ungGuided

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

how & where?
Task Analysis

*Who is going to use the system?*

creators & consumers

*What tasks do 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**
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)

CREATE TOUR

**Map View**
- Drop Pin (tap)
- Tap

**Memorial Circle**
- Video
- Audio
- Biography

**Tourist**
- Welcome to Memorial Circle

**Adjustable Trigger**
- 100m

**Maximum Occupancy**
- Not to exceed 12 persons
Sketches (augmented reality)
Sketches (drone)

recording your story

As you see on your right...