App store publication:** Tours are published in real-time to your app which is available on both Android and iOS.

- **Offline use:** All tour content is available offline once the app and tour has been downloaded. The user's device needs to be connected to the internet in order to receive content updates. To receive push notifications the app needs cellular or mobile network connection.

- **Firebase Analytics** (optional): collect valuable insights with in-depth user analytics similar to Google Analytics for websites.

- **Support:** Professional support including a reasonable service-level agreement (SLA).

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3.3 Tour features and details

3.3.1 Tour types

1. **Outdoor tour guide using GPS** with maps, Points of Interest and Directions.
2. **Indoor tour guide with BLE Beacon or UWB triggering** with a floor map, points of interest, and either BLE Beacons or UWB triggering content.
3. **Indoor tour guide with floor map image and clickable treasure locations and stations** without location technology.
4. **Tour guide (list of POI's)** with points of interest in a list format.

3.3.2 Tour Features

Tour info page

- Logo or image
- Title, description, subtitle, location
- Option for customised template
- Number of points in tour
- Intro audio to describe tour
- Tour start location on google maps

Tour content

- Multimedia default content (image, audio, video, text)
- Easily add content in multiple languages

- Add custom pin icons for each tour
- Draw a visual path to guide the user or connect pins to specify the direction of the tour
- Add map markers, which are extra points of interest or services, categorised and presented in a list or as extra points on the map in a tour
- Intro audio & Directions to start
- Possibility of adding custom map overlays on top of Google Maps
- Custom templates (list of templates, with the option to customise further)
- Import and Export option to reuse content and tours quickly

4. Pricing and details

We have and continue to invest thousands of hours developing our products and we're very proud of them. We're on a mission to help our clients to create location-based stories and games, everywhere, and want to make our products accessible to those who want to join us on this journey.

Our standard price for a white-label app is €6,900 once-off set-up and €200 per month subscription. The subscription is paid in advance for the first year.
Any additional customisation to our standard solution is quoted beforehand and charged for on an hourly basis.

What is included in our branded apps?

- Both Android & iOS apps with your branding
- Creator CMS® license for managing your app content
- Access to premium templates (for customising page layouts)
- App binaries for distribution via Play Store & App Store
- Hosting, Support & App Updates when necessary to ensure apps continue working with future (OS) updates

5. Timelines and delivery process

5.1 Timeline

The timeline for the delivery of the app is usually around 1 month from receiving branding assets. However, this depends on our schedule and development pipeline. The delivery date will always be agreed on in advance and placed in the contract.

5.2 App delivery process

1. Contract & Invoice

    1.1 Provide: business name, contact name, address, tax ID number

    1.2 Contract and invoice are sent for the app production

    1.3 A 50% deposit is requested when the contract is signed

    1.4 Remaining 50% is paid upon successful publication of the app

2. Creator CMS & App content

    2.1 <u>Create a CMS account</u> (if you haven't already)

    2.2 Provide your username and we will unlock the paid access

    2.3 You can then add additional CMS team members (users)

    2.4 Start building your app content!

    2.5 Send us branding assets for the app

3. App Development & Testing

    3.1 Once all branding assets have been received and approved, a Trello board is set up to manage the app delivery

3.2 The first versions of the Android and iOS apps are built

3.2 The apps are tested internally by Locatify team members

3.3 Send us the names and emails for test users (for both Android and iOS devices)

3.4 The apps are sent for testing via Testflight (iOS) & Play Store (Android)

3.5 External testers provide feedback via project Trello board or Google Doc

3.5 Feedback is turned into action items and/or reviewed in a client meeting

3.6 Revised version of the app is sent for testing and approval of action items

3.7 This cycle is repeated until the app is approved for publication

4. App publication & distribution

4.1 The client sets up an App Store and Play Store developer account for app publishing, managing screenshots, description text, etc. For client App Store publication, see the Branded App Preparation Guide

4.2 App binaries are provided to the client for uploading to App Store and Play Store accounts

4.3 For distribution via rental devices, ask us for more info about our Kiosk device management app

5. Congrats!

Your app is live! We will coordinate our promotion of the app via Locatify channels with your marketing plan.

6. Marketing your app

We're happy to align our marketing efforts with yours, and once your app has launched (with your permission), we will write and post a blog about the project and promote it on our social media channels. For this, we will need your company's social handles, weblinks, launch event info, etc. We might also ask to collect testimonials from you and add your company to our Customers section on our website.

