02 Collector

Time: 2019.09-11

Type: Individual work

This is a system design allows visitors to customize their own experience in Nanjing Museum.
It contains three touchpoints: the AR trigger; your mobile phone and the interactive digital signage.

Background

Nanjing Museum is one of the three biggest museums in China, which is as ancient as the Palace Museum and the Taipei Palace museum. However, it is not famous as the other two, nor the evaluation as highly as the other two. Therefore, I want to explore whether there are any space to improve that makes Nanjing Museum more popular.

Nanjing Museum

Taipei Palace Museum

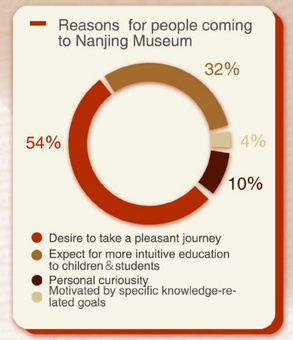
the Palace Museum

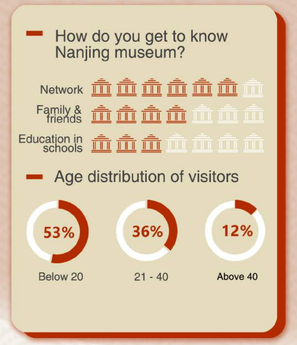
Research

Contextual inquiry

- It is difficult to stay and watch the collections carefully because there are always too much visitors.
- Visitors are not highly engaged in the museum, many people even play their mobile phones in museums.
- Sometimes there are too much reading for visitors to read, people are easily distracted and absorb limited knowledge.
- Although there are some interactive screens most of them can only be clicked simply,which is not attractive .

Questionnaire





Interview

I interview 5 museum staff about daily flow and visitor adhersion of the museum. I also chat with them about some scenesthey observed at work.

I interview 15 visitors about their feelings and experience when visiting museum. And I recorded some of their quotes.

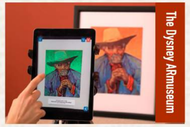
Affinity diagram

Persona

Case study

More and more museums use technology to optimize the visit experience. Among all these technologies, augmented reality (AR) technology has attracted the attention of researchers and commercial companies. it is considered to stimulate the strong sense of presence of the experiencers and effectively trigger emotional reactions.

The Franklin Institute uses AR technology to explain how the sculptures, weapons and objects of Terracotta Warriors were produced more than 2,000 years ago.



Disney has developed a technology that creates AR images in real time. Users can change the colors of artwork by their phones

Visitors can use the mobile phone to "penetrate" the sarcophagus and display the mummy with a scan

Insights

How might Nanjing Museum...

Allow visitors to form a positive connection to museum content

Allow for customizati on

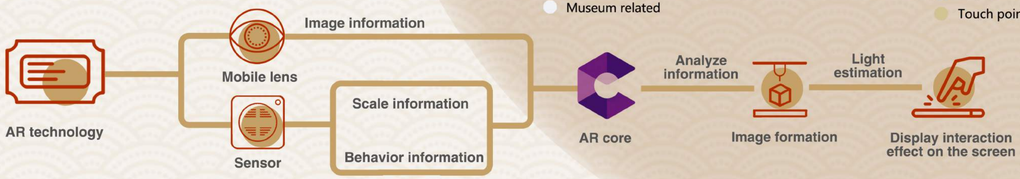
Display all collections in a safe and pleasurable way

