

Towards Mapping Experience Design for the Internet of Things

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Mapping Experience Design

help people

meaningful experience of a place

maps capable of supporting different
user experience dimensions

cognitive

sensory-physical

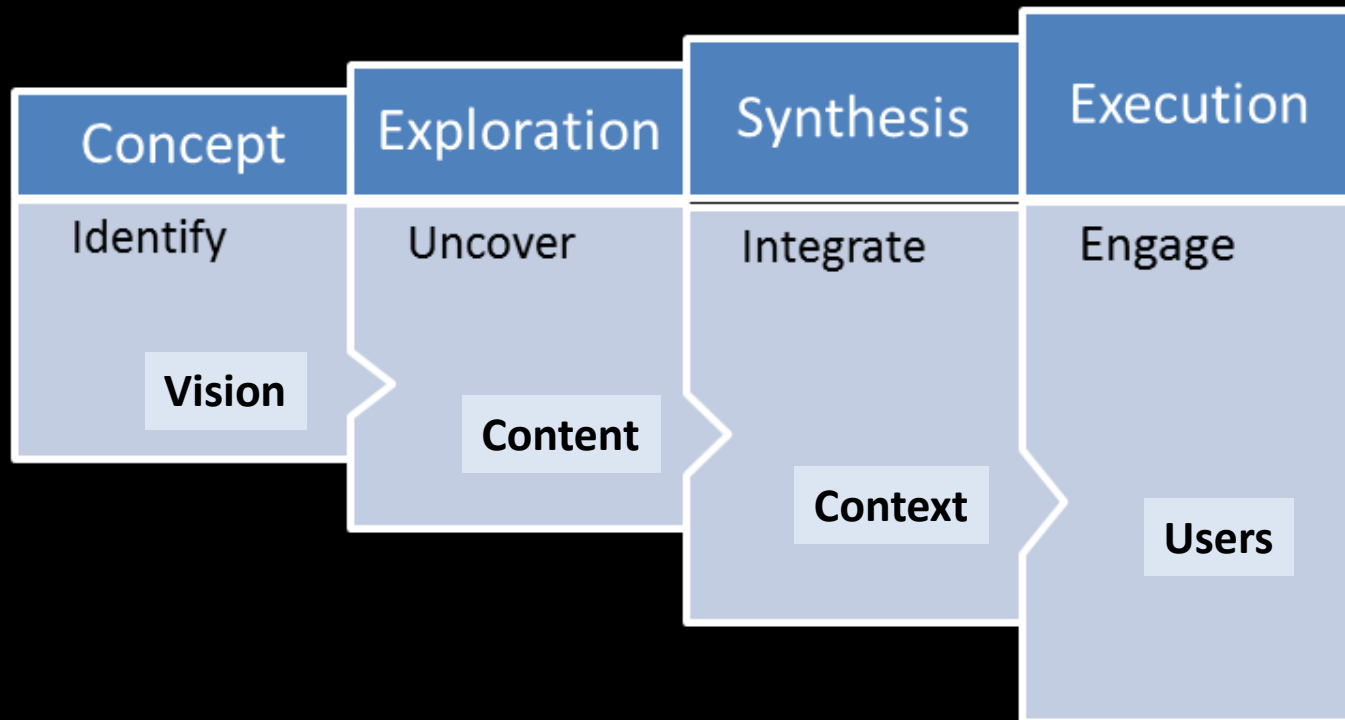
affective

social

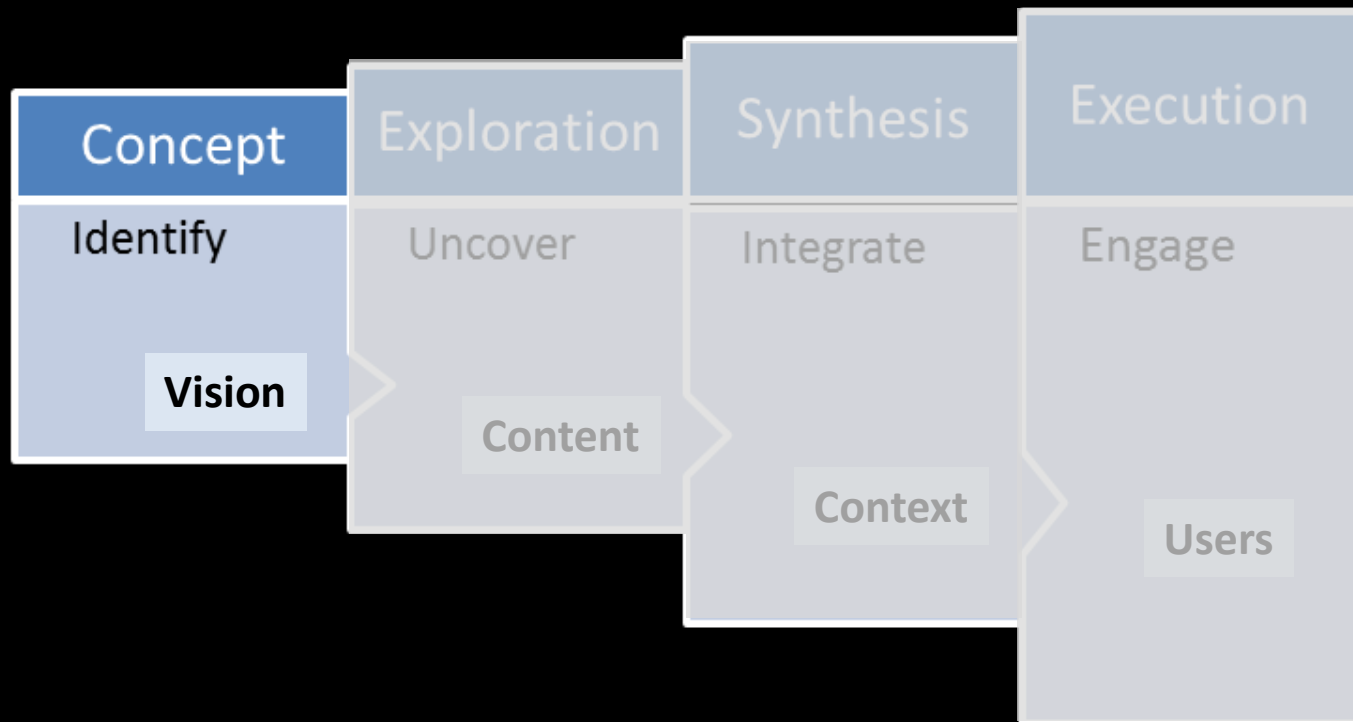
Mapping Experience Design

1. **User-centered process:** develop maps that provide interactions that support user experiences
 - Map-as-an-interface
 - Cognitive dimension of an experience
2. **Context:** help tourists in the assimilation of geographic knowledge about places

