FACULTY OF COMPUTING
UTM Johor Bahru

Semester I 2023/2024

Subject : SECP1513

Section : 04

Task: Phase 2: Design Thinking Information Gathering & Analysis Submission
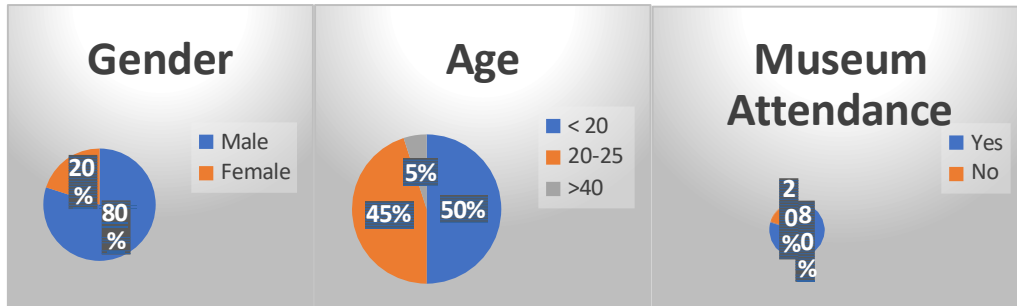
Due : 23 December 2023, 12:00 AM

Group Member

	Name	Matric Number
1	Ahmed Mohamed Khalid Elfaki	A23CS0286
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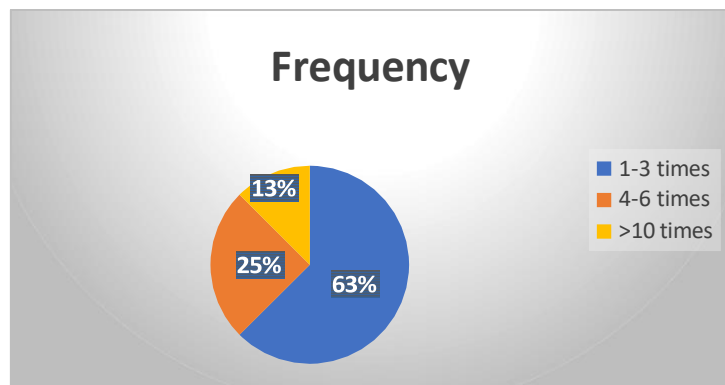# Report on the Use of Augmented Reality (AR) in Museums

Introduction:

This report analyzes survey results regarding the use of Augmented Reality (AR) in museums to enhance visitor experiences. The survey gathered responses from individuals of varying genders and age groups.
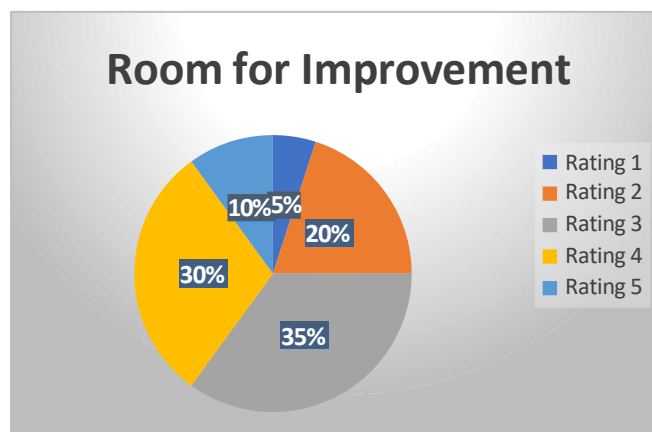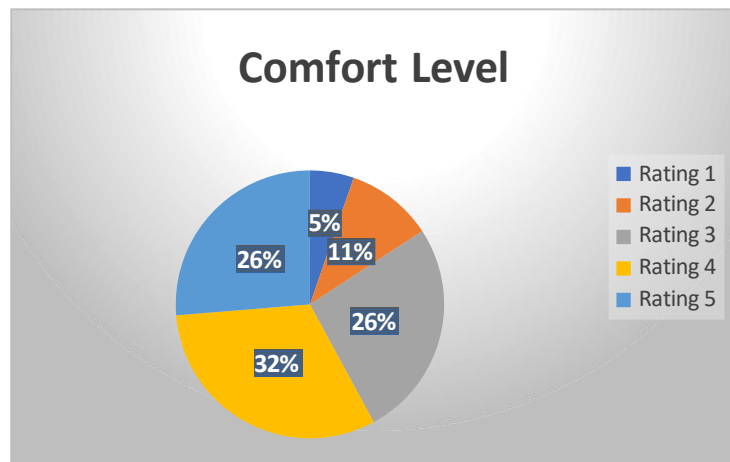
Demographics:

