

The redesigned New York Experience

A browser based
experience

Using the LinkNYC

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The Design Proposal

- A **“Where am I?” feature** which **provides users the information** regarding their **location**. This can be opened once users open their browser once connected to the LinkNYC Wi-Fi connection.
- This **information** primarily involves **listing out local points of interest** for example, grocery stores, pharmacies, restaurants, movie theatres so on and so forth.
- But when the **user selects a particular point of interest, they are shown relevant advertising**. For example, if a user selects a pharmacy, they will be shown an advertisement showing the downsides of opioid abuse, or when they select a movie theatre, they are shown the advertisement for a movie playing there.
- **While this feature will be based on LinkNYC and its services, we wish to potentially extend to other cities such as New Delhi and Istanbul, and we will also strategically design and hence speculate** on how a service like LinkNYC would operate in these cities and how our aforementioned design ideals and proposals would come together to create the optimal urban experience.

Sitemap of our proposed feature

Home A prompt letting the user know their location in the city.

Search This feature allows the user to search for nearby points of interest.

Result This displays the relevant information requested by the user. The user can select a particular result to expand upon and display more information and relevant advertising.

The user may now repeat the process, go to a different website, or exit the browser.

This is the space for an advertisement on desktop.

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**This is the space for an
advertisement on
mobile.**

Welcome to LinkNYC

You are on
Times Square

Manhattan, NY 10036



There are **352 Points of Interest** near you.

Samsung GALAXY
The next big thing is here

SAMSUNG

This is a very early look at how the feature could behave as a final iteration.

Samsung GALAXY
The next big thing is here

SAMSUNG

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MacBook

The **User Flow** of the proposed **feature**

