

# Bringing Awareness and Engagement to Public Art by Inviting Participation

Team Members: Corey, Danielle, Fon, Laura, Payal.



## Problem

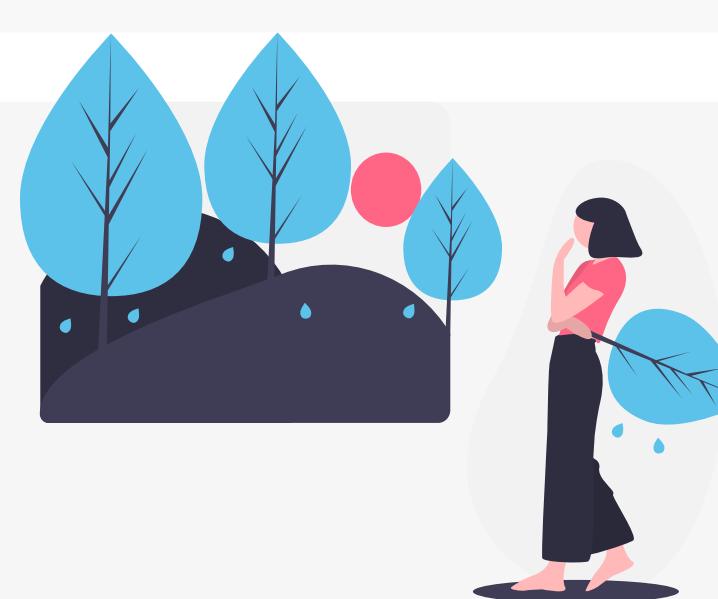


### How Might We...

**Transform the role of an art visitor into an active participant?**  
Currently, Pittsburgh residents do not seek out the city's public art, but experience it spontaneously. In many occurrences, they do not pause to try to look at and interpret the art, which means there is a lack of meaningful engagement towards the city's public art. Without a meaningful relationship and engagement with public art, residents and the city do not find it to be an area worth investing in.



## Methods: Speed Dating & Storyboarding



### Insights

People tend to want to interpret art freely. With explicit clarification (e.g. music coming from the statue), they feel like they are limited in their interpretation.

We need to be aware that features might overpower the art and users might respond to the feature rather than the art itself.

"I wouldn't want to know everything. Maybe the artist intended to keep some things unclear, and I want to be able to interpret that."

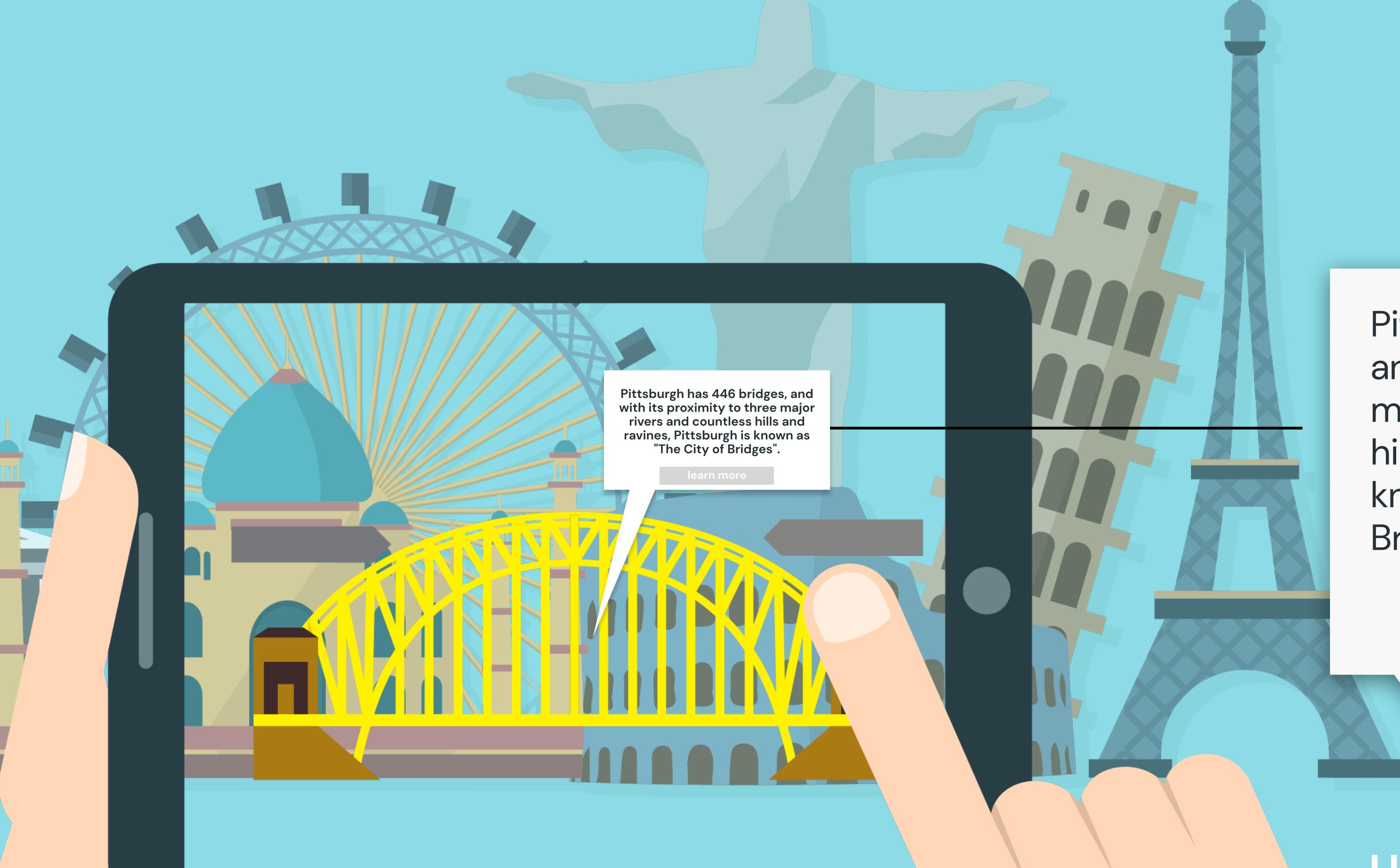
"I would think about why the artist put the piece here, maybe it has something to do with Liberty Ave."



