00:00:00 Interviewer

Have any of you participated in experiences that relate to cultural exploring or exploring locations, things like that?

00:00:09 Speaker 1

Similar to this app, not really. It's only really. I've heard a lot of Pokémon Go and these style of games, but I think not related to culture exploring. I've heard something about this sort of functionality being applied in museums for example as well.

00:00:28 Interviewer

OK. And for example, do you usually approach new locations or go exploring to new areas, visit new spaces, do you like doing that kind of stuff?

00:00:41 Speaker 1

Yes, but I usually then do not use any apps or technology related to it.

00:00:48 Interviewer

OK, what about you?

00:00:49 -> 00:01:09 Speaker 2

For me, kind of the same, I think, yeah. Pokémon Go is the closest I've gotten to actually experiencing something like this. I have done like little scavenger hunt things that were more like physical. Also in the city, like museums, not stuff like that. Other than that, yeah, mostly in museums and that sort of thing.

00:01:10 -> 00:01:18 Speaker 1

Yeah, there's, like Geocaching right, which is also a little bit similar. But I did that only like once or twice with high school. So yeah, never really fully, fully immersed in that.

00:01:25 Interviewer

OK, so aside from Pokémon Go, have you also played any other like augmented reality games or location-based games or something like that? Well, you mentioned geocaching as well, which is also a location-based game, but anything aside from that?

00:01:35 -> 00:01:38 Speaker 1

I've played the what's it called? Is it Wizards unite from Harry Potter? It's basically just Pokémon Go with the reskin, but yeah, there's nothing really majorly different.

00:01:47 -> 00:01:58 Speaker 2

The only augmented reality game I've played is. There's this little game that comes through with the 3DS where like You put your face on like little things that you have to share and you have to use Augmented reality

00:01:59 Speaker 1

Yes. Oh my God.

00:01:59 Speaker 2

But nothing like this.

00:02:03 -> 00:02:14 Speaker 1

I think the 3DS had quite a lot of these type of games right where you can also just point your camera somewhere like they have little cards and like a 3D model or something would appear out of the card.

00:02:15 -> 00:02:17 Speaker 2

There's also like. I believe I played something on Xbox Kinect as a kid once. I don't really remember what it was, but that that's like my association with augmented reality, I guess.

00:02:26 -> 00:02:28 Speaker 1

I think that's pretty much it for me as well, yeah.

00:02:31 Interviewer

OK. Can you share a little bit of your thoughts and feelings during the experiment? And did you find what do you find engaging? What do you like? What did you don't like? Stuff like that.

00:02:39 -> 00:05:06 Speaker 1

Ohh, first of all I have to say I thought the whole idea of gamifying city exploration I thought was really nice. I've also that it was so dense I felt was quite nice. So you didn't have to walk really long distances and pretty much everywhere you went there was there was something to do that was really cool. I thought overall just the way the app was laid out. It was quite like I knew the whole setup from Pokémon Go, so that was relatively intuitive. Also, that you got rewarded for each item that you found with the cutscene and with some text. I think definitely sometimes like while you were searching for the item at the specific place, it could have been a little bit clearer where exactly you had to point your camera and where you had to look. And once the item was on screen, I think it could. It could have definitely been more information feedback with what exactly had to do with it, where they had to swipe it upwards or downwards because I personally I thought or I found the experience of trying to activate the item quite frustrating sometimes when I didn't know what to do. Also, the items themselves. I thought they could have right been highlighted a little bit more or somehow with some visual indication that could have been shown that they're actually part of the game because they were a little bit. Yeah, I sometimes some real life things in the background, they struck me a little bit more than. The actual items that I was looking for and on the overworld map, I thought it was overall quite well done, but sometimes like knowing which objects you completed, if you're like in range with buildings, they all get a check mark, even the ones that you've completed already. If you only you could have the check mark appear for those buildings that you haven't done already, and then the little symbol. The red symbol shows up for all the time for all the buildings that you've already completed, so you're not confused about which ones you have completed and which ones you aren't, because there's a spot where you are in the range of three buildings at the same time. That got a little bit confusing. Yeah. And besides that, I think when you get the text after having unlocked an item or an area. I think the text could be split up a little bit more so that it's more intuitive to read, but that's like a small fix. I think overall it was a really, really nice idea, really nice experience. So yeah, keep going.

