





Mirabilia

Is a mobile phone application that allows visitors to lose themselves deliberately in a city.

They follow a mysterious rabbit who guides them and hints when something interesting is nearby.

In these wanderings they stumble upon the city's unexpected places.



Users



Tourists who don't want a traditional journey.



They are interested in unusual sights and experiences.



The application is aimed at young tourists who like getting purposely lost.





Mission

The mission is to create a more personal and unusual kind of tourism.

One where no rules or guidelines are needed and the user can come across unexpected things.



Goals

Mirabilia allows users to:

- **Get lost deliberately**
- **Find unexpected things**
- **Share whatever they find**
- **Access others people experiences**
- **Meet people who are exploring the same paths**

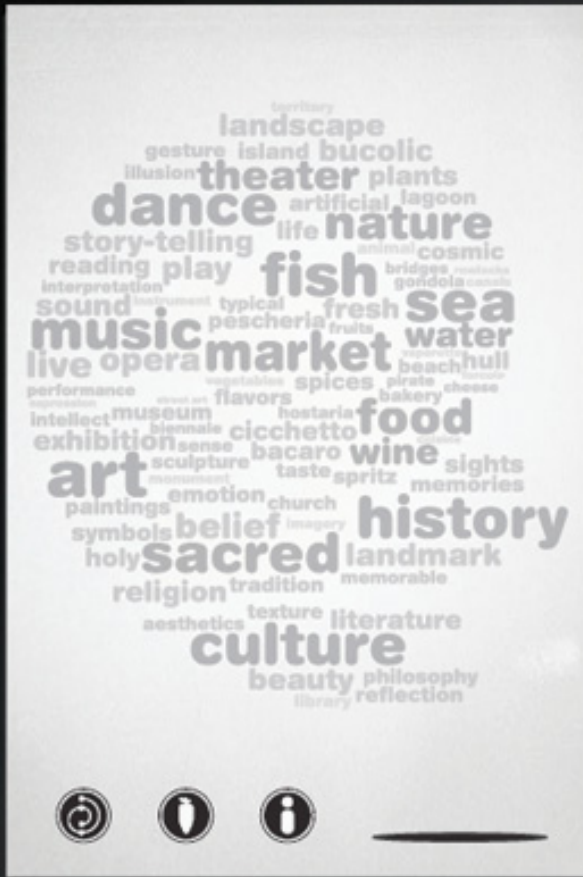
Technology

Mirabilia is an application made for smartphones with GPS, accelerometer, camera, touch screen, WIFI access screen resolution 320x480 pixels.





