

Project plan

Hit The City

Dutch Rose Media

Eindhoven

<< You write the project document as an agreement between you and your client. In this you record agreements regarding the assignment and you show that you understand what the request is from your client. You also indicate how you are going to approach the assignment, why you choose it and what the end result is.

You can use this template for all projects – chapters or parts that are not applicable to the specific project (eg the section Testing and Configuration Management for non-software assignments) can be omitted.

Texts in <<italic>> are for informational purposes what should be in each section and should be removed from the final document

It is important that this document looks neat and tidy. This means at least that it is error-free and that the layout looks as usual within your IT direction (eg media design). The project document partly determines the first impression, so pay attention to that. Also, do not write unnecessary details in the document.

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Communication

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Index

1. Project Assignment	4
1.1 Context	4
1.2 Goal of the project	4
1.3 The assignment	5
1.4 Scope.....	5
1.5 Conditions.....	5
1.6 Finished products	6
1.7 Research questions.....	6
2. Approach and Planning	7
2.1 Approach	7
2.2 Research methods.....	7
2.3 Breakdown of the project.....	9
2.4 Time plan	9
3. Project organization.....	11
3.1 Team members.....	11
3.2 Communication.....	11
3.3 Test environment.....	11
3.4 Configuration management	12
4. Finance and Risks.....	13
4.1 Cost budget	13
4.2 Risks and fallback activities.....	13
5. Other	Error! Bookmark not defined.

1. Project Assignment

Context

In my previous semester, I developed a hybrid festival experience for a music venue called 'Effenaar'. My team and I researched the interaction experiences at a hybrid festival. We created three prototypes based on the insights that we gathered from the research, these prototypes were then presented to Effenaar, and they were primarily interested in one of the prototypes that were aimed at the interaction between the artist and festival visitors.

I was fortunate enough to find a company that allowed me to continue with developing a hybrid festival experience.

The company

Dutch Rose Media is a committed, reliable partner in augmented reality for a growing number of brands and organizations. We visualize the stories and messages of our customers with well-thought-out and impactful concepts.

The company helps clients create and apply Augmented Reality experiences, they do these for the following segments: Living History, Entertainment, Fashion, and Training & Education.

Brands and organizations that they work with:

PSV – Rijkswaterstaat – Rabobank – Phillips – ETZ – Effenaar – Warner Music Benelux – Museum Helmond – Greenhouse – Dela – Centerparks -

Dutch Rose Media is helping the Effenaar, a music venue, with developing Augmented Reality experiences for hybrid festivals. These hybrid festivals will be hosted at the Effenaar Concerts Hall. This is giving me the opportunity to experiment with innovative technologies that will be used to create a hybrid festival and the opportunity to experiment with real performers.

The Effenaar is a music venue in Eindhoven. They host small upcoming artists and big names as well. The Effenaar also has a Smart Venue that allows creators to explore innovative music performances. The Smart Venue showcases the content on its streaming service platform. This highlights all of the innovative ideas that the artist developed.

Goal of the project

<<Describe the goal of the project here. Think of:

What is the problem that needs to be solved or what is the opportunity that needs to be used?

What does the desired situation look like?

What benefits does the project offer?

What possibilities (capabilities, facilities) does the product or project result offer?

>>

The growing demand of live streams during the corona pandemic, showed the world that we need to get creative if we want to host a live music concert. A simple stream of a live concert can be enough for most people, but you won't feel as immersed when compared to live concerts. There is virtually no interaction between the online and physical world. There have been plenty of hybrid festivals with an entire world in virtual reality, this completely immerses the visitors.

But this proves to be quite expensive to develop and can be a deal breaker due to the overwhelming cost of VR (Virtual Reality).

Augmented reality is one of the tools that can help to create these festival experiences. Allowing festival visitors to interact with the artist in a way there has never been seen before. Pushing the narrative of the "future is now" important when it comes to music venues that promote new upcoming artist.

What will a Hybrid Festival look like? How will people interact with to hybrid festival?

A hybrid festival that allows online and physical festival visitors. The online counterpart will be a unique experience with different functionalities.

This project will tackle the interaction aspect of hybrid festivals and it should allow festival visitors to experience the festival in a unique and fun way.