00:05:18 -> 00:05:58 Speaker 2

I think for me the one thing that stands out the most is as someone who's not quite local to the city but has been here a lot over the years, it really helps me explore places I've never seen before, even in streets I've been in many times. So, I really like that. Like, it really sent me into like a courtyard, for example, to look at things that I've never been in before, and it takes you to little hidden locations. And I think that's very fun and engaging for me. The only issue is I would say also the check marks the fact that sometimes the items sort of run away, which I don't. I don't think that's intentional. And also, I didn't recognize the Dome church as the Dome church on the map like I had to be told that. So I think maybe some kind of text labeling of what the locations are called could be useful for people who are more familiar with the area, but I don't know if that's like a thing that's intuitive and also it would be nice if the information about the object itself wasn't available until you collect the objects, because then you have like more things to discover as you can

00:06:18 -> 00:06:25 Speaker 1

One thing I think also now for this experiment. You were walking alongside with us and I think through that we found like areas like where yeah, little hidden in passageways. I think a lot more easily. I'm not sure if I would have necessarily been prone to walking there if you hadn't been with us. I think that might also be something to investigate. Yeah. And then also, I think it makes it tricky a little bit that you need to.

00:06:39 Speaker 2

Yeah, that's also true.

00:06:46 -> 00:06:53 Speaker 1

Point your camera at exactly one spot within that location, or else the object won't appear, I think I think maybe having like an image that maybe it makes it.

00:06:56 -> 00:06:59 Speaker 2

Like a hot or cold situation where it's like maybe easier to do that.

00:06:59 -> 00:07:01 Speaker 1

Hot or cold could work, but I could imagine that being hard to implement, but just, yeah.

00:07:03 Interviewer

Or you could also be shown like a small snippet of what you're trying to look for, and then you'll be like ohh it looks like this part of the wall.

00:07:06 Speaker 1

Yeah, exactly. And I yeah, overall maybe if the objects that you are looking for are actually tied to the objects in the world. I mean that doesn't work sometimes I guess, but.

00:07:19 Interviewer

OK, so like a clear indication of…

00:07:21 Speaker 1

Clear. Yeah. Clear indication of what I'm looking for.

00:07:24 -> 00:07:43 Speaker 2

I definitely noticed myself looking for an actual sword when I was looking for the sword. I at one point I just sort of intuitively put the phone away and started looking like where could It be logically realistically. Which that kind of just happens. Looking back, it doesn't make sense. So I did that because I was playing a game, but I guess. Yeah, it wasn't super intuitive to me that the sword was like in the street.

00:07:46 -> 00:07:52 Interviewer

OK, so now like you said you've gone to new locations over here in Utrecht. If we create new places you have interest in. How do you feel about an app like this, more available in other locations that had, you know, different history, different culture meaning and stuff like that. Would you then be interested in using something like this to explore other new locations in this in this way?

00:08:07 -> 00:08:45 Speaker 1

Yeah, I think I could just imagine it like just thinking big here, if it was like a global thing, right? And you could actually complete like all the areas, right. And I think that would be a cool thing to show off to your friends if it was like actually a global thing, like, oh, my God. Look, I've already visited like 300 like sites across the world, right. Or something like that, I think. Yeah. And I think. For as a tourist, right? If you're like in a new location and this app becomes a little bit more intuitive to use. Yeah. I think it could be a great, great opportunity to get some information on new areas and places.

00:08:53 -> 00:09:22 Speaker 2

I think it's definitely a really fun way to be more engaged with, like the history of a place you're visiting, cause I think especially if you're a tourist or if you're someone for the first time, it can be really tempting to sort of just have a checklist. Like if you're in London, for example, you'd be like, OK, I want to see the Big Ben. I want to see the London Eye like and just go to those places. I think an app like this that introduces you to more of the history behind these locations is definitely something very engaging, and I think especially in a social setting, if you're doing it with friends, it can be really fun. So yeah, definitely, I'd be very interested In seeing more of that

00:09:23 Interviewer

That and in the same line of questioning, do you think people that are not necessarily invested highly into like exploring new locations would find it more interesting to do so with something like this?

00:09:35 Speaker 1

Wait, can you repeat that?

00:09:36 Interviewer

So, for example, if you're someone that's very into games, but not necessarily very into like traveling and stuff like that, would you then you? Do you think people like that would be willing to try it out, at least in this manner to see like try exploring new locations in this matter as a way of like?

00:09:57 -> 00:10:43 Speaker 1

I think so, right? If it's like made very, I mean the type of people that this I think or like gamers that this like relates to most is I think like people that are all about like collecting I think and exploration types of these types of gamers. I think if you if you can't really, yeah, make it intuitive for these kinds of people. I think definitely. Maybe if you have like a little bit more systems in place that are, I don't, I don't think you need to like unnecessarily gamify the whole app, right. Over gamify it. Yeah. But if you have, like, maybe somewhere like collector systems in place. I was thinking like grad like this game was on a on a bigger scale. Yeah. I think that should be that would be cool.

