

PASTPORT

A mobile app to
revolutionize History Education

By Quinxie Doan

[Prototype link](#)



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A mobile app to
revolutionize History Education

USER GOAL

-
- PastPort reinvents history education, turning it into an interactive and enjoyable experience. By blending storytelling, gameplay, and virtual interactions, I want to solve the problem of passive learning and disengagement in history education.
- Our solution targets learners of all ages, offering an engaging platform that possibly increases retention rates by 20-30%. With PastPort, discover the joy of learning history, one immersive experience at a time



TARGET USER

- Students
- Amateur who want to learn more about history



Name: Sarah

Age: 17

Occupation: High School Student

Background: Sarah is a high school student who finds traditional history classes boring. She wants to learn history in a more engaging and enjoyable way.

Goals:

- Improve understanding of history.
- Enjoy learning about historical events.
- Retain information more effectively.

Challenges:

- Finds traditional history classes dull.
- Struggles to remember details from textbooks.
- Feels overwhelmed by the amount of historical information available.

How PastPort Helps:


- Provides interactive and enjoyable learning experiences.
- Allows Sarah to explore history at her own pace.
- Makes learning history manageable and engaging.

PERSONA





CURRENT USER EXPERIENCE

- Traditional methods like textbooks and long videos fail to captivate users' interest.
 - Museum app that has AI tour guide
 - History learning app
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PAIN POINTS

The user feels unsatisfied by the limited interactivity and organization of information when using app provided by competitors like Seattle Art Museum Visitor Guide and British Museum Buddy

Ratings & Reviews

1.4 out of 5

10 Ratings

[See All](#)

Lame. 6y ago
★★★★★
Voodoo School Drop Out

Not the interactive guide they described in the pamphlet. None of the features are available (even on a limited basis) unless you pay \$2.99. Which no one w/ a decent smart phone ever do.

Worthless 5y ago
★★★★★
Doc14357

No pertinent information on this app. Better to just visit the SAM site.

PAIN POINTS

BBC History app/magazine and HISTORY rely heavily on passive content and advertisements, and early payment required resulting in a less engaging user experience

Is the BBC History magazine ok to red for 10 years old? ...

11 replies

stripes11 · 06/04/2020 12:51

i have 2 sons

Is the BBC History magazine ok to red for 10 years old?

Which history/ general knowledge magazines do you recommend?

Thank you

OP posts: [See all](#)

 Quote

 Thanks

 Add post

 Share

 Report

YangShanPo · 06/04/2020 12:56 ...

I think it might be a bit too adult for a 10 year old. Probably I would look for books suitable for their age or look at online resources for children.

 Quote

 Thanks

 Add post

 Share

 Report

 Bookmark

PAIN POINTS

Users complaining there are too many ads that interrupt their learning flow

Way Way Way Too Many Ads

★☆☆☆☆


4y ago

CaptShaun

Where do I begin? This is the first app I have ever given less than 5 stars. The History App has it all: the good, the bad, and the ugly. The good part is that I can watch the shows I love anytime I want anywhere I want. The bad news is that sometimes the app is glitchy and I have to restart my Apple TV to get it to work properly. The ugliest piece of the puzzle is the exhausting amount of ads as of late. I was completely OK with 3 (often repetitious) ads during each break, but now it has doubled to 6 (often repetitious) ads during the 5 breaks on a 40 min show. After reading recent reviews, I find most customers are feeling the same way I do. However, I do not believe History knows or cares what the viewers want. If the app continues down this path, then I fear that soon it will finally live up to its name and become HISTORY!

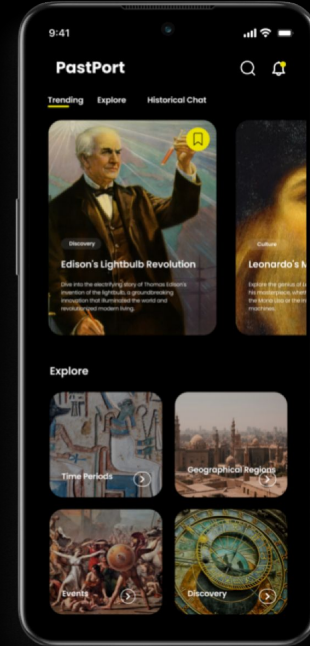


HOW MIGHT WE...

- enhance the interactivity of our platform to make learning history even more enjoyable?
 - improve the accessibility of our freemium model to ensure that all users can access the content they need?
 - expand the range of comprehensive content available to cater to a wider variety of historical interests and learning preferences?
- 

SOLUTION: PASTPORT

- PastPort offers the most engaging and interactive user experience compared to competitors.
- PastPort's freemium model and comprehensive content make it a standout option for users seeking an immersive history learning experience.




