



Ghosted

User Centered Design





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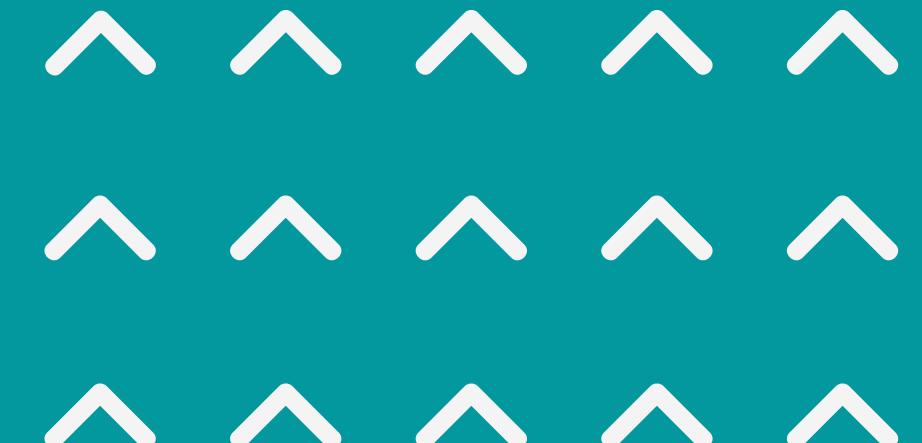


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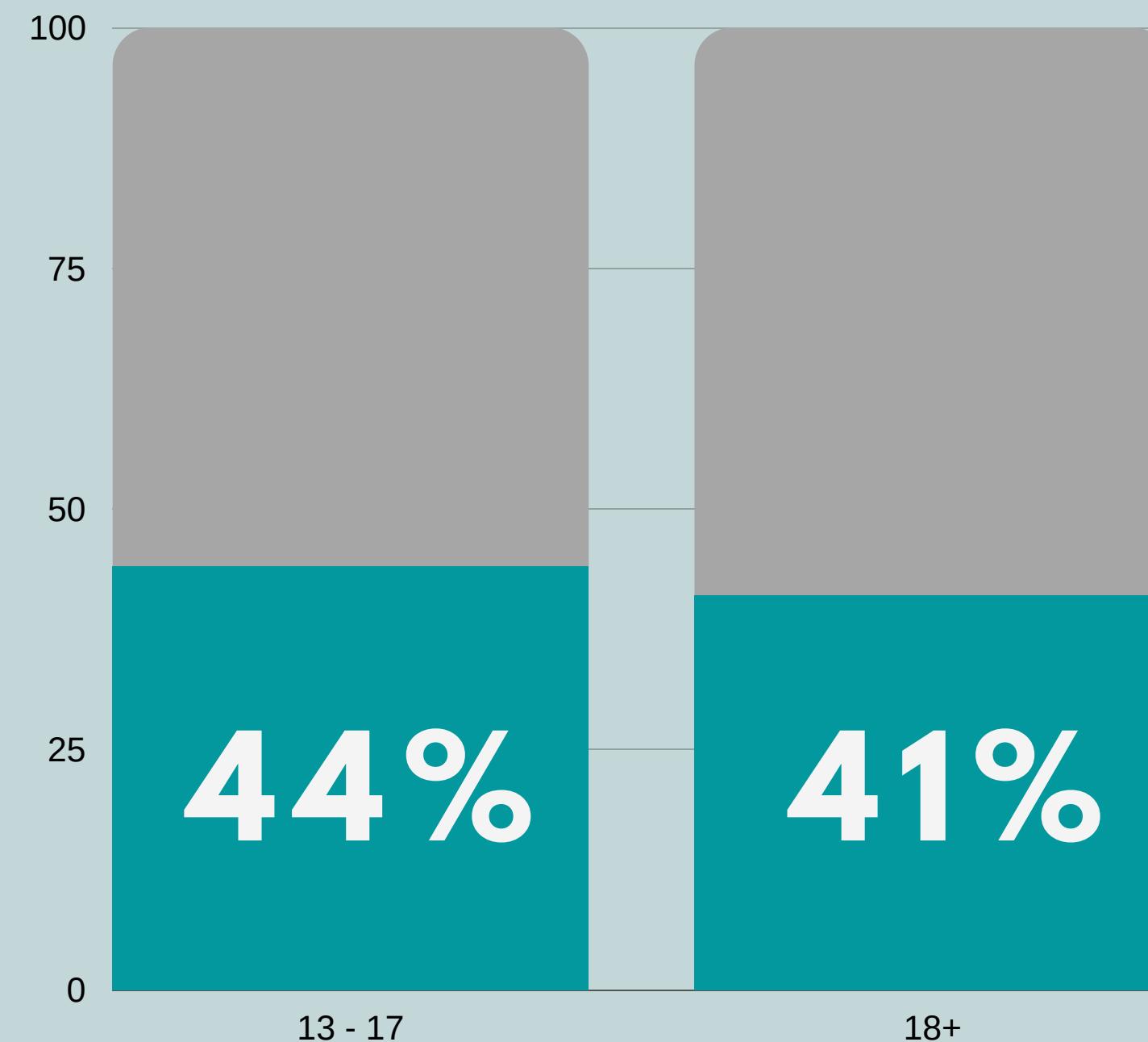
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The Team