00:10:47 -> 00:11:06 Speaker 2

Yeah, I kind of feel the same way about it. I feel like it's definitely if someone were to have anything that would engage them more with culture and history. I think something like this would probably be the best solution, I think, especially if I don't know how possible this is. But having like maybe different options for the items you can get in a certain location or like having one more rare than the other, like I think, yeah, definitely playing into that collectors mindset that people get. I fully agree. I think that would be the way to go.

00:11:16 -> 00:11:27 Interviewer

So about how you were able to access the information that you find the information that you were presented on the app useful, did you like, did you actually read most of it? Did you read some of it? How did you find that?

00:11:30 -> 00:11:38 Speaker 1

To be to be quite honest, I didn't read a lot of the text. I thought the way it was displayed was a little bit too much for the experience that I was given, I think

00:11:42 Interviewer

Too much information?

00:11:58 -> 00:12:08 Speaker 1

Yeah, I think if the I think just something like splitting the text up into little paragraphs already makes it a little bit more intuitive to read. Maybe having like little bullet points or something. I did really like the fact that a lot of it was that that for a lot of the items you have like a little animation. To go with it, I think that already. Yeah, that's just visually conveyed like the most important information already. So. So that was pretty cool. Yeah, I think as far as the text goes, maybe if you just have like 1 sentence at a time and you maybe like swipe through it or something, maybe that would make it a bit more intuitive. I would just experiment with just breaking it up into little paragraphs right now and yeah, exactly.

00:12:23 -> 00:12:53 Speaker 2

I won't lie, I also didn't really read the text. I think in my mind, just like intuitively I thought like ohh I will read this later when I'm not in a busy city anymore and with friends. I think I did like the information that I read and I did think it's interesting, especially as someone who has quite an interest in history and culture and stuff as well. But yeah, because it's so much text and in such a small black phones, I think if you're in a busy city and you're playing the game, it's not very logical to like, sit down and go read all of it. So I think that's like the only issue with that

00:12:57 Interviewer

OK, so now that you've played this, how does this usually compare to how you approach like exploring new cities, new locations, new places? How does it compare? Do you feel like it's better or worse like?

00:13:13 -> 00:13:53 Speaker 1

Yes, I think usually when I explore a new city, I mean of course sometimes you have like your destinations that you kind of research before going to a new city. Like if I'm in London, right, I want to see the Globe Theatre. I want to see London Eye for example, whereas with this approach, the game kind of like feeds you the map right like it gives you like as you're playing it. It already just through the gamify gamification aspect of it already. Like gives you an intrinsic motivation just to go to those places that are marked on the map. So yeah, you're just kind of more like being breadcrumbed through the city, you could say rather than it. Yeah. You haven't made-up your mind before opening the app.

00:14:02 -> 00:14:46 Speaker 2

Yeah, I can't count the number of times I've been to a city that I've only had one chance to visit while on holiday or something. And I didn't have a plan, didn't know anything about it and just kind of went to like the H&M and the McDonald's and stuff rather than doing anything cultural. And then when I got home, I feel like, damn, I should have been doing this, this and this. So I think an app like this, especially for someone with chaos brain like me, I feel like it would definitely help me see a city in a different way and explore in a different way like yeah, like you said as well with the the map sort of breadcrumbing you and feeding you places to go. I think it for sure and riches the experience of exploring a new place and it also makes it easier to memorize like where to go because you have a map with you that's more engaging. So I think in that sense yeah, it's definitely different.

00:14:49 Interviewer

OK. And what were your main thoughts about all the AR mini games that you were playing throughout the experience, overall thoughts.

00:14:59 -> 00:15:47 Speaker 1

I think having some sort of interaction with these mini games that that isn't just like clicking on them is a nice idea for now. The way they are implemented they are missing a lot of feedback, right? I said before like the items themselves, they aren't like visually distinct enough and It was like the one mini game, the one with the hammer and the egg. When I tried to like position myself properly like so often and I just, I just didn't really get the hang of it. Yeah, I don't know. So, I think having like, some visual indication of like which action you actually have to do that would reduce a lot of the frustration. And yeah, I personally, I just don't think it's very fun to have to figure out what swipe, hold, drag action or action you actually do. I think if it's just downright tells you where it shows you with some icon or iconography. I think that's already fine. But that's just me.

00:15:57 -> 00:16:27 Speaker 2

Yeah, I feel the same, especially about the Egg minigame, because when I opened that mini game, it didn't show me the hammer at first, so I thought I just had to chase this egg around, which I did for quite a while, and I did have a thought at one point that was like, OK, I guess I'll just give up and go to the next one. And then I was like, wait, I'm playing, I'm play testing this. I can't just give up. So I think sometimes the difficulty, If I was just playing this casually, if I was someone who isn't invested in it, I probably would give up on a lot of things. So, making it a bit easier, especially since it's already a lot of walking, I feel like making the gameplay easier is definitely probably the best thing to do, and also because it's a sunny day, the brightness of the screen made everything really hard to see. I don't know what can be done about that other than yeah highlighting the objects.