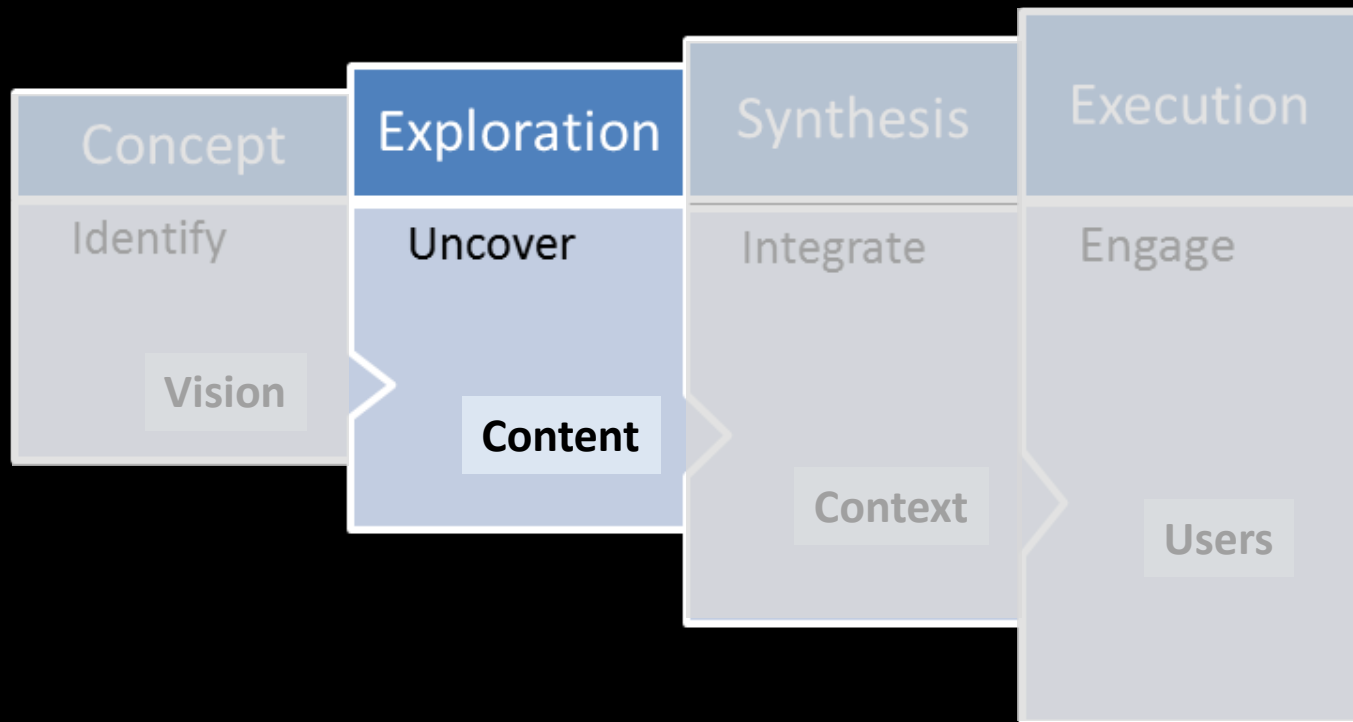
The MXD process



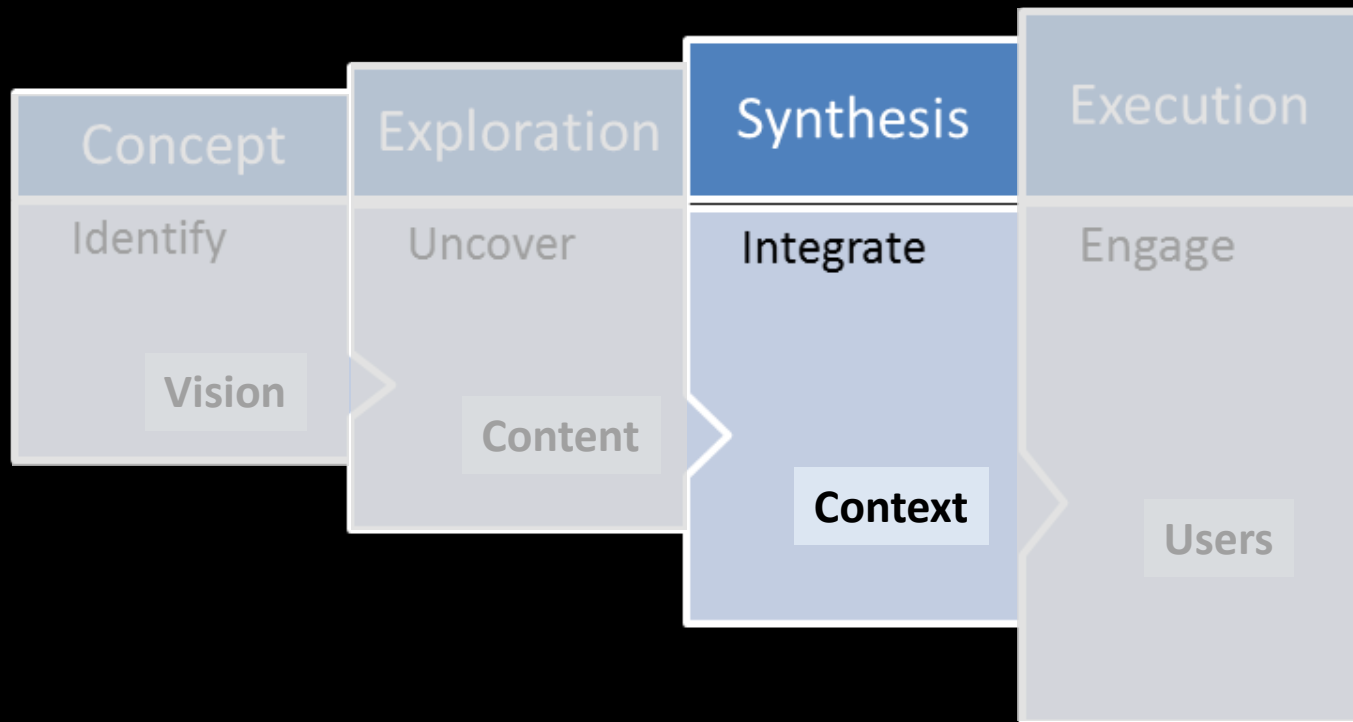
The MXD process



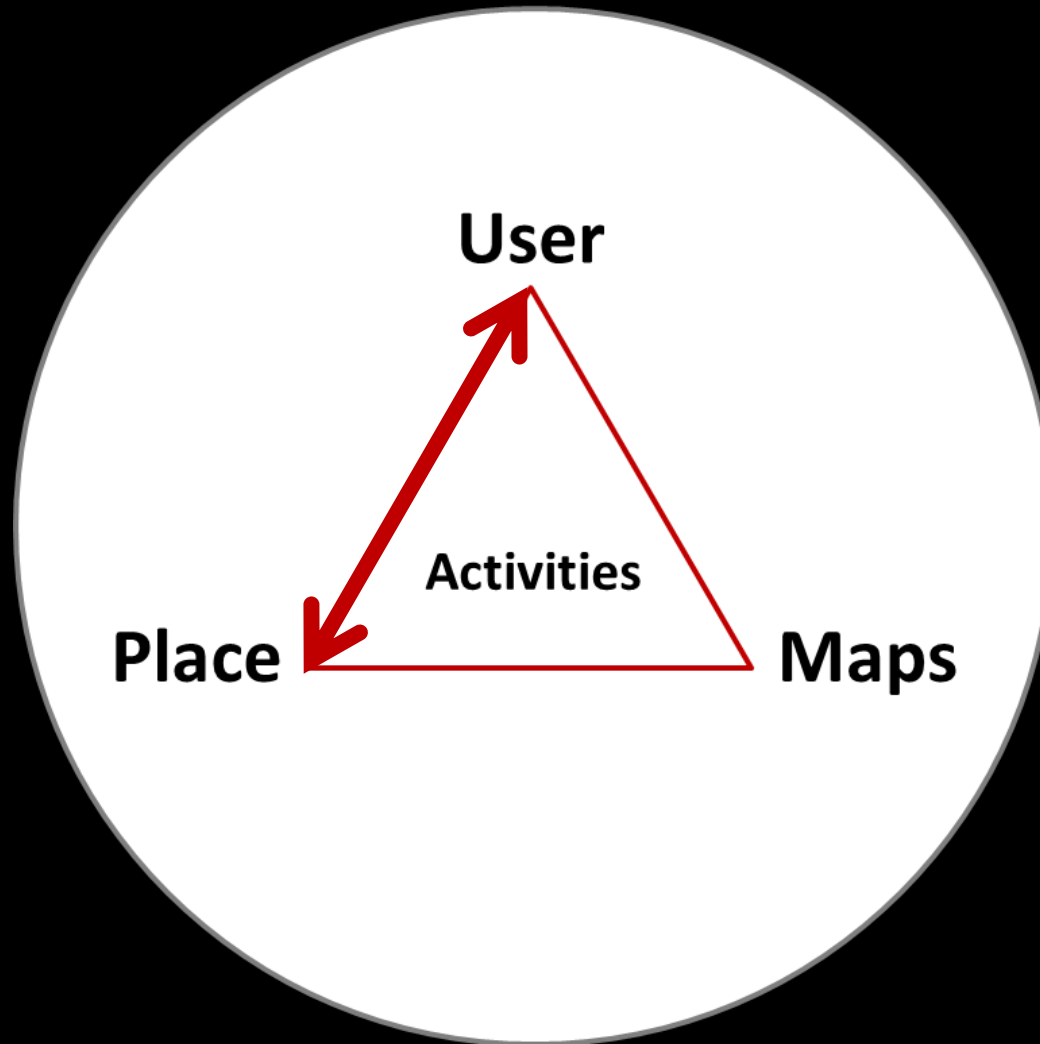
The MXD process



