

AR Project Proposal: Academic Museum

Client Background:

The clients are the varied visitors of the museum, and Nouredin Mamdouh, an 18-year-old student from Saudi Arabia currently residing in Malaysia, serves as a sample representation of this visitor population. Nouredin's experiences and perspectives provide insights into common challenges faced by museum visitors, including issues related to engagement, comprehension, and navigation.

Existing Methods Used by the Client:

Nouredin, as a representative visitor, utilized traditional tools during his museum visits, such as maps, guidebooks, and museum labels. However, he represented challenges associated with each, reflecting common concerns among museum visitors. These challenges include the repetitive nature of exhibits, difficulty in understanding content, dependency on guides, and issues related to navigation and information access using traditional tools.

Problem with Existing Methods:

Common problems identified by visitors like Nouredin include the repetitiveness of exhibits, difficulty in understanding certain content, reliance on guides, and challenges related to navigation and information access using traditional tools.

Proposed Idea:

To address these shared concerns, we propose the development of an Augmented Reality (AR) prototype for academic museums. This AR application aims to transform the visitor experience, offering an interactive platform that surpasses the limitations of static exhibits. Visitors can use their mobile devices to scan exhibits, triggering dynamic displays of experiments with comprehensive explanations. The interactive interface allows users to make choices, enhancing their understanding, and a dedicated section on scientists behind the inventions adds a narrative element.

Benefits from the Proposed Idea:

1. Engagement: making it dynamic and interactive.
2. Comprehensibility: Detailed explanations and interactive features.
3. Navigation: AR eliminates the problem of getting lost.
4. Personalized Experience: Users can explore exhibits at their own pace.
5. Educational Value: The inclusion of scientist stories enhances the educational aspect of the museum visit.