

Exploring Ways of Making Cultural Heritage Landscapes Readable

ACADEMIC PROJECT
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Abstract

Drawing on historical insights such as Claude Glass's reflective approach, this project examines creative ways of relating to cultural heritage landscapes. It examines current methods of enhancing the readability of landscapes, and the project focuses on design innovations using the viewfinder framework and in light of the development of comprehensive strategies for landscape interpretation that enhance the visitor experience by incorporating history, technology, and user preferences.

Introduction & Background

The project delves into the intricate field of cultural heritage landscapes and aims to address the challenge of enriching visitor engagement and understanding. Cultural heritage, which includes both tangible and intangible elements, plays an important role in transmitting culture, and landscapes are powerful visual representations. Inspired by historical techniques such as Claude's glass reflection method, this project explores innovative strategies to enhance landscape legibility. The investigation delves into the historical context of landscape appreciation, tracing the evolution of the term 'landscape' from its beginnings as a term for painting. The study aligns with contemporary trends in the adoption of technology (particularly mobile apps) to enhance visitor interaction, capitalizing on the flexibility and interactivity of mobile apps. The proposed research design integrates market analysis, historical data, user testing, and new design concepts aimed at enhancing the interpretation of and engagement with the landscape through framing concepts. By combining technology with authenticity, the study endeavors to create a holistic landscape interpretive experience that resonates with the historical context, but also meets the preferences of the modern visitor.

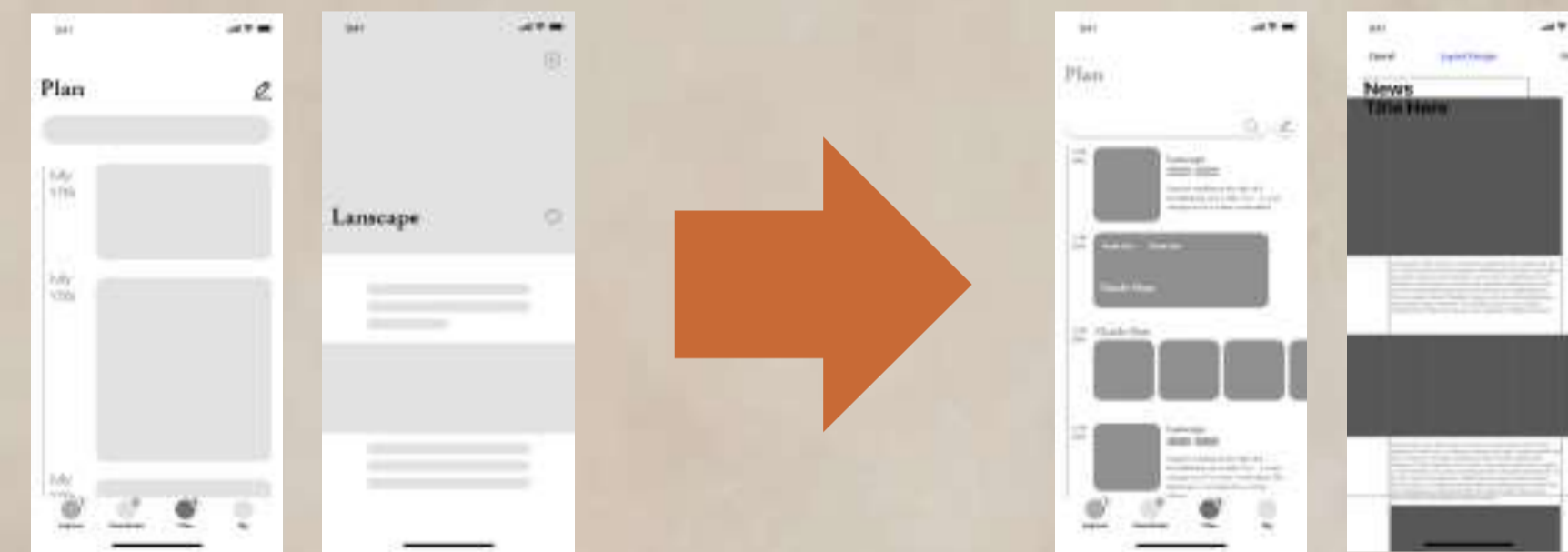
Features

- Interactive Immersion Experience**
- Explore the landscape independently
Providing a platform
Landscape Details
- Personalized recommendations and detailed information
- Personalized Recommendations
Customization
Different types of information
- Enhancing information retention capacity
- Capture and save information
Viewfinder Function
Editing



- Viewfinder**
The app can also provide users with a mechanism to capture and save information, edit and personalize it using the viewfinder feature.
- Explore**
By providing in-depth details of attractions combined with cultural reference information, users can independently choose different types of information to watch.
- Plan**
According to the analysis of the questionnaire results, tourists show a strong tendency for interaction and immersive experience, and they can explore the landscape at their own pace.

