Parks of Australia
– A New Mobile App.

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Identify the Need

- People increasingly get information through mobile devices
- Under 35’s disconnected from parks and nature
- Park information is notably difficult to access in Australia away from a desktop PC
- Can add value and engagement to the visitor experience
Identify the solution

- Data available offline
- High quality photos of key features
- Links to campsite booking
- Attractive easy navigation - creates the desire to get out there

- GPS mapping with directions
  - Information on features within parks i.e. trails
- Easy search and browse via
  - text box
  - maps
  - sorted lists

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Start simple and build an ecosystem

• Develop core functions first
• Make it possible to access the data in different ways
• Develop advanced features as and when needed
• Keen to collaborate and develop app further