Gender

Male
Female

20%
80%

Age

< 20
20-25
>40

5%
45%
50%

Museum Attendance

Yes
No

20%
80%

Frequency of Museum Visits

Frequency

1-3 times
4-6 times
>10 times

13%
25%
63%

Perception of Current Museum Experience

Room for Improvement

Rating 1
Rating 2
Rating 3
Rating 4
Rating 5

5%
10%
20%
30%
35%

Comfort with Mobile Devices

Comfort Level

Legend:
- Rating 1
- Rating 2
- Rating 3
- Rating 4
- Rating 5

5%
11%
26%
26%
32%

Familiarity with Augmented Reality

AR Usage

Legend:
- Used outside museums
- Used in musems
- Never Used

47%
41%
12%
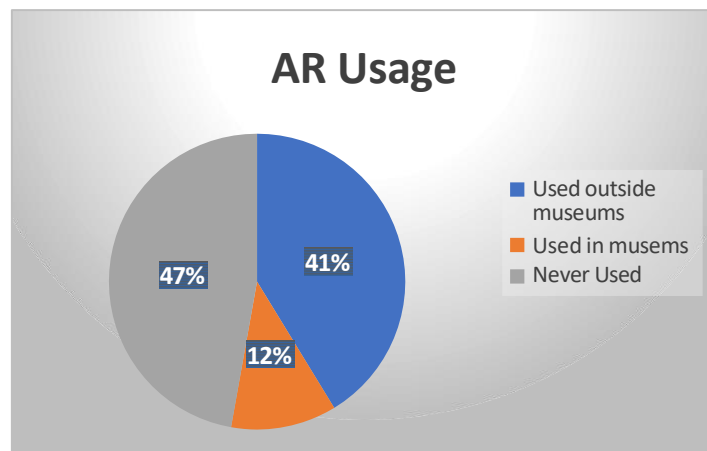
Effectiveness of Traditional Tools

Effectiveness Rating

Legend:
- 1
- 2
- 3
- 4
- 5

11%
17%
22%
22%
28%
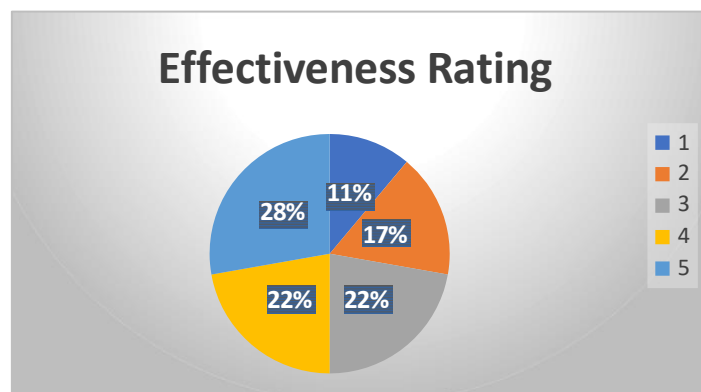
Visitor Preferences
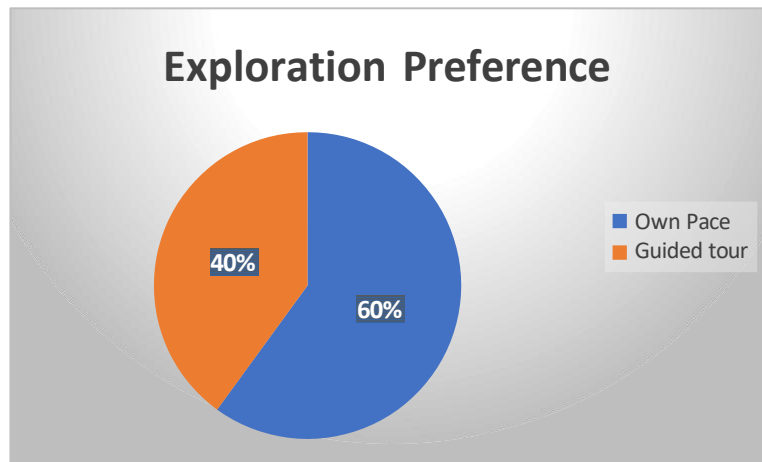
Conclusion

The survey results indicate a significant interest in improving the museum experience. The majority of respondents are open to using technology, with a substantial percentage having familiarity with Augmented Reality. Given the comfort with mobile devices and a preference for exploring exhibits at one's own pace, integrating AR applications into museums is likely to enhance visitor comfort and engagement. AR could fill the perceived gaps in the current museum experience, making it more interactive and enjoyable for a diverse audience.

Interview Report

i) Introduce yourself.

"I am Norfarhawa binti Khairi, the head leader of the graphic team."

ii) In your opinion, is the technology used in galleries nowadays still relevant for the young generation?

"Yes, but it can still be upgraded in terms of technology," she said. "We need more technology that can assist visitors in understanding the contents, such as video graphics and games, not just holograms explaining history. Additionally, we need something more convenient and user-friendly. For instance, using a QR code instead of downloading a specific app."

iii) How much understanding do people gain after visiting the gallery?

She mentioned, "Mostly, they understand, but not to a great extent."

iv) Are there any initiatives to attract the younger generation to visit the gallery? And how many of the visitors are from the younger generation?

"UTM planned to implement VR, but it was deemed unsafe. So, they need something that is both safe and interesting. For example, a game section... Mostly, the visitors are from the younger generation."

v) Can AR technology have a significant impact on visitors' understanding and increase the number of visitors to the gallery in the future?

She responded, "Yes, we need more AR technology that includes something interesting and fun, since many people love games and interacting with exhibits. This way, they can have fun and gain knowledge at the same time."