00:00:00 Interviewer

Have any of you participated in activities that relate to cultural exploring or exploring places new places like this?

00:00:08 Speaker 1

Yes.

00:00:09 -> 00:00:10 Speaker 2

Well, I've been on tours in my life, but never this kind of activity.

00:00:13 Interviewer

Have you played any type of like location-based games or something similar to what we did today?

00:00:21 Speaker 1

Yes, I have. Like Pokémon Go, but that has been quite a while ago, so.

00:00:25 Speaker 2

Should Pokémon Go really be included though?

00:00:29 Speaker 1

It is. It is a location-based game.

00:00:31 Interviewer

Yeah.

00:00:31 Speaker 2

OK. Yeah, fair enough.

00:00:36 Interviewer

Can you share a little bit of your thoughts and feelings of what was going through the experiment, what do you think about the experience overall? Did you like it? Not like it. Were you having fun?

00:00:46 -> 00:01: 26 Speaker 1

I think it's a good, good app. Its user experience is easy to understand. It's simple, it's direct. I don't have to think about how I'm going to go to the next location or how I get what I need to get from it. It's very visually pleasing, it's simple. It's something you can easily pick up. So, on that front It's a great thing. But right now, I still feel it's quite lacking in applicable situations right now, but I've been promised that's going to be added, so it seems promising for now to me.

00:01:34 Speaker 2

Could you repeat your question again, sorry.

00:01:37 -> 00:01:41 Interviewer

What were your thoughts and feelings during the experiment? Like what were you thinking? Did you like the concept? Like the idea? Were you having fun?

00:01:42 -> 00:02:06 Speaker 2

Oh yeah, Well, yeah, I did really like it. Of course it has to be More built up, it has been into an app, but from the looks of things and what I think it can be. It's a good concept and I think there are a lot of companies will be interested in it or At least cities for tourism.

00:02:09 Interviewer

OK.

00:02:10 Speaker 2

And I liked it. And the weather is nice today. So it is a big upside

00:02:13 Interviewer

Yeah it helped a lot

00:02:14 -> 00:02:44 Speaker 1

Getting some sort of direction or element of interaction or to guide you toward something might help with the experience as well. So you actually have a bit of a goal or a path to explore yourself. I like that you can do it on your own pace and basically discover things, but having a little bit of a guiding line or a goal would probably help the experience elevate itself, so that's what I think you know.

00:02:50 -> 00:02:55 Interviewer

And now that you explained a little bit also some things that you didn't like about the experience? Was it anything In general or?

00:02:59 -> 00:03:27 Speaker 1

It's just I think it's lacking in features. I don't hate it. There is nothing that I despise. It's just for now It's a simple concept. I think it works pretty well in Idea but the execution right now, it was clearly lacking some core elements that could show the true functionality of what the app could be capable. So, I don't hate it, but It's still lacking some features that would elevate the entire experience.

00:03:33 Speaker 2

Well, as such, because he did explain what's going to be in that, right.

00:03:35 Speaker 1

Yes, but that still has to be implemented.

00:03:38 Speaker 2

Ohh yeah yeah.

00:03:40 -> 00:04:21 Speaker 1

And that's one thing we didn't have now, but the simplicity of the UI and the access of information I think makes it a very nice thing to have because you're not thinking about where to go next. Specifically, you're not thinking about how to get the information that you want. You're not thinking about what button I have to press. That's that. Simplicity is what makes an app like this function. And like, that's what I think about it. So that would allow me to engage with an app like this a lot more and a lot easier. And I think that's probably also for the general public it’s a big step in the right direction.

00:04:25 Speaker 2

I've gone from nothing more to say.

00:04:30 -> 00:04:36 Interviewer

What do you think about the concept of the AR implementations? Using the camera to search for objects, stuff like that. What do you think about that mechanic?

00:04:38 -> 00:05:29 Speaker 1

I think that's an interesting way of letting people discover the information and artifacts themselves. It gives them a bit of an incentive to look around and to try and find information. I think that that can be a great element to have people more engaged with the subject matter. The app makes it, in concept, very easy to do and I think that's important. I think that would that works. That would work for me pretty easily as well. Yeah, you're not trying to track a million things and a million buttons and you're basically just scouting the area you're looking around in the area. And I think that's the strong elements about this app that probably could elevate it among others.

