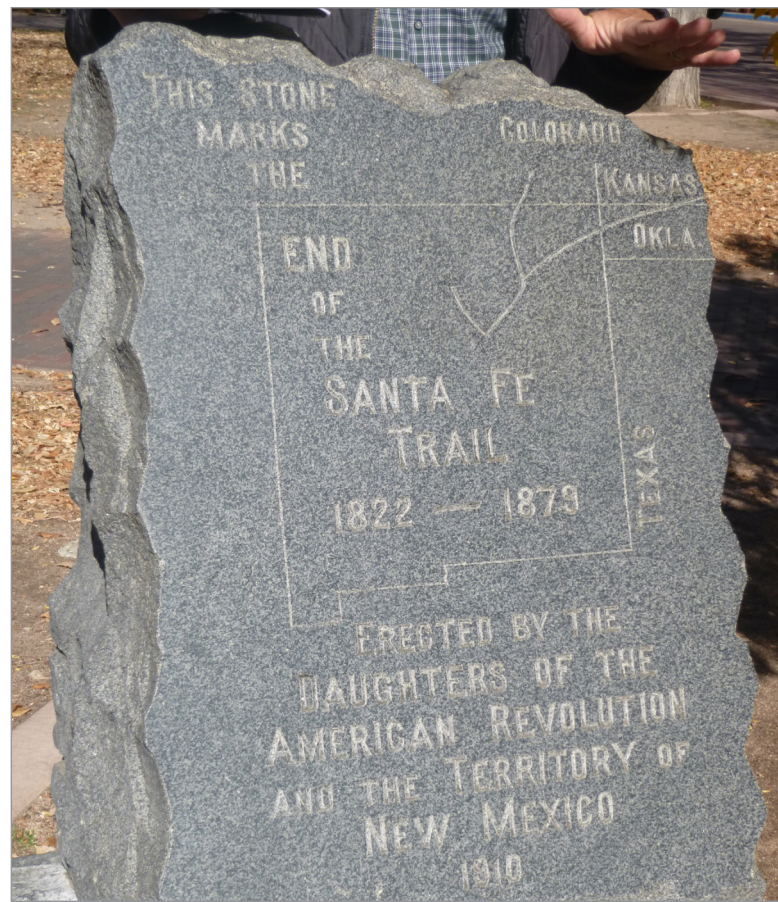




SANTA FE PLAZA

Self-Guided Walking Historical Tour

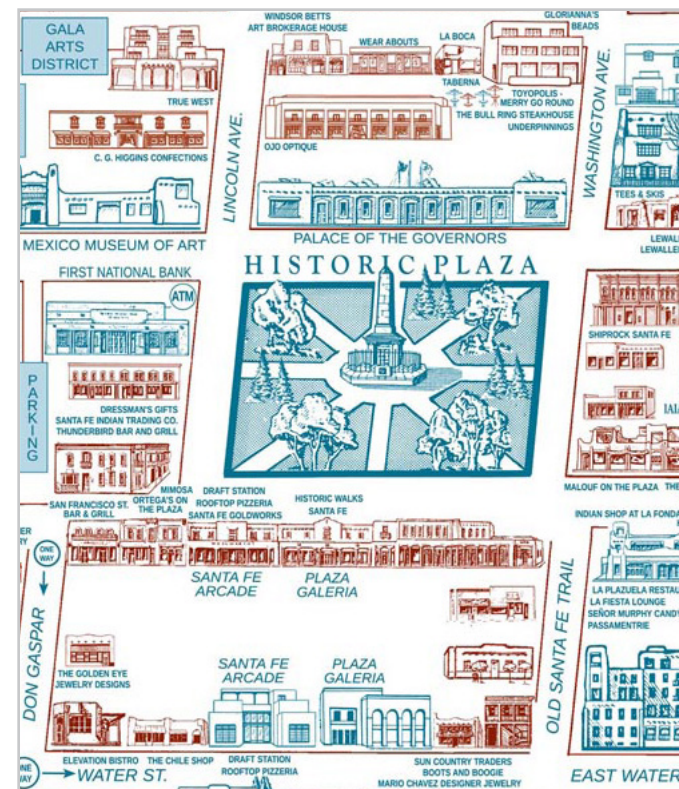
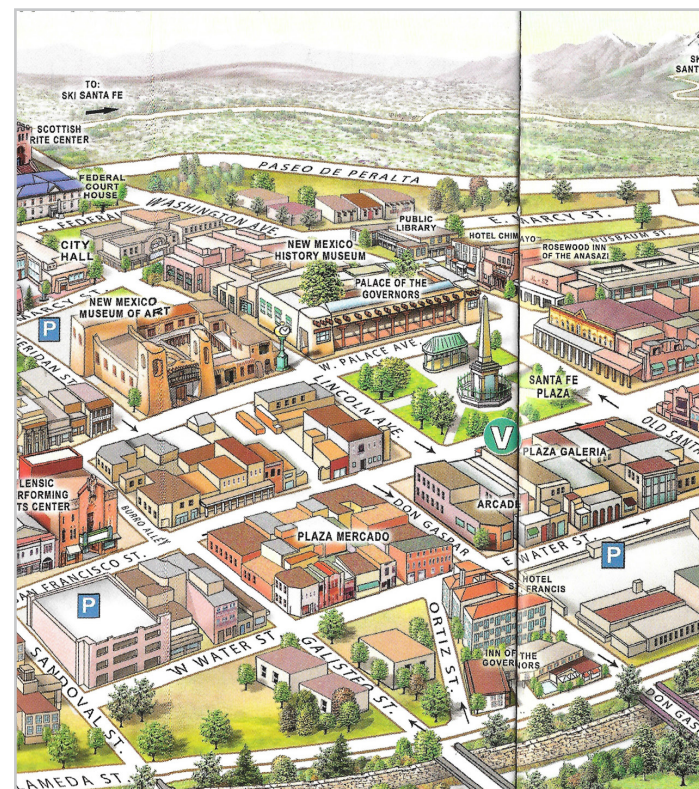
The Santa Fe Plaza is in itself, a historical artifact. Yet, all its history seems to get overshadowed by tourism and shopping. The goal is to create a Self-Guided Walking History Tour that highlights all the historical landmarks in a way so the average person can find them and better understand and appreciate Santa Fe's diverse and distinct history.



