



# LOCATION BASED GROUND TOUR

APP CHALLENGE 2019

---

ROARING WHALE

# Location Based Ground Tour

## Make Air Interesting Again

Watching from Sky  
Interacting from Sky  
Experiencing from Sky

# Team Introduction

Creative team  
from Shenzhen, China  
with members of  
Programmers, Trekkers, Explorers  
and focus on  
**AR IOTA SLAM LBG**



**David**

Design + Program

Tech Expert  
UI/UX Designer



**Nick**

Design + Project

Project Expert  
Product Designer



**Alex**

Market

Sale Expert



**Nalon**

Program

Software Expert



# The Problem / Opportunity

Today people flying always, and tired of the services provided by plane.  
Most of people are just SLEEPING during the whole trip :(

## NEW SERVICE MUST BE CREATED

### Why is it important?

People will choose an Airlines with better experiences besides price.

Commercial services could be accepted by people during the trip.

### How big is the problem?

I have no accuracy statistic data about the percentage of passengers who are sleeping, but we all have seen the facts.

I am sleeping always, boring.

### Who does it affect?

Plane is flying, Ground is changing. These dynamic information are interesting and never be boring if service based on them.

Every passengers will be involved in the service.



# Research Findings

## *My Poem of Flying*

*Flying more  
Boring more*

*Pad, Magazine and TV Show  
**OUTDATED THEM ALL***

*Sit beside window  
Watch inside sky*

*Plane flying  
Ground changing  
View amazing*

*Scaling, Rotating and Transforming  
Want more manipulation*



## *Referenced Statistics*

<https://www.jianshu.com/p/b34594f3b3df>

Sleeping = 80%  
Watching Pad = 10%  
Chatting = 6%  
Watching TV = 2%  
Watching Magazine = 2%

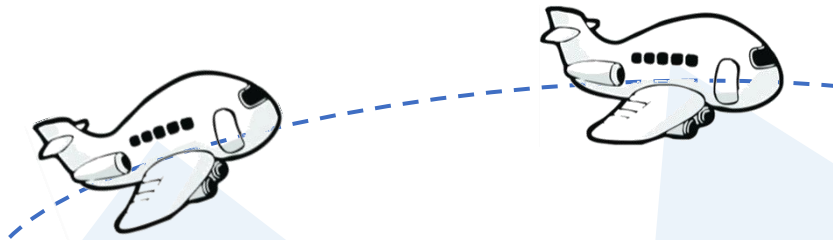
I do not know any such service  
provided by Airline Companies

It is attractive to boring people,  
that is to say .... 80% passengers



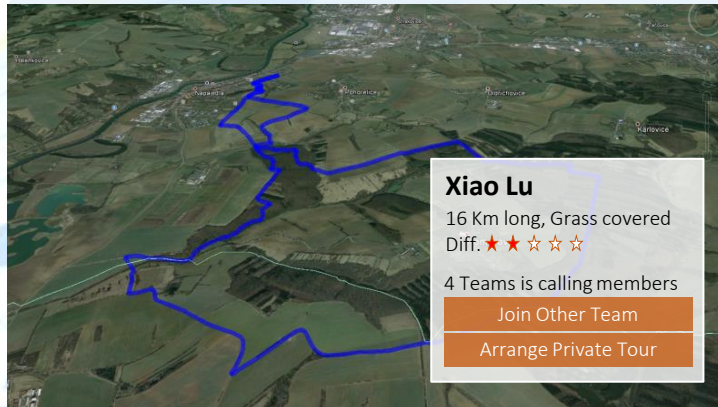
# WHAT SHOULD WE DO

# Our Idea

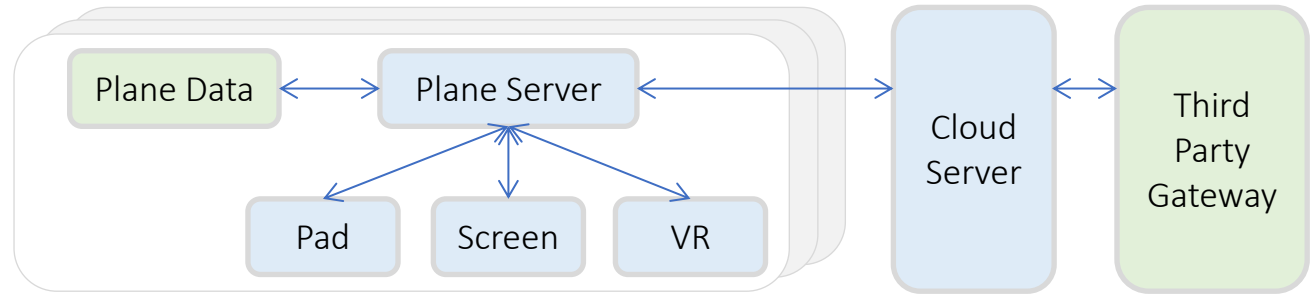


## Scenario

- ✓ Passengers can see and manipulate Ground View.
- ✓ Ground View changes according to the location of plane.
- ✓ Dynamic Information are layered onto the Ground view.
- ✓ Passengers can interact with interesting information, or chat with other passengers, or play games



# Our Technology



**Plane Data** contains GPS and Camera, it is strongly recommended.

**Plane Server** provides offline service during flying, in order to minimize network connection, and acceptable user reaction delay time. But during parking, **Plane Server** exchanges data between **Plane Server** and **Cloud Server**.