00:16:41 -> 00:16:58 Interviewer

Yeah. So, making more like quality of life improvements, making UI improvements, stuff like that, but the overall concept of having to use your camera and having to use the AR stuff to try to find objects. Were you interested in that? Did you like it? Were you indifferent to it? What were your thoughts?

00:17:00 -> 00:17:34 Speaker 1

Yeah, I think it's, right through Pokémon Go already being such a like huge success. I think a lot of people are already getting quite accustomed to it, right. I think this is like generally like one of those apps that is like really targeted towards casuals, right. So, like making the mini games that those interactions as intuitive and easy to use as possible. I think is definitely the way to go rather than trying to have bring some challenge into the mix artificially. I think the yeah, the overall like the AR aspect of it, I think it's quite exciting, yeah, I think a lot of people can find it quite exciting. Yeah, maybe you can, you can implement some more because I didn't actually, I wasn't sure. Was I able to, like, take photos of the objects while I was in the app?

00:17:49 Interviewer

Not sure, yeah.

00:17:50 -> 00:18:10 Speaker 1

OK. I think maybe if you can click on the object and maybe it does something cool or you can like pose with the object or take a selfie with it or something maybe that could also like Kind of enhance the social Aspect of it in a way somehow, right? You can like maybe share it on WhatsApp or TikTok or something? I’m just spit balling here but yeah, having the objects do something cool when you actually like unlock them. Having something that you can make take a picture with, I think. I think that might be really really nice.

00:18:21 -> 00:18:41 Speaker 2

Yeah, I really like the idea of using AR to have kind of like a little mini puzzle that you have to solve in order to get more information or collect something. I do really like that. I feel like it adds a certain level of like challenge or engagement that will keep me playing for longer. Definitely. I don't know if it necessarily has to be AR, just some kind of little puzzle, but I do think AR makes it more immersive, I guess.

00:18:47 Interviewer

OK. And then, well, did you guys have fun during the experiment? Did you enjoy the overall experience?

00:18:54 -> 00:19:25 Speaker 1

Yeah. I think overall, I think it was really nice. I got, as I mentioned already frustrated during some of the mini games and objects appeared and disappeared and I didn't really. Yeah, see, see the entire logic behind it all the time. But besides that, right, the idea was intuitive. Like the just the primary idea of it handling it was, yeah, really, really quite nice. And yeah, doing it together with friends on a sunny day. Yeah, was really cool experience.

00:19:28 -> 00:19:47 Speaker 2

I had a lot of fun with it as well. I think. I don't know if I got quite so frustrated because mostly it was just like I'm out and I'm having fun and I think like no amount of glitches or bugs will kind of ruin that for me. And also, I don't know a lot about games. So, I can imagine just, like, inviting a bunch of friends around, going to the city and exploring and playing this game. It's definitely very fun. I would definitely do it again.

00:19:50 Interviewer

Any final remarks before we lift it up? Anything you have to add or whatever final thoughts?

00:19:57 -> 00:21:03 Speaker 1

OK, I'm. I'm just like because I think this actually would have potential on like a global scale, right? I'm just thinking like massive here at the moment and I'm thinking like of all these cool systems, you could potentially add right? Like maybe if you have like some sort of high school board or something for people to track down all the objects and maybe with the objects, right you can do a little bit more to increase your score for that city, you can have like a king of the city, High score list or something, some, something like that, right? Some way to maybe like get additional XP as well or something level up. Maybe there could be. I'm thinking of arena battles in Pokémon Go. I think if there would be like some some thing in place, I think to enhance social interaction a little bit, I think because I, yeah, when I when I think of these types of games, I think of social interactions and right now I mean of course you're like a team of like 6-8 people or something, right? So yeah, of course. You don't have all these systems in place yet, but I think If I were to Add one more system to the mix. I think it would be something that kind of enhances social encounters a little bit within the game.

00:21:11 -> 00:21:36 Speaker 2

I don't. I don't have a lot of final thoughts. I guess I just think that this is a really fun system. It's really engaging. I think it could be used in like other more like educational purposes as well. Like I'm thinking, museums would probably want something like this scavenger hunts with AR. Like it's just a really fun idea. It's very social and engaging as this. But yeah, like you said, I think some kind of Friends system, some kind of competition. It would really add to it. But yeah, I think it's a great idea with a lot of potential and I would really like to play it more.