<<NB To make your goals as concrete as possible, you should already have a clever idea of the problem. What exactly is the issue? W C:\Users\zonar\OneDrive\Documents\Internship\html5up-prologue\zonar_caldera.github.ioLICENSE.txt hat is the problem to be solved or what is the challenge? Why is this question there? What is the urgency? What caused it? What are the consequences if nothing is done? And what has already been done to arrive at an answer? It is essential that you look critically at the client's needs. Is the problem outlined the problem? And is your client's question the right solution? Ask critical questions and try to arrive at the correct problem statement together with the client. If more research is needed to figure out this, include this in your approach.>>

The assignment

<<Formulate the assignment. The assignment definition itself should consist of a text that is as short and concise as possible in which the assignment is clearly formulated. What are the specific requirements/wishes of the client at the start of the project? What is the minimum (quality) requirements that the end result must meet? You may already provide a list of functional and non-functional requirements for the end product as an attachment>>

As mentioned in the context, I will continue with the hybrid festival project from my previous semester. In the earlier project, I primarily focused on the interaction between the artist and visitors.

This assignment will be a lot broader and will touch on many different areas regarding hybrid festivals. Hybrid festivals are still quite broad, my job is to think of the entire story behind hybrid festival experiences. The idea is to come up with the entire user experience behind these hybrid festivals and come up with different functionalities that will enhance the festival experience for both the visitors and the performers.

Scope

Whiff

In the first two months of my internship, I will be working on a prototype, that was taken from my previous semester, for a band Eindhoven-based band, Whiff. This prototype can enhance the musical performance of the band is aiming to create a new way to interact between the visitors and the performers. The idea is to allow festival visitors to project animations/shapes on to performers, by giving them the option to drag and drop their desired preselected animation/shape.

Holosys Live

The following two months I will be working on another functionality that can be added to hybrid festivals in the near future. This will be a functionality that also focuses on the interaction between the visitors and performers. The idea is to capture the performers in a volumetric studio, a studio that captures the performers body and motion and turns it into a three-dimensional avatar. Effectively creating a Metaverse like an experience. These volumetric captures are then sent to festival visitors that are attending the festival in the comfort of their own home.

Smartphone Orchestra

The last two months of my internship I will be developing the story behind functionality that can be added to a hybrid festival in the future. This functionality is also focused on the interaction between the visitors and performers. The idea is to allow the visitors to be part of the concert, effectively creating a more enhanced and immersive experience.

The project includes:	The project does not include:
1	1
2	2

Conditions

<< Indicate, where necessary, what the preconditions are. For example, consider technology set by the company. Note that a critical attitude remains important here!>>

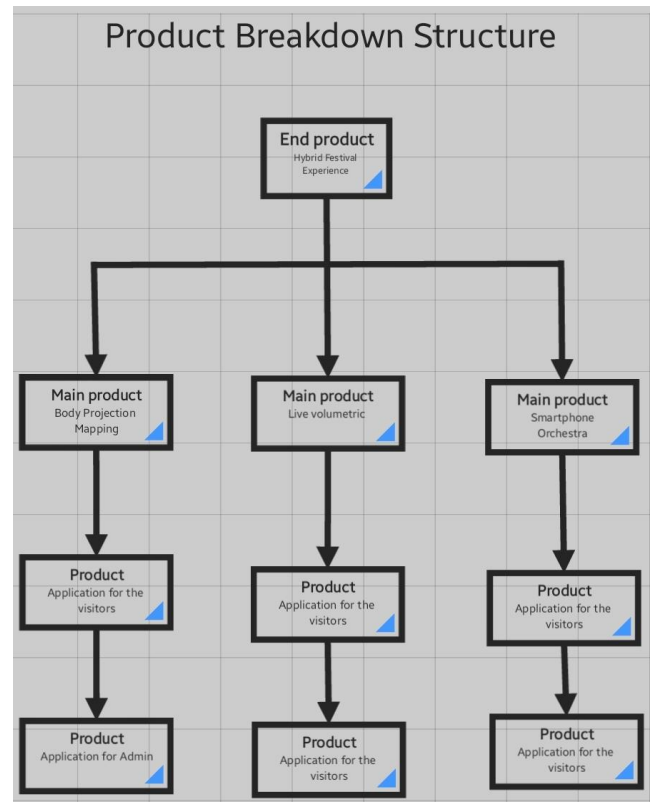
Augmented Reality is the main technology that is being used at Dutch Rose Media. Creating augmented experiences for all sorts of clients. From music groups or festivals to Marvel Studio experiences.

