



## ChicWalks Vancouver Technology/Features

[www.chicwalks.com/apps.html](http://www.chicwalks.com/apps.html)

### What are the app features?

- 9 Vancouver Walks including Whistler/Blackcomb, documenting more than 1,000 establishments with detailed listings
- Users can immediately get their money back with valuable, exclusive deals from walk merchants for ChicWalkers
- Walks are organized logically by street and area, rather than alphabetically or by category
- We cover fashion, accessories, jewellery, shoes, cosmetics, home décor, skiwear, spas and eating/drinking places
- All merchants are listed for free and can choose to have a more prominent profile by participating in completely targeted, stylish advertising options
- In-app mapping system guides shoppers directly to the businesses on our walks; off-line features allow visitors to avoid expensive roaming charges
- ChicWalks Vancouver is kept current with weekly updates that load quickly and seamlessly to the iPhone upon opening the application
- Send Ms Chic your Secret Wishes (wink ;) and she'll pass them on
- Dynamic system allows regular updating of data and offers from vendors, and we will be adding new features to enhance the user and merchant experience

### What is the technology behind this app?

CellTouch is the technology platform that CellMap developed which was partially funded by a grant from NRC-IRAP (Industrial Research Assistance Program). The system has been a work in progress for over 3 years and was initially built using J2ME technology.

### CellMap History/CellTouch

CellMap was originally developed as a Java phone application and online editing system from 2005 to 2007. In early 2008, the design for CellTouch was started, markets assessed, and initial architectural design laid down. CellTouch was developed with three important design principles:

- 1) Content needs to remain usable even when the cell connection goes away for a period of time. This is because cell phone data connectivity is notoriously spotty (tunnels, overloaded networks, expensive roaming).



2) Navigation must always work and be simple to approach by users and content creators. Built into the design are 4 actions of navigation: up, down, select, and back. All content must exist in these directions of navigation.

3) The CellTouch platform must be plug and play expandable, with features for real-time analytics, crowd engagement and feedback (photos, rating bars, chat).

Out of these principles, CellTouch was built to target iPhone for it's flexibility and power as a smart-phone device with built-in mapping functionality, and Mobile Web for the rest of the smart-phone markets.

### **Connecting Consumers with Local Businesses**

CellTouch technology is a platform developed for Shopping Malls, Virtual Shopping Malls, Tourism and Events organizations that enables consumers to connect with local businesses. CellMap has big plans to continue its development across other smart platforms and with many other features. In-app mapping is needed for these types of applications to help shoppers/visitors connect with local businesses.

### **The Importance of In-App Mapping**

In-app mapping enables a world of content to become relevant to the user's physical presence. From tour and event guides to historical points of interest to shopping, anything worth visiting needs an accompanying guide. Paper guides are getting turned into electronic guides for the sake of the environment, and convenience of knowing "You Are Here."

### **Roam, But Don't Incur Charges**

Whether through the initial installation of the app or through the automatic update mechanism, data is downloaded and stored on the phone. Updates access the internet like all other apps do, but then keep a copy in a local database for ready usage whenever it's needed. Many roaming iPhone users simply walk into a cafe with free WiFi internet, grab the map content for where they're planning on visiting, and use that data "cached" while they walk around. The content on ChicWalks Vancouver is fully functional without internet and the map content is cached and usable too.

