

**Interview  
plan festival  
visitors**

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## Introduction

This document contains the interview plan for festival visitors. The goal is to gather insights into what kind of interactions festival visitors would like to see. And next to that I will also be asking the festival visitors if “Body projection Mapping” would be something that could enhance their festival experience. It is also important to find out if the festival visitors would want to interact with this “body projection mapping” and if that would also enhance the overall experience.

I decided to show the different systems of interaction, to find out what festival visitors think of this and how it could possibly be improved. The three different systems are:

### **Poll System**

A system that gathers data through an online polling website. The festival visitors can visit this website and start the poll (questionnaire). The results will then be used for the input of the Body projection mapping system. The input will change the projection and ultimately enhance the performance.

### **Cup System**

The Cup system is basically the same thing as the Poll system, but instead of using a simple website, the data is gathered by trashcan bins that can count all the cups that are thrown in there. This data will also be collected and used as input for body projection mapping.

### **Real-time system**

Instead of using a system to gather data and then use the data as input for the projections, festival visitors can have a direct real-time influence on the projections that are being projected at that given moment. The festival visitors will have to visit a website and select which animations they would like to see on top of their performers.

All of these questions will also take the online festival into account, gathering insights for both experiences. These insights I can then compare and keep the important ones in order to create the best possible experience for hybrid festivals.

The form of the interview is kept to just one-on-one interviews in person or online meetings.

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## Questions

- **Have you ever attended an online or physical festival?**
- **What was your online festival experience like?**
- **What kind of interactions were there at these festivals/concerts? Both online and "offline"?**
- **What are some interactions you would like to see at festivals/concerts?**
- **( Show body projection mapping prototype )**
- **Would you think that this could possibly enhance your festival experience?**

( Explain the interaction between the artist and festival visitors )

The following questions will be focused on the three systems that I've mentioned in the introduction (**Poll system – Cup System – Real-time system**). I will carefully explain each system and ask the following questions.

- What do you think of this type of interaction?
- Would this enhance the experience for you?
- Knowing that your vote will influence the results of the projections, would you feel like you are part of a larger crowd?
- What would you change about this system?

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## Festival visitor #1

- **Have you ever attended an online festival?**

"No, I have never attended an online one, but I do enjoy watching live streams and chatting in the live chats."

- **What was your online festival experience like?**

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- **What kind of interactions were there at these festivals/concerts? Both online and "offline"?**

"Interactions? Well mainly with people of course. But there is usually lots of stuff to do at festivals. There are many activities, ranging from a fun marketplace or a tattoo parlor."

- **What are some interactions you would like to see at festivals/concerts?**

"So far, the festivals I've been to have been quite fun, and I wouldn't change anything about it. It would be fun to meet your favorite artist or to get noticed, but I think otherwise it is fine like this."

( Show body projection mapping prototype )

- **Would you think that this could possibly enhance your festival experience?**

"I could see how this can enhance the visual aspect of the festival, but not so much for any interaction. I think people would always take advantage of these types of systems if they were allowed to mess around with or have an influence on something that everyone will see. It will be abused no matter what. But then again that is with everything."

( Show the three types of interactions )

- What do you think of these type of interactions?

" Seems like a fun way and simple way to interact with the artists! I don't know exactly if everyone would like to participate in these interactions, but it seems fun to me"

- Would this enhance the experience for you?

Not really enhance, but definitely adds to the experience. It would have been fine without it.

- Knowing that your vote will influence the results of the projections, would you feel like you are part of a larger crowd?

Yes, casting my vote would make me feel like I contributed to these projections.

- What would you change about this system?

I would let the artist have more control over these projections and let the crowd only have a small influence that can grow larger.

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## Festival visitor #2

- **Have you ever attended an online or physical festival?**

"Yes, I have been to many different type of festivals over the past 5 years"

- **What was your online festival experience like?**

It was a simple live stream of a ballet performance. You could comment and send likes during the performance.

- **What kind of interactions were there at these festivals/concerts? Both online and "offline"?**

The only interactions at the online festivals were commenting and sending likes. And the physical festivals had many fun interaction with games or just environments that triggered human interaction.

- **What are some interactions you would like to see at festivals/concerts?**

I would like to be able to play games against other festival visitors

**( Show body projection mapping prototype )**

- **Would you think that this could possibly enhance your festival experience?**

The body projections would make the performance a lot more enjoyable to watch yes. I would not necessarily want to be able to have an influence on the projector, I'd like the artist to have total control over their performance. It is their art and their vision. It could maybe work with some contemporary artists with an abstract performance.

( Show the three types of interactions )

- What do you think of these type of interactions?

" Seems like a fun way and simple way to interact with the artists! I don't know exactly if everyone would like to participate in these interactions, but it seems fun to me"

- Would this enhance the experience for you?

Not really enhance, but definitely adds to the experience. It would have been fine without it.

- Knowing that your vote will influence the results of the projections, would you feel like you are part of a larger crowd?

Yes, casting my vote would make me feel like I contributed to these projections.

- What would you change about this system?

I would let the artist have more control over these projections and let the crowd only have a small influence that can grow larger.