The MXD process



SYNTHESIS



Tourist Behaviour

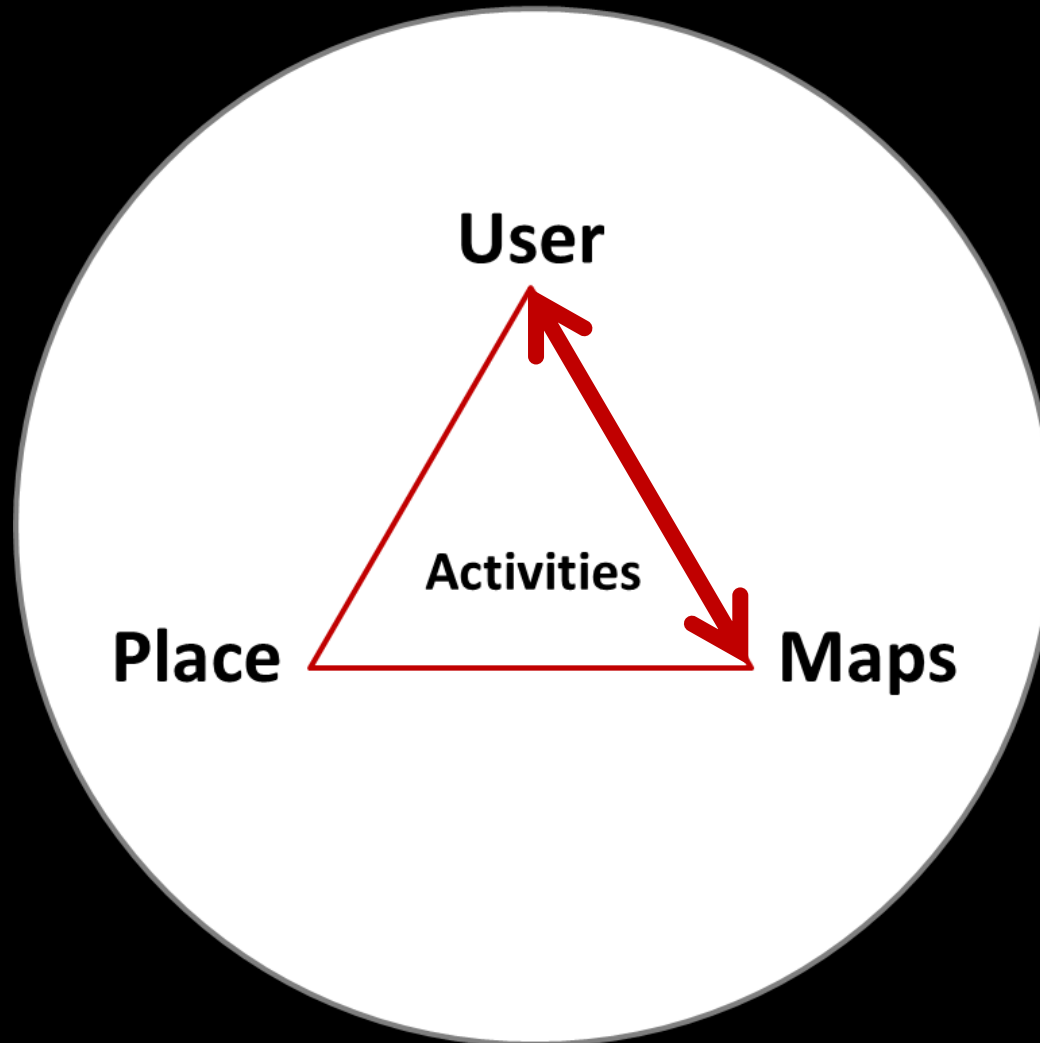
Explorer



Follower

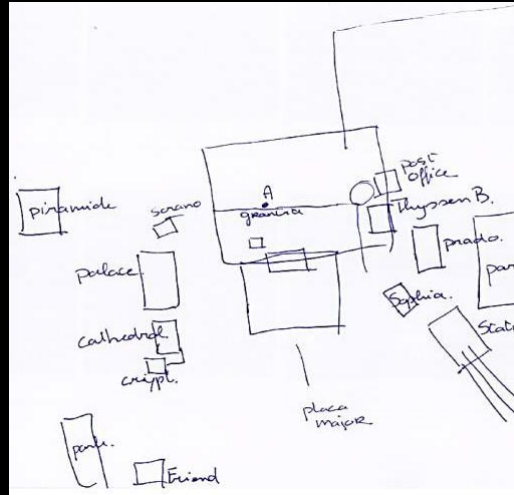
