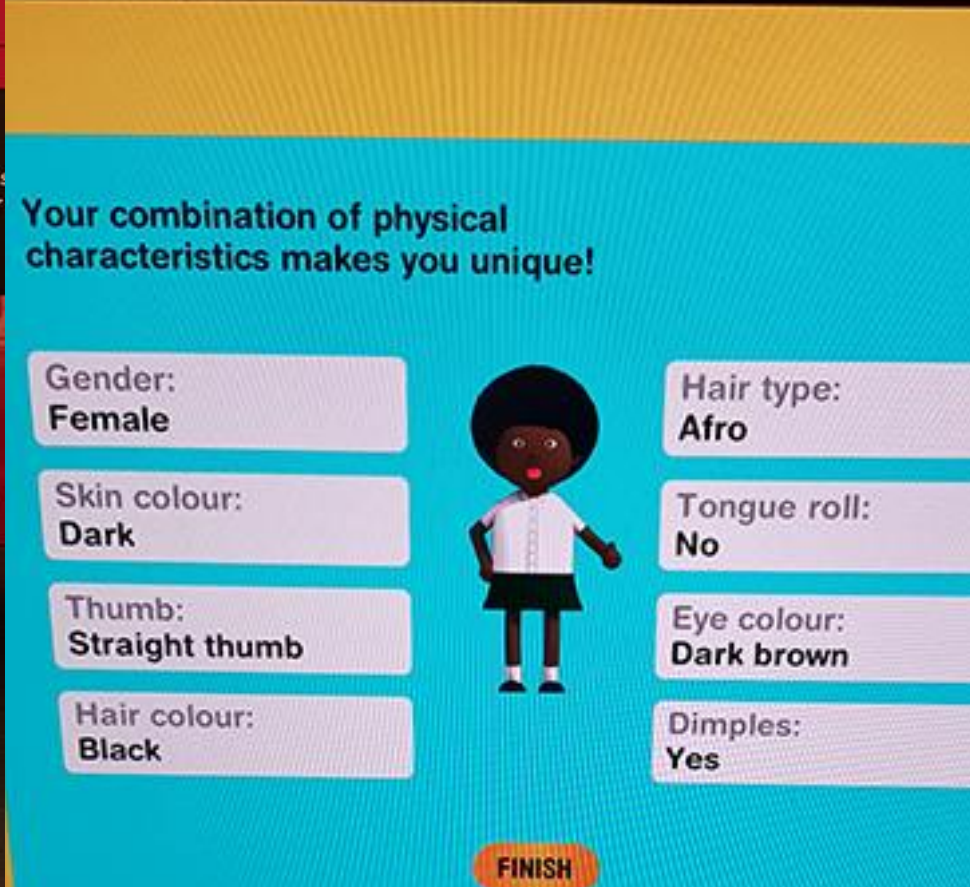


NMM Hidden Histories

By Jacob & Kaleshe

Research



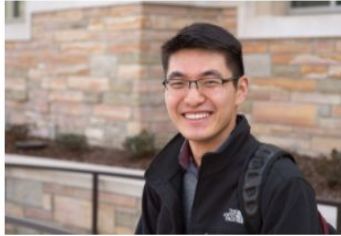
THE SCIENCE MUSEUM

Target Audience

- BAME/Women

User Personas

Jim Zhang



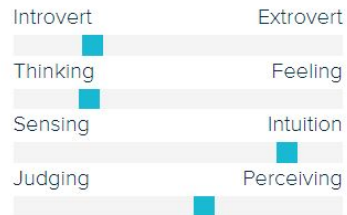
Age: 23

Work: Student

Location: London

Character: Type

Personality



Outgoing

Curious

Adventerous

Goals

- Come out of the museum with an unexpected discovery
- Have a different experience in the museum as usual
- A reason to try out some of the interactive activities available

Frustrations

- When going to a museum you usually know what to expect
- Interactive activities tend to have a long waiting time
- Hasn't had much of a reason to try out interactive activities

Bio

Jim is an international student from China, studying in Greenwich. He has a passion for the British history and visits museums on a regular basis.

