Slide 1:

Tourism Informatics / 観光地理情報学特論Ⅱ 2014 #12

The Origin of Tourism Information

Department of Tourism Science, Faculty of Urban Environmental Sciences

Yohei Kurata

ykurata@tmu.ac.jp

TOKYO METROPOLITAN UNIVERSITY

Slide 2:

What we have seen…

(Tourist) information services using smart devices

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Slide 3:

Let's go back to the origin

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Slide 4:

Slide 5:

WC Damen   WC Herren

EINGANG   AUSGANG

5

Slide 6:

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Slide 7:

What is tourist information?

- Information is communicative knowledge that helps people's decision
  – It always needs sender and receiver
  – Data may be information, but not always
- By analogy, tourist information is communicative that helps tourists' decision
  ⊖ Low level: which way should I go? Appropriate Behavior
  – High level: how should I enjoy this town? enrichment
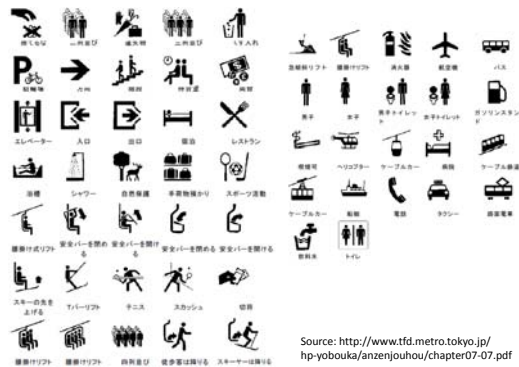
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Slide 8:

Pictogram

Do not lament

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Slide 9:

Pictogram

- Standardized visual symbols (icons) for communicating certain simple information or ask people's attention
- It is said that the first officially-invented pictograms are those at _____ (   )

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Pictograms in ISO 7001

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Pictograms in JIS

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Pictograms in JIS

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Merit & Demerit of Pictograms

◯ Allows international communication
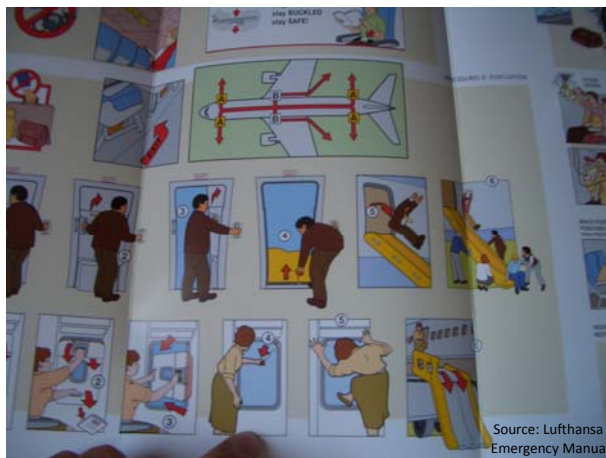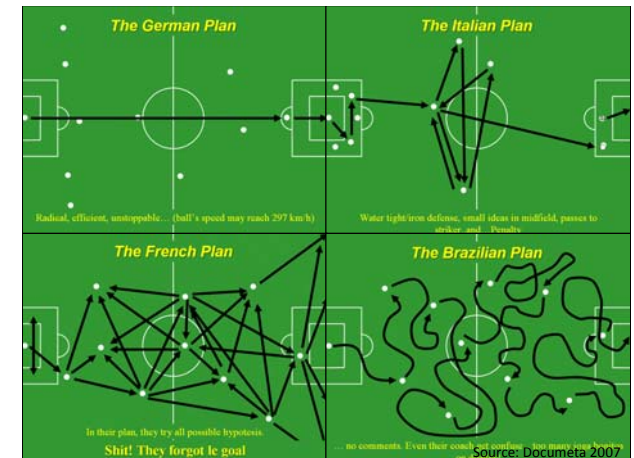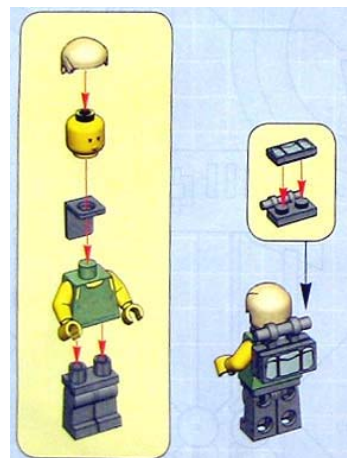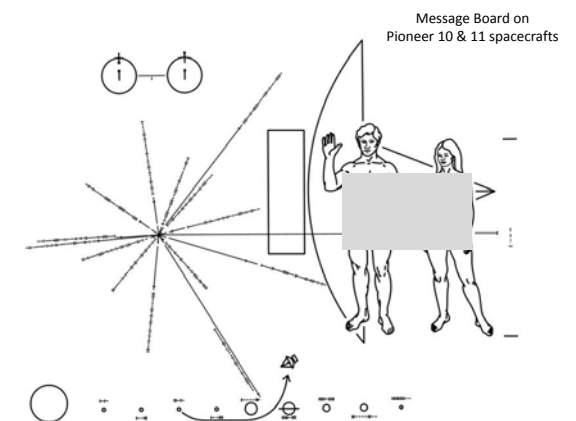◯ Promotes instinctive decision
✕ Its power is too much believed

