00:00:01 Interviewer

OK, so have any of you participated in something like cultural exploring or just exploring new locations or something like that in the past?

00:00:06 Speaker 2

No

00:00:08 Speaker 1

No

00:00:11 -> 00:00:17 Interviewer

I mean like for example, just like traveling to like, I don't know, some place you haven't visited and exploring things, just exploring the city and stuff like that?

00:00:17 Speaker 2

Yeah, we have, but I've never done it through an app. It has always been...,

00:00:21 -> 00:00:32 Speaker 1

I did. I used the *izi* app. Which gives a tour in the city. And then you go from location to location. Then there is an audio file playing explaining the build the history of the buildings.

00:00:34 Interviewer

So just so it only used audio?

00:00:38 Speaker 1

On your audio, yeah.

00:00:40 Interviewer

So, have you then used, like you said, an app or something location based? Also like a game or something like that. Something for example like Pokémon Go or something that's similar.

00:00:51 Speaker 1

No, I did not use a game with location.

00:00:52 Speaker 2

No, me neither.

00:00:54 -> 00:01:00 Interviewer

And what about something that uses something like the AR camera functionalities that you saw? Have you ever seen that before or done something like that before?

00:01:03 Speaker 1

I've seen it before, but I never used it.

00:01:05 Speaker 2

Same, yeah.

00:01:07 Interviewer

OK. And So, what were some of your thoughts and just overall thoughts about the experience, the AR functionalities, what you saw, did you like it like it? Did you have fun, what do you think?

00:01:20 Speaker 1

I will. I will begin, I guess. I really liked it. I think it was a really nice way to discover the city. For example, I've been living in Utrecht for six years and then I discovered something new. And yeah, I think it's a cute way to rediscover the city.

00:01:37 -> 00:01:57 Speaker 2

I think. Maybe this is something that I wouldn't do if it hadn't been because of this, like in a sense I would. I don't play video games, or I don't. I'm not into this type of app, but this was a really fun way to indeed discover the city and the history behind the buildings as well. I think for me also it was a bit confusing like the interface. I guess that's in development obviously. But yeah, all in all, I think it's a fun concept.

00:02:10 Interviewer

Do you feel then that by using this app somehow you've gained a little bit more? Like if something like this would be able would be like available in other places, other stories like different to the one in Saint Martin in different locations? Would you be interested in in experiencing these new locations with this app?

00:02:27 Speaker 2

Yeah, I think so. For example, in Paris, I would be really interested to see to explore the cities through like for example, the lens of a painter or something like that. An artist. I think that would be really cool.

00:02:39 -> 00:02:59 Speaker 1

Yeah, I agree. I would also like it for more smaller cities that are more or less unknown. So, for example, Malmo in Sweden would be cute if leaders and artists of a local celebrity, and they could really understand why I'm saying that because there's a lot of books written on Paris, you know, and the guides and travel guides and stuff. So that's why I would prefer it for small cities, but it's a difference in opinion.

00:03:03 Interviewer

I mean, yeah, could be available for both as well.

00:03:10 -> 00:03:18 Interviewer

How does something like this compare to how you usually approach new locations? Do you think it was like in what ways was it different and better or worse? What were your overall thoughts?

00:03:20 Speaker 2

I enjoyed it. I do, for example, I do photography so when I go somewhere I like to see the place without the mediation of a phone in between. So, I think this distracts quite a bit from the actual place you're more focused on the app and not on the place which you know some people can like some others.

00:03:40 -> 00:03:53 Speaker 2

Not, I think all in all, I mean it was a cool experience. I think that's for sure. But maybe for some people it can be more distracting than it can be like. Yeah, actually fun perhaps to do. Just a thought, yeah.

00:03:56 -> 00:04:20 Speaker 1

Yeah, I was thinking like the only comparison I have is with the other app with the audio tour app and with the audio is to really only looking at the building and then somebody is saying, but it's not the game. It's just like explaining stuff. But with this app, which is fun is you can do a bit of both, you can just look at the building and then just use the app to find the little thing and the story. After that it's more or less with a treat like, oh, you did well, so here you have the nice treat. I kind of like that. That you have to do something. This is all on the same theme and in the end you learn something about the place.

00:04:32 Speaker 2

I think I would only do this if I have a lot of time in the city where I'm ask. Yeah, example. If I'm only spending like 24 hours in the city, this is probably not the first thing I would think of doing because I would really like to explore the city on my own 1st and then having this as a second like activity so to say to do.

00:04:50 Speaker 1

Yeah, I agree.

00:04:52 Interviewer

So you think, for example, for people that are like more interested in games, this would be a good way for to get to know the city.