Mary Johnson



Age: 32

Work: Accountant

Family: Married

Location: London, UK

Character: Extrovert

Loud

Whitty

Adventerous

Goals

- Wants to try new things
- Take more trips to the museum
- Have more to talk about museum trips

Frustrations

- A lot of interactive activities in museums are quite static
- Doesn't have much drive to visit the museum
- Most interactive activities are targeted towards children

Bio

Mary was born in London and has lived there her entire life. She wants to make the most of her life and try new things. She visits museums occasionally but would like to visit more but lacks the drive.



Who was Ching Shih?

One Pager



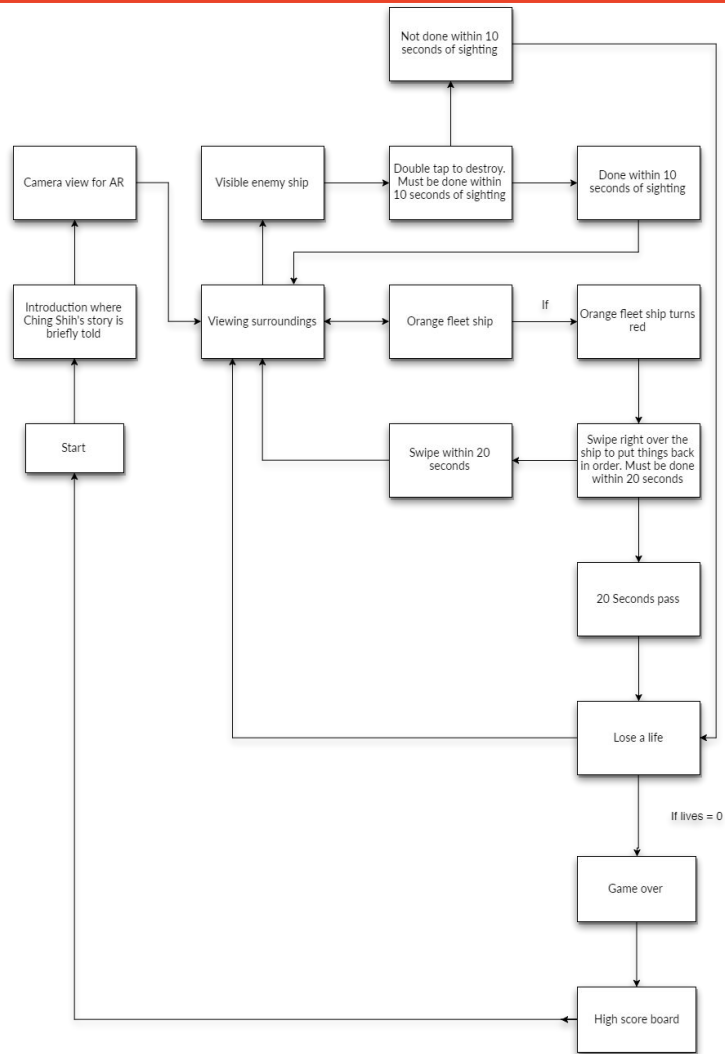
Rags to Riches

Using a tablet or mobile device play as Ching Shih in an augmented reality game.

Your job is to take command of the Red Flag Fleet whilst operating the South China Sea. Defending yourself against the opposing empires whilst managing your fleet.

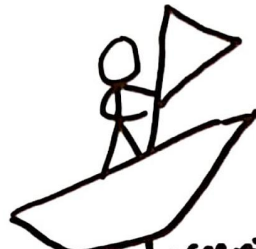
Watch out for ships from the British, Portuguese and Qing Dynasty!