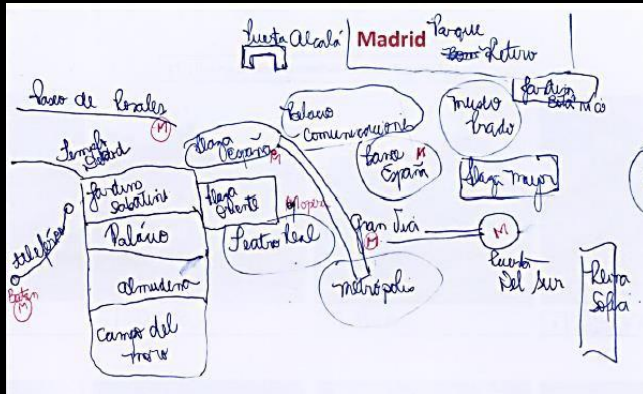


SYNTHESIS

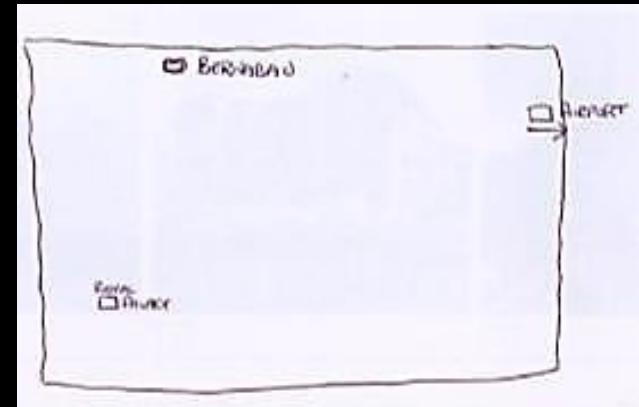
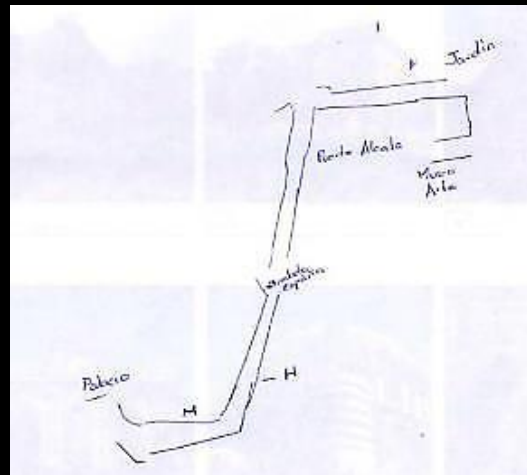
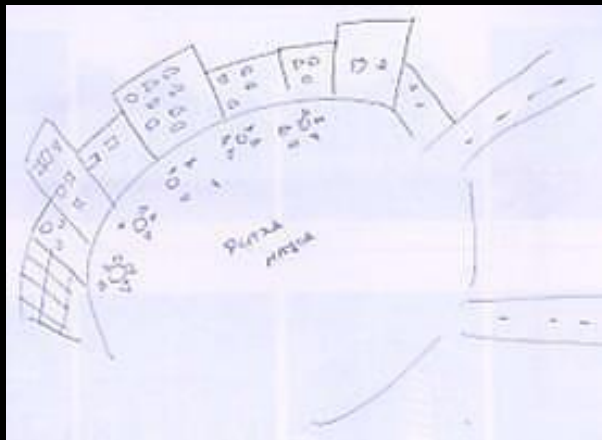


