

Alternative Tourist Experience



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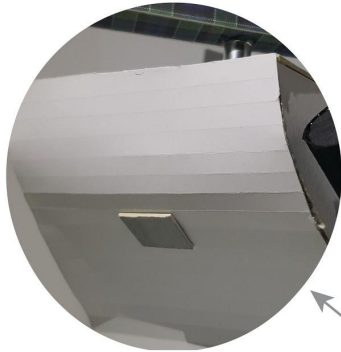
The Idea

- A Edinburgh café crawl with treasure hunt theme.
- This is aimed tourist who love to eat in cafés and would want to visit some of the independent branded cafes in Edinburgh. In each cafe would have the opportunity to document their experience with series of photo cards. On the back of each photo would feature a map to lead onto the next café.
- This idea will not only provide a fun tourist experience around Edinburgh but will help to promote the independent businesses that don't get a lot of attention.

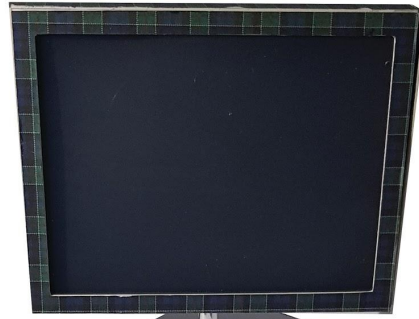
The Tourist Point of View

- Once the tourists have heard about this experience through online advertising, they will head to the first café where they will receive a photo album along with their first purchase.
- They would then use a machine that will be placed somewhere in the café where the tourists can print off their photos.
- They would need to scan using the barcode on the receipt which will allow them access to the machine.
- By plugging their phone into the machine they can select one photo to print off and add to their photo album.
- The tourist will turn over the photo where they will find the map that will lead them onto the next café.
- After repeating this step and completing the café crawl will allow them access a discounted tour of Edinburgh Castle.