Interact with artifacts in a dynamic way

Have daily connection with people's life

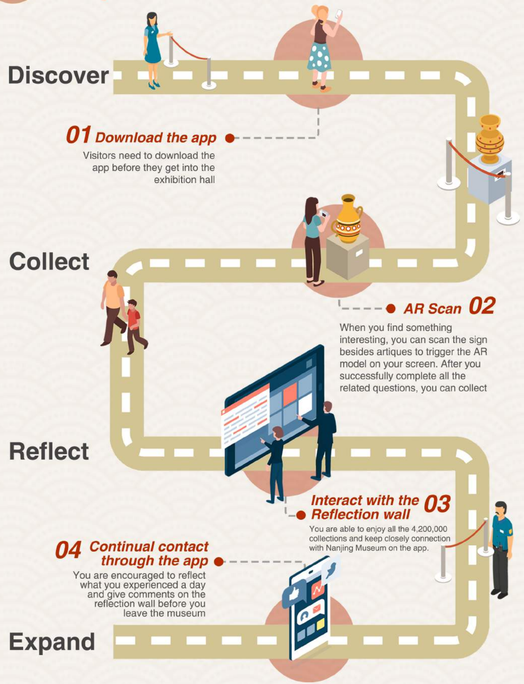
Survey on museum AR expnerience

Technology support



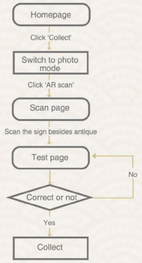
Mindmap

Concept



User flow

Task1



Collect an AR model of a antique from the museum into your mobile phone.

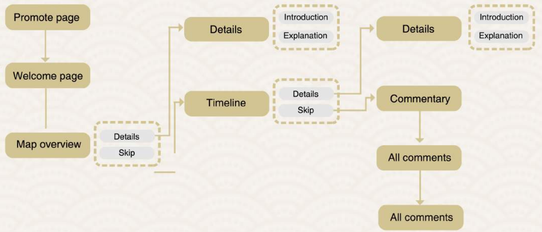
Task2

Collect antiques you are interested in from 4,200,000 collections in Nanjing Museum.

Structure

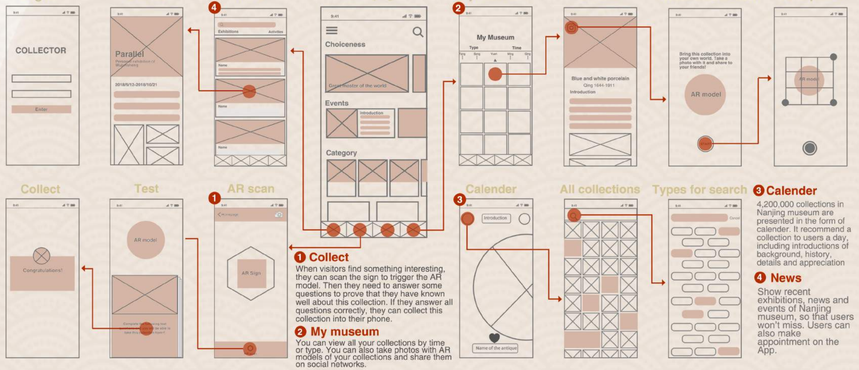
APP

Reflection wall

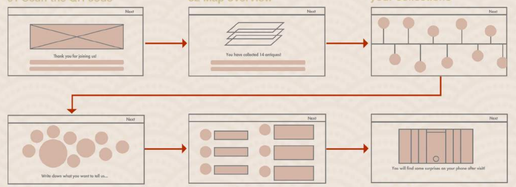


Wireframes

APP



Reflection wall



Discover

Step1

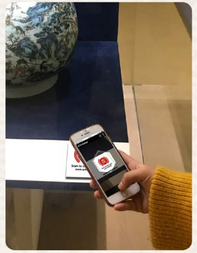
AR trigger

As visitors view the collections, they will find AR triggers besides most of the collections. Visitors can scan them with their phone camera, then the AR models will display on their screen.

Collect

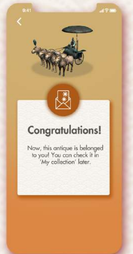
Step2

Scan the AR trigger



After scanning you will see the AR model on your screen. You can zoom or rotate to see the details of the antique. You can also listen to the phonetic explanations to help you better understand.

Take a test

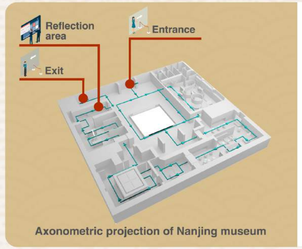


Before collecting the antique, you need to take a test about this antique to prove that you have known the background knowledge about this antique. If you answer all the questions correctly, you have collected this antique successfully.