## AR+

AR+ is an AR experience that allows users to personalize their journey with a piece of art. Users are able to interact directly with the art piece on their screen by clicking on "hotspots" and learning more information.

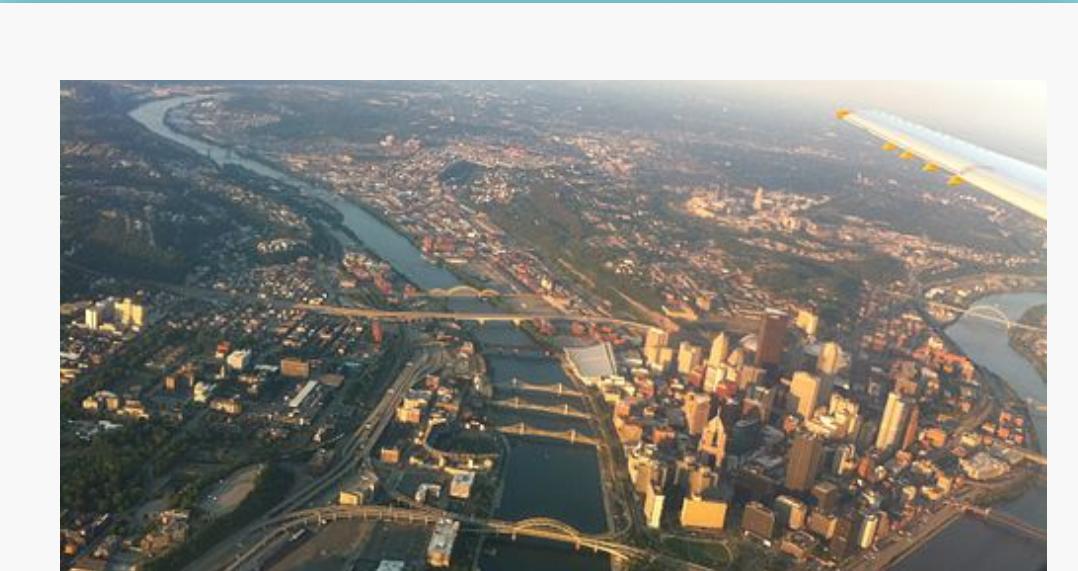
This gives the user more control over their experience and engages them in a personalized way.



AR experience uses full width of camera to let user have autonomy over how they view the art, compared to a traditional plaque.

