

How to help people know Deptford when they are physically in Deptford?

Local exploration tour based on AR mode

Introduction & Background

Deptford has numerous monuments of significant importance to the local residents. The locations they encompass and the stories behind stand as evidence to the struggles endured by the community in their quest for living space. While many people visit Deptford and pass by these landmarks, they are unable to comprehend the profound meanings. This project is designed within the context of conducting a walking tour in Deptford, with the aim of establishing a platform that conveys the community stories to visitors and the society.

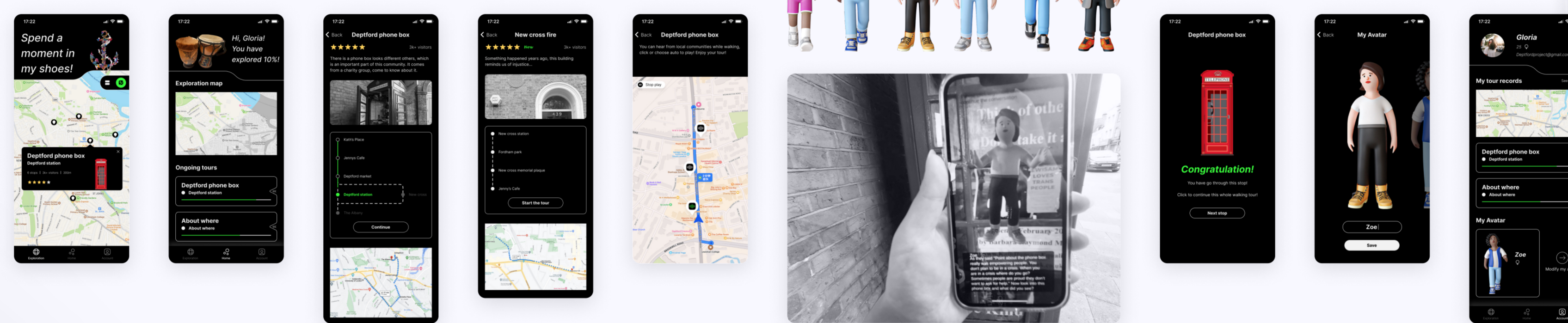
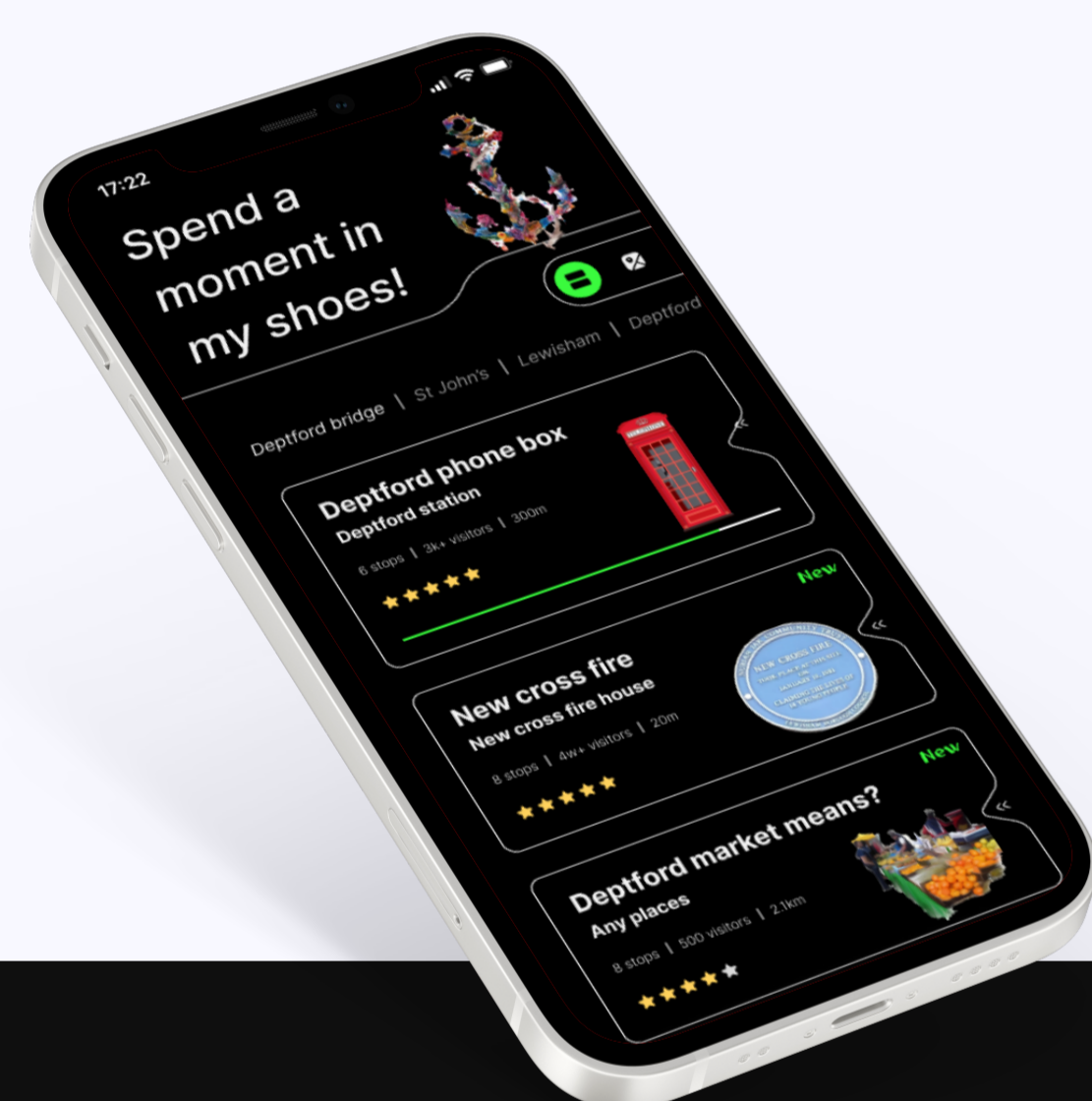
This project possesses a pronounced regional character, while external partner aspire to expand the local social impact. Through literature review and state-of-the-art research, I concluded that the integration of gamification elements into the project. Visitors will be able to autonomously explore the Deptford area through gamification means, gaining an understanding of the stories and spirit that the external partner intends to convey. Additionally, this project demonstrates to the external partner how to reconstruct stories and community identity, build audio and interactive content, and effectively present to visitors.

