20 min., wednesday 13th, at 10 am.

PRESENTATION

1) What were your questions (brief)? what we approached?

did u respond to the brief?

if not then, why?

The name of our prototype is AR M Shed

To give you a little bit of background and based on the M shed s brief, we have decided to focus on three main points for our prototype:

•    how to showcase objects within a museum without the physical object to display.

•    Find a way to represent communities by sharing stories which explore the experiences of a wider range of people.

•    And then to design a new way to engage with an individual artefact present in the exhibition.

AR content can :

-be accessible to everybody, you can use it for a long time.

-expand the present content within the museum

-come in handy cause it lets people to engage with stuff without compromising the integrity.

they don’t know the technology we are using, give more info about the AR

2) What did you do?

what we created (not tell everything, just what content worked).

is the result more interesting than the process?

did a specific process reveal something?

We have created an app within Unity that runs locally on Android smartphones.

Within the app, we have AR displays focused primarily on two topics: Food in Bristol, and the Bristol City WFC.

Within our focus on Bristol City WFC, we have expanded the existing physical display which is currently solely focused on the traditional, male centric football club.

Tughu, Abi and Silvia led an interview with Abi, the captain of the Robins/City WFC. This will be presented as a two dimensional video cutout in AR, as she gives her story and insights into the obstacles that she and the team face. It will be presented alongside a set of 3d models that display items and uniforms from the WFC as digital mirrors of the existing artefacts from the men’s team.

Our food display is inspired by how we observed visitors to interact over the existing table display at M Shed. It stood out as a spot where people sat and chatted while also interacting with the physical display. So, we added a digital food display, featuring cultural food from national minorities living within Bristol. It also displays a set of conversation scripts that shed some light onto a small range of the issues faced by the communities at hand.

EXPLAIN what the experience is fully. and GROUP STUFF.

Be more specific about what we worked with (they already know what they have in the exhibition!!!)

**We use AR to expand the exhibition collection :**

**- say football team -> what we did with that**

**- say food -> what we did we that …. but rather in this case, …**

*PUT IMAGES AND SHOW TESTING*

3) What did u find out? - like challenges, consideration we made

don’t spend 5 min saying something they already know!!!!!!!!!!!!!!!!!!!!!!!!

SHOWING NOT TELLING

how much of what you are saying is in the prototype?

how rigorous was your user testing?

what do you want to share as NEW KNOWLEDGE? what s the thing your offering to your client, what’s the new bit ? (might be like a method of doing things, might be an issue with one question in the brief).

Then we found out our whole process is very flexible and adaptable to other content inside the museum can be designed and applied.

We noticed that visitors want to interact as much as possible and mainly touch stuff, so that’s why *AR comes in handy cause it lets people to engage with stuff without compromising the integrity.*

*Also, by testing our AR food experience, we noticed people would be interested to have more interaction on what they see.*

audio inside a museum is very complex . what happens if two smartphones are playing at the same time?

football experience is a solo experience while food table is a group experience

using headphones -> it gives you a singular experience

you can’t really stop the interview audio going on

think about the onboarding process again, what happens

People want to touch the food

Could be hard to tell the difference between the ar description and the one real one present on the table

People tend to keep the vertical smartphone

But it is best according to us to keep it horizontal

*PUT IMAGES AND SHOW TESTING*

4) What was your inspiration

we got to use this technology for diff. things

we looked at the existing exhibition and see what we could improve and add using AR

5) What happens next? - talk about the next stages

dont undersell what you’ve made (don’t shit over it, be proud of it, talk it about it in a good way)

it’s a prototype, where does it go next?

Based on our prototype, what we would like to do next is:

1) test our project with a larger audience

2) test the content INSIDE M Shed

3) apply our AR experience also to other content, to expand on existing cultural aspects.

4) and by using such app, the museum could gain more info about visitors, and use that data to improve the experience overall

5) extend the table for future communities