Screens



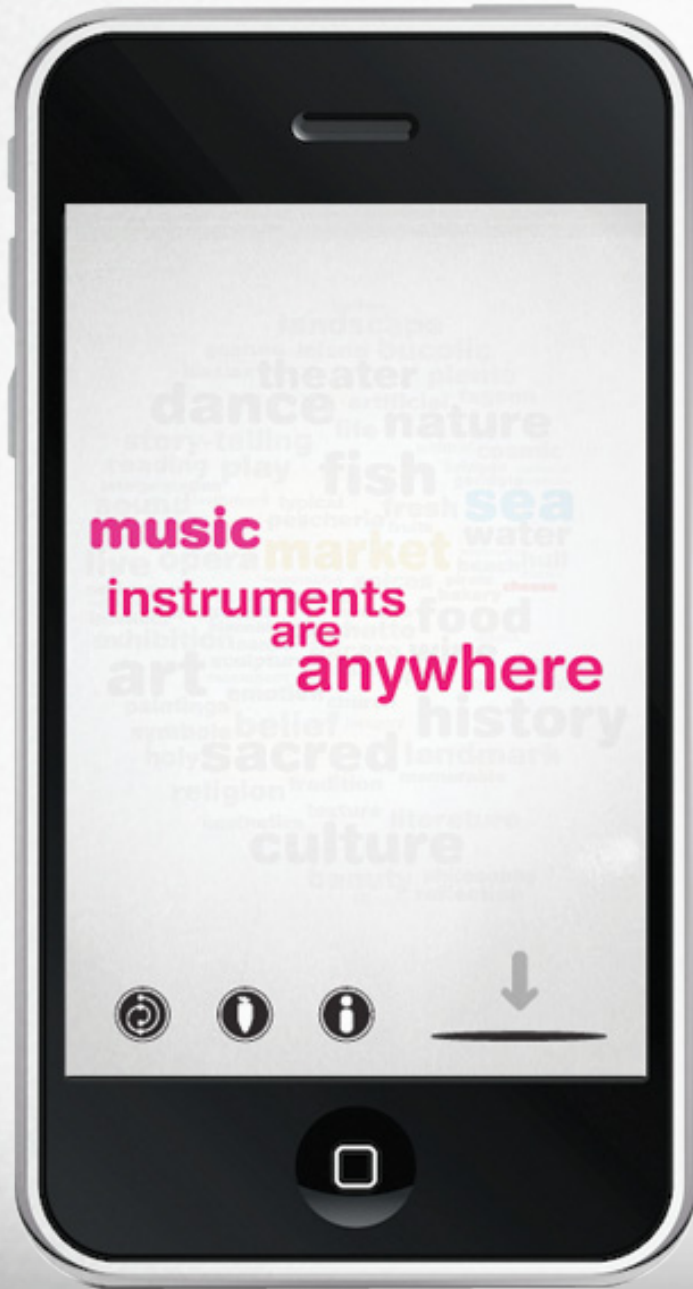


when the user selects a tag they activate.



after selecting the tags
the user starts **“getting
lost”**.

the tags will fade
depending on how close
a user is to a **area**
associated with the tag.



once the user has reach
a tagged area, a **phrase**
will appear associated
with the **site** within the
area.

**this phrase now has to
be interpreted.**



in augmented reality
the user can **contribute**
with his or her
interpretation and see
what others users have
interpreted with the
phrase.



after adding or viewing
an interpretation,
the user continues
exploring by reaching
the **remaining** tags.

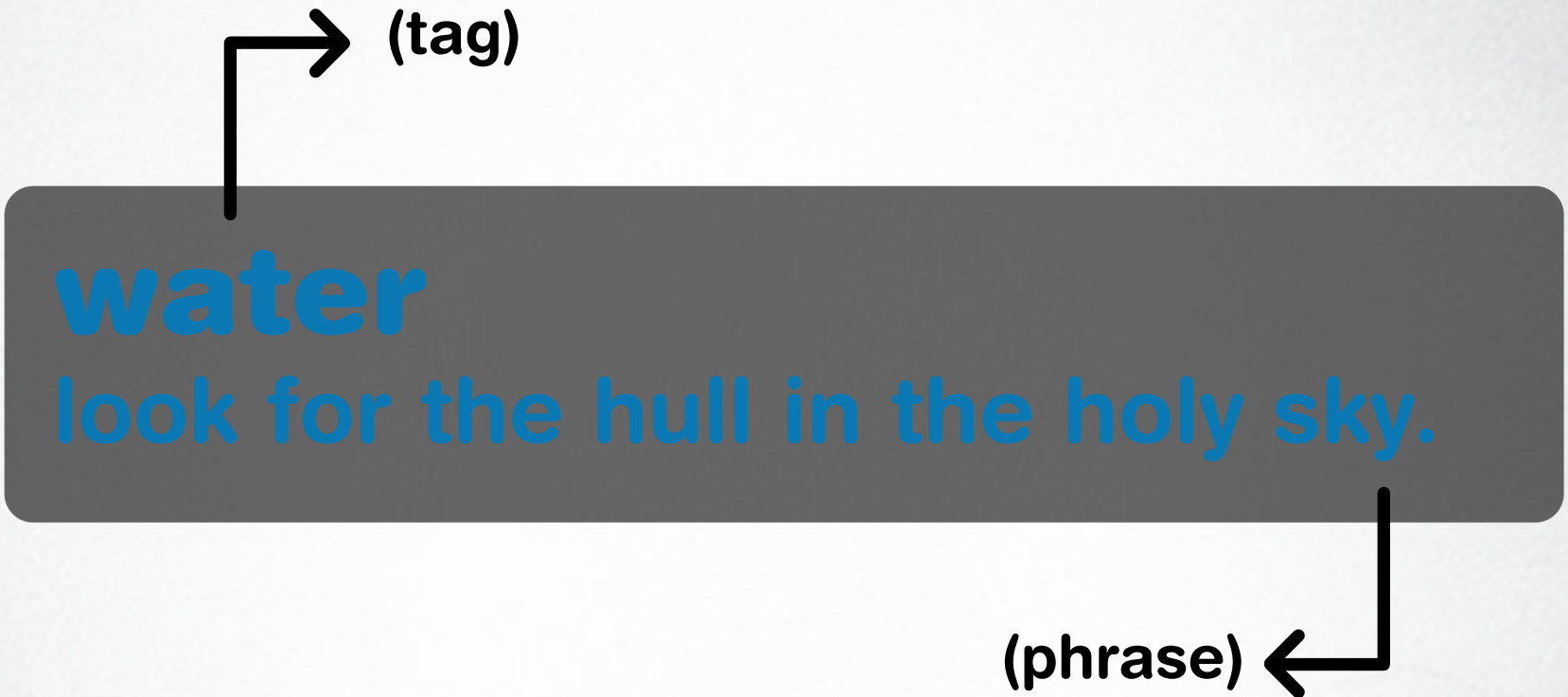


when the path is completed and **only**
when is completed the user can see
the **path walked**.