Mental Maps

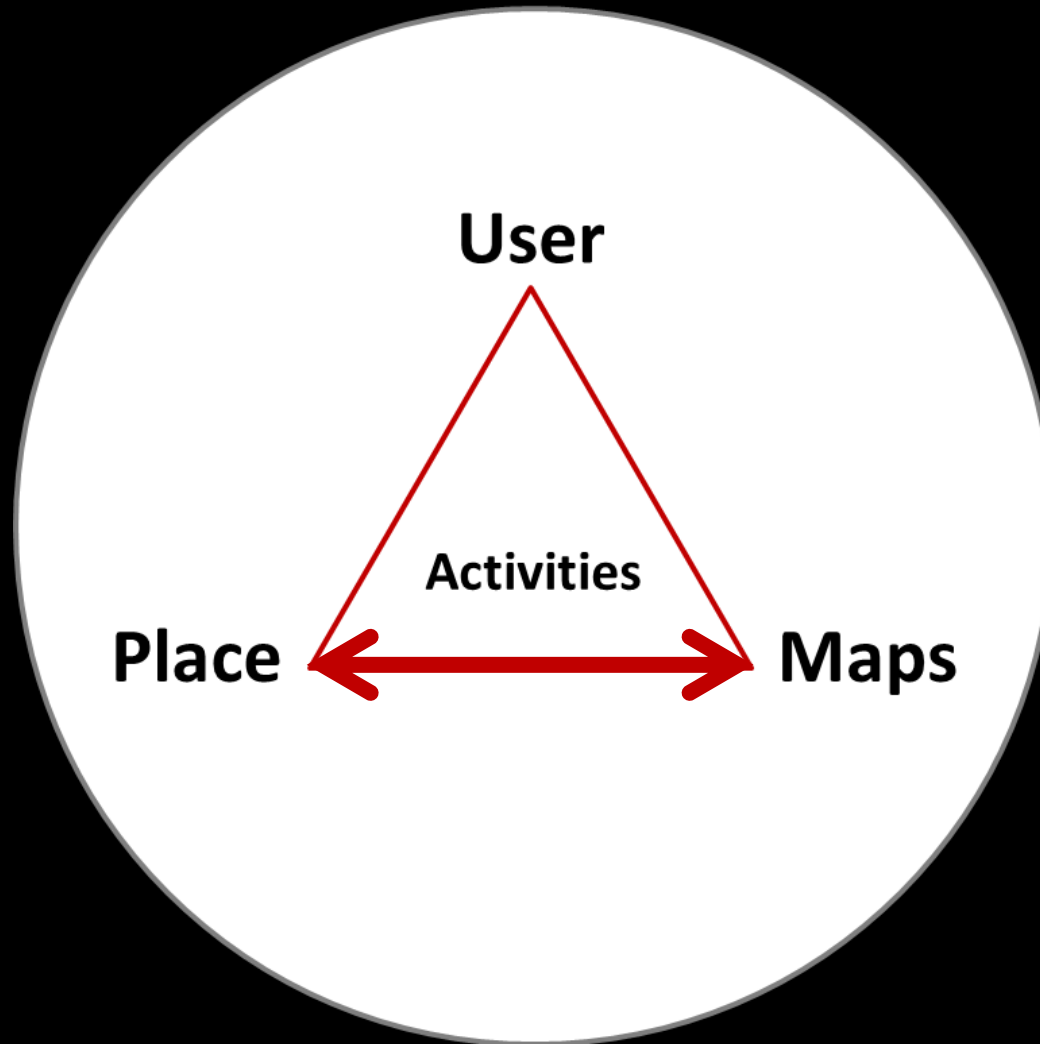
Explorer



Follower



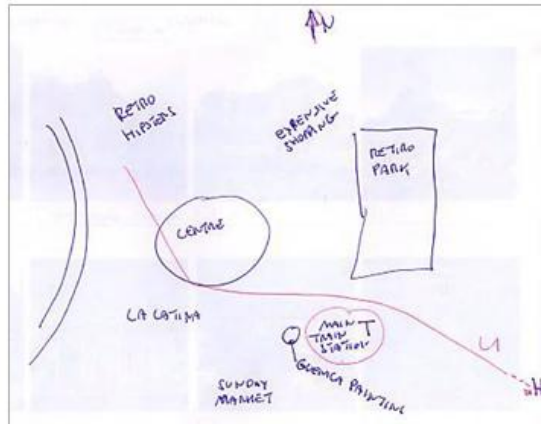
SYNTHESIS



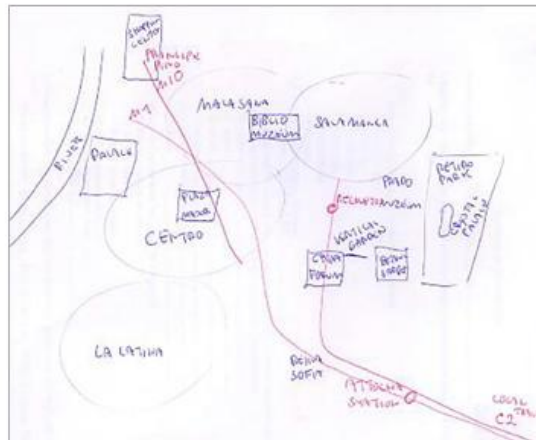
Context

- Physical , temporal, evolutionary and technological context

