

# Case Study

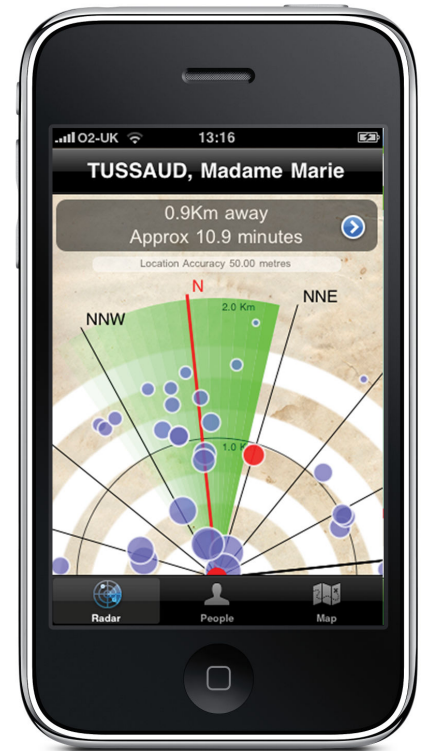
## London Lives

London Lives is an app that shows you where the nearest heritage sites are by exposing data about the blue plaque scheme in London operated by English Heritage.

Sourcing and cleaning the data was one challenge, but the project also presented a number of interesting hurdles.

- 1) The plaques are especially dense in central London and showing them all on the map at any scale was a major performance concern. We needed to come up with a clustering technique that was fast enough for the limited processing power on the iPhone and this was the primary challenge we had to overcome. The resulting clustering algorithm was very successful and we have used it in subsequent applications such as MP Finder.
- 2) We wanted to do something fun with the compass built into the iPhone 3GS and so we worked on a radar screen view that would show you the nearest points of interest in the direction that the phone was pointing. Although augmented reality displays using the camera are all the rage, in "reality" they don't always turn out especially usable and we felt the more traditional radar screen was both easier to understand and more reliable in practice.

London Lives is a great example of a small, tightly focussed application that exposes localised geographic data. Mindsizzlers has extensive experience both data wrangling geo-tagged information and developing new ways of presenting that information to the user. Our GIS expertise is wide ranging and central to many of the applications we have worked on recently.



### Mindsizzlers LLP

Suite 404,  
324 - 326 Regent Street  
London W1B 3HH

tel +44 (0) 560 366 1689  
fax +44 (0) 800 007 3307  
web [www.mindsizzlers.com](http://www.mindsizzlers.com)