AREAS contain TAGS

within AREAS there are SITES

SITES contain PHRASES



water

look for the hull in the holy sky.

(tag)

(phrase)

Functions



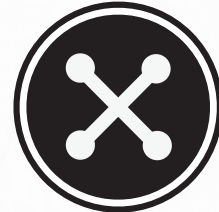
validate



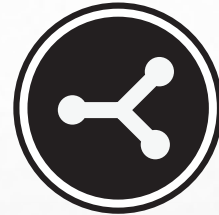
add



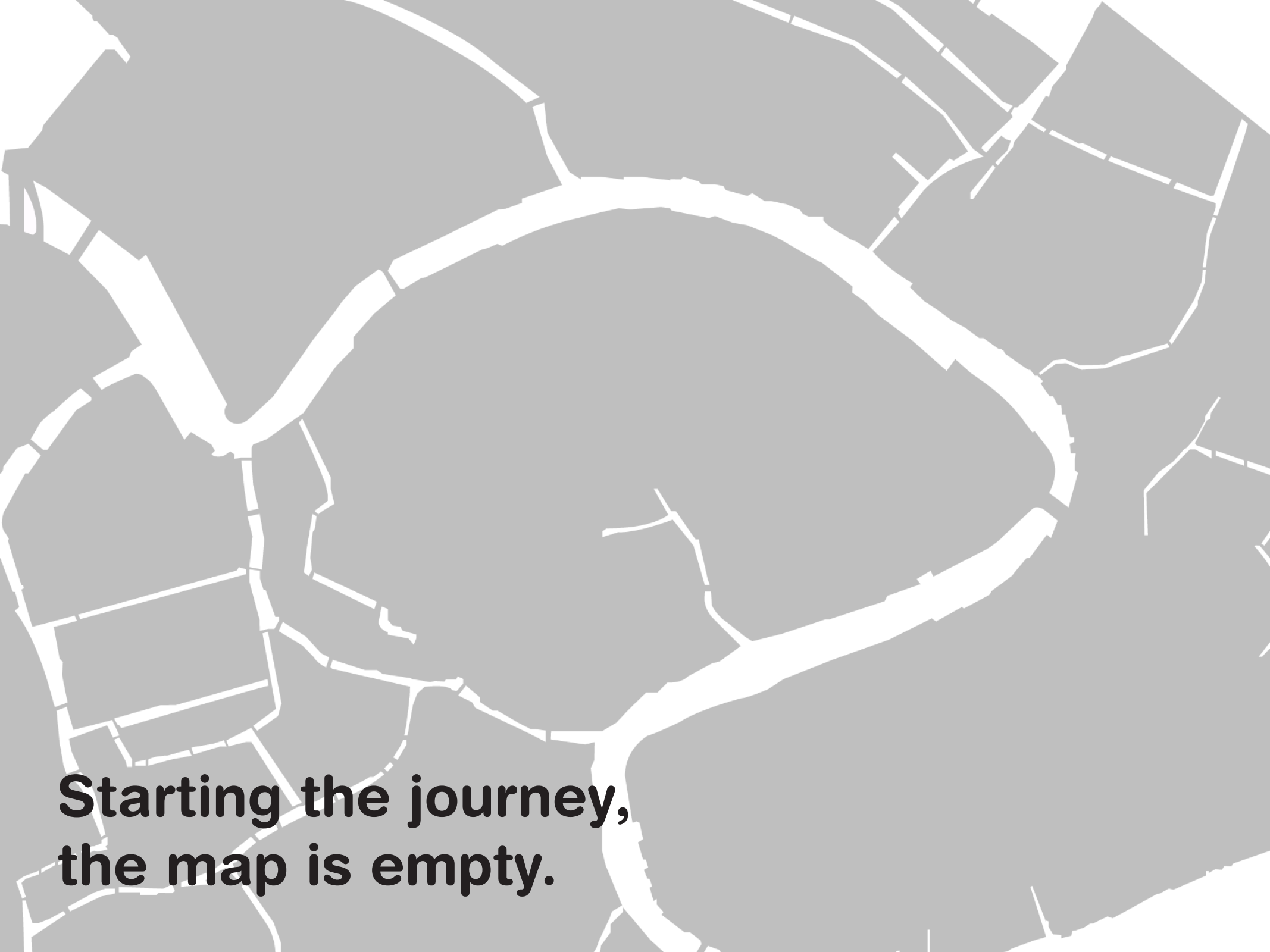
perform



garment



coincidence



**Starting the journey,
the map is empty.**

A stylized map of a coastal area, possibly a lagoon or a series of islands, rendered in shades of gray. The water areas are white, and the land is gray. A blue stick figure is running across the land, moving from the bottom left towards the top right. The figure has a circular head and a jagged, zig-zagging line for its body and legs, suggesting a running motion. The figure is positioned in the center of the map, between the text box at the top and the text at the bottom.

water

look for the hull in the holy sky.

First stop: San Giacomo dell'Orio.

**The ceiling of San Giacomo's church seems a ship hull.
A coincidence has been found.**