CURRENT EXPERIENCE

After becoming interested in the history of Santa Fe's Plaza, I ended up taking a Walking History Tour, which turned out to be an eye-opening experience. It immediately became evident that its history has been overshadowed by tourism and shopping. Current maps focus on shopping and restaurants, and historical landmarks are hard to see and find. Even more, I found it extremely difficult to reconcile what I discovered during the tour with tourism sites and historical records.

STAGES	WALKING AROUND					CONFUSION					TOUR GROUP					FINISH				
DOING	Park at Plaza	Walk around Plaza	Visit visitor center	Walk around Plaza	Visit Palace of the Governors	Walk around Plaza	Go back to visitor center	Join tour group	Visit Native American pottery shop	Visit the official Plaza	Visit the Obelisk monument	Visit the End of the Santa Fe Trail monument	Visit the Art Museum	Go back to the official Plaza for an architecture discussion	Visit 109 E. Palace for Los Alamos discussion	Visit Rainbow Man and Sena Plaza	Visit Cathedral Park	Visit St. Francis Cathedral	Visit Loretto Chapel	Finish walking tour
THINKING	What is this Plaza all about?	I have no idea what to look at	Maybe they can help me	This map only shows shops and restaurants.	Unfortunately it's closed for renovation	Everything looks alike. I can't tell what's real and what isn't.	There has got to be something that can help	This guy sounds knowledgeable	The Pueblo is a big part of Santa Fe's past	The Spanish treated the native peoples very poorly	Santa Fe has lived under five different flags	I grew up in Kansas City but didn't know it was the beginning of the trail	This helps to explain why the art scene is so big here	I didn't understand the style before. I just thought it looked cool.	Wait. I was just here buying trinkets	This building is from 1680	Now the plaques around the park make sense	Now that I understand its history. I see it differently	It does mimic a lot of the Cathedral's architecture	This was amazing. I learned so much.
FEELING	The architecture is pretty cool.	I wish I had researched this beforehand.	Yes! A map!	How can I find historical landmarks?	This really sucks.	This is a historical place. Why is this so hard?	Yes! A walking history tour group!	Yes! Finally!	I had no idea the native peoples were so large and diverse	I would have revolved too	Wait, the Confederates invaded Santa Fe???	I would have never known all this by reading a monument	Now Canyon Road makes sense	I really wish the historical buildings stood out.	Are you kidding? Why didn't I see this???	I would have never known this building was authentic	Wait, the hotel next door used to be a sanitarium???	I had no idea the Madonna statue was original	Wait, this was built as a girl's school?	I shouldn't have to do a physical tour to learn about Santa Fe's history
EXPERIENCE	😊	😐	😊	😐	😞	😐	😊	😊	😊	😊	😊	😐	😊	😐	😞	😞	😊	😊	😊	😐

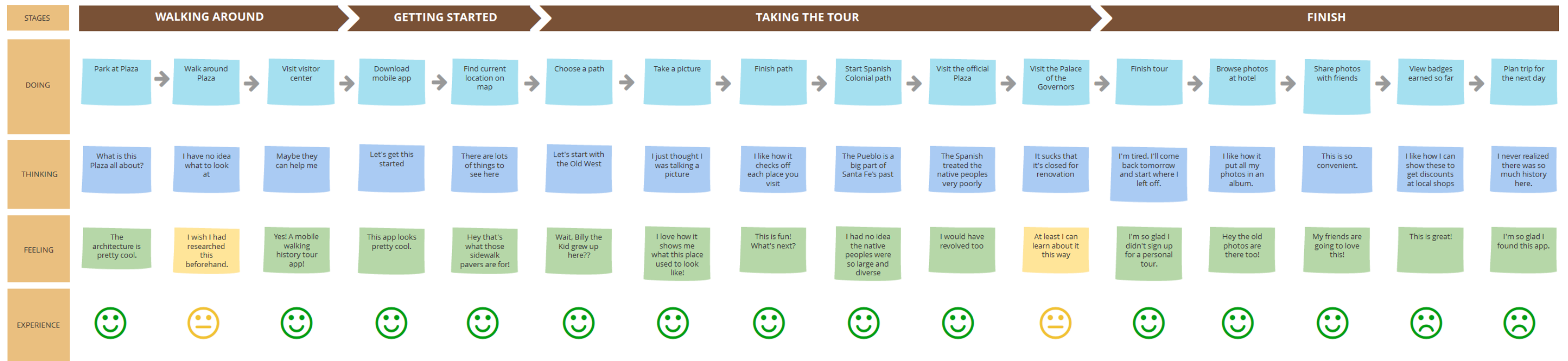


Maps focus on restaurants and shopping, with an emphasis only on major landmarks, such as the Palace of the Governors.

