ShorelineGo

Deep Innovation Report

Executive Summary

ShorelineGo reimagines waterfront exploration by transforming static, multi-directional digital mapping into a highly intuitive linear navigation platform.

By ordering coastal amenities exactly as they appear along the promenade, the platform resolves micro-stresses for visitors while creating seamless opportunities for local seafront traders.

The Better Everyday

What if navigating a bustling seafront felt as intuitive as walking down a single, unbroken path of opportunities?

- ShorelineGo is a location-aware digital guide designed specifically for the linear geography of coastal paths, beach promenades, and harbor walks. It translates maps into an ordered sequence of upcoming amenities, such as kiosks, toilets, cafes, and water taxis, matching the physical journey of a pedestrian.
- On a sunny afternoon along Poole Quay, a family walks towards the historic harbour without the usual friction of finding facilities. They glance at a simplified visual timeline on their phone to locate the nearest public toilet and pre-order drinks from an upcoming kiosk, completely avoiding long, impatient queues.
- People visiting the coast want to relax, but instead face constant micro-stresses like finding facilities, guessing café opening times, or checking ferry departures. The current workaround involves toggling between clumsy generic maps, outdated council PDFs, and physical signposts that often point in the wrong direction.
- By turning a complex spatial map into a simple, sequential timeline, this service could change how visitors interact with linear public spaces. It would set a new standard where parks, high streets, and heritage trails are expected to offer seamless coordination of local services.

Who It Could Matter To

A linear digital guide transforms a simple walk into a highly accessible, stress-free journey for residents and visitors alike.

The Young Family Visiting for the Day

- A parent visiting Bournemouth beach with two young children, carrying heavy bags and managing tight schedules.
- They encounter the platform when looking for a nearby baby-changing facility while walking along the promenade.
- The benefit is knowing exactly how many minutes away the nearest clean facility is, allowing them to avoid a stressful emergency.

The Local Independent Kiosk Owner

- A small business operator running a seasonal coffee and snack stall near Boscombe Pier.
- They use the platform to signal their daily specials and real-time waiting times directly to approaching pedestrians.
- The benefit is a steady flow of pre-orders that helps them manage stock and reduce peak-hour customer queues.

The Mobility-Impaired Resident

- A wheelchair user living in Christchurch who loves being near the water but struggles with unexpected physical barriers.
- They check the platform before planning a trip to Poole Quay to verify step-free routes, accessible toilets, and seating.
- The benefit is the confidence to travel independently, knowing the real-time availability of essential infrastructure before arriving.

What This Could Change for BCP

Reorienting the digital experience around the physical coastline can unlock hidden economic value and improve spatial accessibility.

- The platform directly leverages the distinct coastal geography of the BCP area, stretching from the bustling Poole Harbour to the expansive Bournemouth beach promenades. A linear digital companion fits perfectly with these natural pathways, turning miles of waterfront into a single, cohesive, and easily navigable destination.
- It would distribute visitor footfall more evenly along the coast, encouraging exploration beyond the overcrowded central piers. By highlighting quieter kiosks, cafes, and restrooms further down the path, the platform reduces pressure on hotspots while supporting smaller, peripheral businesses.
- This consistent digital presence could lay the groundwork for an integrated coastal transport network. Water taxis, land trains, and bicycle hire schemes could sync their live timetables with the platform, making sustainable travel choices highly visible and incredibly easy to book on the go.
- While digital-first navigation benefits tech-savvy visitors and active businesses, it risks marginalising older residents or visitors who prefer offline information. BCP partners would need to balance this by ensuring physical signage remains updated and that the digital system does not lead to over-commercialisation of peaceful natural spaces.

Who Must Connect

Connecting independent coastal vendors, public services, and digital creatives is key to bringing the shoreline to life.

- A local software development agency could design the core application, collaborating with a regional tourism partnership to handle initial marketing. This pairing ensures the technical build is robust while gaining immediate access to established communication channels with visitors.
- Independent seafront traders and mobile kiosk operators would actively shape the platform's features through a shared digital forum. Their practical insights on daily operations will ensure the real-time queue tracking and menu updates are easy to manage alongside normal service.
- The BCP Council seafront management team must provide spatial data, utility locations, and permission to integrate with existing public signage. This public-sector partner would ensure the platform aligns with local safety regulations and coastal environmental policies.
- A subscription model for premium commercial listings, combined with small transaction fees on pre-orders, would fund ongoing technical maintenance. This ensures the platform remains self-sustaining without relying on long-term public subsidies or intrusive, third-party advertising networks.
- **The missing link** is a formal collaboration between the digital tech sector and seasonal beach operators, who rarely interact directly. A local network like Silicon South could broker this initial introduction, helping both groups see the mutual value of blending technology with hospitality.

Why This Fails

A digital map is only as reliable as the real-world data and participation that feed it.

- **Stale data drift** occurs when busy seasonal traders stop updating their menus, opening hours, or wait times during frantic summer periods. The early warning sign is a rise in user complaints about incorrect kiosk information or arriving at cafes that closed hours earlier than advertised.
- **Council silo friction** happens if different public departments fail to share real-time updates on public restroom closures, beach maintenance, or local events. The early warning sign is when the platform displays a public facility as open when it has actually been closed for emergency repairs.
- **Promenade connectivity drops** can render the platform useless if weak mobile signals along remote stretches of the coast prevent live updates. The early warning sign is users experiencing frozen screens, slow loading times, or failed transaction screens while trying to pre-order food.

One Experiment to Start

Testing the platform's core utility requires verifying whether people will actually use a linear guide to explore unfamiliar coastal areas.

- The single most important uncertainty to resolve is whether visitors actually want a specialized linear guide, or if they will simply stick to generic map services. If tourists find no unique value in a sequential view of the coast, then the development of advanced order-ahead and booking features is pointless.
- Conduct a two-weekend pilot along a specific stretch of Poole Quay using physical, sequentially numbered boards with QR codes. Each code leads to a simple, mobile-optimised web page showing exactly what amenities, toilets, and cafes lie ahead in that specific direction.
- Keep going if visitors scan the QR codes repeatedly as they walk, showing a clear desire to plan their linear route ahead. Stop or rethink if people scan a code once but abandon the page immediately, suggesting the visual layout is confusing or unhelpful.
- **Next step:** A local digital design agency should spend one weekend interviewing visitors on Poole Quay to map their immediate questions as they walk, using these insights to draft the first paper prototype of the linear interface.