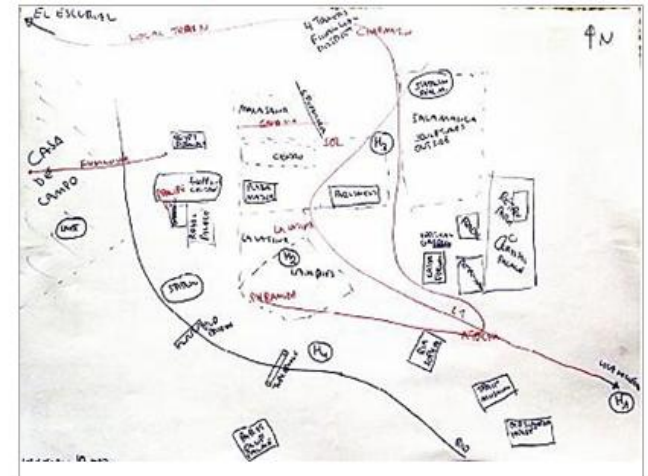
Explorer mental map evolution



Day 1

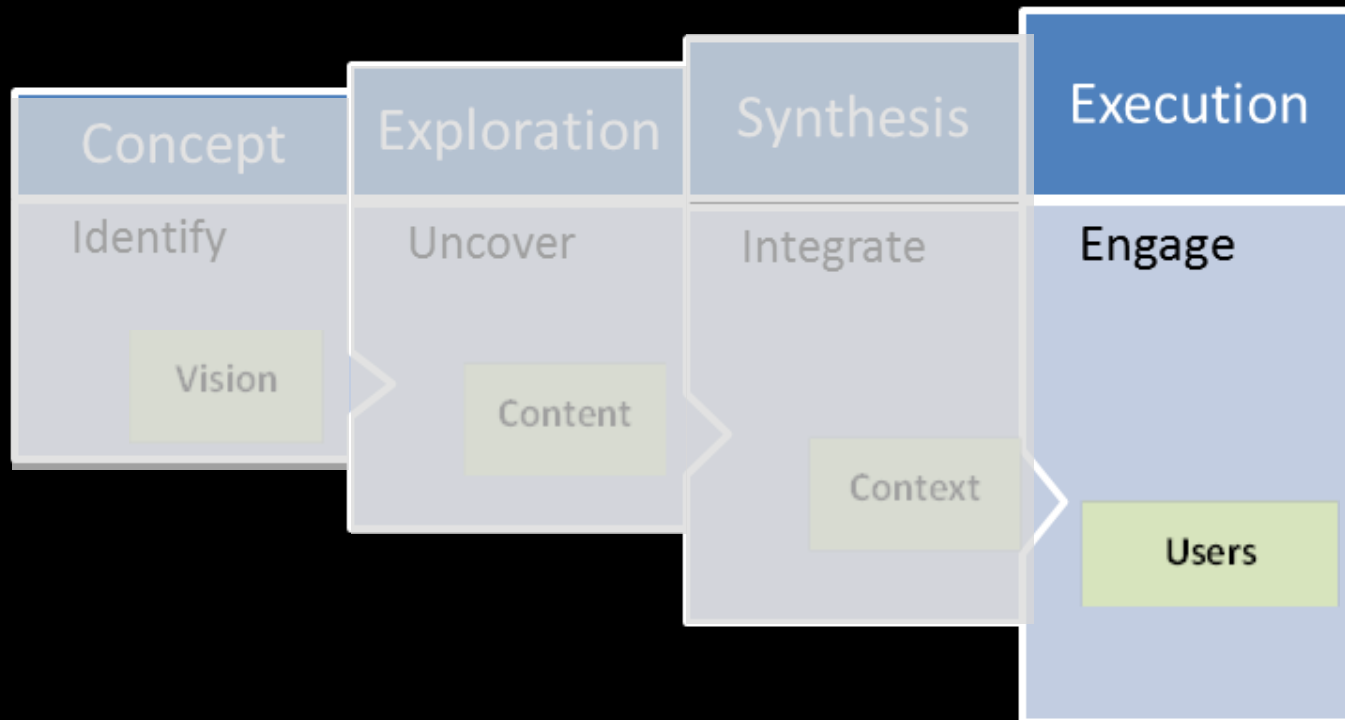


Day 6

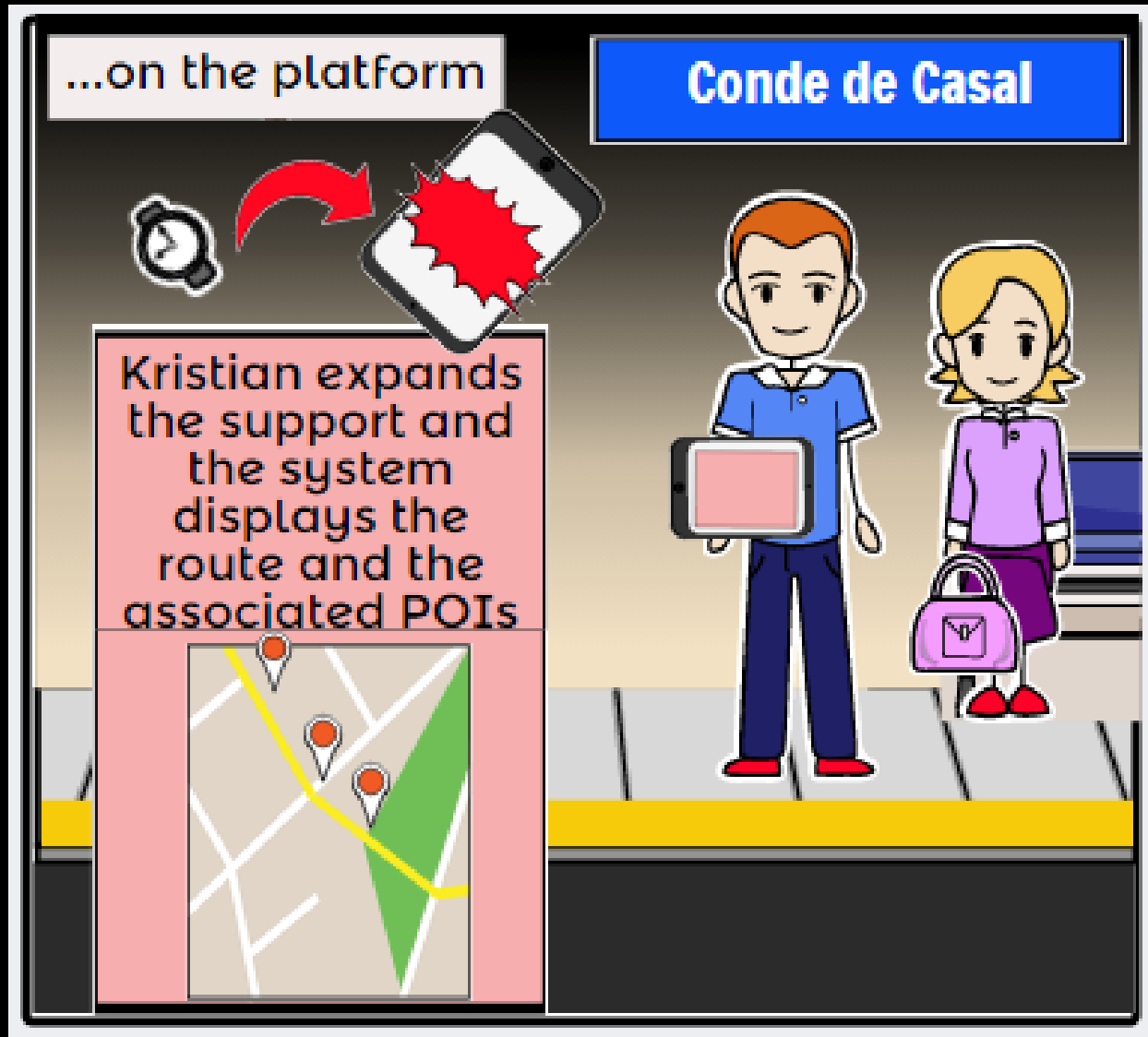


Day12

The process steps



Explorer scenario



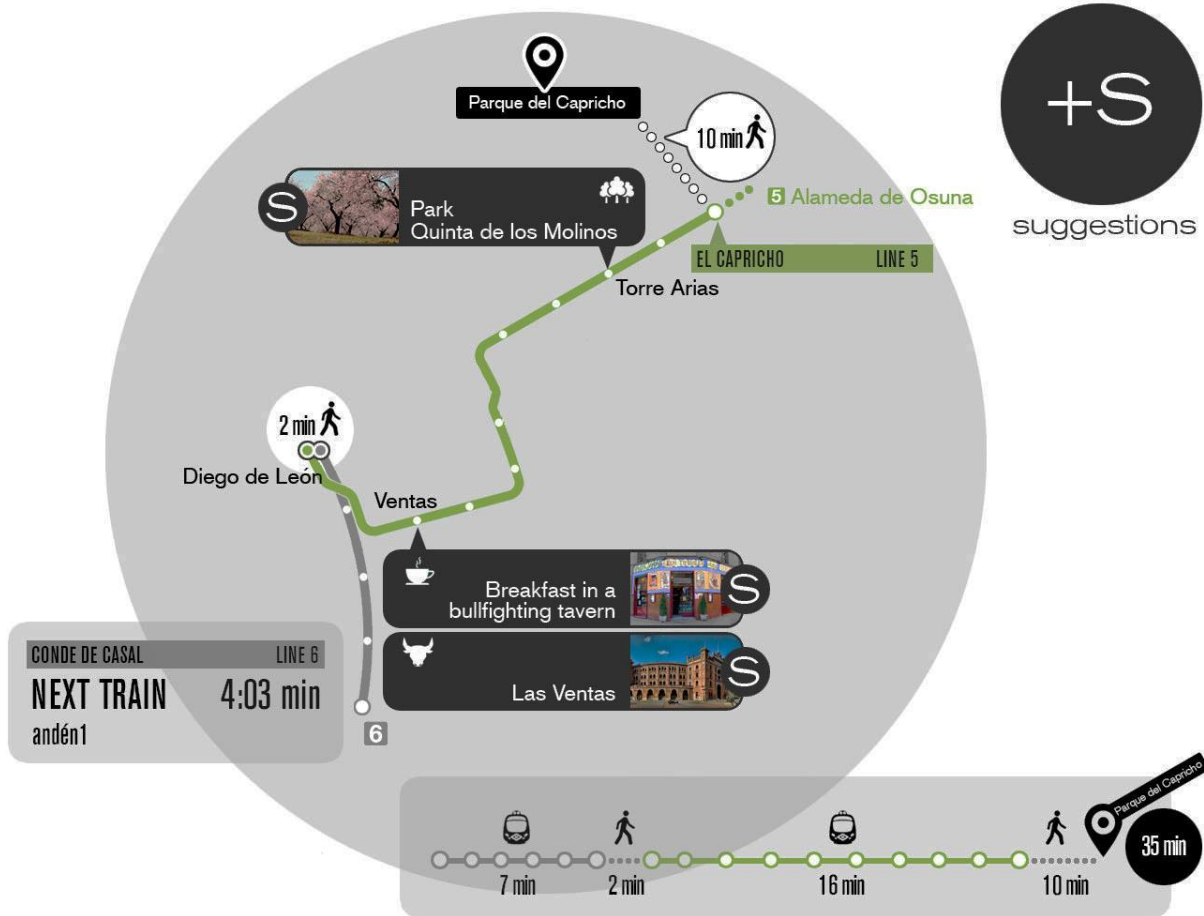