Pueblo merchants sell wares at the Palace of the Governors. Elsewhere, signage for shops is prevalent.

PROPOSED EXPERIENCE

The goal is to create a Self-Guided Walking History Tour that highlights all the historical landmarks in a way so the average person can find them and better understand and appreciate Santa Fe's diverse and distinct history. The service revolves around a mobile application that utilizes Google Maps and GPS to guide tourists to key historical landmarks and a system of sidewalk pavers to draw extra attention.



How the Process Works

Download Santa Fe Plaza self-guided walking tour mobile application

View all historical landmarks via Google Maps

Follow map and use sidewalk pavers to locate landmark

Choose different paths for a more focused tour

Self-Guided Walking Historical Tour

MOBILE APPLICATION

The mobile application is a key part of the walking history tour. The application will utilize Google Maps and GPS to guide tourists to key historical landmarks. Once there, the app will show you videos/pictures and tell stories of what that site really means. You can also interact with it by taking a picture and having the app show you how that landmark looked in the past. Users can also pin a location, save photos, and collect badges to commemorate their experience.

COLEEN SALLOT

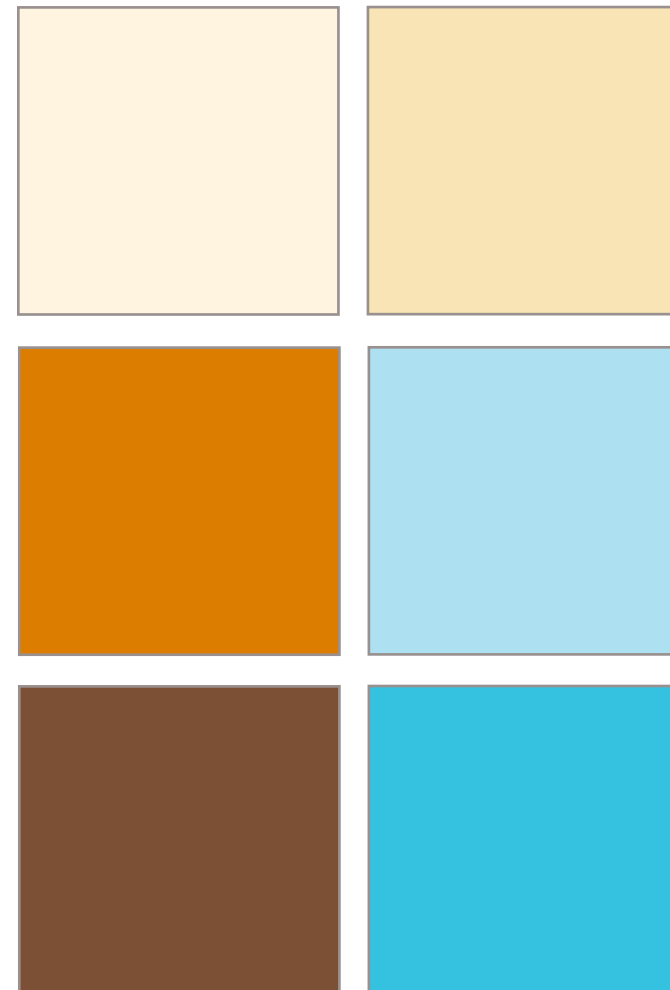
PROJECT NAME: Santa Fe Plaza Walking History Tour

CONCEPT DESCRIPTION: The Santa Fe Plaza is in itself, a historical artifact. Yet, all its history seems to get overshadowed by tourism and shopping. The goal is to create a Self-Guided Walking History Tour that highlights all the historical landmarks in a way so the average person can find them and better understand and appreciate Santa Fe's diverse and distinct history.

PHOTOGRAPHY



COLOR



TYPOGRAPHY

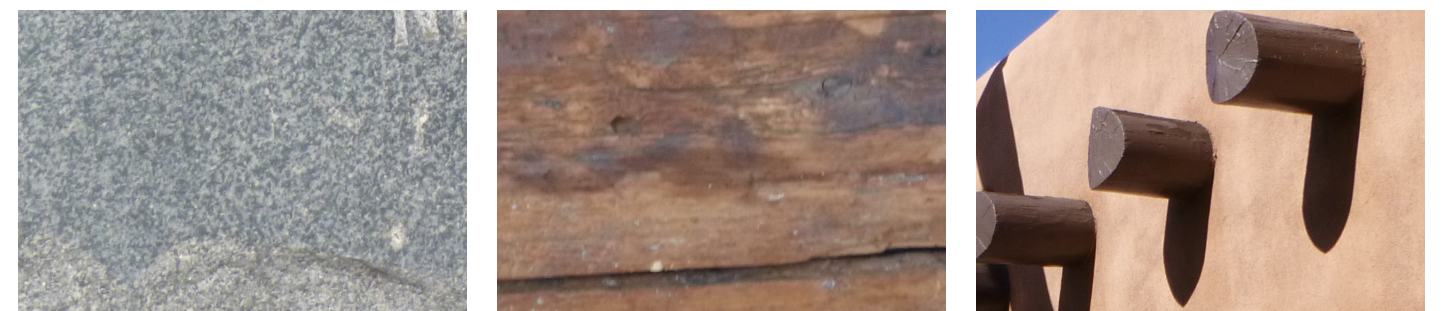
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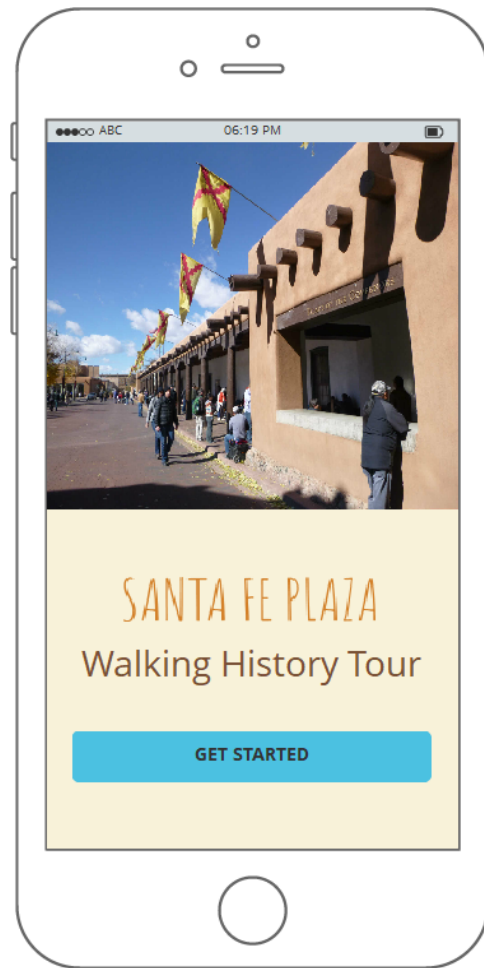
SPOT ILLUSTRATIONS, DIAGRAMS, RULES



