## 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 |
| CA  7 | SA  6 | A  5 | CA  7 | D  3  (5) | CA  7 | CA  7 | A  5 | A  5 | A  5 | CA  7 | A  5 | A  5 | A  5 | A  5 | SD  2  (6) | D  3 | A  5 | A  5 | A  5 | D  3 |

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** = 46 / 8 = **5.75**

**Engrossment Score** = 34 / 6 = **5.67**

**Total Immersion Score** = 33 / 7 = **4.71**

**Interest Score** = 23 / 4 = **5.75**

**Usability Score** = 23 / 4 = **5.75**

**Emotional Attachment Score** = 15 / 3 = **5**

**Focus of Attention Score** = 19 / 3 = **6.33**

**Presence Score** = 18 / 4 = **4.5**

**Flow Score** = 15 / 3 = **5**

## Interview Transcription

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

Interviewer: How visually appealing did you find the application?

Respondent: On the whole I’d say it was — quite well done, at least in terms of visual aesthetic. The only thing I would note is that there were some points, on the buildings in the 360 view that kind of appeared to bend —

Interviewer: Yes, like it loses corners and such.

Respondent: Yes, but aside from that, very visually appealing. I especially liked the little podiums. I thought they were really well done.

Interviewer: That is cool. What did you think of the icons, the art style, the pictures?

Respondent: I thought it was great. Really enjoyed the path selection. I thought the way it was done was quite nice. It was very clear, even if you weren’t trying to read what it is attached to, the icons themselves kind of pointed you in the right direction anyway.

Interviewer: Were there any elements of the application that felt out of place?

Respondent: No, nothing.

Interviewer: Have you used Augmented Reality before and if you have, can you compare it in any way? If not, do not worry about it.

Respondent: I am not sure.

Interviewer: One example is Google Maps. You can take directions in real life; it uses your camera to point you which way to go. If you have never used that —

Respondent: No I never have.

Interviewer: Things like Pokémon Go is another example.

Respondent: No, no.

Interviewer: Would you say the interface was easy to use?

Respondent: Yes, definitely.

Interviewer: Any issues understanding the controls?

Respondent: No. I mean I do feel like getting back to the map view was not exactly clear, because it was initially a little camera icon, but once I got the gist of it, it was completely okay.

Interviewer: Do you think the gestures were accurate?

Respondent: Yes.

Interviewer: Any issues using the application?

Respondent: No, none.

Interviewer: Do you think it was frustrating with all of the popping and losing tack of a surface when getting close to walls? [referring to AR interactions disappearing]

Respondent: Yes it was, purely because the way the 360 degree environment was built. I did just kind of want to walk and explore, because it felt like you were in the area that was depicted, so it was nice to get around, but It was kind of frustrating every time you get closer to a point of interest and it would just disappear —

Interviewer: Yes.

Respondent: But again, I attribute it to being stuck inside, so I feel like it would not be quite as frequent anywhere else.

Interviewer: Yes. Do you think the interaction elements were easy to see and use?

Respondent: Oh, definitely, yes.

Interviewer: Awesome. So, did you find yourself constantly engaged, wanting to know what happens next in terms of the story? If you would consider that a story.

Respondent: Yes.

Interviewer: Did you find yourself disconnected from the story at any point? So were you at a place where “oh this doesn’t make sense” for what I am expecting?

Respondent: Well, not that it did not make sense, but again purely due to the fact that we are stuck indoors, I did find it harder trying to figure out how to stick to a path, because obviously when you would be using it in the real world and are able to walk down those pathways, it would be easier to choose something that interests you and follow that, whereas being inside kind of subtracts from that, but aside from that I think the app, like the premise of the app was quite well placed in there.

Interviewer: Was there a point at which you took a decision and that was purely out of curiosity rather than a logical reason?

Respondent: Yes, I suppose. Following the Art & Design path and then kind of going to a couple of buildings associated with that was purely out of curiosity, because I do not interact with them on a daily basis. I just kind of wanted to see what was going on in that area.

Interviewer: Were there any gestures or interactions that you tried out that did not yield any results? For example the 360 that was white. [talking about a photosphere that failed to load during testing]

Respondent: Yes that would be the only one. The only other thing that I feel I could not get the full benefit out of, again, purely due to the circumstances at hand, was the gallery. I really enjoyed walking through that, but again, that made me walk against the window.

Interviewer: Yes, well the thing is with both Hawkhill house and the gallery, one is meant to be at the parking at DJCAD and the other one is meant to be at the green area next to Hawkhill house. So Hawkhill house is next to the tennis courts.

Respondent: Right.

Interviewer: So that area you could explore in. That is why the two of them exist, but obviously the room we are in is only so large. Did you feel emotionally attached to any of the stories? Obviously as a student I feel like it resonates a bit more.

Respondent: Yes, emotionally attached is a strange way to phrase it, but I did kind of feel a weird sense of belonging to the story unfolding, so yes that was that.

Interviewer: Would you categorise the experience as stressful?

Respondent: No.

Interviewer: Do you feel more connected to the university after the tour? Would you say that you feel like you belong more?

Respondent: Yes, definitely, it was nice to find out more of the history of different parts surrounding campus.

Interviewer: Did you feel like your actions made a difference?

Respondent: Not particularly.

Interviewer: Did you at any point feel like something was boring, something was not worth exploring, something was just too long, too big?

Respondent: No.

Interviewer: Okay. Would you do the tour again? Would you change your path? Would you try something else if you had the same timeframe?

Respondent: Yes, I feel like I would have looked at more of the other faculties other than Life Sciences, but yeah, definitely would do the tour again.

Interviewer: Did you get distracted frequently while doing it?

Respondent: No, not particularly.

Interviewer: Did you learn anything new?

Respondent: Yes, definitely learned more about the University’s history. Especially, I mean, there is always a notion of “we don’t like St Andrews”, but reading some of the history did put things into context. It was interesting.

Interviewer: There was a point in — You did not reach the Old Technical Institute? That is quite cool, because although it is a part of the university now, it used to be an institute by itself which later became Abertay. So in a way Abertay was on campus before they moved.

Respondent: Very well, I did not know that.

Interviewer: How do you think this compares to other mediums of storytelling?

Respondent: I definitely prefer it to any other kind of — because I mean the only other kind of storytelling tour I have been involved in have been the little audio recording ones. They press a number at a certain landmark and it explains it to you. I definitely prefer this, because it was nice to interact with different things and see them unfold in front of you. I cannot remember what stop it was in particular, but there was one where the podium also had a couple of photos stacked on top of it, which was nice to look at. Definitely prefer it to other mediums.

Interviewer: Would you say — how does it compare to say - a movie and how does it compare to say – a game.

Respondent: More involved than a movie, because as opposed to sitting and watching something unfold that you cannot really get up and leave in the middle of, this was — it was nice in the sense that you could kind of go towards areas that peaked your interest, whereas I would see it different to a game purely in the traditional sense of there was no set objective apart from “if you want to explore, go explore”.

Interviewer: Yes. Really the whole nature of Augmented Reality is exploration to be honest. It is very difficult to make something fixed, like force the player to do anything, because it is here and there at the same time. Did you think it was tiring to use? Did you need a break at any point?

Respondent: No.

Interviewer: Okay, that is about it for the questionnaire. Do you have any other thoughts? Anything that you think can be improved? Anything you would like to see more of?

Respondent: No, nothing is jumping to mind that I have not mentioned already.

Interviewer: Sounds good, thank you!

**- End of interview -**