00:04:58 -> 00:05:23 Speaker 2

Yeah, I think for sure and also maybe for younger people like kids, I think that could be really cool to keep them entertained. But as I said in the first question, I think was like I'm not really into this type of app like I don't do video games and stuff. So, for me, the whole like you were super good at it (to Speaker 1), like immediately you got the drill of how to and I was constantly clicking on things. So, I think for me, like for someone that is not like educated, so to say in video games. Yeah, I think it might not be like the app.

00:05:28 -> 00:05:59 Speaker 1

Yeah, I got the gist quite rapidly, Speaker 2 didn't. But what I want to say is that I agree with you and I think it's a, it's a new way to interest people who are not directly or would be directly interested in art and culture and stuff like that. So that is really great because really people are already interested in history and architecture and art would probably buy a book and read it while going through the city. So yeah, for me. Like I think that I wouldn't choose it to do it on my own because I'm a bit like Speaker 2, like to walk on city and just look at the buildings and look up the history myself.

00:06:13 Interviewer

And what upon what are your thoughts about the AR functionality or the mini games that you have with the AR camera and the overall usage of the map, like what do you think of those AR specific functions?

00:06:27 -> 00:06:56 Speaker 2

For me, they were a bit confusing. I guess once the app is more perfected and they can look really cool and be really easy to use. Yeah, thus far I think the graphics are a little like primitive. Perhaps if you can say like they're not like as like, wow as other apps. But you know, I don't know what the end purpose of this app would be if to, like, accomplish like the specificity of, like Google Maps. If you open, you know, like the level of detail I have no clue. I think it's like the basis of it is really nice. It's an interesting concept, but just like I would really work on perfection and like the things like the motions of how to collect the objects, blah blah blah. Example, the manuscript that you get all the story, not the manuscript, what is it? The logbook, that's really cool because then you can like read back on those stories and Yeah.

00:07:18 -> 00:07:51 Speaker 1

Yeah, I kind of agree with you, but I would do in the beginning when you open the app, maybe at an example like breaking the egg or something like that. Yeah, a tutorial because that would help people. Like Speaker 2, for example. Because at one point I understood that, OK, you have the horse you need to rock it, right? Or you have a hammer and an egg, and then it's quite easy. But I do play videogames sometimes, yeah. So It would be nice also thinking about, you know, old people because old people, I think they could be interested In that, because of how it's new, you know, but they wouldn't know how to use it

00:07:53 Speaker 2

Exactly.

00:07:55 Interviewer

If we were to continue with this and just make it more user friendly, I guess so that yeah, improve the user experience overall so that like people can have like a better overall usage of the app.

00:07:59 Speaker 2

Yeah, more intuitive.

00:08:10 -> 00:08:25 Interviewer

OK, so we've already said that for example, you would be interested to see something like this, for example Paris and you said you would like to see it in a small city, do you think can you think of any other examples where you think something like this might be very interesting to see? Just off the top of your head, it doesn't have to be…

00:08:25 -> 00:08:48 Speaker 2

I was thinking a museum. But then if we refer back to the experience of the Pokémon app in the museum in Amsterdam, they had to close the museum because people were going insane. I don't know what the reach of this app would be, but I think something like that, especially if you. I'm in the museum studies field. So that's why I always go back to museums. But it could be really cool if you reach out to the main museums or smaller museums of cities and you collaborate with the Education Department because this for kids, I think it's a really cool thing. Like the adults. Just look at the art, but the kids are like, you know, with the phone, like looking at the art, getting like, maybe the stories of the painter. I don't know, in a museum, more like, yeah, to help the educational aspect of the museum.

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

I was thinking like if you push the concept then you change like the AR little actions into reconstitutions of how cities were and back in the day that would be super cool. Imagine here you see the Roman walls for Example or you see the little church from the 11th century. So, for example, you could work with them Dom Under, stuff like that. Who are based in Utrecht, and they know everything about history of Utrecht. Also cities, I think cities, you have made a great choice in in cities So for example, I would like to see in tour. I would like to see in in Nuremberg for example or in Italy. I think you have a lot of cute, cute places in Italy where you can do those things.

00:09:57 -> 00:10:02 Speaker 2

In Madrid you have Segovia which is like this famous city with the aqueduct so it's a very good place to do that

00:10:05 -> 00:10:11 Speaker 1

You have a lot of historic cities in Europe where you can do that. And I'm not specialized in in African or Asian or South American city, so I cannot tell you about that. But I think everywhere, right?

00:10:21 Interviewer

OK. And what were your thoughts about, like how the information was being delivered? I know you said at the moment that it was a lot of words, but did you like the information that was presented? Do you find that interesting? Did you learn something?