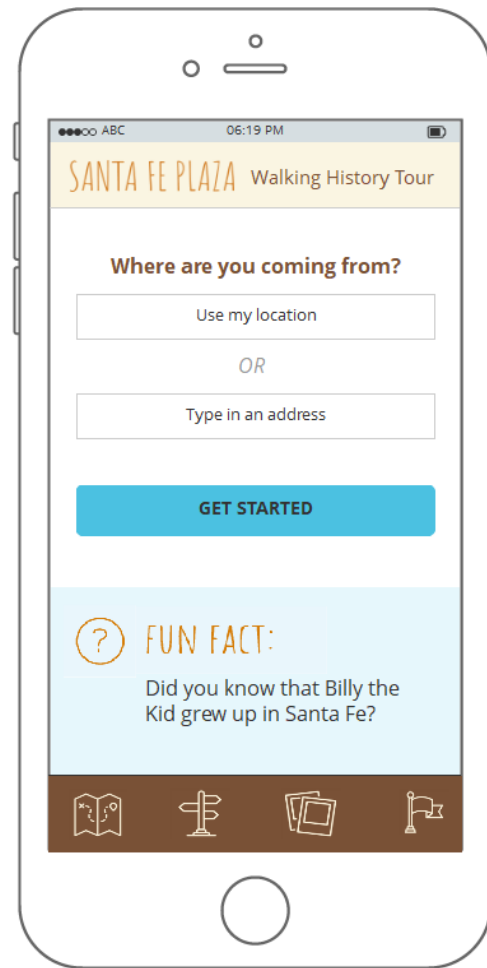
TEXTURES



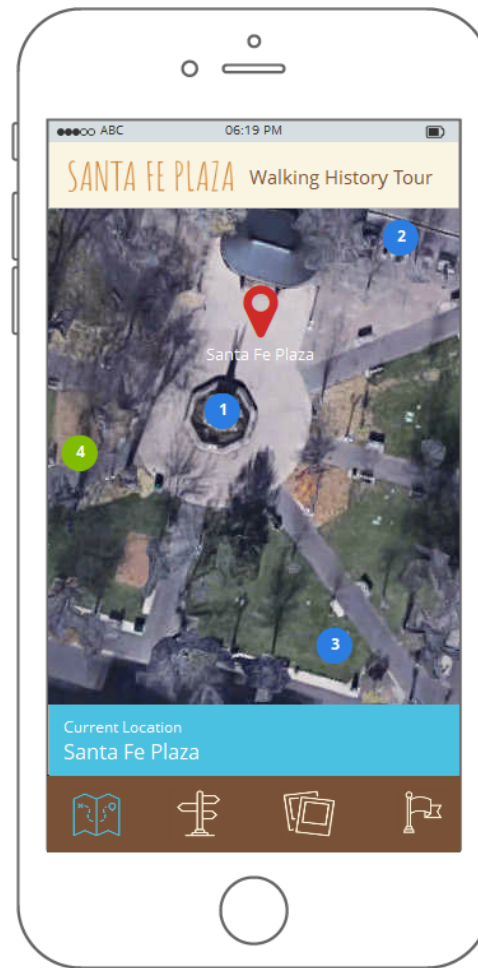
WAYFINDING



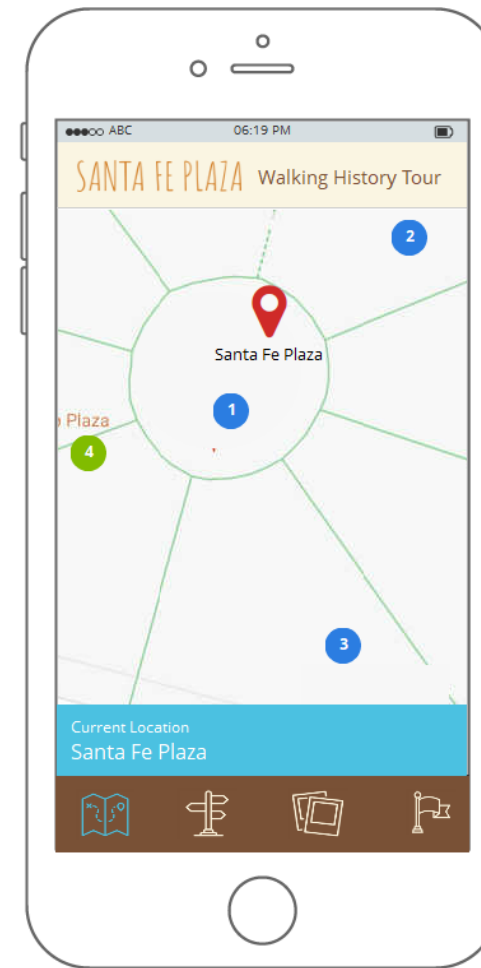
The Santa Fe Plaza Walking History Tour mobile app can be found via tourism maps or websites and downloaded via the Play store.