Next to Augmented Reality, I will also be using a laser projector together with a Kinect.

Finished products

<<A Product Breakdown Structure of the end and intermediate products that the project will deliver with a concise description in text of each product. The end products are more than the project plan and the product itself. Also, for example, requirements and architecture documents and research and test reports are typical parts of a PBS. These documents are important for the relevant stakeholders during development as well as during the transfer and during the management phase. During the project you can change the PBS and you can add or remove products in consultation. >>

This is the product breakdown structure that shows the product and the other small products that come out of that. The main objective of this internship is to create a whole customer journey for hybrid festivals. That means that I will need research everything there is to know about hybrid festivals, generate ideas, create prototypes out of those ideas and then consequently test these prototypes out to see if they enhance these hybrid festivals. The main products that are listed right below the end products are the ideas and prototypes that will be a part of these hybrid festivals.



Research questions

<Describe the most important research questions you want to answer during your internship. Define a main question with sub-questions derived from it. Keep in mind that you will be doing investigative work during your entire internship, and that your questions will therefore concern your entire trajectory. During your internship/graduation, more research questions may be of interest and others may turn out to be less relevant. Describe only the key research questions that will have the greatest impact on your project. Other research aspects can be elaborated in more detail during your internship and can then be explained with a short substantiation (in your portfolio or orally). >

Design challenge:

How can I make an online festival as interesting as the physical counterpart, with different functionalities?

Create interaction functionalities that will enhance a festival that can be accessed via an online platform and a physical festival.

Main question

How can we add innovative components that will enhance the online festival experience for festival visitors?

In order to answers on these questions, I can create **sub questions**:

What is this **festival feeling** I am trying to recreate at our virtual festival ground?
What is the wanted **interaction** I am trying to recreate at our virtual festival ground?
What types of **virtual concerts** have been performed already? (Successful/Unsuccessful)
Why do people visit **live music**?
What **interaction / activities** do visitors like participating in while at a "**online**" festival?
What attracts people to visit an online experience instead of being there in person?
What are the key differences between an **online festival** and an **physical festival**

2. Approach and Planning

Approach

<< Indicate here which method you follow in your project plan, for example whether you use a waterfall or scrum method. Also indicate how you will approach the problem definition phase and completion phase. With a scrum approach you can think of length of sprints, set-up of your sprints, stand-up, set-up of demos, retrospective, etc.)>>

This project will be planned out by using the Scrum method. By using the Scrum method, I can effectively iterate on my prototypes and adjust tiny details after the fact. This will allow me to easily create prototypes and consequently complete the prototype in a fast fashion.

This will be done in 4 sprint that are a month and a week.

Scrum schedule in sprints:

Iterate on prototype

Whiff				
Sprint 0 Aug 29	Research hybrid festivals	Target group research (Survey and interview)	Create customer journey	Test the ideas
Sprint 1 Sep 19	Develop prototype	Test the prototype	Iterate on prototype	
Holosys				
Sprint 0 Oct 10	Create customer journey	Target group research (survey and interview)		
Sprint 1 Oct 31	Develop prototype	Test prototype	Iterate on prototype	
Smartphone Orchestra				
Sprint 0 Nov 21	Create customer journey	Target group research		
Sprint 1 Dec 12	Develop prototype	Test prototype	Iterate on prototype	

Test approach

<<If applicable: how is testing designed. What is the approach? And why? Also include any approach to (Code) reviews in this>>

Usability Testing

To fully understand if my ideas/prototypes will enhance hybrid festival experiences, I will have to test the usability of these ideas/prototypes. It is important to find out what works and what does not work when it comes to hybrid festivals. It can be quite challenging to cater to every one's expectation and desire.

Computer Simulation

A/B Testing

Research methods

<< Describe (per research question and for the entire project) which methods (see ictresearchmethods.nl or cmdmethods.nl) you will use to answer the most important questions within your project (= how you will substantiate the most important choices). Do not only mention the method, but also briefly explain how you will use it (e.g. who will you interview and for what purpose?). Of course, your approach can still be adjusted during your internship.>>

Understanding that most of the preliminary research already has been done in my previous semester. This allows me to dive deeper into specific areas of the scope. Due to the extensive research, I can already eliminate viable solutions or outcomes. This internship will allow me to create a prototype at a large scale and real-world scale. These are the following research methods I will be using to come to more insight and prioritize my work.