Finally, the feasibility of the programme was demonstrated through testing, and future directions and possibilities for improvement of the project were suggested in response to the feedback from the participants.

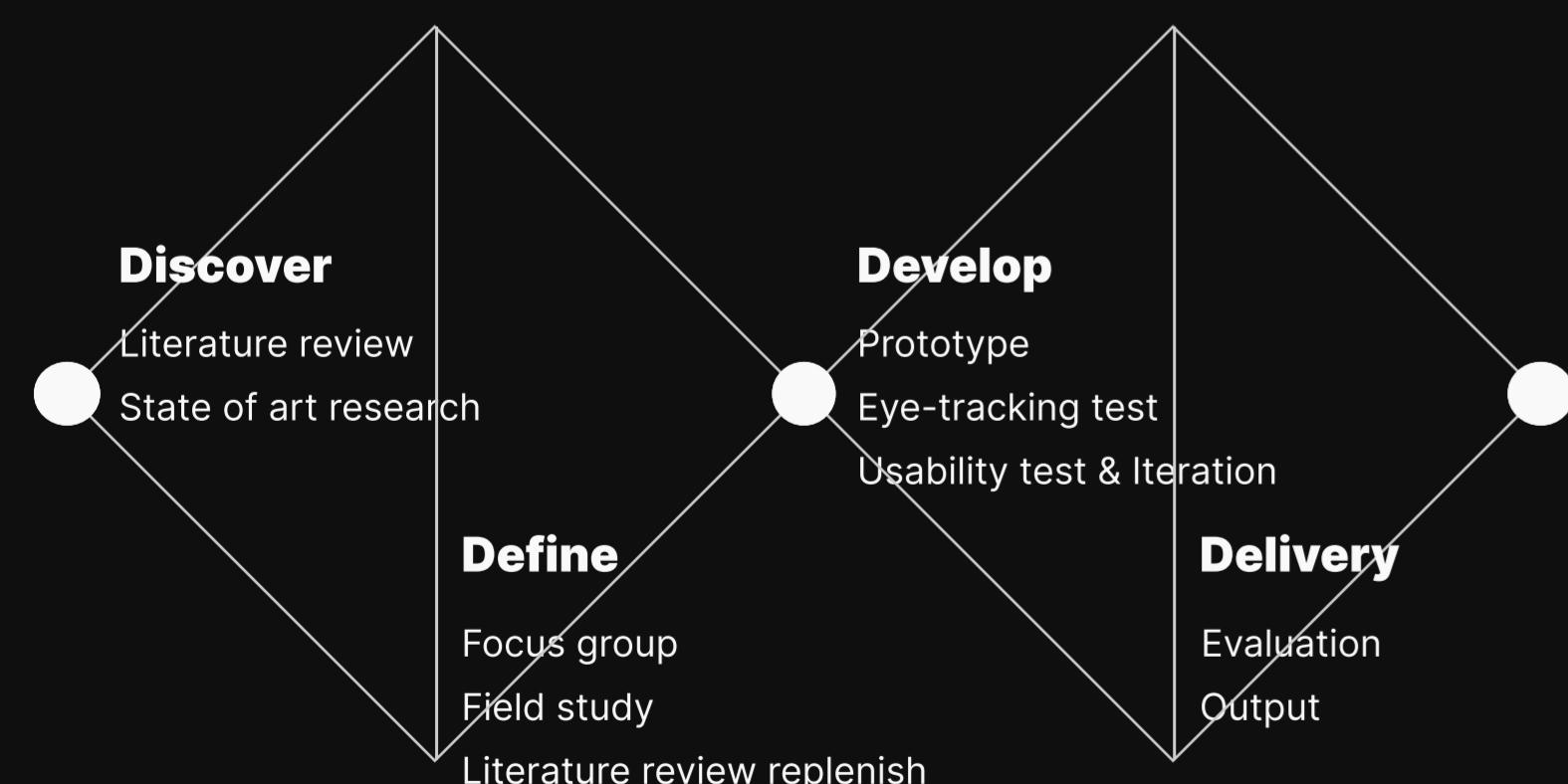
Abstract

The primary objective of this project is to systematically investigate and propose a solution aimed at facilitating the Deptford People's Heritage Museum in effectively communicating grassroots perspectives within the broader societal context through the medium of mobile phones. Focus Group and Field Study approaches are both strategically employed to identify and prioritize key elements within the User Experience process. The project involved iterative refinement of the solution through rapid mockup prototyping and testing, aiming to discover the interaction format and user experience solution that meets the highest user satisfaction.

Diagram / Design



Study Methodology



- Discover:** Search for forms that might serve as programme vehicles
- Define:** Determine the form and the elements that need to be included
- Develop:** Rapid iteration and validation of programme viability
- Delivery:** Evaluate user satisfaction and output demos

Testing

Data throughout the experience was recorded using eye-tracking glasses. The results showed that subtitles and Avatar were the focus of the participants' attention, and the iterative AR content assisted users in understanding the story and stimulated exploration of their surroundings.

- Version1**
Only Avatar AR
- Version2**
3 different AR contents while knowing story
- Version3**
Hint of collecting AR contents
- Version4**
Hint of AR recognizing images

Evaluation

- Net Promoter Score**
82.35%
- Customer Satisfaction**
76.47%
- Customer Efforts Score**
3.94
- Effectiveness of story knowing**
94.11%
- Impact expanding effectiveness**
76.47%

Conclusion

The project underscores the effect of on-site walking explorations in enabling visitors from global backgrounds to gain profound insights into local communities, creating a more immersive experience. Most of participants have expressed a keen interest in and enthusiasm for this approach.

This approach transcends the confines of the Deptford community, as its experience design can be widely applied to various forms of travel or urban exploration in the future, attracting a broader demographic to engage with regional cultures and identities.

Future work

This project still retains content that can be iterated again after the final test. Future discussions may revolve around the necessity of activating the camera during the process of "knowing story," and whether a separation of AR content and narrative delivery can offer users an enhanced experience.