## Questionnaire results

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 | Q13 | Q14 | Q15 | Q16 | Q17 | Q18 | Q19 | Q20 | Q21 |
| SA  6 | CA  7 | CA  7 | CA  7 | SD  2  (6) | CA  7 | CA  7 | CA  7 | CA  7 | CA  7 | CA  7 | CA  7 | CA  7 | CA  7 | SA  6 | CD  1  (7) | SA  6 | CA  7 | SA  6 | CA  7 | CA  7 |

Legend:

CA – Completely Agree (7)

SA – Strongly Agree (6)

A – Agree (5)

NO – No opinion (4)

D – Disagree (3)

SD – Strongly Disagree (2)

CD – Completely Disagree (1)

**Engagement Score** = 53 / 8 = **6.63**

**Engrossment Score** = 41 / 6 = **6.83**

**Total Immersion Score** = 48 / 7 = **6.86**

**Interest Score** = 28 / 4 = **7**

**Usability Score** = 25 / 4 = **6.25**

**Emotional Attachment Score** = 20 / 3 = **6.67**

**Focus of Attention Score** = 20 / 3 = **6.67**

**Presence Score** = 27 / 4 = **6.75**

**Flow Score** = 21 / 3 = **7**

## Interview Transcription

Template from <https://www.opaltranscriptionservices.com/interview-transcription/>

Interviewer: In terms of aesthetics, how visually appealing did you find the application?

Respondent: Very. I thought it was like, really easy to see kind of what you had to do. And I really liked the window thing [Portal interaction]. That was like my favourite bit. See, when I figured out you could walk through it, then I was like —. I think because like before, to be fair, I had a couch in the way so I couldn’t, but when it first happened I was like, super cool.

Interviewer: How did you like the icons and the user interface? Was that relatively intuitive?

Respondent: Yes.

Interviewer: Were there any elements in the application that were out of place for you or did not feel right?

Respondent: No.

Interviewer: Have you used Augmented Reality before?

Respondent: No.

Interviewer: Did you have any issues understanding the controls?

Respondent: No. I think to get started, a little bit, because I was like “where do I click”, “do I click anything”, but after I figured it out it was really easy.

Interviewer: Yeah, the thing is with Augmented Reality is that no one has used it before, so no one knows what to do. Were the gestures accurate? Did you have issues at any point?

Respondent: No, no.

Interviewer: Were the directions easy to follow?

Respondent: Yes.

Interviewer: Were the elements easy to use? Think picture frames, meshes on the ground.

Respondent: Yeah, definitely.

Interviewer: In terms of the story, did you find yourself constantly engaged, wanting to see what is next?

Respondent: Yeah, I never had them before, but I wanted the little things that you could read and watch [Pedestal interactions], but I did not normally get them.

Interviewer: Did you find yourself disconnected at any point? Were you thinking “ah, this is out of place”?

Respondent: No, I only, I was more kind of a bit annoyed when I had to click it again because I hit a wall, but obviously you would not get that when you are outside. It was more just the situation was like “oh, damn it, I have to do this again”.

Interviewer: Yeah, I had this issue with another participant, it would just disappear for them as it gets close to a wall. Did you take a decision out of curiosity at any point, rather than a logical one?

Respondent: Yeah, I feel like near the end when I realised that you were going to say “that’s the last one”, then I went for something I was more interested in like the Old Medical School. I think that is more related because I am a medical student. I think an art person would have went to a different place.

Interviewer: Were there any interactions that you tried out and did not yield any results?

Respondent: Just the one that did not load. [talking about a Pedestal at Geddes Quadrangle]

Interviewer: Yeah. Any points of the story that you wish you could explore more? Obviously, Medical School being one of them.

Respondent: The medical school, yeah. Probably the St Andrews bit. I do not know if I just missed that step. The whole bit about St Andrews. I just feel like another participant was kind of in it way more.

Interviewer: The thing is your static path was the Life Sciences one, so the last bits were more interesting. Did you feel emotionally attached to any of the stories? Obviously as a student—

Respondent: Yeah, I think that seeing it now versus in first year would have been really different. I feel like in first year you would have been a bit more detached because it is brand new. But I feel like in fourth year it is more “damn, look at this”.

Interviewer: Would you categorise the experience as stressful?

Respondent: No.

Interviewer: You sort of answered that, but did you feel more connected to the university after the tour?

Respondent: Yes.

Interviewer: Did you feel like your actions made a difference? In terms of interactions.

Respondent: Not really, but I think it would be different if you were outside. I think I was limited in where I can go and what I can do.

Interviewer: Did you at any point feel like the tour was not worth exploring?

Respondent: No.

Interviewer: Would you do the tour again? Would you change your paths?

Respondent: I think that I would do it again and I would try to pick buildings that I have not seen before.

Interviewer: Were you able to focus on it?

Respondent: Yep.

Interviewer: Did you get distracted at any point? Was it frequent?

Respondent: No. The only time was when I was looking to see where I was going.

Interviewer: Fair enough. Did you learn anything new?

Respondent: Yeah, definitely. I had not known about any history of Dundee. I do not think it is accessible, so it was really good.

Interviewer: Yeah, I was explaining to another participant yesterday how the Old Technical Institute is essentially where Abertay started. It was a building that became part of Dundee and eventually the institute moved elsewhere and became Abertay.

Respondent: Yeah, no one ever says that. [*laughs*]

Interviewer: Yeah, no one really focuses on these things. Were the gestures something that you have used before?

Respondent: No.

Interviewer: Did anything feel unnatural to you?

Respondent: No. I think, although, it would have felt more natural if you were actually outside, I think. It is just more because you are inside it was more figuring out what to do.

Interviewer: How would you compare the medium to other forms of storytelling? So think games and movies.

Respondent: I liked it. I would say it’s more involved than movies, definitely, because obviously with movies you just sit there and it happens, whereas with this you have the different elements of “no, I want to chose a different path”, “I want to go to this building” type thing. It was really good.

Interviewer: Compared to video games?

Respondent: Compared to games, I would say, obviously things like what most people play would be less interaction, because they are so involved, but I found it personally more entertaining. It was more relevant to us.

Interviewer: Yep. Did you find it tiring to use? Did you need a break at any point?

Respondent: No.

Interviewer: Awesome. Any other points that you would like to make? Anything you would like to see improved?

Respondent: No, I wish I could have done it outside, because one of the buildings where you could go in and walk was full of stuff inside and I wanted to see them [*laughs*].

Interviewer: Yeah, I know. Well that is everything, thank you!

**- End of Interview -**