Library:

'Best good and bad practices'

I will be analysing available products to find out what kind of technologies are out there. Next to that, I need to find out what other companies have done before

Literature Study

There have been many studies on everything festivals, from the psychology behind going to festivals to the best way to market a festival. These will give me insights on how to create a festival experience.

Trend analysis

In order to understand what the current technological advancements have been trending within the world of hybrid festivals, I will need to analyse these and see if I could use these in my project.

Field:

Interview

There are plenty of diverse ways to create a hybrid festival, that is due to large diversity in the crowds that go to these festivals. Everyone has a different opinion on how festivals should look. Understanding the consensus of the target group audience, I will need to interview performers and festival visitors.

Survey

Next to interview the target group audience, I will also send out a survey in order to gather more insights on the target group audience. Understanding the target group audience will give me the insights on how to develop these hybrid festivals.

Lab:

A/B Testing

To further understand the pains and gains of the target group audience. This will be done by an interview with the target group, observing, and creating a survey to get even more insights into the target group audience.

Usability Testing

This will also be part of my research and it will bring me new insights into how I could improve the prototypes

Showroom

Once I have my first prototype for one of the functionalities for a hybrid festival, I will be showing my creations to my colleagues at my internship and the clients. This will give me valuable insights into my work and then I can try to incorporate that into the next iteration of my prototype.

Pitch

In order to show the progress of my prototype, I will be pitching my ideas to the clients that I gave me this design challenge. This will give me valuable insights into my next steps.

Workshop:

Storytelling

This will be a big part of my internship: telling the story of hybrid festivals. This will be a forever changing story that I will need to refine throughout the internship. It is important that the whole customer journey is well thought out, if the story is not up to festival goer's expectations, it will flop.

Breakdown of the project

Body Projection Mapping

- A prototype that projects animations on the performers.
- An application that allows festival visitors to place these animations on the performers.
- An administrator program that allows the artist/producers to upload their preselected animations.

Holosys User experience

- An application that allows festival visitors to view live performances in augmented reality
- A user experience research document
- Customer journey experience

Smartphone orchestra

- An application that allows festival visitors to be part of the concert
- A user experience research document
- Building blocks that can be used to create hybrid festivals

Time plan

<< Depending on your project method, you will be able to work out the phasing in detail. Below is a possible table that you can use for this.

Note that with an agile approach, most projects still have a problem analysis/orientation phase (or 'sprint 0'), as well as a completion/evaluation phase.

Also make sure that you reserve enough time for your portfolio and start on time.>>

Whiff 28/08/2022

In this sprint I will be creating a hybrid festival experience for a band based in Eindhoven, Whiff. This will be the time I will experiment with my prototype that was created in the previous semester. Next to experimenting with the prototype I will gather insights on how to create a customer journey for hybrid festivals, by conducting field research. 'Best, good and bad practices, literature study and trend analysis will give me more than enough insights to shape the customer journey.

Holosys Live 24/10/2022

The insights that I will gather from my research and the experiments will allow me to start shaping the customer journey for hybrid festivals. The Holosys Live is a functionality that could allow festival visitors, that are attending the concert online, to view the live performances as a hologram! This is done with a volumetric studio, a studio that can capture three-dimensional video. This is a functionality that Dutch Rose Media and it could be part of a hybrid festival experience.

Sprint 2 Smartphone Orchestra 24/11/2022

Towards the end of my internship I will have gathered an extensive amount of information of everything there is to know about hybrid festivals. And the smartphone orchestra is a functionality that Dutch Rose Media is also working on. And it will allow festival visitors to be part of the concert, it is a mobile application that can be downloaded by everyone, and it will emit a sound as soon as the user is connected to the live concert. I need to find out how this functionality can work in a hybrid festival setting.

