

# Content Compass

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## **GENERAL OVERVIEW** Ava

### What Project is About

We want this app to not only be a compliment to a visitor's time in the museum but to have a lasting impact and purpose to its users, encouraging meaningful, long-lasting interaction with the Humboldt Forum and its contents. Within the museum, the app could be simply used to guide you to a specific exhibition or the restrooms or one of the many important Highlight Objects such as the statues of Kazike, Vishnu, or Friedrich III. It could also be used as a sort of personal tour guide with different routes proposing different narratives within which a visitor could navigate the collection. In providing multiple different ways to see the same collection, visitors can see the value in learning from the Humboldt Forum through different lenses. These "tours" could also be useful for curators to give as varied and holistic of context to permanent and temporary exhibitions, allowing the Humboldt Forum the greatest potential possible of establishing itself as an educational institution able to provide the many existing truths and histories surrounding its contents.

### Why is it relevant to AR, mobile devices

The mobile device is a perfect medium for this app as it will function on an as-needed basis. The AR component of the app is not necessarily distracting from the act of discovering the museum. Instead of telling a person where to travel and what to

look at, people will use the app to learn more about the objects and areas to which they feel drawn. Using a phone as a directory, in this case, is beneficial because it can put down when it is time to fully immerse oneself in their surroundings.

#### Learning Experience we want to suggest to audience

We would like to audience to be able to learn more about what they hold personal interest. The app is not meant to guide people through as they look down at their phone, but rather to take them to parts of the museum that they would like to see and to provide them with more information only to supplement their own impression of the piece.

#### Are there any unusual aspects?

The specificity of the Ultra Wideband is troubling as we are currently unsure what technologies would be available, but theoretically, we would be able to pinpoint the users location well enough with Ultra Wideband that the app would be able to provide them with location-accurate and pertinent information. With a hefty budget and access to more intricate technologies, we could further explore the efficacy of location pinpointing. If possible, we would want to use Ultra Wideband to pinpoint the user and then give them access to information about the objects that they are physically close to rather than having them access said information by scanning the object.

## **DESIGN OVERVIEW I Sammy/Tony**

### Context

The context of our project is very much the Humboldt Forum itself and creating a useful and worthwhile way to navigate the space within the museum as well as to browse its contents at anytime, through the app. To establish lasting educational opportunities, all the contents of the rooms should be available on the app similar to the MET Online Archive or the Rijksmuseum's own app with similar intention. However, where these archives and apps are simply digital versions of tools many museums have had for centuries, the benefits of the Content Compass reach further. Being both an archive and a interactive device that visitors will use to guide themselves through the Humboldt Forum, the Content Compass encourages users to have personal experiences with the archive, creating individualized, meaningful context that will breathe life into the Humboldt Forum's digital archive.

### Core Interaction

The interactions that make the app meaningful must be devised in a way that ensures that the space of the Humboldt Forum is not diminished by someone's use of their personal device and that the experience is not cheapened by the access to the contents. At its core, the Content Compass is a tool to make sure that a visitor is never lost. The concept of being "lost" also changes. A visitor could be lost for why, perhaps, the Tresor Tur is exhibited in the same building as a wooden statue of the Micronesian god, Sope. On the other hand, if done incorrectly, a visitor could be lost in their phone while at the museum, using it as their main means of learning and enjoyment while at the Humboldt Forum. Therefore, the interactions within the app will be kept to a minimum. There are camera component that can both scan the object being looked at

to provide more information as well as perform the “compass” duties as a sort of heads up display that can help a visitor find their route, all without any touches or gestures. There will also be touch navigable menus of the different rooms, and exhibitions, within which is further information. All information to be relayed through the camera component is also easily found through these menus, the aforementioned digital archive of the Humboldt Forum that the app accesses to create the AR experience while a visitor is inside the space. (***DO WE TALK ABOUT AUDIO HERE?***)

### Navigation Flow

#### **Wayfinding Part 1**

Let's first consider the “navigational flow” in interacting with a traditional museum guide on paper: the visitor wants something from the guide (looking for recommendations; figuring out where they are; etc) → the visitor takes out the guide and opens it → the visitor flips through looks at the list of highlighted contents, or list of exhibitions, or something else content related; OR → if the visitor already knew what they wanted, they find the map section of the guide → (possibly) they look at the surrounding to determine their location on the map → they find out where their destination is on the map → they work out a route from where they are to where they want to be → they try to get there, possibly checking the map several times on the way → they find what they wanted (or not).

In the app, this flow should become: the visitor wants something from the guide → the visitor takes out their phone and opens the app → multiple types of information shows up on the screen: location — the visitor's current location; curatorial info —

theme of the area, nearby or content-wise related artworks, or, if the visitor is in the middle of a route, other artworks in the route; personalized info — bookmarked objects, etc. → the visitor taps on a museum object (artwork or location) within the curatorial info or personalized info area → detailed information shows, revealing possible actions (“bookmark this,” “take me there,” etc) → the visitor chooses an action → the visitor finds (or not) what they wanted through instructions updated on the screen.

```
App { Screen {  
    location, curatorial & personalized info {  
        museum objects { actions() }  
        filter()  
        search()  
    } }  
MuseumObject: exhibits, themes, stories, places in museum
```

## Wayfinding Part 2

If not done properly, it is possible for the screen to get crowded and messy. Therefore, info in the screen should have the following hierarchy: location should occupy the top 10% of the screen (prominent location), curatorial info and personalized info should occupy most (80%) of the screen (prominent space), within which only the most relevant (see Media Assets) would be shown, while others would be hidden by a filter system which can be controlled through the bottom 10% area. The filter system works like a tag system: #nearby, #bestof, #onmylist, etc. Additionally, the bottom area should contain an entry to a search function.