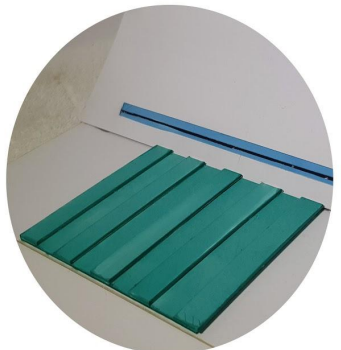




Barcode Scanner



Touchscreen Display



Photocard Tray



Printing Handle

Research



The Context

Drawings of Machine in Environment

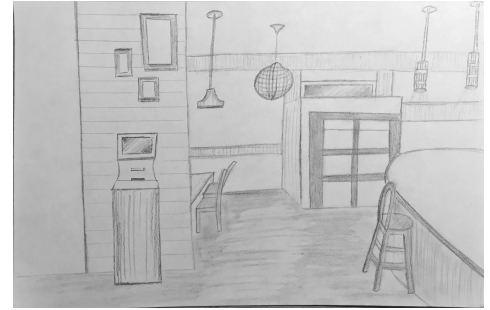
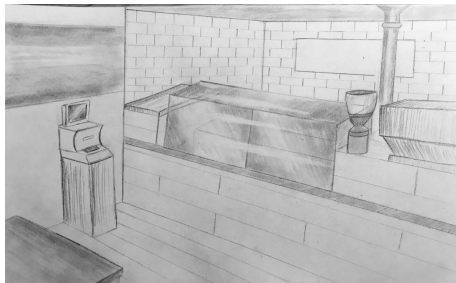
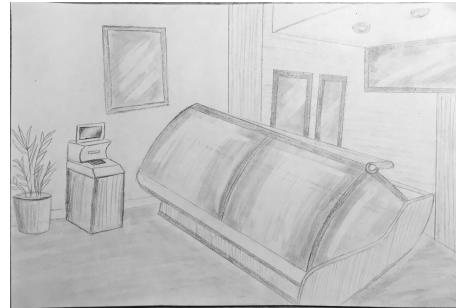
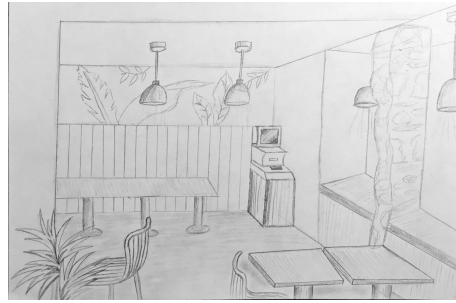
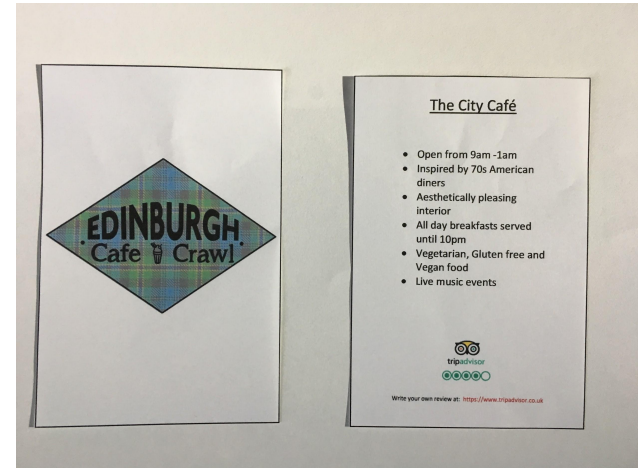
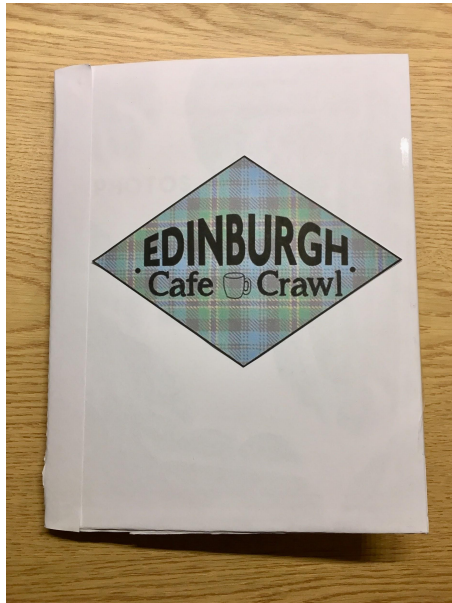


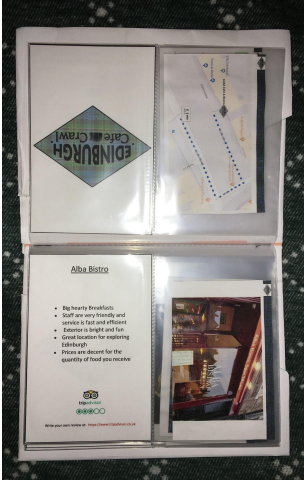
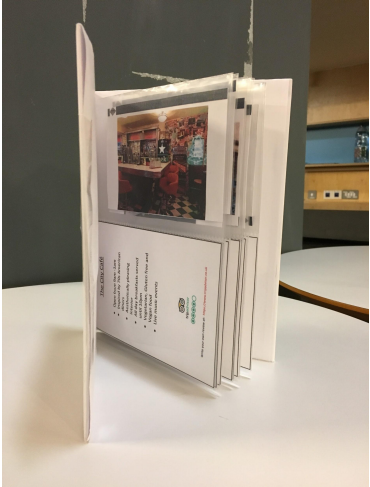
Photo Machine Model Visualised in Cafe



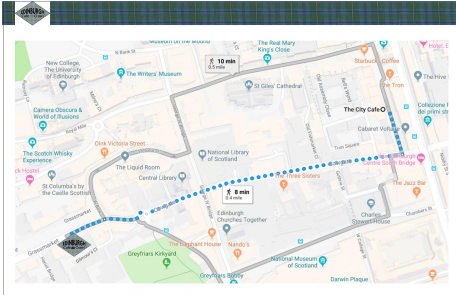
The Photobook and Fact Cards



Photocards



Back of Card - Map to next Cafe



Front of Card - Own photo of Cafe



Prize - on the back of the final photocard that you receive from the last cafe as a prize there will be a 20% discount voucher for Edinburgh Castle

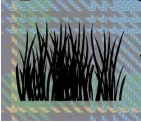
Logo



- ALBA Cafe and Bistro



- The Castle Arms



- Graze on Grassmarket



- The City Cafe



- Urban Angel



- Deacon's House Cafe



- Hula Juice Bar