00:10:34 -> 00:11:17 Speaker 2

I think I did. I think for me It was I was trying to figure out how the app worked more than like reading, but I do think it's still like a bit much too much reading. I would maybe put like a video, something like that. The animations were nice, but I would maybe narrate the information through a video and like have two options. Either you want to read it if you're in a space where you cannot listen to it, or have the video? Because then I think for example, for us, our generation, I think a lot of people are attention span is like focused more on videos like Instagram, TikTok, whatever. It's true. Like videos are really appealing and they have the capacity, a lot of people learn through listening and seeing and then a video is like perfect for that. And I'm not sure if people are actually going to read that information.

00:11:22 -> 00:11:41 Speaker 1

I think they would. I think you're a bit pessimistic about the generation now, but I agree that you can have a video and a text that could be nice or just an audio. Maybe it could also be. I didn't think there was too much text. I read it in probably 3 seconds every time.

00:11:43 -> 00:11:54 Speaker 2

But if you're in the city, if you're in the city and it's full of like noise and you're being like you have to, you cannot maybe like, stop where you are because you can obstruct the people passing, you know, like, if you're in Paris, something like you cannot just stop in the middle of the street and be like oh.

00:11:56 Speaker 1

But you don't have to stop them. You can just stop at the sidewalk at the side.

00:11:59 Speaker 2

Like, but a lot of people would like to stop and then or you have to read.

00:12:02 Speaker 1

That's their problem. That's the that's not the developer’s problem. When people are stupid.

00:12:07 -> 00:12:12 Speaker 2

I think if you're like over like stimulated and then on top of that you have to read the text that is not…

00:12:13 -> 00:12:14 Speaker 1

Horrible (sarcastically). No, I'm sorry, but this is like thinking that people are stupid. You know, I don't agree.

00:12:19 Speaker 2

It's user friendly.

00:12:21 Speaker 1

It's user friendly to think that people are like on the sidewalk, and they cannot focus on. They were like 6 sentences or something, maybe 8. There's nothing to read.

00:12:32 Speaker 2

Yeah, whatever.

00:12:37 Interviewer

So do you have any other suggestions for improvement or any final thoughts about the experiment that you want to share?

00:12:44 Speaker 1

Yeah, I thought it would be cute if the big green blocks would actually be buildings in the sense, like there could be could to see.

00:12:53 Speaker 1

The Dome, right?

00:12:53 Speaker 2

Exactly. That's what I was saying. Like the level of accuracy could be improved, like of the graphics.

00:13:02 Speaker 1

Like I would put an option for music like Epic.

00:13:05 Speaker 1

Music that you can put out, you know, but just it's fun then. Then you have your headphones and then you can turn some of the text into audio. So, you're listening to the thing as well. So that would be cute, I think.

00:13:16 Speaker 2

Maybe like for to signal your persona like your position, I would maybe let the user choose what like if they want to be like I don't know. Like yeah, no, but an egg with the cloak. I don't know. Like different, so that they can identify more with the thing because now it was just a cloak.

00:13:34 Speaker 2

Which is a bit like OK, but then to make it a little more appealing, maybe it's nice to let, like, I don't know, a kid choose like, do you want to be like a like a how do you call this a knight? Do you want to be a, I don't know, stuff like different? Or if you're doing this in Paris, like, do you want to be? I don't know

00:13:50 Speaker 1

A baguette.

00:13:54 Speaker 2

Yea, Stuff like that.

00:13:54 Speaker 1

OK, so more choice in in character.

00:13:56 Speaker 2

Yeah, to put like make it more like your own.

00:13:59 Speaker 1

Or I would just put it in theme, like you could work with Saint Martin or with his friend or something, I don't know.

00:14:05 Speaker 2

I'd like to *Personalizar* (Personalize), in Spanish, yeah.

00:14:07 -> 00:14:38 Speaker 1

Yeah. What else? And I know I was really focused on the Dome. But you could like, do a bigger tour, but I guess you figured out because I guess like if you if you are a tourist, like if I'm a tourist in some, let's say German city and I want to know more I could use your app for real, but then I would like to see In the city, I don't want to be in like 4 streets the whole time

00:14:39 Speaker 2

Yeah.

00:14:39 Speaker 1

Because it's more diversity then really.

00:14:43 Speaker 2

Where you just have, like, different neighborhoods of the city and then you can explore.

00:14:45 Speaker 1

Yeah, yeah, that's also possible. Yeah. If you have multiple neighborhoods and multiple stories in the neighborhood.

00:14:55 Interviewer

Ok, Thank you very much.

00:14:56 Speaker 1

The app was nice as well.

00:14:57 Interviewer

Thank you. Thank you.