**captain hook's
tabern**



Sacred

imagine how can the divine reveal itself

Second stop: Santa Maria Mater Domini.

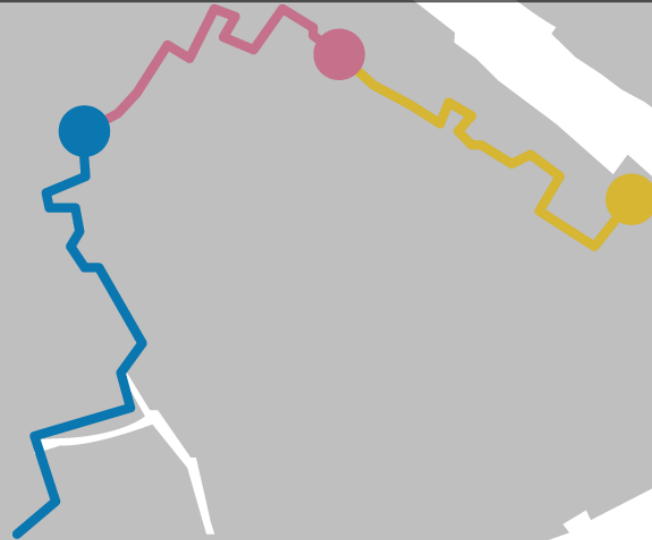
**Mater Domini church is hidden
between two buildings.
Sacred place has been validated.**



**there is the illusion
of a sacred place**

Market

find the true heart of the city.



Third stop: Rialto fish market.

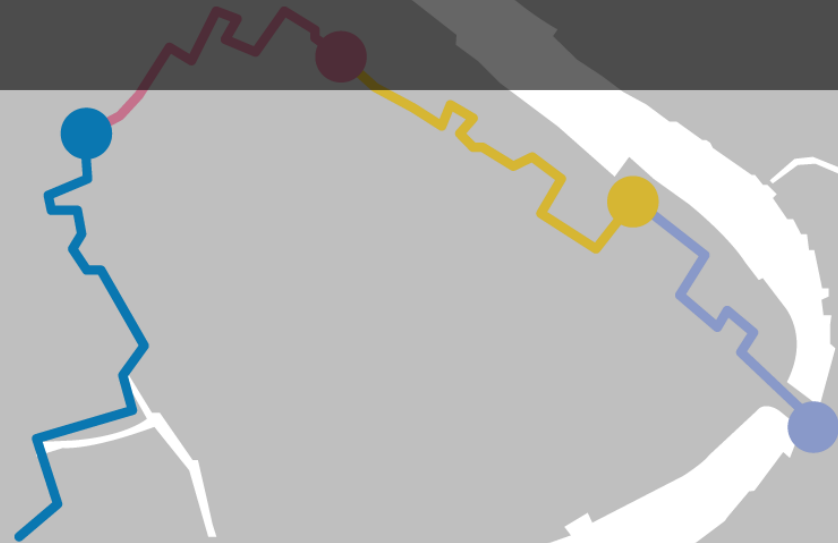
**The market was the city's
commercial heart.
A contribute has been added.**



**it has been the
true hart of venice**

Landmark

also the most known face of Venice
can be different.



Final stop: Rialto Bridge.



can you find personal
souvenirs here?

**This is one of the most famous
Venice's landmarks.
The user validates it as an
unusual place.**



Implementation

Augmented reality could be implemented by retrieving users' position using GPS and getting information from WIFI hotspots.

Users can also upload information via hotspots.

Thank you