Get Started by typing your location. Returning users can view a list of landmarks, tours, photos and badges.



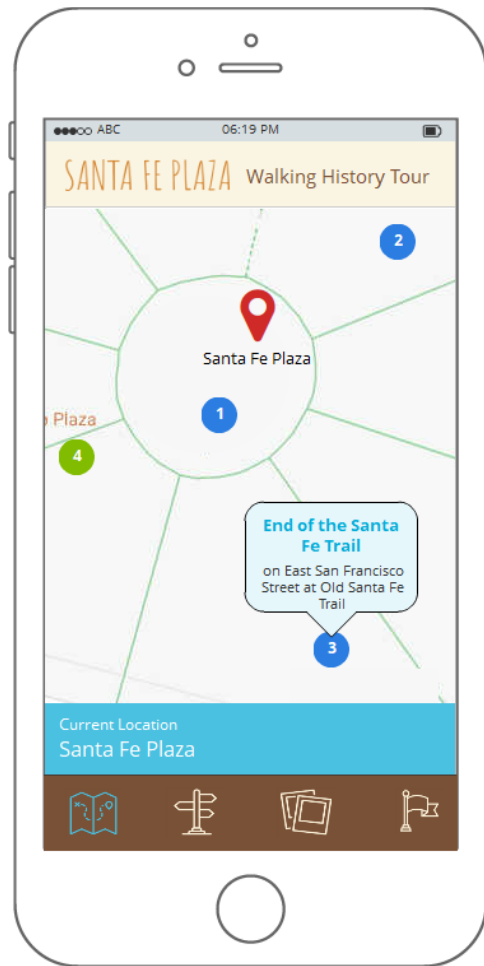
The first thing you see is a map showing all landmarks in correlation to your current location. Each landmark is colored according to the time period (Spanish Colonial, Old West, Statehood, Art District, and 20th Century)



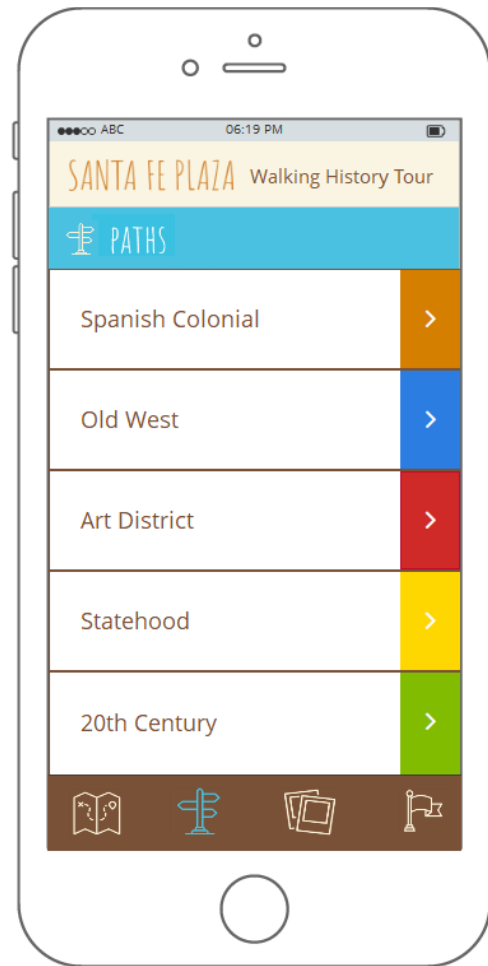
You can choose between satellite or map view.



