Interview 1: Asian Mom

“I’m wondering which building it is” – interest piqued by the riddle

She wanted info about Widener – it should have gone directly to widener info after finding the jewel/arriving

Thought her son would enjoy – always sees him doing AR on his phone.

At first she didn’t have time, but then she insisted that we go to Widener so that we could run through the whole demo.

Pros:

- She pressed the right buttons

- She liked the farther/closer navigation tool

Interview 2: Mom + Dad + Son (8yo)

The son was bored, but he entertained himself by taking photos with his dad’s camera.

At first he didn’t understand what to press on the pathways screen, but his mom explained it and he understood quickly.

They didn’t speak English, but the Mom liked the happy and unhappy icons on the nav tool.

While the kid was distracted with us it allowed the dad to use his own camera to take pictures of campus as well as of his son playing the game – i.e. improved both the son and the parents’ experience.

The son was shy but liked the game and was visibly excited when he found the jewel.

Interview 3: Group of Asian Middle Schoolers (14-16yo)

Very engaged.

Liked playing with the AR screen (captured Kev)

Suggestions:

- “Different languages” - liked the riddle idea but can’t speak English.

- “Stories better than facts”

- Wanted the AR to be 3D

- “How to get in”

- “Silence is boring”

- “compass if we get lost”

- “optional stories while walking”

- Thought that the parents would like the companion app more than them but still like the idea of it.

- “We disable the tracking function”

- “Map enlarged -> zoomed -> inside look”

- “animated/cartoon style”

- “Description available when we get there”

- “new, convenient, useful”

- “after getting the treasure” – should connect to a bigger goal

- “secret areas”

- “treasure = video of profs/academic hero video”

- Deal with COOP?

- List of cannot miss attractions

- Pictures of forbidden areas