UX COMPARISON

| Feature | PastPort | Seattle Art Museum Visitor Guide | British Museum Buddy | BBC History | HISTORY |
|----------------------|--------------------------------------|----------------------------------|-----------------------|----------------------------|----------------------------|
| Interactivity | Highly interactive | Not interactive | Limited interactivity | Minimal interactivity | Mostly passive content |
| Accessibility | Freemium model, free trial available | Paid, limited access | Paid, limited access | Paid access, limited trial | Paid access, limited trial |
| Content Organization | Categorized, structured | Not organized | Limited organization | Varied organization | Varied organization |
| Information Depth | Detailed, comprehensive | Limited information | Limited information | Varied depth | Varied depth |
| Advertisements | Minimal | None | None | Many ads | Many ads |
| User Experience | Engaging, immersive | Static, non-interactive | Limited engagement | Boring, passive | Lengthy videos, passive |

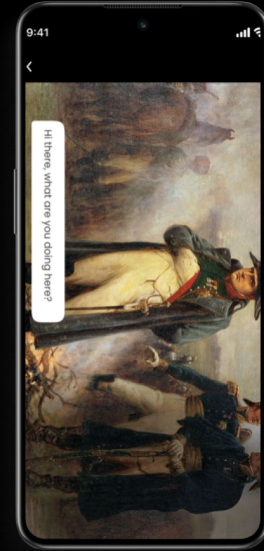


KEY INSIGHT

- PastPort offers the most engaging and interactive user experience compared to competitors.
 - Competitors like Seattle Art Museum Visitor Guide and British Museum Buddy have limited interactivity and organization of information.
 - BBC History and HISTORY rely heavily on passive content and advertisements, resulting in a less engaging user experience.
 - PastPort's freemium model, coupled with its comprehensive content, makes it a standout option for users seeking an immersive history learning experience without immediate financial commitment.
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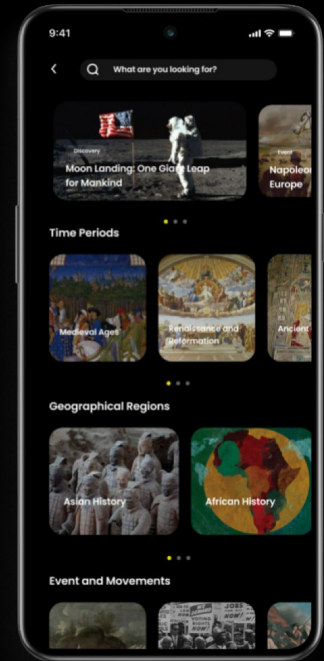
SOLUTION: PASTPORT

- When click into each event, users are able to interact with the character and environment
- They have to answer quizzes to reinforce their knowledge to continue the game



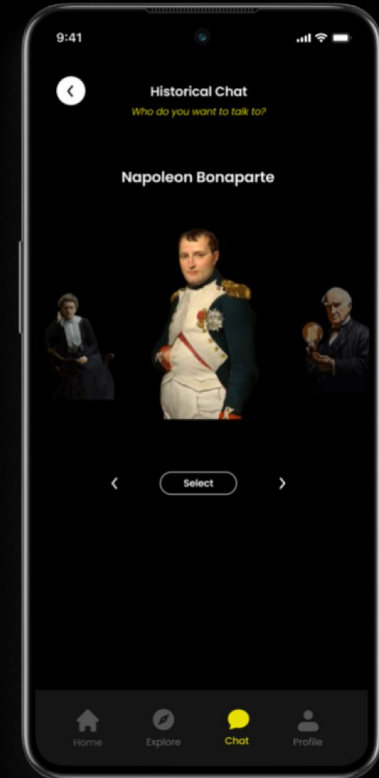
SOLUTION: PASTPORT

Events are categorized clearly, easy for user to navigate



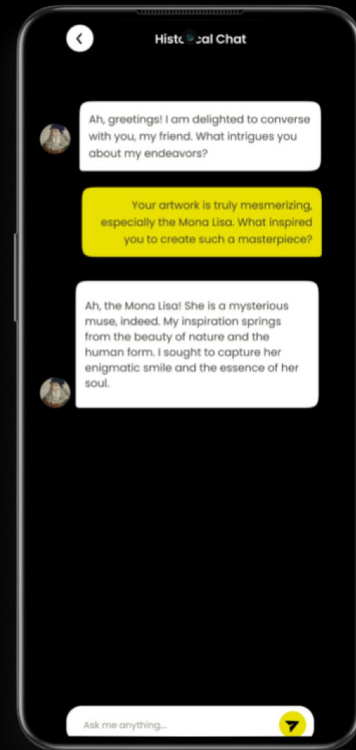
SOLUTION: PASTPORT

User can select historical figure they want to talk with



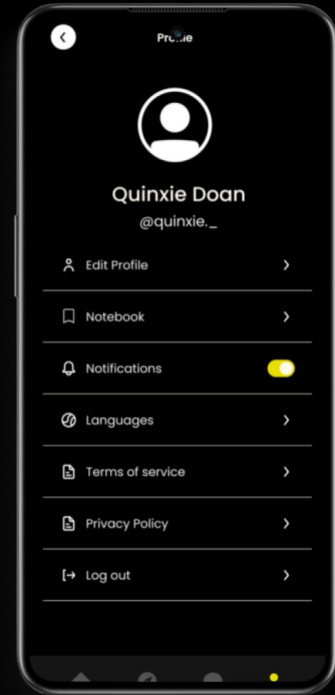
SOLUTION: PASTPORT

Users are able to chat with historical figures through AI chatbot implementing knowledge from the character they choose