iPad

3:14 PM

32 %

SAT
27 FEB
09:10

CONDE DE CASAL / PARQUE DEL CAPRICH0



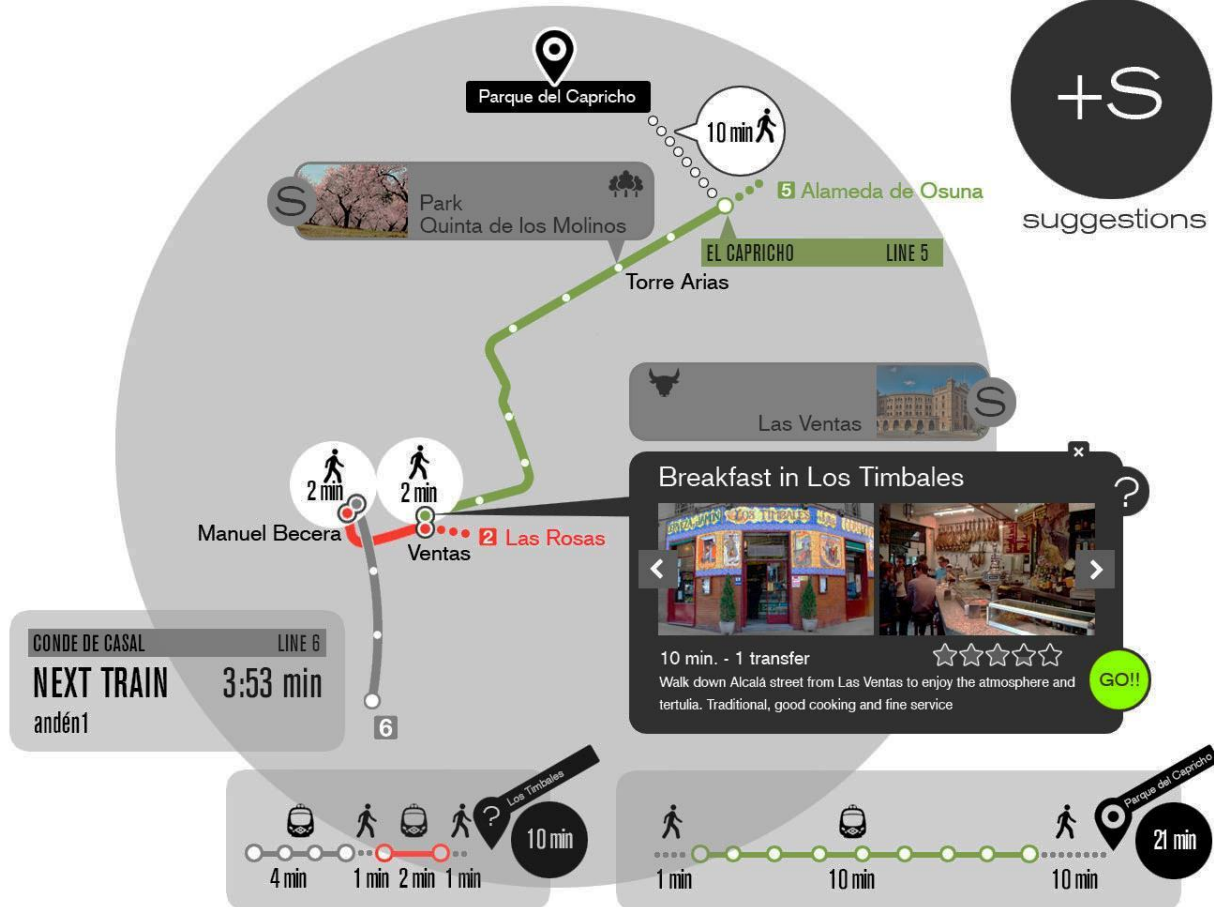
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CONDE DE CASAL / LOS TIMBALES ? / PARQUE DEL CAPRICH