Diagram / Design



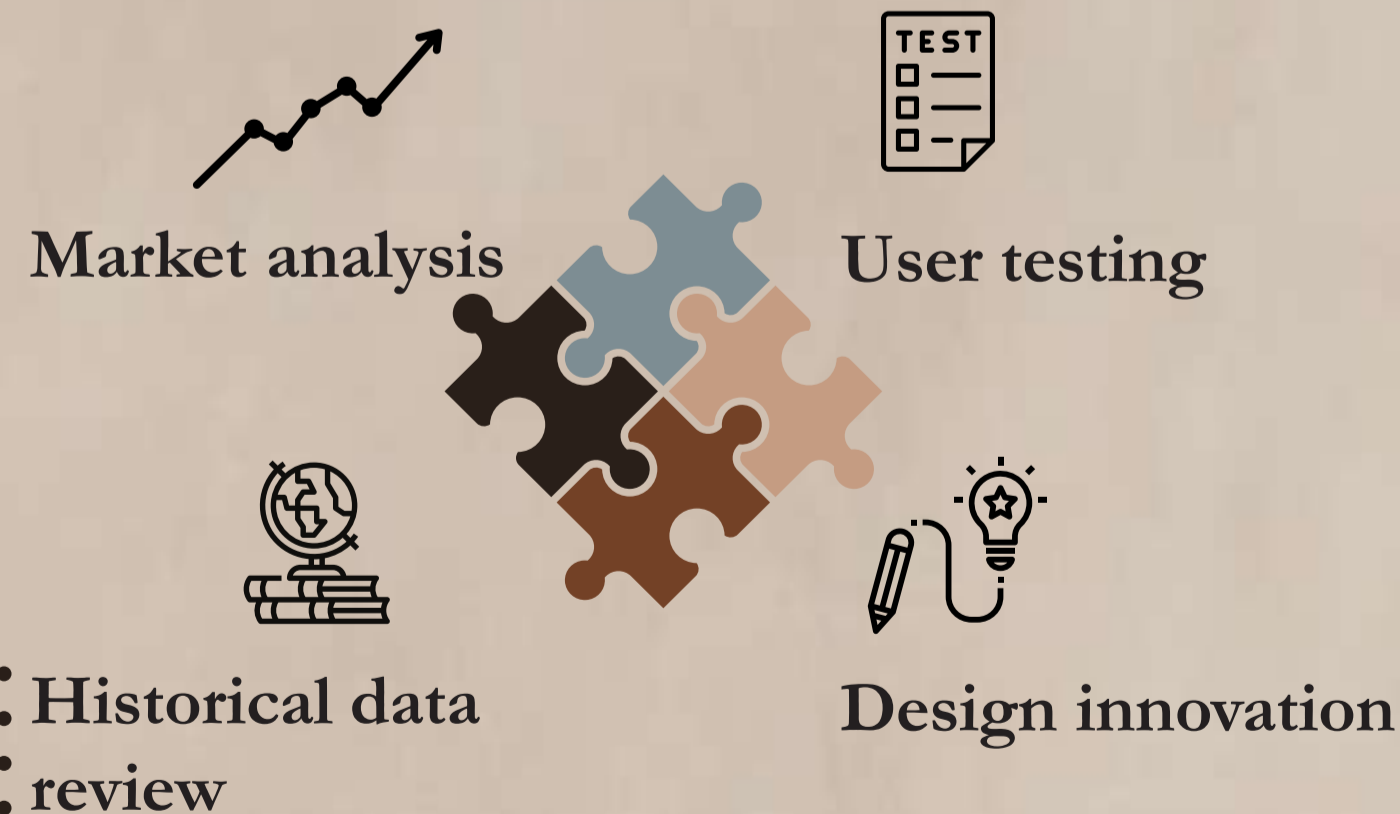
Before

After

- Interactive Immersive Experience**
- Personalized recommendations**
- Enhance information retention**



Study Methodology



Data collection

Preliminary questionnaire

- 65 people took the questionnaire
- Problems from questionnaire

Eye-tracking

It aims to understand how users use different elements of the application, such as buttons, images and text, interface logic and other aspects.

- Assess the effectiveness of visual hierarchy, content placement, and overall user interface design.

Research Results



Interaction

Make design changes based on insights from eye-tracking analysis and user feedback. The visual layout is optimized, important information is prioritized, and elements that are easily overlooked by users are improved.

Conclusions & Future Work

Drawing on historical insights such as Claude Glass's reflective approach, this project examines creative ways of relating to cultural heritage landscapes. It examines current methods of enhancing the readability of landscapes, and the project focuses on design innovations using the viewfinder framework and in light of the development of comprehensive strategies for landscape interpretation that enhance the visitor experience by incorporating history, technology, and user preferences.