## Setup, On Launch

Depending on whether the person is in the museum or not, the functionality of the app would be very different. When the person is not in the museum, the app should function as a browser for the museum collections. Therefore, when the person launches the app for the first time, the app should detect whether the person is in the museum or not, either through asking, or through sensor detections such as Wi-Fi or Bluetooth signal in the museum.

There may also be an intro screen to the app, that optionally collects preferences from the visitor to generate personalized results.

Currently, we imagine two possible ways of presenting the museum catalogue, either like a traditional “discovery” app (see Rijksmuseum) or show the Humboldt Forum through something like Google StreetView, that allows the person to virtually go through the museum.

### **Accessibility for visually-impaired visitors**

If graphical interfaces pose difficulties for the visitor, then the control flow is as the following: app → screen with simple buttons to activate the app → all info is delivered through VoiceOver → visitor controls the app through voice commands → more info are presented, until the visitor finds (or not) what they wanted.

### **Interface**

### Media Assets

- [Image/Video/Audio] Preview of museum objects: from the museum.
- [Text/Audio] Information and description of museum objects: from the museum
- [Serial data] Ways of organizing the museum objects (lists, maps, etc.); or instructions on how to present a series of object: from the museum or created by visitors
- [GIS Database] Structure of the museum: from the museum

### Overall Experience

The overall experience of using the app should be as “effortless” as possible. Compared to using a museum guide on paper, where the visitor must actively “seek” information, when using the Content Compass, relevant information are proactively presented to the visitor. However, the visitor is still able to look for more information if they are not satisfied with the suggestions, and given the dynamic, flexible nature of digital apps, it should also be more effortless for the visitor to seek what they want (e.g. through the search function).

At the same time, given that information is proactively presented, we also want the experience of using the app to be “inspirational.” For example, upon opening the app while standing in front an artwork, in addition to basic information like location and the current artwork, the app should also hint at more contextual info such as related artworks, or further topics about the current artwork. Since the visitor is more likely to want to know more about an artwork when they open the app, such proactivity satisfies that curiosity, possibly sparking new ideas.

### Describe a Specific Moment

Following a blue line projected onto the floor, which is the route for the „Humboldt Forum Highlights“ tour, Tony comes to the sculpture “Friedrich III.” As he already finds the sculpture, he puts his phone back in order to enjoy the artwork. After reading the label next to the statue, Tony is intrigued by the story behind the sculpture and Frederick III. However, he finds it unsatisfying that the description doesn’t really talk about the sculpture itself, the artistic ideas and the production process and such. Therefore, he takes out his phone and opens the app again.

Upon launching the app, he first sees that the app has automatically identified the artwork he’s viewing. But what catch his eyes the most are labels on the screen that suggests related artworks, such as two paintings in the same room about Frederick III, artworks depicting other German emperors, and a related exhibition called “Gods & Kings.”

Since Tony knows that he really wants know about the sculpture, he taps on the larger label that says “Frederick III” instead. This brings up the catalog page for the artwork, which contains basic info, but also descriptions, stories, and interpretations. Most importantly, he finds what he wanted under the “Artistic Process” section, which actually acts as a magnifying glass that annotate different part of the sculpture using AR technology.

After this, he realizes that he is really more interested in sculpture as an artistic form, and wants to see more of it. He returns to the compass screen, and toggles off every other medium except for “sculpture.” This hides the paintings, the emperors, and



the “Gods & Kings” exhibition that were previously suggested. Now that they are hidden, more sculptures in the whole museum shows up on the screen. Tony finds one that is both nearby and interesting. He taps on it and chooses “get me there,” thus deviating from the “Humboldt Forum Highlight” tour.

## **CONCLUSION** Ava

The app is meant to provide a supplemental user experience that can also be useful once the user has left the museum. The fundamental principle of the app is founded in personal interest: one can find the parts of the museum that they would like to see, use the filter system to find and save various objects, and access additional/similar information to their searches. The accessibility for the visually-impaired is also integral to the app and its “effortless” digestion.

You are on the 3rd floor  
302 Germany in the 17th Century

CURRENTLY VIEWING

Frederick III.



TOUR: HUMBOLDT FORUM  
HIGHLIGHTS

411 Madonna →

NEARBY

← 302 Portrait of Frederick III

↓ 302 Nikolaiviertel, ca. 1703

EXHIBITION: GODS & KINGS

↑ 410 Vishnu, Hindu God

MORE ON RULERS IN GERMANY

← 304 Frederick the Great

↓ 207 Frederick Barbarossa

IN MY BOOKMARKS

→ 302 Gezicht Op De Buitenamstel

SHOW ME INFO:

IN THIS ROOM ON THIS FLOOR ON MY TOUR RELATED TO  
SCULPTURES PAINTINGS DOCUMENTS JEWELRY MACH