Phasing	Effort	Start	Ready
Whiff		28/08/2022	24/10/2022
HoloSys Live		24/10/2022	24/11/2022
Smartphone Orchestra		24/11/2022	24/01/2023

3. Project Organization

Team members

<< Describe the organization of the project with its immediate environment. An organization chart can be displayed for clarification. Indicate in descriptive form which roles are included in the organization chart with the associated authorities and responsibilities. It must be clear who is authorized to do what and what can be expected of whom. Indicate who is involved in your project and what his/her function is and what the role is within your project. For example, someone with the function 'manager of department X' can have the role of Product Owner in your project. In this project, both the internship/graduation organization and Fontys are stakeholders. So include your internship teachers and yourself in this schedule.>>

Name + Phone + e-mail	Role/tasks	Availability
Mijke van der Zee m.vanderzee@fontys.nl	Coach - Stakeholder	Weekly planned meetings
Natasja Paulssen natasja@dutchrosemedia.com	Internship guide – Stakeholder - CEO (Chief Executive Officer)	Undefined
David van Engelen david@dutchrosemedia.com	Project Manager - Stakeholder	Undefined
Zonar Caldera zonar@dutchrosemedia.com	Creative Technology Intern	Weekdays from 9 to 5

Communication

<< Indicate which communication/interactions there are. Think of coordination with company supervisor, teacher supervisor and other stakeholders. How and how often do these interactions take place?>>

In order to keep my teacher supervisor up to date on my process, I scheduled weekly online meeting. Next to online meetings, my teacher/supervisor will also visit the office every month, this will allow my teacher/supervisor to get familiar with the company and will see my process throughout the internship. Most of the online communication will be done through Microsoft Teams and WhatsApp. Teams for online meetings and WhatsApp for daily communication.

Test environment

<<omit this section if not applicable>>

<<Describe what the test environment looks like. A picture generally gives the best overview. Also record to what extent you use a CI/CD environment (self-developed or using an existing system)>>

<<Describe which products are included in the test environment. These can be products that the project produces, but also external products that are necessary to perform the test approach (e.g. computers) .>>

Testing the prototypes for this project will be taking place at the Makers Lab that is located at Dutch Rose Media. This will allow me to use all types of technology that I can use from Dutch Rose Media.
Next to testing the prototype at the Makers Lab, I will also be testing my prototypes at the Effenaar. This will allow me to test my prototype in a real-world scenario and effectively adjust the prototype in order to get to the perfect solution.

Configuration management

<<omit this section if not applicable>>

<<Describe how the archive is set up (for example your GIT repository structure with branching strategy). Pictures about, for example, your branching strategy can help with this. If possible, describe which baselines and releases you foresee.>>

4. Finance and Risks

Cost budget

<< If specific costs must be incurred for your project, please indicate these. Think of extra hardware or software investments. Regular matters such as workplace, your internship allowance, etc. do not have to be included.>>

Risks and fall-back activities

<<Define risks. What have you already included in the plan to limit or prevent the risk? What choice is made if the risk does unexpectedly occur? Think of organizational risks (such as the sudden leave of the company supervisor) as well as more substantive risks (for example, what to do if you find out during your internship that it is better for the company to purchase an external application instead of the application to be developed).

Think of real risks that can influence your project. For example, there may be a risk that your company supervisor will be absent, for example due to illness or because he is going to do something else. Is there a backup in the company?

>>

Risk	Prevention activities included in plan	Fall-back Activities
Artists from the Effenaar are not available	Ensure to have clear dates for meetings with the artists	Report to the project manager and approach different artists
Internship coach is unavailable for two weeks	-	Go to Lisa or Laura for temporary guidance
Equipment limitations	Ensure that I have other alternatives	Write an advice letter to the stakeholders
Time limitations	Adjust the project plan accordingly	Write advice document to the stakeholders and elaborate on the future steps
Skill limitations	Dedicate enough time on specific learning goals	Approach co-workers for the required guidance
Personal computer limitations	-	Use the Makerspace for testing and prototyping
4DFX is occupied	Ask if anyone is using or will be using 4DFX that day	Schedule a dedicated day to use 4DFX
Volumetric studio error	Perform the calibration procedure and the necessary steps	Approach the co-workers with the error
Clients' expectations are too high or do not align with my project	Clearly communicate the purpose of the project and outcome	Report to the project manager
Light technician is not available	Schedule a meeting well in advance	Report to the project manager and adjust the project plan accordingly

