

Research Findings: Geolocation Technology

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1. Background

The AR application that the client wants uses the location of the user to show new things around them.

2. Objectives

Look in to geolocation technologies, what it is used for and how to use this technology effectively.

3. Approach

Read through articles online.

4. Findings

4.1. Geolocation apps do two things: report your location to other users, and associate real-world locations to your location.

4.1.1. These apps that run on mobile devices are used to provide a richer experience to the user.

4.2. The GPS chip inside smartphones use satellite data to calculate the users position, if a GPS signal is unavailable, usually the app can use information from the cellphone network to approximate the user's position.

4.2.1. The network location is not as accurate as GPS positioning.

4.3. The technology has some potential use cases of larger applications but lots of different potential in smaller everyday applications too.

4.3.1. FoodSpotter, an app that uses current location to suggest food places nearby

4.3.2. Moves, a fitness tracking application that uses geolocation data to keep track of physical activity.

4.3.3. Google Now, has several features that use geo location data. You can set reminders based on location, find out the weather, where to eat, etc.

4.3.4. TouristEye simplifies the process of planning vacations and weekend trips by supplying places with attractions that a nearby. Can also save an offline version of the maps.

5. Further Investigation

5.1. It may be interesting to see how accurate the GPS capabilities are. Would vary between devices.

6. Recommendations

6.1. The app would definite need geolocation technology, the platform would use the users location to show things nearby for the user to interact with.

7. References

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- Zingdesign.com,. (2014). *The present and future of geo-location based apps* | *Zing Design*. Retrieved 13 March 2015, from <http://www.zingdesign.com/the-present-and-future-of-geo-location-based-apps/>