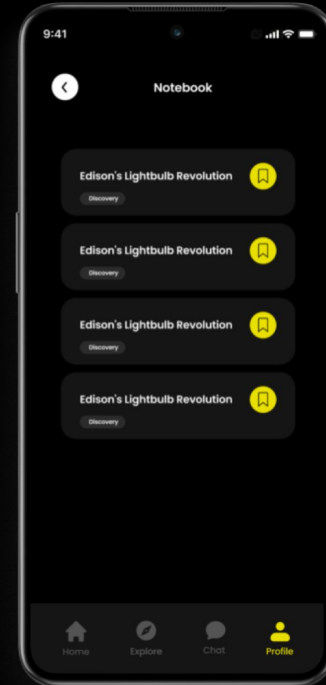
SOLUTION: PASTPORT

Profile section



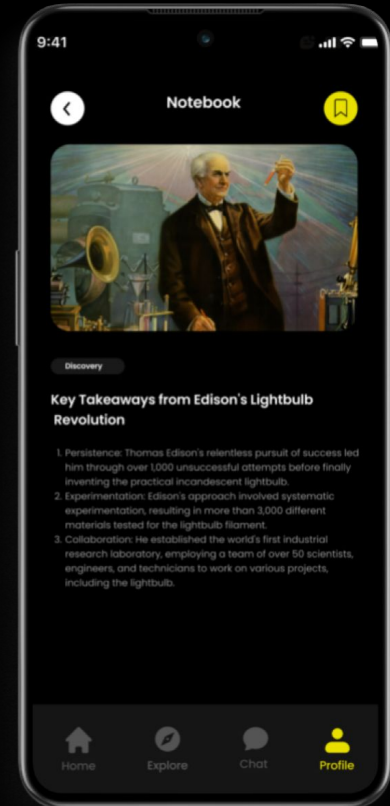
SOLUTION: PASTPORT

PastPort has notebook to take note of important information that user learn from each event



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SOLUTION: PASTPORT

Tiered Subscription System: Implementing a tiered subscription system provides users with options that align with their needs and budget. For example:


- Free Tier: Provides basic access to PastPort with a good amount of features and content, so they can explore the app, ads available but not too frequently.
- Tier 1: Offers access to additional features such as ad-free browsing, expanded content library, and priority support for a competitive price.
- Tier 2: Includes all features from Tier 1 plus exclusive content, advanced interactive experiences, and additional benefits at a slightly higher price point.
- Tier 3 (Premium): Provides the ultimate PastPort experience with access to premium content, personalized recommendations, early access to new features, and more, at a premium price

NEXT STEP



Due to time constraint and working alone in a solo team, I couldn't implement all the functions I want.












In the future, I would like to:

- Develop dialog and story based on user's choice when user interact with the environment in each event
 - Develop the app into VR/AR
 - Conduct user testing and surveys to collect user's opinion
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DESIGN SYSTEM

- Black, white and yellow theme creates an ancient aesthetic
- Poppins fonts, intuitive layouts, visually appealing images

(Page Design System in Figma)

| | | | | |
|---|-------|-----------|--------|-------------|
| Headings | | | | |
| Headings | NAME | WEIGHT | PIXELS | LINE HEIGHT |
| Aa — Find the stuff you'll love. | H3 | Semi Bold | 24px | 125% |
| Aa — Find the stuff you'll love. | H5 | Semi Bold | 14px | 125% |
| Body | | | | |
| Body | NAME | WEIGHT | PIXELS | LINE HEIGHT |
| Aa — Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam, vivamus dui lacus amet. Aliquet elementum ultrices mollis neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. | p3-b | Medium | 12px | 150% |
| Aa — Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam, vivamus dui lacus amet. Aliquet elementum ultrices mollis neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. | p3-b | Medium | 8px | 150% |
| Details | | | | |
| Details | p3-b | Medium | 8px | 150% |
| Container | | | | |
| Primary | | | | |
|  | Y500 | #FEE000 | | |
| Neutral | | | | |
|  | N900 | #1F2223 | | |
|  | N800 | #36393B | | |
|  | N700 | #57595A | | |
|  | N600 | #797A7B | | |
|  | N500 | #BEC090 | | |
|  | N400 | #B9B2B2 | | |
|  | N300 | #D0D3D3 | | |
|  | N200 | #EAEAEA | | |
|  | N100 | #F0F0F0 | | |
|  | White | #FFFFFF | | |

THANK YOU

