

Report of Findings and Next Steps

General app development information I've uncovered:

App development with an established company is said to cost anywhere from \$10,000 to \$50,000 for your basic app. This is quite clearly a huge difference in price and this speaks to the difference in quality and scope of the final product as well.

The following three companies I've selected (Blippar, My Tours, and Acorn30) allow you to build the majority of your content using their platform. They also offer technical support, troubleshooting, launching your app, and making it ready and accessible for both iPhone and Android devices.

The following is a narrowed down list of companies and programs to work with in order to build an app with our own content or using an existing platform.

Name of App or Platform	Approximate Cost to Develop	Plays Audio	Uses Points on a Map	Requires Internet (Or Data)
Blippar (Platform)	Approx. \$200 per site on Map	Yes	Yes	Yes
MyTours (Platform)	\$2000 up front, \$1500 yearly cost	Yes	Yes	No
Acorn 30 (Local Company)	\$800-2500 up front	Yes	Yes	No

Blippar

This app platform is the one chosen by the city of Whitby to develop their recent historic walking tour app. They've used an existing platform called Blippar (<https://blippar.com/en/>) that allows you to "Blip" (i.e. scan much like a QR code) a historic plaque or image that will be preloaded into the app. Then when you "Blip" that historic plaque it opens up the historic content, images, videos, or audio that you would like to associate with it.

Augmented reality is also an addable feature to this platform, though the examples that I've seen developed by Wade Szilagyi in Whitby come across as a little cheesy and unnecessary.

Doing the same as what Whitby is doing is relatively low in price but a large negative point is that to access the information at any time you would require an internet connection or data on your device, which makes this less accessible to people in general and extremely draining for a device's battery.

My Tours

<https://www.mytoursapp.com/>

This program allows you to seemingly do the majority of the app design and the tour design yourself, and you're able to add tours indefinitely. The platform seems great, with a lot of features, and it's geared specifically for museums and historic preservation groups. This platform allows for text, audio,

video and images, you're able to update content at any time, geo-referencing (location based alerts that would tell you if a site is nearby), built in GPS and mapping, multi-lingual support and it works 100% offline (which I think is amazing).

http://app.mytoursapp.com/frontend_v1/tours

Total cost is \$1995 for set up and \$1,495 for the yearly subscription. They also advertise that they offer a local and specialty discount rate for local culture and heritage organizations. They are based in the States and so with some negotiation it is possible we could become eligible for that.

<https://www.mytoursapp.com/pricing/>

Acorn 30

Acorn 30 is a local company of entrepreneurs in digital marketing and media. They offered us a very clear breakdown of the different packages they could offer and the cost of each.

Ashburnham Walking Tour

Recommended Starting Point and Order:

1. 260 Engleburn House, all of Engleburn Avenue <http://www.historicplaces.ca/en/rep-reg/place-lieu.aspx?id=1334>
 2. 266 Burnham Street, The Pines
 3. Quaker Oats Factory (East City Side)
 4. Take in the City Scape of what Ashburnham used to be:
 - The Old Hotel
 - Hearing Unlimited
 - Enticing Cakes
 5. Mark Street United
 6. Video 99 Parking Lot (Site of Old Ashburnham Town Hall)
 7. St. Joseph's Hospital
 8. Immaculate Conception
 9. St. Luke's Parish/The Theatre Guild
- Driscoll Terrace?

Potential Trail Sites for Rotary Trail Walking Tour:

Train Bridge

Peterborough Mattress Factory

[http://www.peterboroughhistoricalsociety.ca/userfiles/file/PtboMattressCompany\(1\).pdf](http://www.peterboroughhistoricalsociety.ca/userfiles/file/PtboMattressCompany(1).pdf)

Ashburnham Alehouse

Ashburnham Railway Station

<http://www.peterboroughhistoricalsociety.ca/userfiles/file/AshburnhamRailwayStation-red.pdf>