7. App examples & useful links

Locatify Shared Apps

- Locatify SmartGuide app ([Android](#) / [iOS](#))

- Locatify TurfHunt app ([Android](#) / [iOS](#))

Branded Apps for Clients

- GPS Grand Tour Barcelona ([Android](#) / [iOS](#))

- Reykjavik Art Walk ([Android](#) / [iOS](#))

- Cliffs of Fundy UNESCO GeoPark ([Android](#) / [iOS](#))

- Play Trails Australia ([Android](#) / [iOS](#))

- Wowlandia Mexico ([Android](#) / [iOS](#))

- Kampen Stadsgids ([Android](#) / [iOS](#))

- De Hortus Amsterdam ([Android](#) / [iOS](#))

- Soekky Stories ([Android](#) / [iOS](#))

- Wildhoeve Woudlopers ([Android](#) / [iOS](#))

- Duindorp Schoorl ([Android](#) / [iOS](#))

- Friend in Iceland (Europcar) ([Android](#) / [iOS](#))

[Step-by-Step Guide: How to create a tour guide](#)

[Step-by-Step Guide: How to create an indoor tour or game](#)

[Video Tutorial: How to create an outside tour](#)

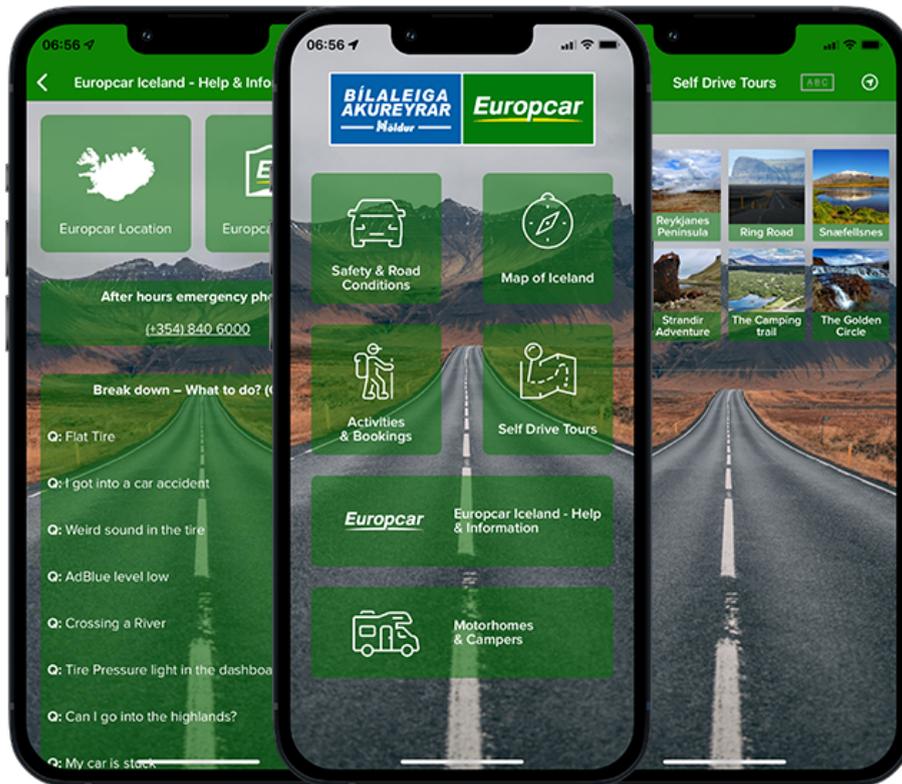[Video Tutorial: How to create an indoor project with iBeacons](#)

[iBeacons vs. UWB](#)

[FAQ section](#)

[Locatify Branded App Preparation Guide](#)

[Locatify App Branding Guidelines](#)

8. Testimonials

"My app from Locatify helps my car-rental customers to find self-driving tours and places of interest. It also helps my business to receive commissions for the services offered in the app, and it's easy to manage the information."

- **Gunnar Sigurdsson,** CEO**, Friend in Iceland**

See case study

"The set up of our Locatify branded app has been an efficient and positive experience. We were able to easily integrate our unique identity and ideas into the template and when we had questions and requests, the staff were responsive with personalized tutorials. The approachable Creator CMS system allows us to be dynamic, updating our content and tours quickly and efficiently as needed. To this point, we are very impressed with the functionality and services provided by Locatify and the app and look forward to future possibilities for our Geopark."

– **Steve Quane,** Head Geologist**, Sea to Sky Fire & Ice Aspiring Geopark**

[See case study](#)

9. Now what?
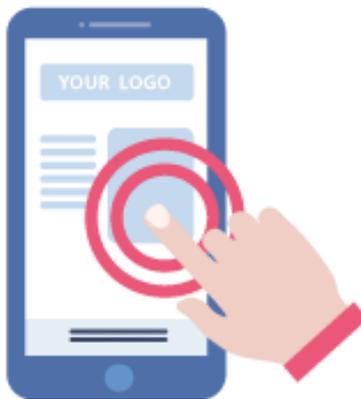
Contact sales to discuss your project further, ask questions or set up a video call. We can't wait to get started!

About Locatify

Locatify is an Icelandic software development company specialized in location-based storytelling and gamification apps. With over 10 years experience and 20,000+ projects worldwide, Locatify is the leading platform for creating and delivering location-based mobile app experiences.

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Awards & Associations