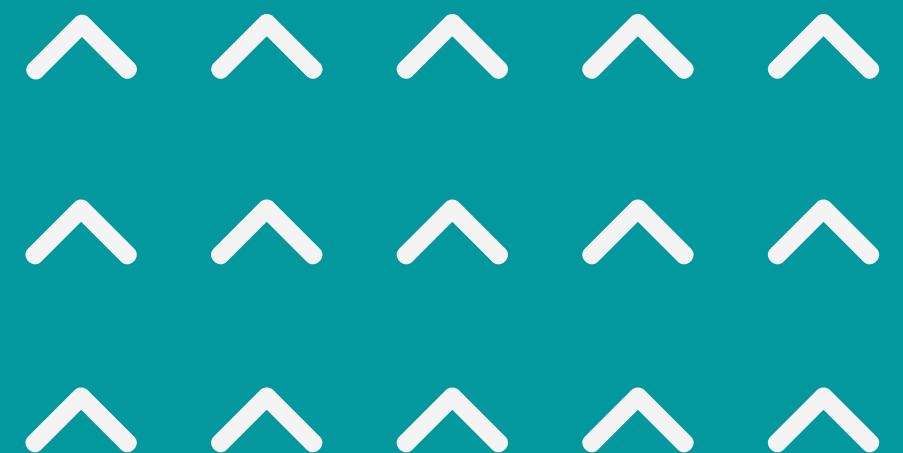
Do Americans believe in supernatural beings?

In 2016, a HarrisPoll survey showed that 41% of Americans over the age of 18 believe in ghosts.





Ghosted is an app
that helps adults
discover new
supernatural
stories by exploring
their environment



A close-up photograph of a man's face. He is wearing a blue ribbed sweater. His hands are covering his eyes; only one blue eye is visible between his fingers. The background is dark and out of focus.

Target User Group

Adults interested
in discovering
supernatural stories
that they can relate to
a specific area.

Versions

→ **Creators**

The creators need specific features that would allow them to create immersive content.

→ **Audience**

A user who wishes to enjoy existing content needs an application where it is easy to find new stories based on their location, preferences, and filters.



Smart Glasses component in addition to mobile app



Personal Data



Location Data

Fuel suggestions for stories a user can listen to about certain locations.

Users can interact with locations around them either in the moment or review them later



User Preferences

Tailoring the stories based on topics the user already likes.

User Activity History

Adding the common topics on the user's previous played stories to their profile



Interaction Design Challenge

Discoverability

How does a user find out about stories in their area or current location?

1. The user can scan their current environment and discover new stories thanks to interactive augmented reality prompts. The scanning can be done using the phone's camera or smart-glasses.
2. The user can select a specific location on a map.
3. The user can receive a weekly report with the top stories in their community.

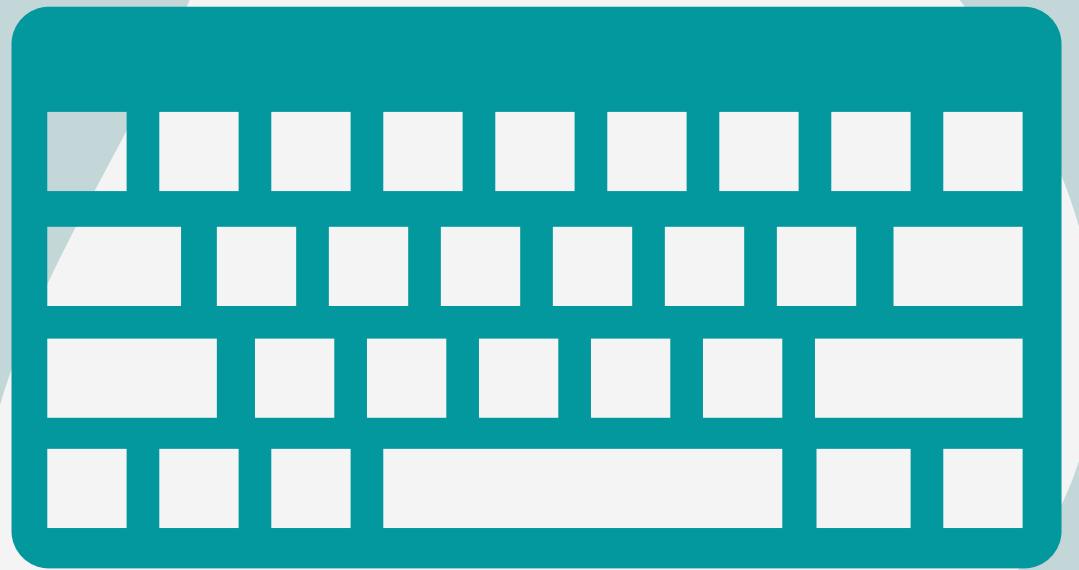
Interaction Design Challenge



Content Creation

(User-Generated Content)

How does a user enter a story about a specific object or place?



- The medium options are audio, video, text, and augmented reality. The augmented reality component in addition to audio and video provides interactive storytelling. Can the user combine the mediums? Can they record the story while using the app or do they need to import their content?
- The augmented reality component can allow users to add graphic elements to their stories. For instance, a ghost can pop out at the moment that the storyteller chooses.



Content Display

How to determine which stories to show users?

- The stories can be curated based on user preferences. Also, there can be top-ranked stories based on specific locations.
- The stories can be displayed randomly based solely on the user's location.
- The stories can have a horror score, so users can have the option to choose based on the level they feel most comfortable with.
- Search function based on specific filters such as length and medium available, such as audio, video and augmented reality.
- The app can have a social component where user can share their favorite stories. Their social network could discover new stories using that section of the app.