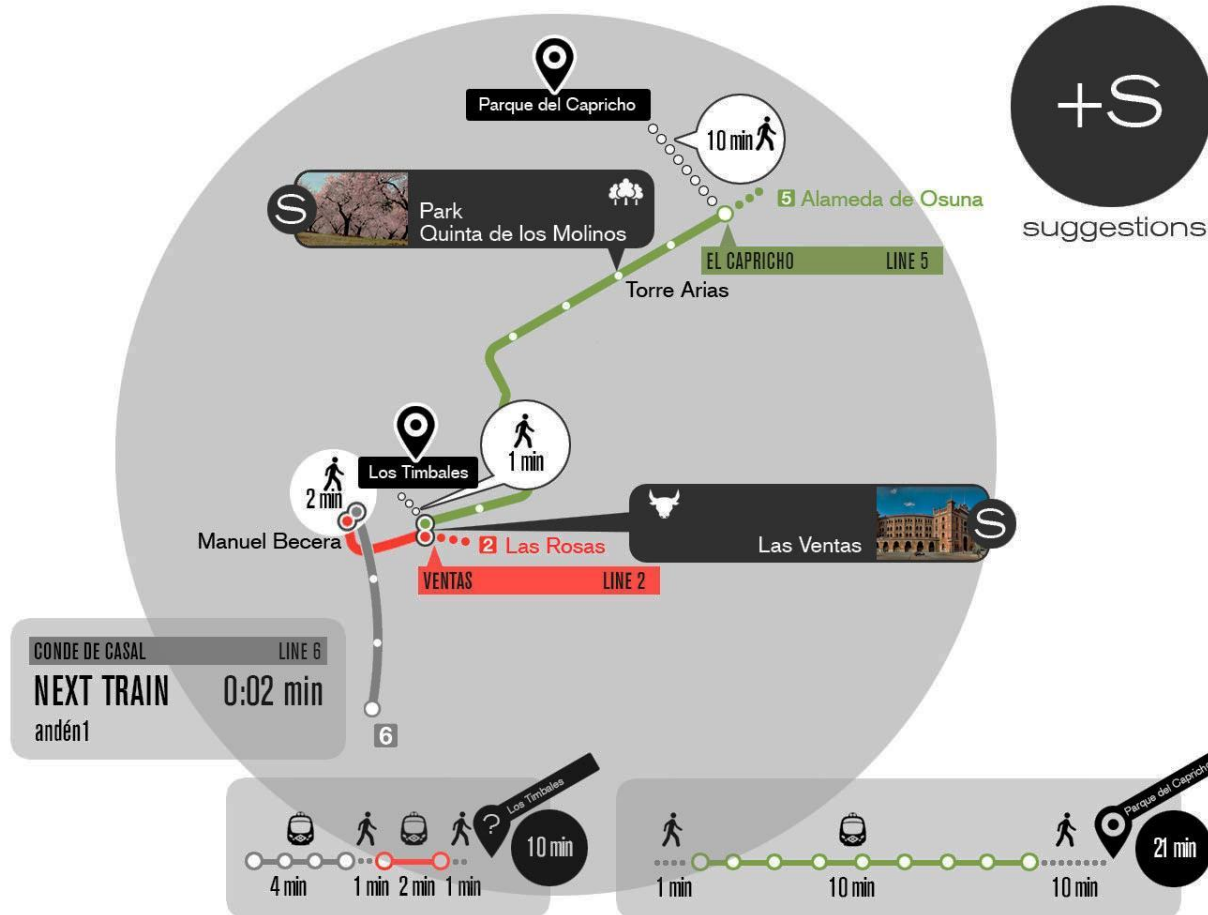
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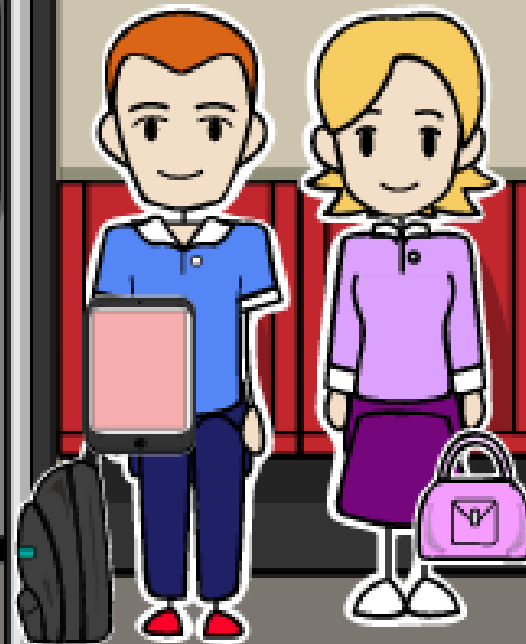
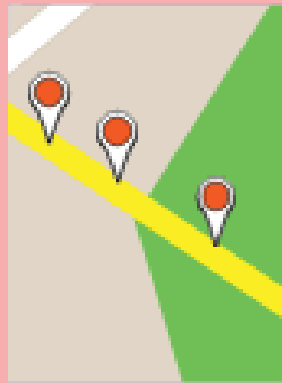
CONDE DE CASAL / LOS TIMBALES / PARQUE DEL CAPRICH



Scenario

..... a few minutes later in
the subway train

The system
displays
photographs of the
city and POIs by
passing subway
train



iPad

3:14 PM

32 %

SAT
27 FEB
09:16

CONDE DE CASAL / LOS TIMBALES / PARQUE DEL CAPRICHIO



O'DONELL
until
Manuel Becerra 2:50 min



Conclusions

- MXD process is a new approach far away from the origins of mapping design, when maps aimed to communicate the cartographer's interpretation.
- MXD moves mapping design towards a design process based on the users themselves, and the way they experience space.
- The preliminary results are promising towards making maps that support users experiences in an increasingly interconnected world.