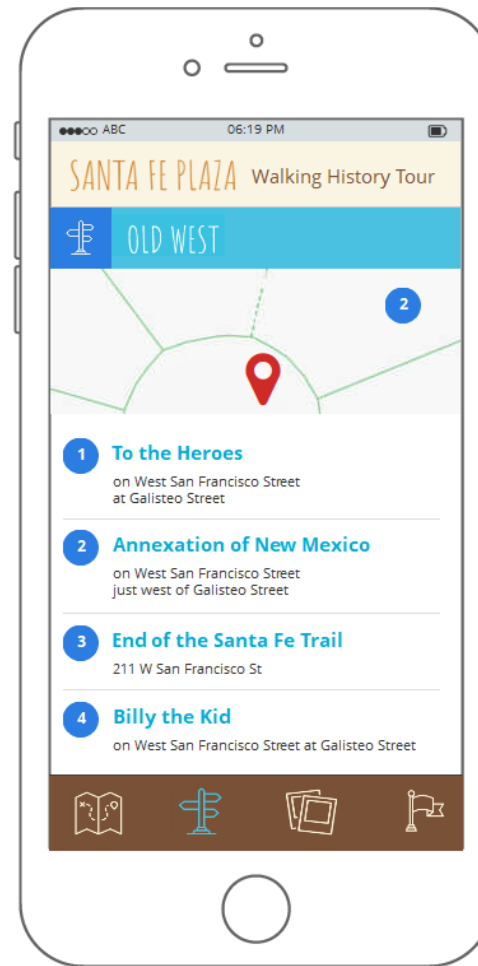
PATHS BASED ON TIME PERIOD



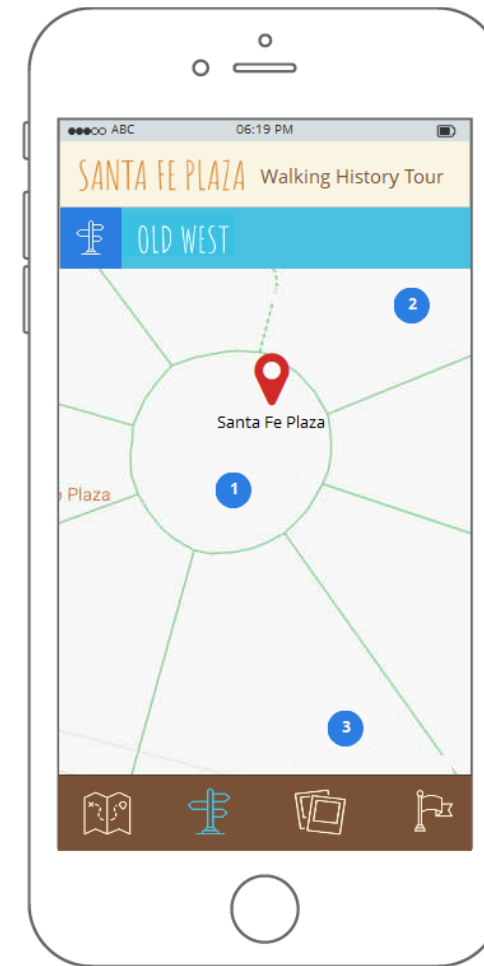
Click the number to view basic information for a landmark.



The Paths tab takes you to individual tours based on time period. Landmarks are colored accordingly: Spanish Colonial (orange), Old West (blue), Art District (magenta), Statehood (yellow), and 20th Century (lime green)



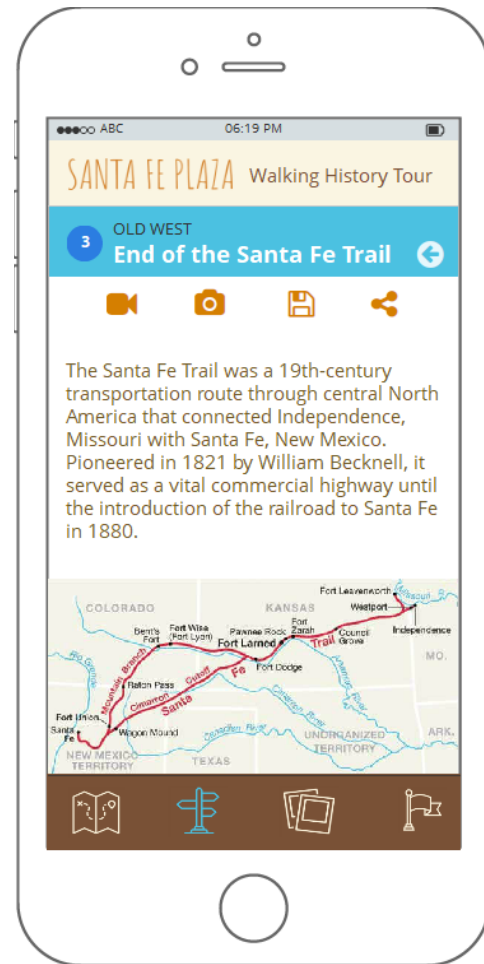
Choosing a tour will show you all the landmarks associated with that tour.



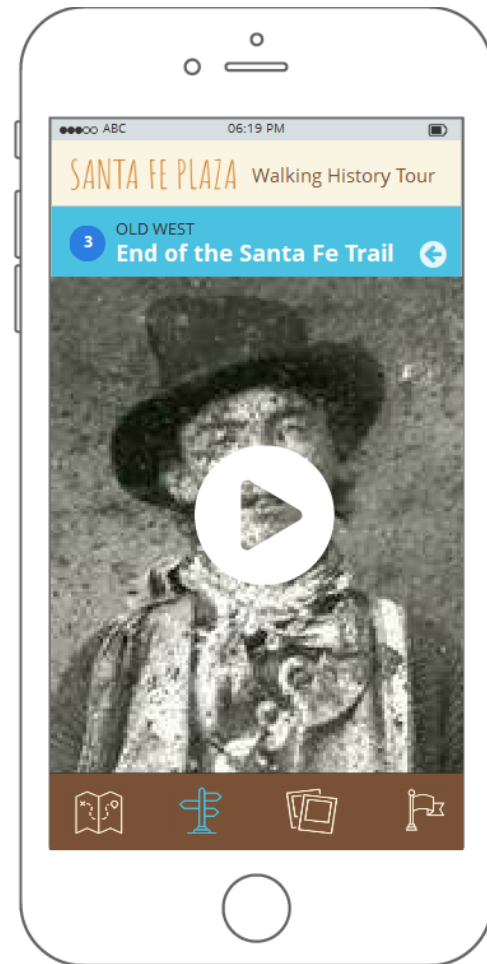
You can also view all the landmarks for that tour on a map.



