# **Design Document**

### **Template**

* Include the name of your project

**City Markers**

* Include the name of each team member

**Mar, Shalini, Gilad**

## **GENERAL OVERVIEW**

### **(one page)**

* **Describe what your project is about.**

Describe what kind of experience you intend to offer the audience, what drives you to make it, and what you think is interesting about it.

What is the problem you are addressing?

* We have identified that the youth in Berlin lack a meaningful connection to the city’s history.
* Berlin has had a complicated and conflict-ridden past, with many different periods of time defining its trajectory. These periods include the two World Wars, the division of the city by the Berlin Wall during the Cold War and the 90’s when Berlin was the ‘capital of cool’.
* The cultural changes that occured are still felt to this day. We think that, however, there is inadequate emphasis on the events that made Berlin what it is today.

What is the solution you are offering?

* Our application will be a vessel for the youth to better understand the different events that shaped Berlin today, by using the infrastructure of the city as a window through which one can look into Berlin’s past. We aim to focus on specific buildings and the changes they underwent (Eg- Transformation from a bunker, into a club and finally into an art gallery)
* Through contextualizing artefacts and buildings around Berlin using AR, we will attempt to shed light on the cultural transformation that occurred in Berlin in the 20th century.
* **Describe why this project is relevant to its medium.**

What is it about AR that will make it different than another medium?

* We believe that an AR app would be an effective way to communicate this information as it is a medium that is accessible and relevant to the youth. AR will allow us to juxtapose the past and present most directly. The user will see visuals of what the building used to look like directly overlaid on the present building while hearing audio tracks of people relating personal narratives, all while being physically present at the site they are learning about.
* Immersing oneself in a learning experience such as this will deliver a more profound and lasting message to our audience.
* AR is an attractive, new technology that people will want to use. The novelty of the technology itself will motivate people to use the app and learn.
* **Describe the learning experience that you want to suggest in your audience.**

Why would anyone want to experience your particular project, and what would you like them to get out of it?

* The medium of AR is accessible and our app specifically integrates into the user’s everyday life. For example, the user could learn something about the places they encounter along the route they take to get to work everyday or they could get information regarding the history of the club they are standing in line for.
* In this manner, users will gain a new perspective on places that are important to them and relevant to their daily lives, as well as about new areas of the city that they decide to explore. Thus, this app will contribute to expanding the existing knowledge and create new forms of knowledge (eg- visual, auditory) about Berlin.

Do they learn/reflect/play/challenge?

* The app would mainly encourage its users to reflect and learn. The idea is to reflect about the changes Berlin has undergone in the past centuries. The juxtaposing images will invite users to think about the war, and the development of the city ever since.
* Initially, the app would not be a game, in the sense that no competition will be involved. However, the app would track which places the user has been to. Since the idea is for users to also add their own site suggestions, the visiting of every site will become increasingly difficult.
* Perhaps in a later version, we could show which users are nearby. However, considering Germany’s focus on the privacy of data, perhaps this feature would not be relevant to the local culture.
* An interesting feature that could be implemented later on would be one that would prompt the user to “discover a new place” once a week. Using the user’s data, the app could invite the user to discover places specific to their taste. By inviting users to discover new places, we can also allow users to request more info about a place or submit information. This could promote specific museums and exhibitions because we could link their websites. This interaction would be relevant while connecting users with each other, the city, and the organizations/museums that we find.
* **Are there any unusual aspects?**
* Our ultimate goal is to visually map out the entire city of Berlin- past and present. The dynamic nature of the project, facilitated by its ability to grow and build on user input, as well as its ambitious aim, differentiates it from projects with a more limited, creator-controlled scope.
* The technology used in this project has not been experimented with widely in this context. We plan to use image recognition to identify elements of the user’s surroundings and trigger learning experiences. The learning experiences could be as simple as audio or as complex as overlaying a historic video on the landscape in which it was filmed.

## **DESIGN OVERVIEW**

#### **(two pages)**

* **Describe the context of your project.**

What aspect of the world are you representing (the building around the audience, a country on the other side of the world? Life as it happened in the same place 400 years ago, etc.)?

The app is representing history and life as it was in the past 100 years. The aspect we will focus on will be purely based on the existing buildings/ infrastructure and historical data gathered through investigations. We won’t focus on any other aspects of a location, unless they are somehow relevant to the site.

What are the facts (historical, geographical, economical) that you are incorporating in your project?

The facts will be mostly historical and architectural. We will teach about the city’s change through the culture that is reflected in its architecture.

What are the objects that represent some of those facts?

At first, we wanted the objects to be centered around nightlife. For example, during our time in Berlin, we have often heard people talk about how a club used to be a factory and the like. The difference between the purpose of the space, and how easily it can be shaped into something else, is fascinating.

We realize that clubs don’t have to be our only locations. Iconic Berlin sites that reflect change and the effects of war work as well. We want users to think about changes in the city.

What are the different perspectives one could have on those facts? Are you trying to accomodate all of them, or are you taking a stance? Why?

One of the sites we are interested in including in our project is the church that was partially destroyed by a bomb during the war. The church was never reformed or reconstructed because people wanted it to serve as a reminder. Through conversations we have had in the past couple of months, it seems like Berliners are divided on whether Germany should continue to include reminders of war in their everyday lives, the way it has been doing.