00:05:32 -> 00:05:54 Speaker 2

Right. I'm certainly not an expert on the subject of AR and that kind of stuff, but from a tourist perspective It can work out. It would be amazing to, yeah like you said, explore the city yourself Instead of being forced that information. That's what I really like about it.

00:05:54 -> 00:06:41 Speaker 1

I do think that having to implement something that allows the people to know where to scan more or less in the general area not saying like you have to scan from the site or you have to scan the specific rock, but making it clear that the area you are in or what area you have to be to be able to scan the things. If that's clear, if you can make that obvious or make sure it's not obtrusive and trying to explore, I think that will make it a great addition, but that might require some testing because you need to figure out the right balance on that front. So that might be also a big pitfall. If that doesn't work, don't implement it. If it does work, it can be fantastic.

00:06:52 Interviewer

You already answered this a little bit, but if you want to expand more you can. The concept of how something like this compares to more traditional methods of approaching new locations, discover locations. What do you think about it? What are some like the key differences?

00:07:04 -> 00:07:30 Speaker 1

So far what I've experienced with more traditional ways of doing this is basically you have to keep track of where you are in a museum and then press the right button on One thing that's with you and then it will explain information to you. The thing with that is it’s not very engaging and I think being able to scan and look for the information yourself allows you to engage with the subject a lot more. I think that's what would stand out among the more traditional apps or tools that do this kind of stuff.

00:07:48 -> 00:08:24 Speaker 2

From my understanding, the traditional are guided tours and maybe a map where you can self-guide your tour. A plus for this, I think, is this concept is cheaper than a guided tour, but having almost the same information or level of level of engagement as a guided tour and also having had the benefit of needing less wayfinding skills because you can look on the app. I’m not great at wayfinding so that would help me.

00:08:27 -> 00:09:05 Speaker 1

The wayfinding for a lot of people can be an issue, so if you can make that simpler or more and more understandable with this app that would allow people to be able to look at this stuff and understand everything a lot better. To me, that's not really an issue because I'm really good at wayfinding. But I'm probably not the average person, so it might be good to think about the engagement of how other people who probably don't have wayfinding skills, or usually don't do this kind of stuff. So being able to help them wayfinding quite easily with just a click or two clicks. Clicks a button in the app and dramatically help the experience, I think.

00:09:15 -> 00:09:25 Speaker 2

I'm also thinking of. I don't know if you are planning that kind of stuff in your app, but like a Google Maps function where you can see the fastest route or maybe most interesting route you can click on a sight in the city and say “oh, I want to go there”.

00:09:39 -> 00:09:40 Interviewer

It could give you a pathway, of multiple tours?

00:09:41 Speaker 2

Yeah, maybe so maybe so, yeah.

00:09:46 -> 00:10:52 Speaker 1

I think it's important to think about giving people some sort of guidance with the app because probably a lot of people who are not familiar with the city. A lot of tourists are going to use it. But you don't want, you want them to be able to explore, but you don't want them to get lost. That's pretty bad If they use a wayfinding app to find out the interesting places and they get lost in the city. Then that basically defeats the purpose of the app. Or it might even make it an extremely dangerous app because people will get lost. Which you want to avoid at all costs. So, some sort of guidance is important. Some sort of being able to either charter a path or give them some sort of direction to help them along the way so they don't get lost and can find other interesting pieces and places of interest, but without having them forced down a path of preset group of locations so they can explore all in their own on their own pace might be an incredibly Important design pillar for this App.

00:10:54 Interviewer

In kind of in the same realm, If this app were to go more globally or go to other places, would you be interested in then, like going to visit these other new places with this app or something like that. If it became available in other places you might be interested in visiting.

00:11:08 Speaker 1

I think so, yes.

00:11:10 -> 00:11:15 Speaker 2

I'm more of a guy of just spontaneous exploration, but I see room for spontaneous exploration within this App. So I think so.

00:11:18 Interviewer

Yeah. OK. Thank you very much.