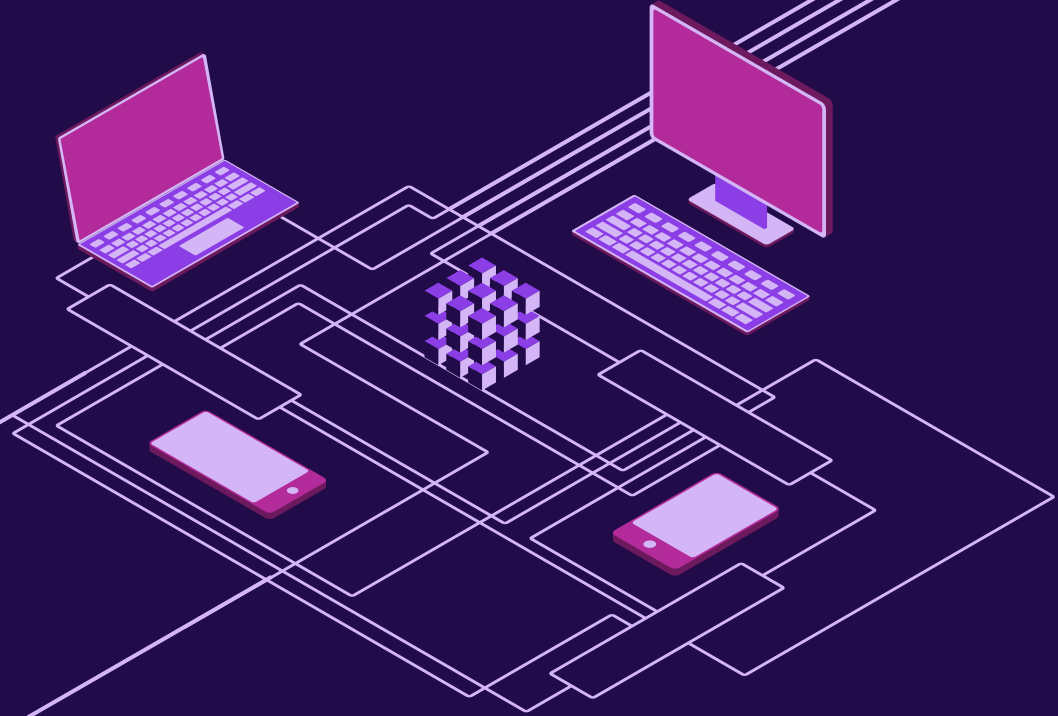


Architecture

DynARTwork

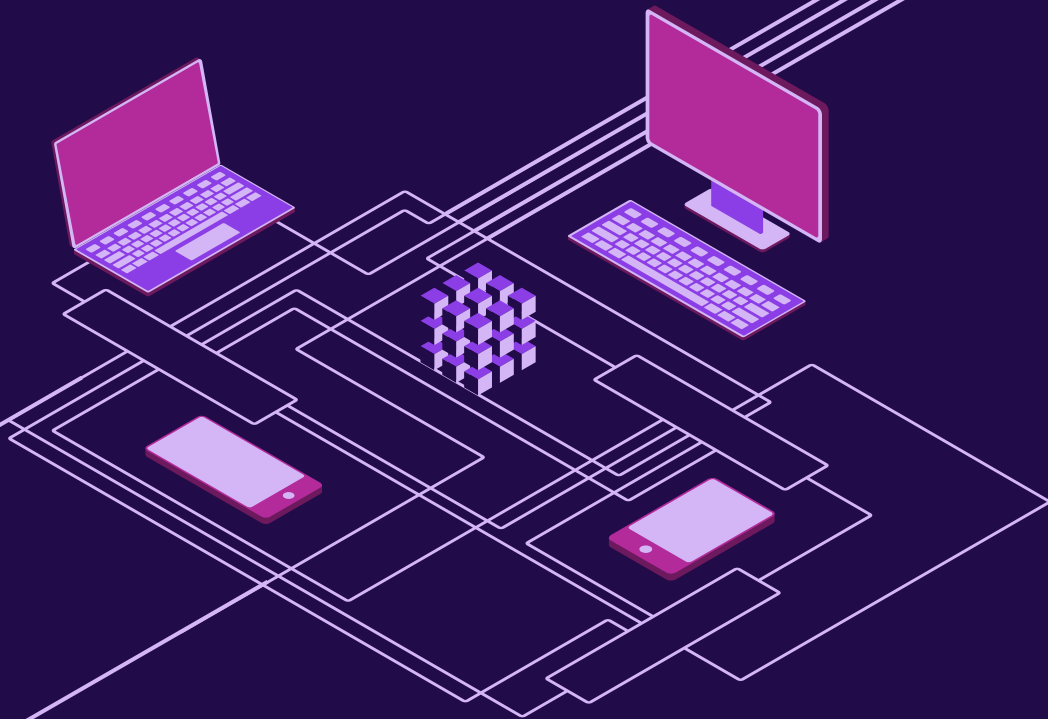
Francesco Colasante
Simone Di Tanna
Emanuele Santo Iaia