We hope our app can create different perspectives that will stimulate conversations like the above, by reflecting the changes (or lack thereof) in specific, iconic sites. Finally, we would like to avoid pushing an agenda and present a holistic, neutral, historically accurate portrayal of a place.

* **Describe the core interaction(s) of your project.**

Should they be walking, swiping, scanning, shaking, listening, speaking?

The users of the application will be interacting both with their device and with their surroundings. The harmony of these two aspects is important to ensure a seamless learning process for the user. In order to facilitate more active observation, as a user moves through the city the app will actively make the user aware of all the learning experiences which surround them. This will be achieved using the map, on which learning experiences will be marked with pins, and optional notifications could alert the user to nearby pins. The user will have the ability to move the map to focus on any part of Berlin or center around their current location. They will be able to view all learning experiences in Berlin marked with pins on the map and filter the results by category or using a search term. Once the user finds a learning experience which interests them they will be able to mark it as a place of personal interest or navigate to it immediately which will then open up Google Maps.

To start the learning experience, a user must scan an object in their surroundings, be it a building, a statue, a sign, etc. To aid the user in scanning the object, each learning experience will be accompanied by a screen-sized image which will show what must be framed by the camera when the object is scanned. To get to the screen in which the object is scanned, the user will select a “Click here to scan the [type of object] and start learning!” button, which will then automatically open the camera. Once the object has been recognized, an image of the object will be overlayed on the screen and the user will be able to click points on the image which will open up specific parts of that learning experience. For example, one point might open up an informational blurb while another might start playing a historical audio or a modern-day narration. This media will allow for the integration of information which museums and other educational institutions have already compiled.

Once the user finishes with one learning experience, they will be able to provide feedback to the creators and curators of the app. This feedback could be in the form of a survey response or a more free-form written comment. The user will also be able to save the learning experience to their “Saved Learning Experiences.” Thereafter, the user will be able to access the learning experience from any location, at any time. After the user elects (or declines) to provide feedback, they will be able to return to the map and continue browsing learning experiences around them.

This process will motivate the user to use the app due to its intuitive and informative nature. Instead of needing to visit a museum to learn about Berlin or being left curious while exploring the city, users will be able to bring the museum with them to the city and receive curated information while they explore. This allows the user to retain freedom and agency while also putting a world of knowledge at their fingertips.

* **Describe the navigation flow of your project.**

See above

* **Describe the interface of your project.**

How does the audience member interact with your project?

* See above.

How does the interface of your project allows her to understand what is going on and how to manipulate the state of the world? You should include sketches/wireframes of what the different interface elements should look like (e.g. potential titles, buttons, sliders, knobs, text inputs, etc). Include some

* See above.
* **Describe the media assets of your project.**

What are the assets that you are going to need? Photos, drawings, renderings, sound recordings, music recordings? Where do you plan on getting them? What are their technical specifications (resolution, aspect ratio, size, format, etc.)?

* Historical photos of Berlin from the Stad Museum archives
* Current photos of Berlin taken on sight to be used for image recognition
* Audio of personal narratives from the 90’s museum
* A dash of historical, textual information to be used to inform the user about the history of a site.

## **EXPERIENCE OVERVIEW**

#### **(one page)**

* **Describe the overall experience of the audience member.**

How do they join?

* The user must first download the app and register with a username, email address and password. They should then confirm the account via email using a confirmation link and allow the app to access their location.

Where do they start?

* Once logged in, the map demarcating the locations that can be explored will appear on the user’s screen, along with the user’s current location. Then, a brief tutorial will demonstrate the app features & navigation.
* The user can then begin exploring. This could take place anywhere in Berlin and the more learning experiences are added by users, the more discovering a user will be able to do.

What would they typically do?

* A user would typically explore the area they are currently in by browsing nearby sites, locating them on the map, walking to them, scanning them and then learning about them. The user can then add this new site on to their profile as a site they have already visited and can refer back to the information they gained at any time. We may incorporate a Google Maps API in order to help users get to sites easily.

How would they conclude their experience?

* Ideally, after the user is done with exploration for the time being, they will browse the sites they have discovered and review the facts and visuals they experienced by accessing a ‘My Journey’ section in their profile.
* We would also incorporate the option to share their thoughts and comments on the day’s learning experience on social media, which they could optionally link to their profile on the app.
* The user could give feedback to the creators about their experience and suggest additional learning experiences.
* **Describe a specific moment.** Try to be as precise and thorough as possible.

Where does the audience member look?

* The audience must look at their phone in order to access the map and to scan their surroundings. As they walk, it is insightful to look at the area around them and observe how, while looking at specific examples of buildings that have changed, whole neighbourhoods have developed over time. When they reach the specific place denoted on the map, they should lift their phone up and the scan the front of the building (or whichever part is shown in the picture of the building presented on the map). Upon scanning the building, the app would recognize it and create the overlaying image or audio, allowing the user to now experience the building’s present and past at the same time.

## **CONCLUSION**

#### **(half page)**

* Remind the reader why your project is worth funding/presenting/experiencing.