LANDMARK DETAIL/BACKSTORY



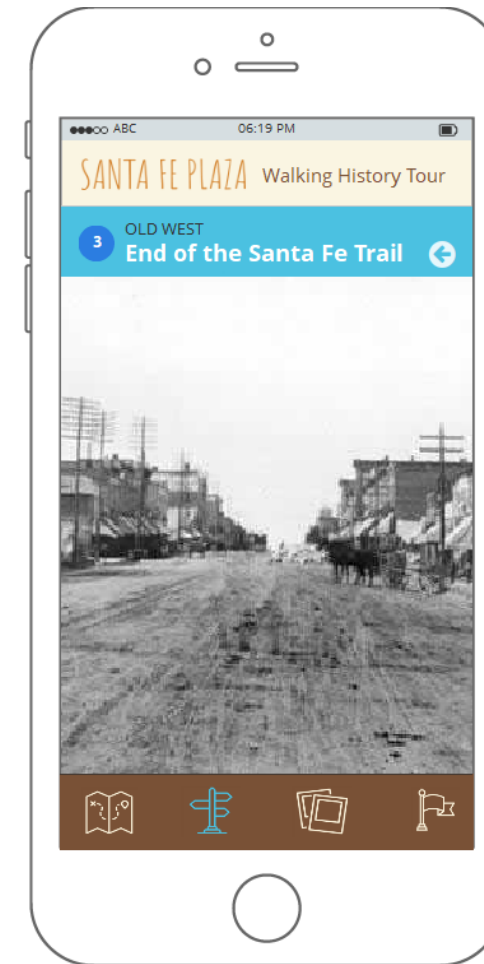
Clicking the link will take you to a page dedicated to that landmark. Here you can view stories, links, pictures, and videos of the landmark and location.



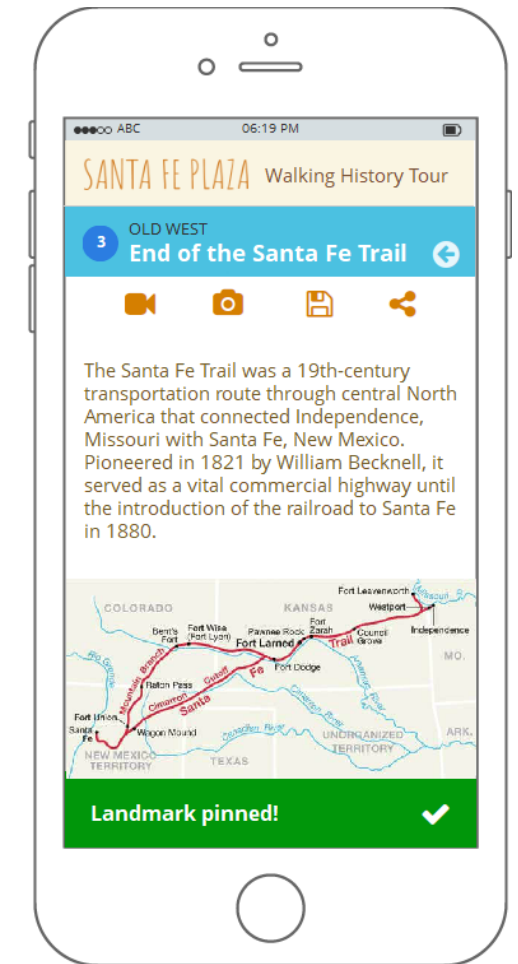
Clicking on the video icon will play an interactive tour, narrated by Billy the Kid. Each time period will feature a different narrator.



You can interact with the landmark by clicking the camera icon. This will allow you to take a picture of the landmark and/or building.

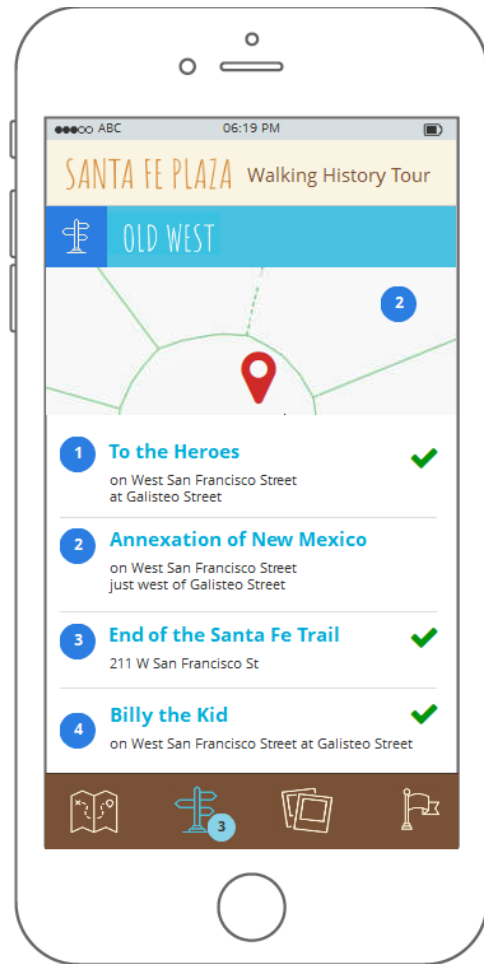


Afterwards, you can see a picture of the original landmark and/or building. Doing this will save an image to your Photos tab.