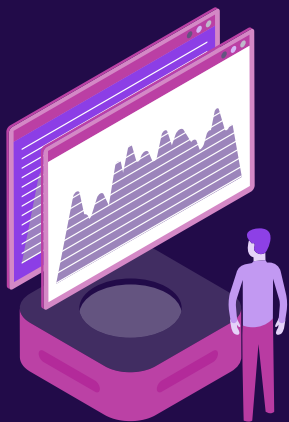


Evaluation Plan

DynARTwork

Francesco Colasante
Simone Di Tanna
Emanuele Santo Iaia





THEM

- Conservation of work
- Improvement of the visitor's experience



US

We create our
Dynamic Real Time
Artwork

The idea



Users

Our users are mainly artists



Website

We provide a website



Setting Parameters

The artist can load the artwork and set the parameters



Machine Learning

Thanks to ML our infrastructure will mix data from IoT data with the artwork



Live Result

The website will show the result live



Projecting

The image will be projected into the museum room and will change dynamically

Evaluation

01

Conversion Rate

02

User Experience

03

Technical Part



01

**Conversion
Rate**

Conversion Rate

LANDING
PAGE

CALL TO
ACTION
(CTA)

$$\frac{\text{CTA}}{\text{\#visitors}}$$

CRO

Conversion Rate

CUSTOMERS



1. Define our Buyer Persona
2. Measure our Demand
3. Where Customer are gathering



Types:

1. Latent demand (Facebook ADS)
2. Demand aware (Ubersuggest)



02

User
Experience

User Experience

**OFFLINE
PART**



**NOT
SCALABLE**

Attribute	Example
Product	*Artist Web app*
Design Stage	Concept design
Product representation	Storyboard, Flash animation
Purpose of evaluation	Find best design alternative
Study location	Online Study (due to COVID - 19)
Participants	3F
Time restrictions	1 week, lunch hour
Equipment, tools	Phone and notes
Skill of researchers	Students

User Experience

**ONLINE
PART**



**SCALABLE
(For each user)**

Attribute	Example
Product	*Artist Web app*
Design Stage	Prototype
Product representation	Storyboard, Flash animation
Purpose of evaluation	Find best UX
Study location	Online Study
Participants	UX expert, all visitors, kids
Time restrictions	1 week, lunch hour
Equipment, tools	Yandex metrika: heatmap, video-rec
Skill of researchers	Students

Project Ideas



- **Criterion 1**
POTENTIAL IMPACT IN
ENERGY SAVING
- **Criterion 2**
TECHNICAL FEASIBILITY
- **Criterion 3**
COST OF THE SYSTEM
- **Criterion 4**
USER EXPERIENCE



03

**Technical
Part**

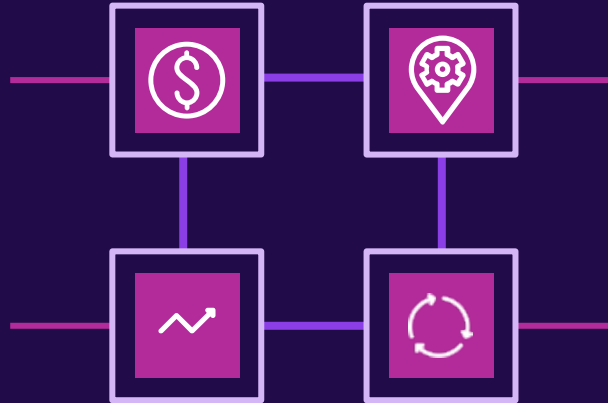
Aspect to analyze

Money

Cloud based service costs:
Machine learning on Google
cloud platform

Installation Scalability

Skill required for installation



Easy Installation

Time required for installation

OTA Updates

To monitor the product
remotely

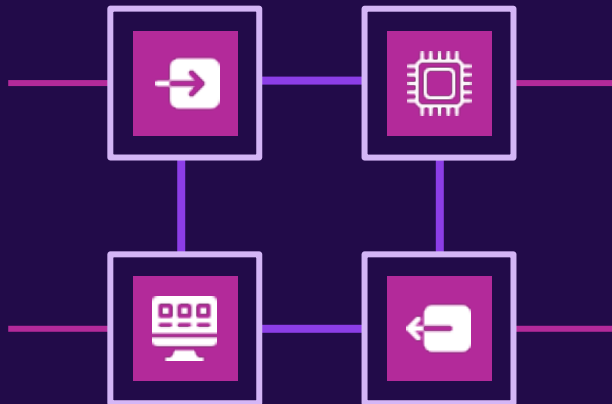
Testing our solution

Input part

Tested on IoTLab

WebApp

Angular + Firebase
deployed on Firebase Hosting



Core Part

ML + DB
deployed on Google Platform

Output

Nucleo + HDMI + Projector
not tested in real environment

THANKS!

CREDITS:

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Simone Di Tanna
Emanuele Santo Iaia