TANDAS
Toilet
دورة المياه

Wagner

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Arrow Symbols

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The German Plan
Radical, efficient, unstoppable… (ball's speed may reach 297 km/h)

The Italian Plan
Water tight/iron defense, small ideas in midfield, passes to striker and Penalty

The French Plan
In their plan, they try all possible hypotesis.
Shit! They forgot le goal

The Brazilian Plan
… no comments. Even their coach get confuse - too many year here…

Source: Documeta 2007

Source: Lufthansa
Emergency Manual
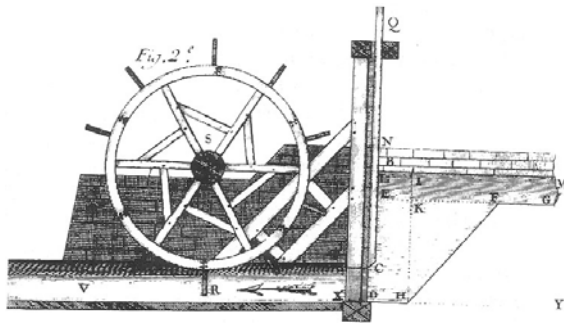

Source:
Lego Manual

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Message Board on
Pioneer 10 & 11 spacecrafts

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Merit & Demerit of Arrow Symbols

○ They allow the representation of movement in a static picture
○ They are used everywhere in the world
× People believe "commonsense" too much
× They are sometimes polysemic

USA

Germany

Canada

Dış hatlar geliş
International arrivals

Dış hatlar gidiş
International departures

İç hatlar terminali
Domestic terminal

Istanbul Airport

出口（東口）
East Exit

のりかえ 1
2

出口（正面）

Oh-okayama Station, Tokyo

Which direction should I go?

地震津波ひなん地
大村中学校

900m
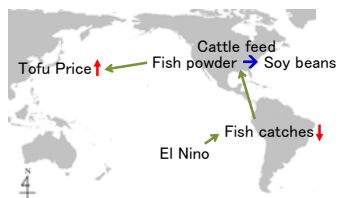
How to prevent misunderstanding?

Use different styles of arrow symbols with different functions
• Direction
• Movement
• Causality
• Up/Down
• Shift

Tofu Price↑

Cattle feed
Fish powder → Soy beans

Fish catches↓

El Nino

How should I design visual messages?

• Follow conventions
• Doubt your design
• Use metaphors
• Consider affordance

Metaphors

Communicate the meaning of A using B with certain similarity, such that people understand A instinctively
• Life is a journey
• Computer virus
• Mouse
• Desktop, Folder, Dustbox
• File Search

Affordance

- The features of objects that prompts people's certain action
  - Nicely-designed affordance
    - → no need to explain how to use

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Let's Practice

Draw your original icons which explain:

1. Do not use smartphones in this classroom
2. Take off your shoes before entering this room
3. Be cautious of wild boars when walking in this wood

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Today's Keywords

- Data and Information
- Pictogram and Icon
- Arrow symbol
- GUI
- Metaphor
- Affordance

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