Experience Map

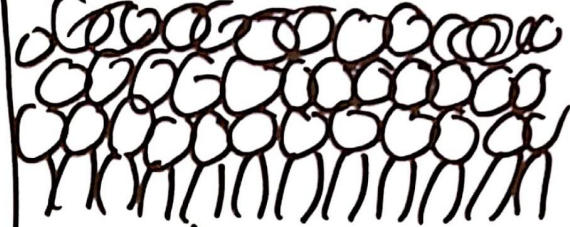


Rags to Riches

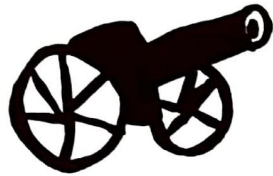
loading /



ching shih terrorized the
china sea in the early 1600s



commanding over 200 ships
occupying 20k to 40k pirates



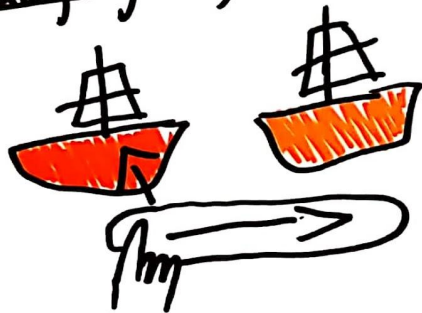
boom
bang

entering into conflict with