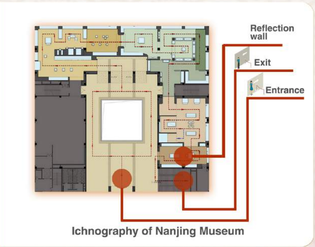
Reflect

Step3

Position of the Reflection Wall

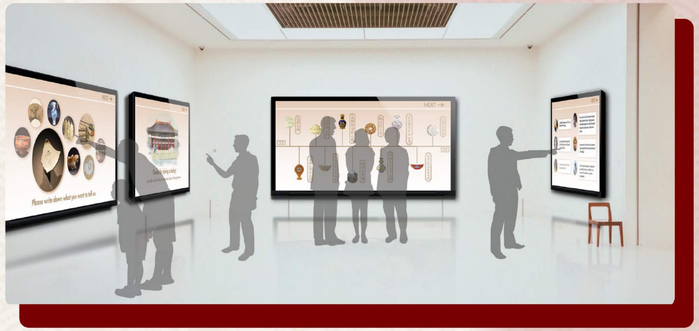


Axonometric projection of Nanjing museum



Ichnography of Nanjing Museum

Rendering of the Reflection Wall



Interface of the Reflection wall

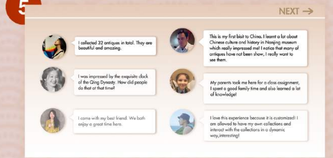
1

2

3

4

5



1. Scan the QR code
2. Map overview
3. Timeline consists of your collections
4. Give comments
5. View all comments

Expand

Step4

Design elements

Logo design

Collector

Collector

Cornice
A kind of traditional Chinese architecture structure

Discovery
Discover collections of interest in the museum.

Color choosing

#cfaf71 #dc8744 #af9779 #a1562b

Font choosing

Futura LT Medium

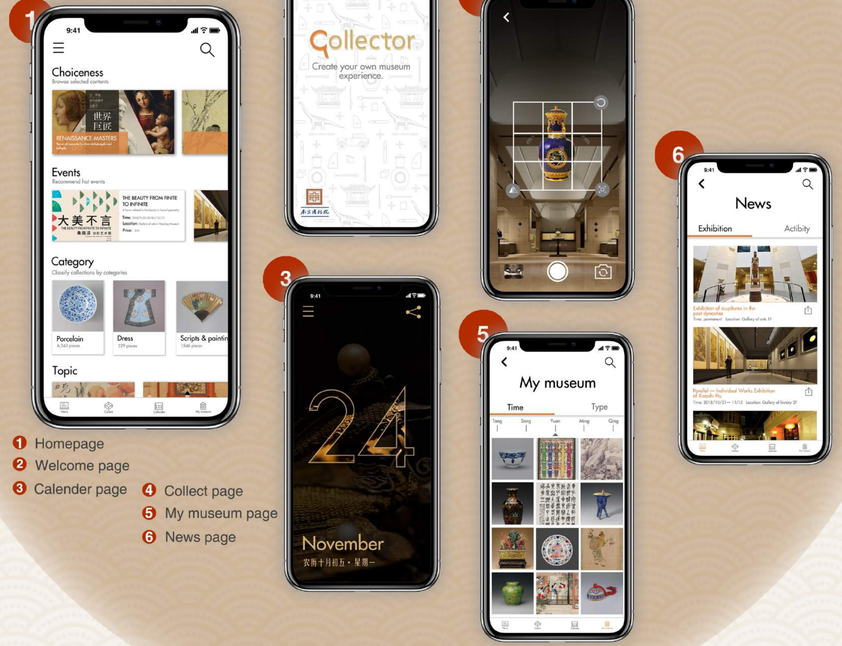
Aa Bb Cc Dd Ee

Helvetica regular

Aa Bb Cc Dd Ee

Icon design

UI design



1. Homepage
2. Welcome page
3. Calender page
4. Collect page
5. My museum page
6. News page

'Calender' function

All collections are arranged in the order of dates. Users can search keywords to find the collections they are interested in

By recommending a collection ever day, users can see the collections anytime and anywhere. In this way, the relationship betwen people and musuem become more closer

Evaluation

Feasibility test

Steve | 24-year-old Student
Location: Nanjing museum
Task: Trigger and interact with the AR model

Improvement

- Realize the whole AR technology in 'Collect'
- Museum staff can get more information about user's preferences through the data from reflection wall and the app