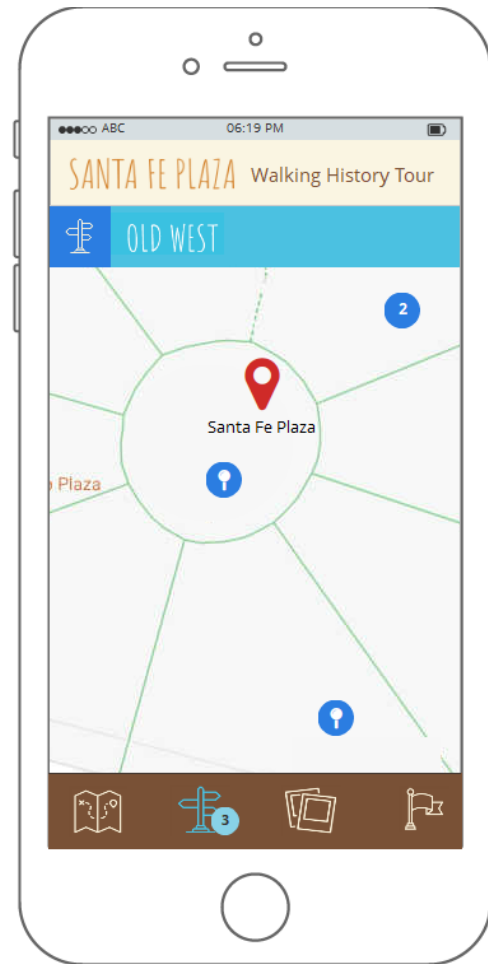


You can also save the landmark by clicking on the Pin icon, or click on the Share icon to share it with your friends.

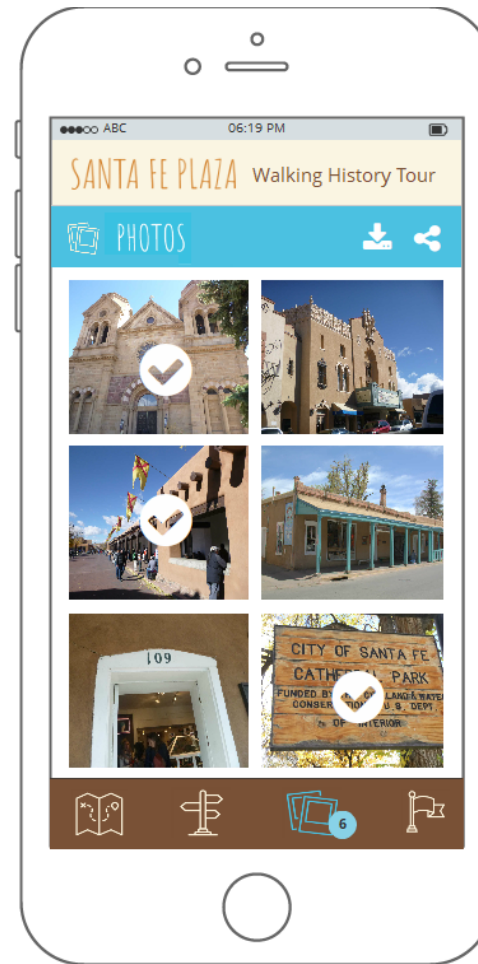
CREATING PERSONAL CONNECTIONS



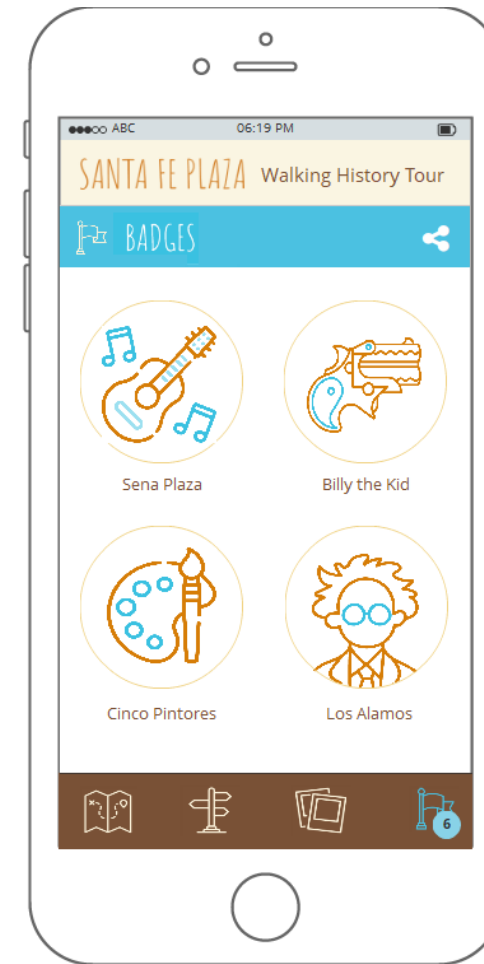
The tour will keep track of each landmark you visit.



The tour map view will show pins for each landmark you have visited.



The Photos tab will display all photos you have saved. Here you can select which photos you would like to download or share.



The Badges tab shows the badges you have collected. Every time you pin a landmark or take a picture, a new badge will appear in your profile. You can either share them with friends or show them to receive discounts at certain retailers.

Self-Guided Walking Historical Tour

SIDEWALK PAVERS

Each landmark is marked by a monument, plaque or statue, but there is no consistency and they are often missed. In order for the walking history tour to be successful, a system of sidewalk pavers will be installed to draw attention to these historical artifacts. Pavers will be consistent and stand out, yet blend into the overall vibe of Santa Fe's architectural landscape.



Creating a system where sidewalk pavers are simple, yet uniform and attract attention. Mobile app locations will use these pavers for GPS coordinates.