the British, Portuguese (empire)
Qing dynasty

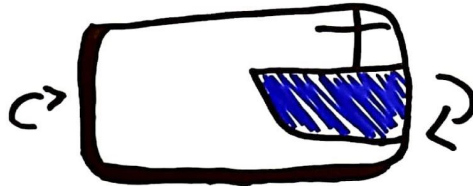


one of
she was the most
successful pirates in
history

swipe right on the
orange fleet ships
to police them when
they turn red

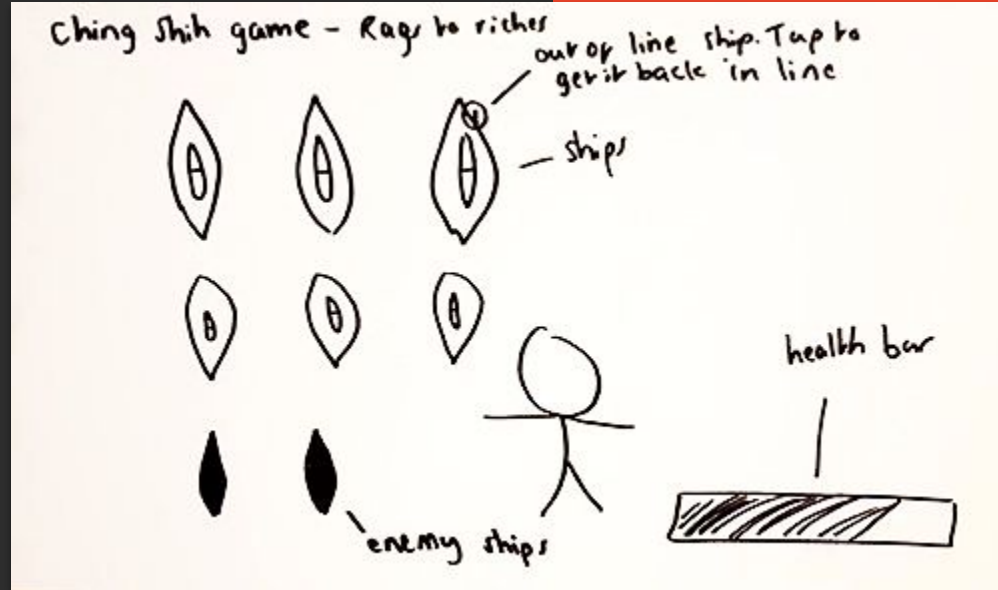


Look around

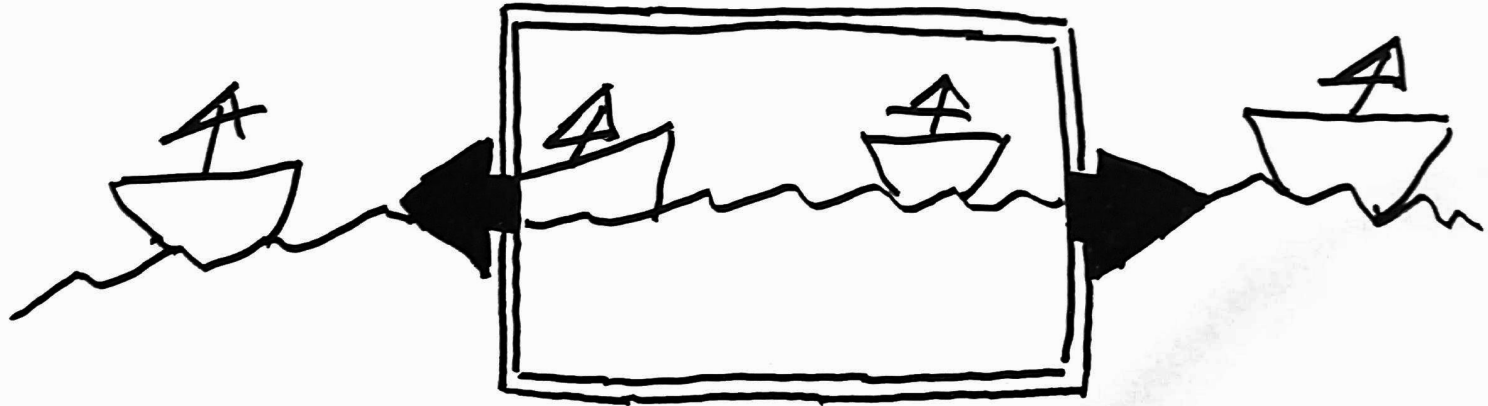


double tap to
