

unGuided

Tyler, Sujeet, Sam, Kevin

Overview

unGuided provides users with the freedom to choose their own tour experience.

Overview

Power in space

Guided tours

Audio tours

Contextual Inquiry

1. Visitors
2. Tour guides
3. Storytellers

Contextual Inquiry

tour observations

scripted

smooth transitions

questions for engagement

interruptions (sites, traffic)



Contextual Inquiry

tour observations

smooth animations

prompts for engagement

no route planning

gorilla arms



Contextual Inquiry

John and Jane, couple

45-55 years old, North Carolina

Mary, curator

30-40 years old, San Francisco



how &
where?

Contextual Inquiry

freely explore

smaller groups

read placards for contextual info

audio tours: mixed opinions



Contextual Inquiry

DJ Dull-Mackenzie

Director of Visitor Relations

50-60 years old

Michelle

Cantor Education Programs Assistant

25-35 years old



how &
where?

Contextual Inquiry

Rachel Hamburg

MA in English Literature

former managing editor of Stanford Storytelling
Project

StoryLab

The Hume Center • Building 250-106
Fridays • 1 pm Workshop • 2-4 pm Mentoring

how &
where?

Task Analysis

Who is going to use the system?

creators & consumers

What tasks to they now perform?

confined vs. disjointed

What tasks are desired?

freely explore, no crowds, useful info

Task Analysis

How are the tasks learned?

professionally trained, binder

Where are the tasks performed?

areas of high interests

What is the relationship between customer and data?

creator vs. consumer

Task Analysis

What other tools does the customer have?

no integrated tools

How do users communicate with each other?

guide makes tour exp. personal + memorable

How often are the tasks performed?

creation + consumption

Task Analysis

What are the time constraints on the tasks?

visitors may be under timecrunch, daytime

What happens when things go wrong?

tours available don't fit interests

creation process too complex

quality of tour too low

3 Tasks

Creation

user wants to create tour

user-developed content

complex but essential

3 Tasks

Take me on a tour

user doesn't know where to go

Visitor Center observations

recommendations

3 Tasks

Deliberate planning

user knows where (s)he wants to go

sets own itinerary

adjustable times

Application ideas

GeoBooks

audiobooks set in your location

Steve Jobs

Les Miserables

significance,
feasibility,
interest

Application ideas

GeoJournal

multimedia

time capsule for revisits

share others' media from same place

significance,
feasibility,
interest

Application ideas

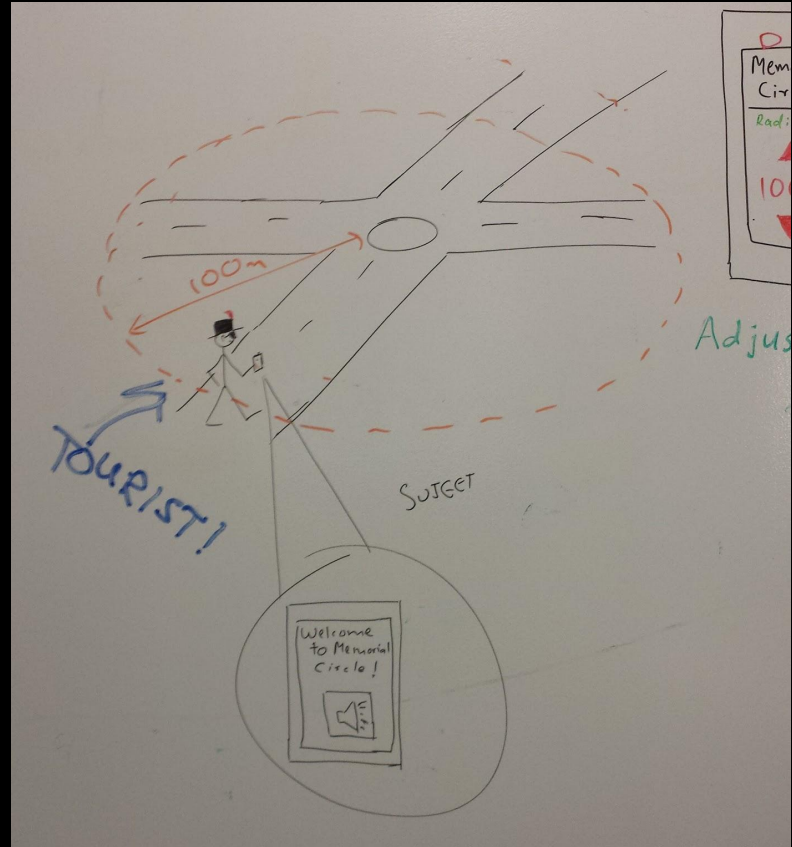
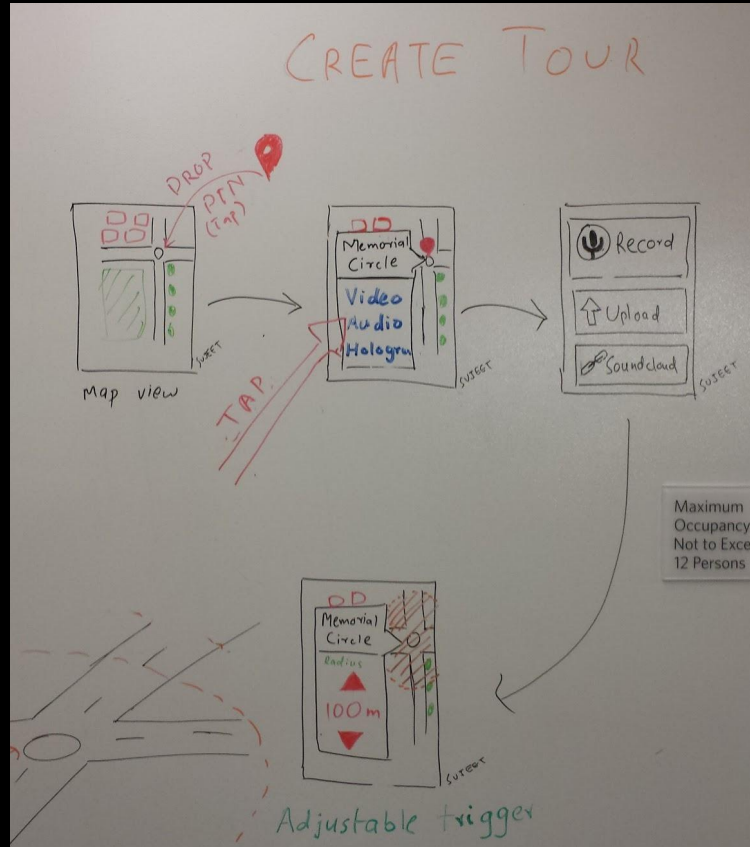
unGuided

