RE: Project Update and Request for Feedback

Jane Cowie <jane.cowie@annexecommunities.org.uk>

Fri 7/21/2023 7:40 PM

To:Esther Su Wee Tan (student) <2717935T@student.gla.ac.uk>

Cc:Xueli Xu (student) <2717922X@student.gla.ac.uk>;Wen Kang Seah (student) <2717941S@student.gla.ac.uk>;Beomjun Kim (student) <2717883K@student.gla.ac.uk>;Xun Thong Cham (student) <2717946C@student.gla.ac.uk>;Samantha Qiao Yu Lee (student) <2717933L@student.gla.ac.uk>;Jonathan Grizou <Jonathan.Grizou@glasgow.ac.uk>

Needs and challenges- well captured

Suggested solutions, my preference is for number one. Love the "treasure hunt" angle.

Cheers Jane

From: Esther Su Wee Tan (student) <2717935T@student.gla.ac.uk>
Sent: Thursday, July 20, 2023 7:56 PM
To: Jane Cowie <jane.cowie@annexecommunities.org.uk>
Cc: Xueli Xu (student) <2717922X@student.gla.ac.uk>; Wen Kang Seah (student) <2717941S@student.gla.ac.uk>; Beomjun Kim (student) <2717883K@student.gla.ac.uk>; Xun Thong Cham (student) <2717946C@student.gla.ac.uk>; Samantha Qiao Yu Lee (student) <2717933L@student.gla.ac.uk>; Jonathan Grizou <Jonathan.Grizou@glasgow.ac.uk>
Subject: Re: Project Update and Request for Feedback

Good evening Jane,

Today, we brainstormed a few ideas that could help to tackle the needs of the Annexe Communities, as discovered yesterday through our interview. For ease of reference, here are the needs and existing challenges we gathered on the topic of showcasing and providing information on murals and art pieces made by the community:

Needs

1. Attract more youths, as they can influence more to join in on The Annexe Communities' activities and host their own activities too
2. Store and share the history/stories behind items in The Annexe's building, murals and art pieces made by the community
3. Information on the items should be accessible by all - people with/without digital devices

Challenges faced currently

1. Facebook posts disappeared, photos and videos were lost
2. Lacks connection, members of the community are unable to share their own stories for others to see
3. Plenty of photos to share, but not sure how best to do so

After our brainstorming session, we narrowed it down to 3 ideas.

Before presenting the ideas, here is some background information on QR Codes, a technical feature mentioned in some of our suggested solutions. This is to help you better understand the descriptions later.

QR Codes are square shaped barcodes that can be scanned by the cameras on mobile phones, which will lead to a weblink. These are used in our proposed solutions for the sake of convenience. For example, instead of typing

www.annexecommunities.org.uk into your phone's web browser, you can scan the QR code attached with your phone's camera and get redirected to the same website.

1.

Below are our ideas, we would love for you to rank them in order of your preference, and how relevant they are to resolving the problems faced by The Annexe Communities.

Suggested Solutions

1. Print plaques describing the story behind each item/art piece, place it near the item/art piece. On the plaques, include a weblink to https://www.annexecommunities.org.uk/ as well as a QR code for the same weblink (easier to access than typing the link into your phone). By having the information stored on the Annexe's website, it is better managed and less likely to disappear for unknown reasons (as experienced with Facebook).
   Additionally, we could make the location part of a publicly available "treasure hunt" game, such as geocaching (https://youtu.be/vuFiLhhCNww). This will encourage a younger crowd to visit the location, and at the same time, learn about the Annexe Communities' work.

2. Create an audio guide for a walking tour of Patrick, which could be accessed on mobile phones, through a weblink or QR code. At the physical location of each art piece or mural, speakers can be set up to provide audio descriptions of the piece. This caters to people who may not have mobile phones to access the online audio guide. We can also add a feature that allows visitors to submit their own photos, videos or stories related to the murals they encounter. This will foster a sense of community engagement and ownership.
   To attract more youths, the Annexe Communities can enhance their social media reach through auto-sharing of Facebook posts to Instagram, which is a more popular social media platform among the youth.

3. Reorganise the Annexe Communities' existing website, showing how they can enhance their existing platform to better showcase their works and provide clear information on murals and art pieces to users. This could be in the form of an interactive gallery on the web app or website where users can browse through images and videos of the murals and art pieces. Users can filter the content based on location, artist, theme, or medium, making it easier for them to find what interests them.
   Furthermore, the revamped website can integrate with external platforms like https://reachvolunteering.org.uk/ to attract and connect with potential volunteers keen to teach something, as well as to automatically share event invites through platforms like https://www.whatsonglasgow.com.
   The revamped website should also allow for more flexible editing by the Annexe's staff and allow visitors to upload their own stories about their experience at the Annexe.

Please let us know your order of preference on these ideas, and also provide some comments on each idea and how they can be improved, or where they are lacking.

Look forward to hearing from you!

Regards,
Esther