**Passenger** login by ID Card, Passport. But others can not see it to protect privacy.



# Demo



If a picture is worth a  
1000 words, a prototype  
is worth a million slides

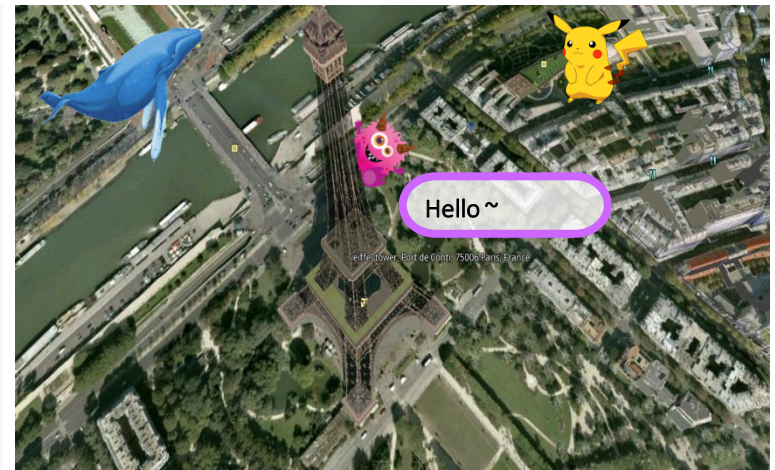
Yet we have not implemented the Demo

BUT ....

We have made lots of projects based on the same technology

We knew the key points, including design, develop and operation

Architect	Robust, Delay, Scale
Map	Location, 3D, Layer, POI
Game	RTS, RPG
Service	Partner, Revenue-Share
Deploy	Engineering, Management
Maintain	Customer, Quality





# Business Value

**EXPERIENCE  
TECHNOLOGY  
ECONOMICS**



## Business Model

User Free View, Chat

User Pay Play Game, Book Service

Third-Party Rebate Bring Order

## Estimated Revenue

### Single Aircraft

Avg. Pass. Per Aircraft	Usage Ratio	Payment Conv. Ratio	User	Payment	Payment Per User	Payment	Rebate
200	20%	10%	40	4	\$5	\$20	\$10

### Daily Flight

Aircraft	Flight Per Day	Pass. Per Day	User Per Day	Payment Per Day	Rebate Per Day
21	50	210,000	42,000	\$21,000	\$10,500

### Annual Income

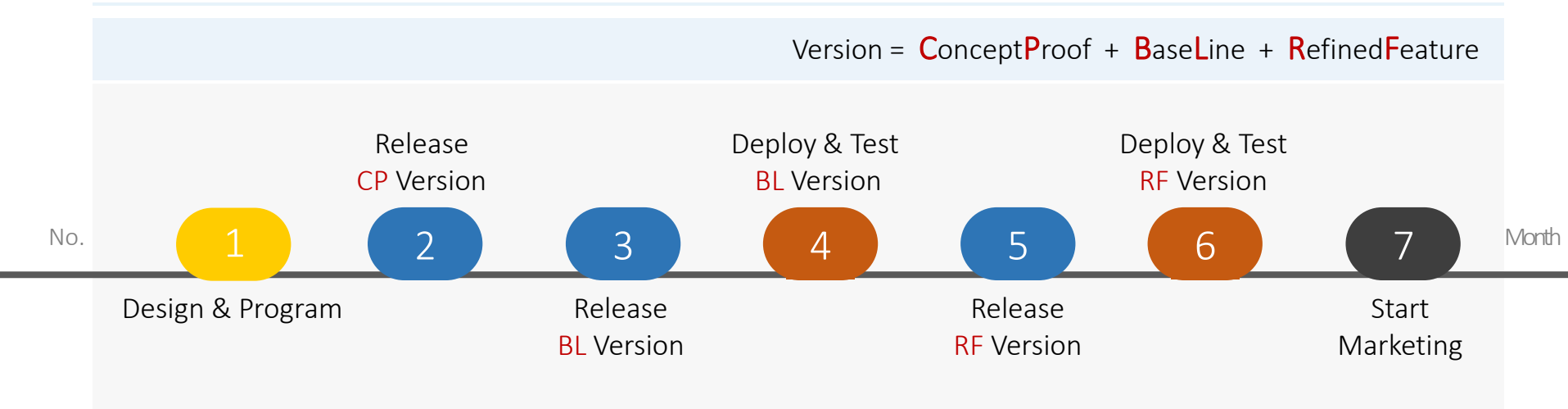
Repeat Flying Per Pass.	Uni. Pass. Per Year(200Day)	User Per Year(200Day)	Payment Per Year(200Day)	Rebate Per Year(200Day)
5	8,400,000	1,680,000	\$4,200,000	\$2,100,000

### Annual Share

SIA Ratio	Third-Party Ratio	Platform Ratio	SIA Income Per Year	Third-Party Income Per Year	Platform Income Per Year
30%	0%	70%	\$1,890,000	\$0	\$4,410,000

# Project Plan & Next Steps

## Project Plan (Begin from the end of AppChallenge2019 )



## Resource Needed ( What resource and who provide it )

Plane Data Interface ( GPS and Camera )	SIA
Third-Party Service	We
Cloud Infrastructure	We + SIA
Test and Deploy Environment ( Plane )	SIA

# References



In the past time we have made a lot of games, the following is just some examples:

**Treasure Kingdom** ( Location Based Game )

**Blade MinD : The Doom of Dynasty** ( Action RPG )

We have also made lots of projects in the fields of Enterprise Solution, Mobile Payment, Education System and AR.

More information please visit

[df595149790.github.com](https://github.com/df595149790)

[www.dooyogame.com](http://www.dooyogame.com)

# THANK YOU



David  
DOOYO CEO  
[www.dooyogame.com](http://www.dooyogame.com)