contextual inquiry

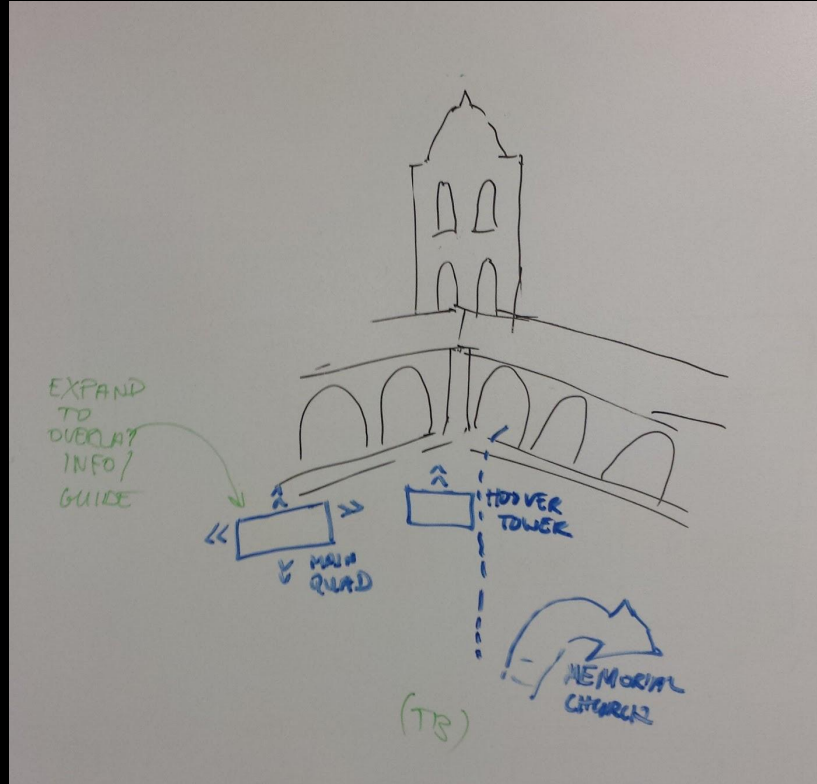
stories

significance,
feasibility,
interest

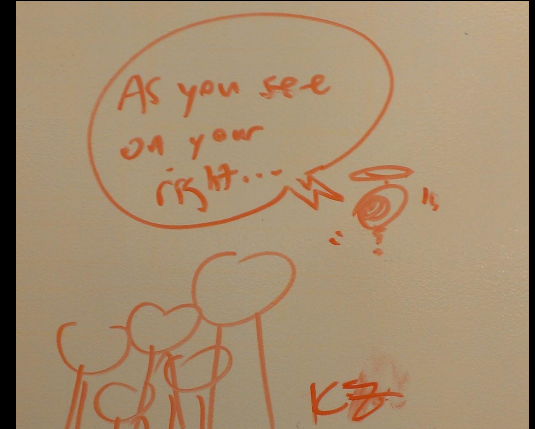
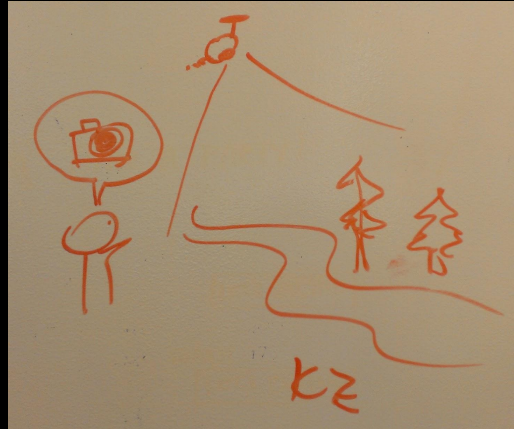
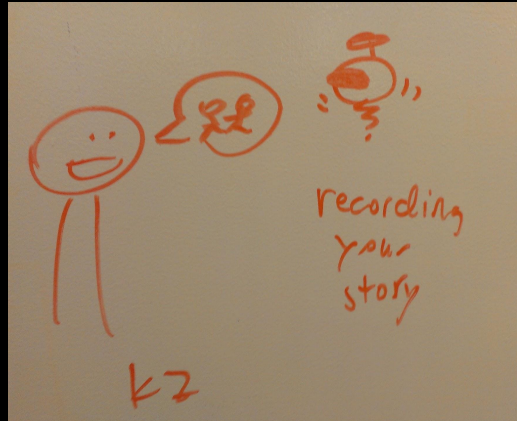
Sketches (mobile)



Sketches (augmented reality)



Sketches (drone)



unGuided