destroy the
enemy

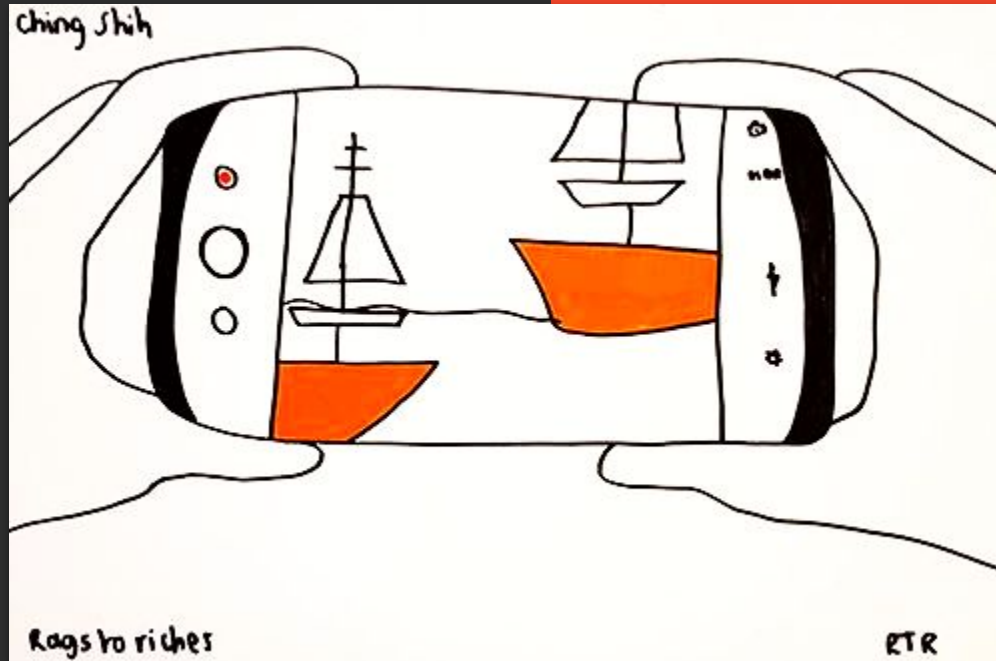
Illustrations



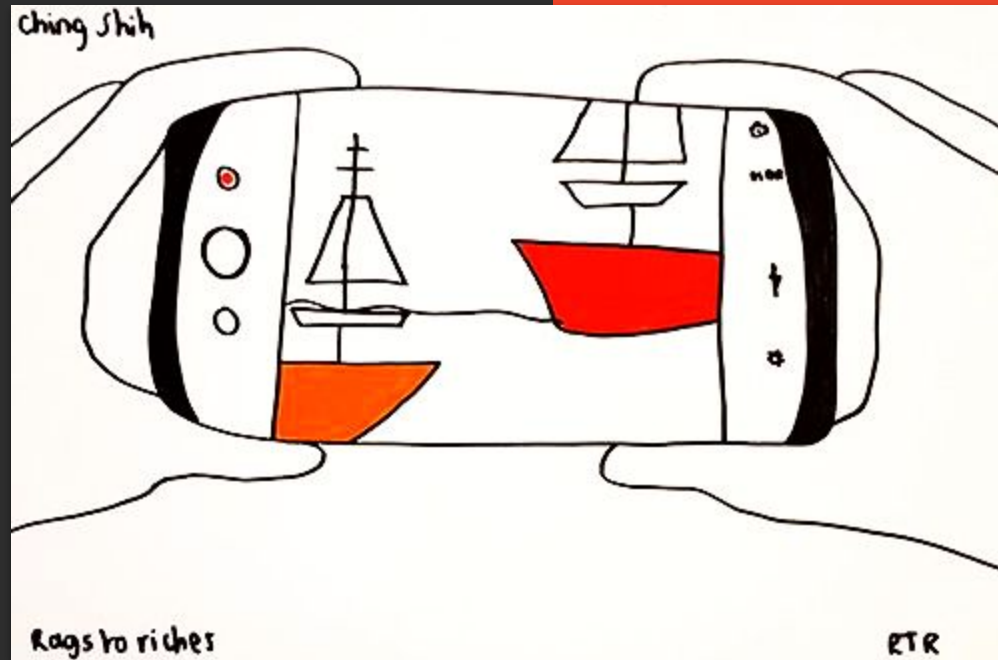
Concept illustration



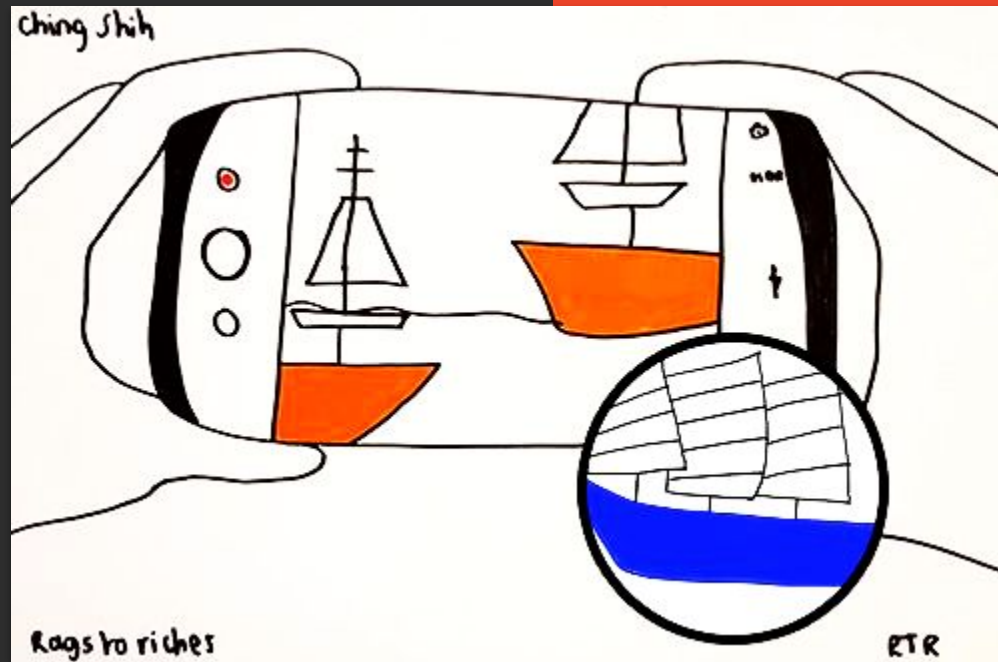
Overlook of the AR experience



View of game on device through the camera



Ship management needed



Enemy ship found

Thank you!

Prototype