Pittsburgh has 446 bridges, and with its proximity to three major rivers and countless hills and ravines, Pittsburgh is known as "The City of Bridges".

[Learn more](#)



The city of Pittsburgh may be the largest owners of bridges in the country in proportion to their size, possibly exceeding City of New York, which has boroughs on three large islands – Manhattan, Staten, and Long – and the mainland, in addition to numerous small islands.

[Share](#)

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Users can pick and choose what they want to learn more about. They have control of whether they want to find out more, or would rather interpret freely.

Users can share and save this information for later. While viewing the art in public, they may not have time to do so in the moment.



## Methods: Observe & Intercept & Think Aloud Protocol

### Insights

Users are more inclined to share, as well as to explore and understand art with which they have a personal connection.

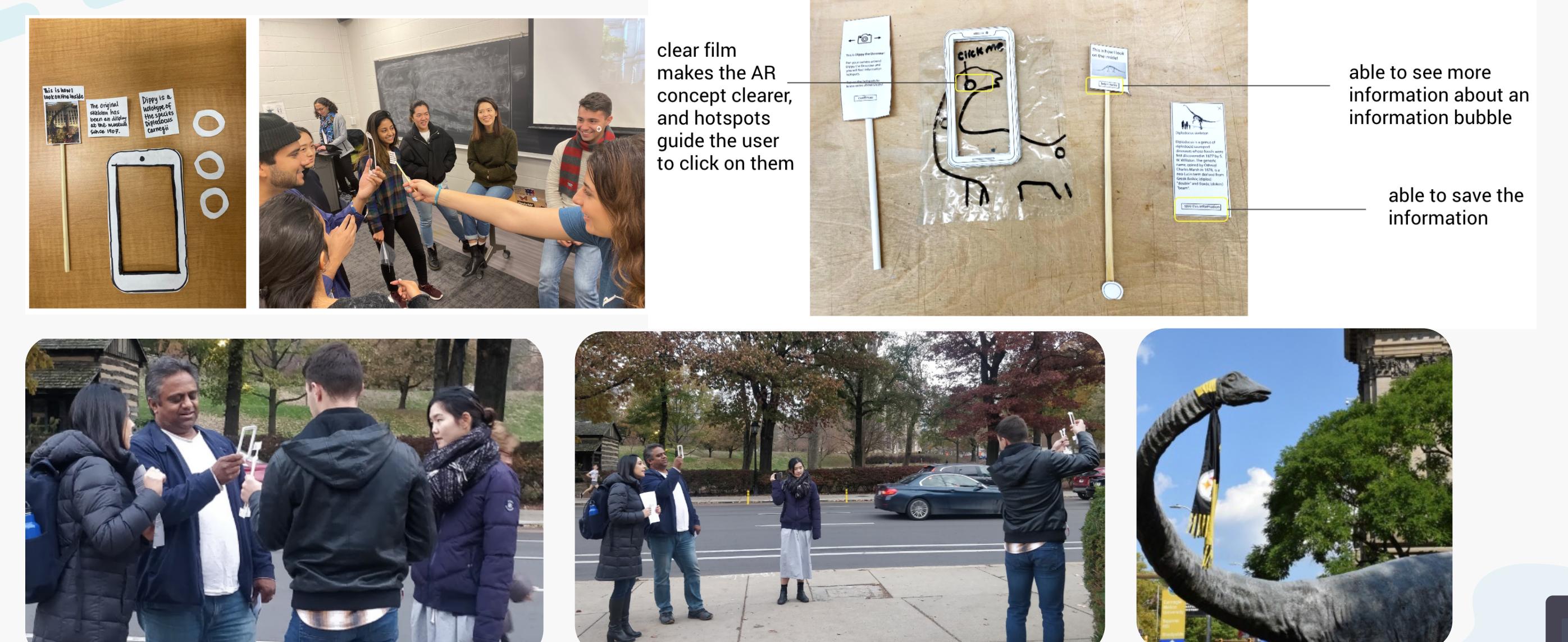
Prioritizing information in a platform with a lot of content will let the user engage more comprehensively with the application.

"I would look for teapots, because my girlfriend likes teapots, and maybe I would share that."

"I just happen to see it when I walk around in downtown, I don't really look for it."



## Method: Experience Prototype Testing



"I feel like I have more autonomy about how I would interact with [the art] compared to if I was looking at the [art] plaque."

