**DMC**

**DATE: 14 July 2018**

**TIME: 14:00 – 15:00**

**ATTENDEES:** Tom Gibbs, Elliot Chester, Henry Crofts | Basil Abbott

***MEETING WITH CLIENT @ DISS MUSEUM***

**Aims of this client meeting:**

* Confirm the venue for the exhibition
* Confirm Museum’s intentions about a permanent/temporary exhibit
* Confirm target audience for the exhibit
* Confirm required content of the exhibit – any specific element client would like to highlight
* Identify whether any of the museums budget for the event will be required for potential exhibitions
* Clarify the contents of the museums own display and which other exhibits/performances have been arranged which we may need to consider
* Pitch prototyped potential exhibits to help Museum’s understanding of end products

**Meeting Minutes:**

All team in attendance. Following arrival at the Museum, the team showed Basil prototypes and mock-ups of potential exhibits to aide with the client’s understanding.

The client was enthusiastic about elements of all the prototypes shown, but felt either AR (augmented reality) or VR (virtual reality) are the options they would like us to pursue.

The remaining conversation followed from this feedback, all further ideas being discussed in terms of either AR or VR application.

Client advised the exhibition venue has again changed to Diss Museum itself, they do not foresee any further venue changes.

The client advised that the weekend of the centenary event in July 2019 is the primary focus and as such the final product should be developed for use over the two-day period. The display will be featured in the museum from March 2019 onwards so considerations could be made towards something with longer-term potential being produced as a stretch goal.

The Museum’s intention is to market the event towards children, educating them about the events of the airship’s voyage – as such it is essential the final product is historically accurate.

To provide better perspective on the events of the voyage we should aim to showcase many varied items/events from the voyage rather than focus specifically on any single aspect.

Other exhibitions/performances which have been booked for the event were discussed:

* Dancers (lower area of museum)
* Choir (will perform at key moments throughout the exhibition, lower museum/church/town square)
* Reading/re-enactment of the events of the voyage (exhibition dinner)
* Scale-model blimp (planned to be moored in the churchyard, next to the museum)
* Themed market stalls (town square)
* Treasure trail and games for children (museum upper area, museum front exterior, town square including markets stalls)
* Multiple In-museum displays featuring artefacts from the airship’s voyage
* Multiple In-museum displays featuring work produced by community groups and schools

While discussing benefits and restrictions of both AR and VR, we explained to the client VR would require a machine to be set up for the duration of the exhibition weekend. With the other parts of the exhibition (above) the small amount of permanently available space makes VR impractical. The client agreed.

Continuing the discussion showed the client wants to provide an experience multiple users can interact with simultaneously. Client agreed it would be preferable to produce an app for mobile platforms rather than for a single machine with users taking turns.

Scope of application was reduced to a mobile AR app.

A collection style AR game was then discussed, which we and the client noted could be incorporated into the already planned ‘treasure-trail’ with ease. The market stalls, churchyard and other exhibitions could also feature AR elements to encourage children to follow the trail and with it other exhibitions.

The client was very interested by this proposal.

Client advised they have been awarded funding to assist with the centenary event. From what has been discussed with the client at this meeting, we do not believe any funding will be necessary. We agreed to update the Museum if we believe development will necessitate funding and review how to proceed.

The benefit of advertising final product on promotional material was discussed with the client. Explained to the client that this would persuade visitors to download and test the application from the app store before visiting and they would be less likely to then be dissuaded by data usage at the event. Client agreed a good idea to include in leaflets etc, thought would also assist with attracting visitors.

Client was made aware stretch goals will only be considered for development should the essential elements of the project be fully completed.

Stretch goals were discussed with the client:

* Extending the use of the app beyond the duration of the weekend – basic concepts included removing portions of the AR elements and the app serving as a ‘dictionary’ of items/events when outside of the event dates.
* AR interaction with the in-museum display cases, client still needs content to display for the return leg of the voyage which could be designed with AR in mind.
* Production of 3D printed models which could be sent to local schools for painting. There is then potential to explore adding AR effects/information to the models via the app. Client expressed interest in this stretch goal as it will help attract children to the event. Potential obstacles were explained to the client including model recognition not being supported on all devices and if the shape of the models is changed or distorted by too great a degree, recognition would not be possible.

The client stressed the importance of accuracy within the application.

Team shared plans to meet with a contact at The Pennoyer Heritage Centre to discuss the R34 in detail, the teams arranged trip to the Royal Airforce Museum, Hendon, to visit and discuss the R33 with the museum staff as well as the yet unplanned but intended visit to the Tank Museum, Bovington, to collect accurate visuals of the markV tank.

The client appreciated the care being taken to represent the events accurately and expressed interest regarding any information we obtained.

**Tasks for the current week:-**

* **From Basil’s answers to questions, draft a project brief suitable for agreement from tutors and Diss Museum**
* **Henry to confirm meeting time place with Sheila at Pennoyer Heritage Centre**
* **Visit Royal Air Force Museum, Hendon – scheduled for Saturday 21st July 2018.**
* **Confirm date all team members available to travel to the Tank Museum, Bonvington, to gather reference images for the MarkV tank.**

To share our findings from our three meetings/visits, client meeting arranged for Thursday 25th July 2018, 10:00, at Diss Museum.