



CanTour

PERSONALIZE YOUR CANTOR EXPERIENCE

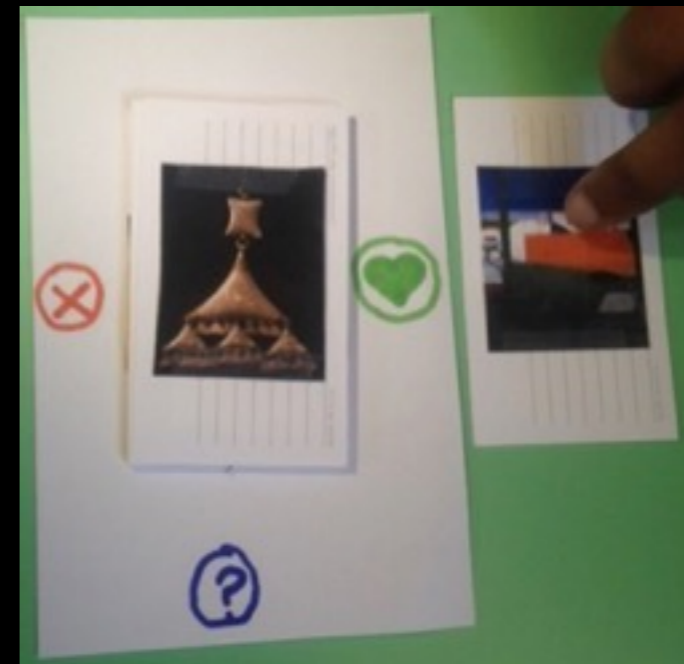
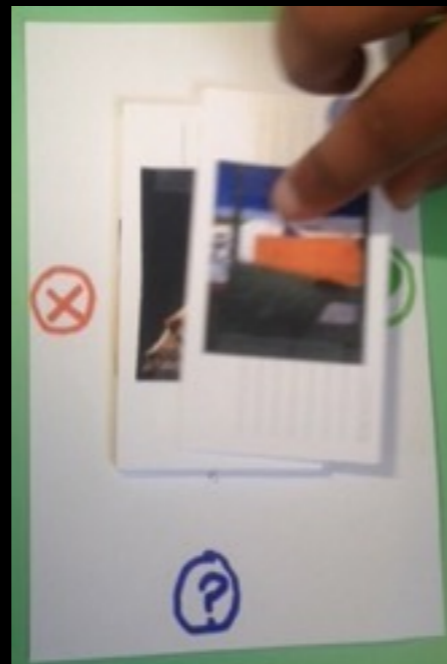
PROBLEM & SOLUTION

- Visitors experience museum fatigue and overwhelming options
- CanTour proposes to personalize and curate your museum experience at the Cantor Arts Center



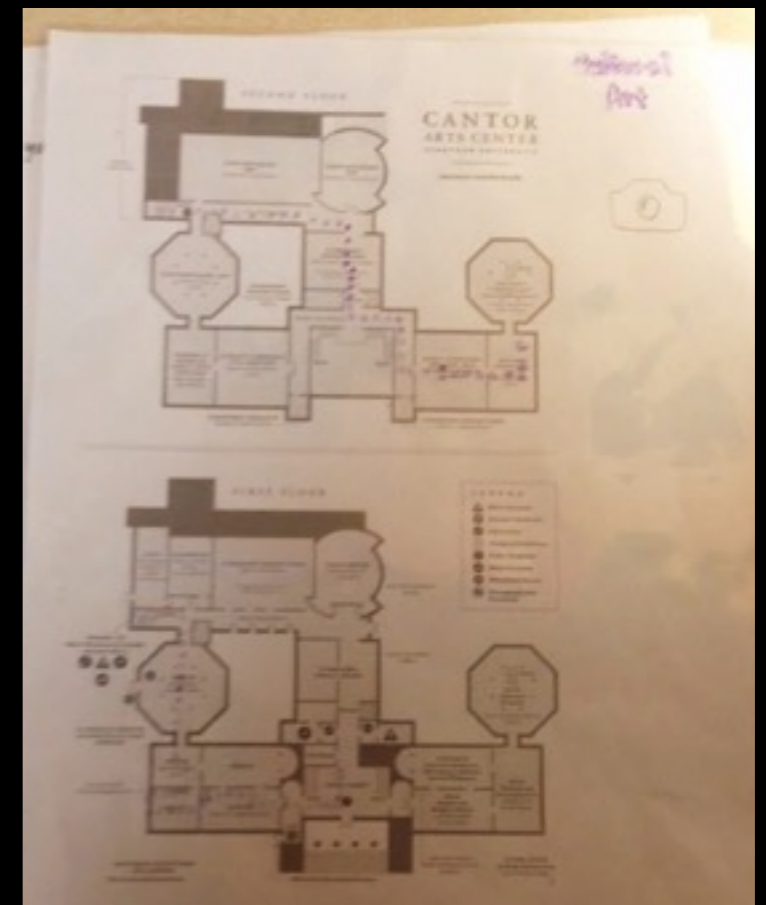
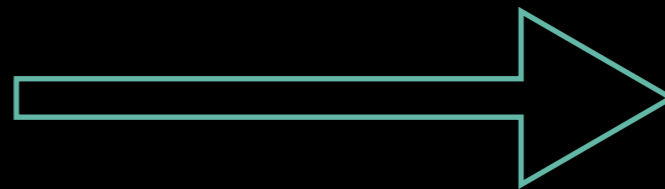
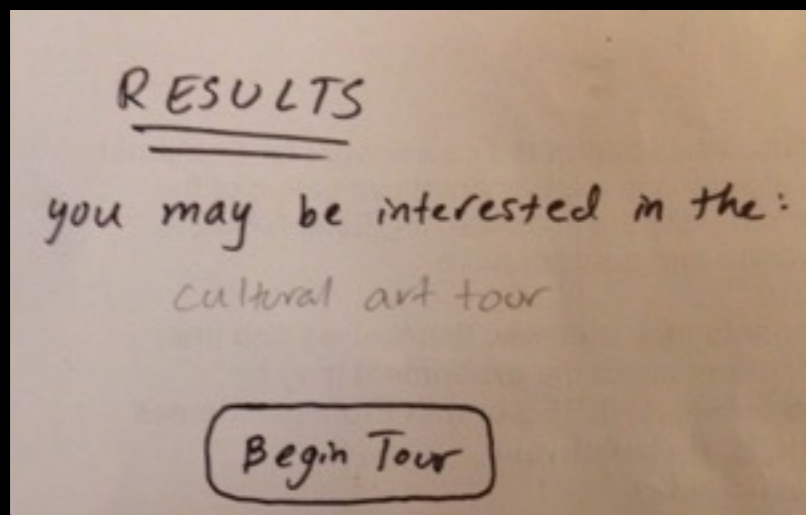
TASK 1: ART PREFERENCES QUIZ (MEDIUM)

- Directions
- Info Button
- Tap Action



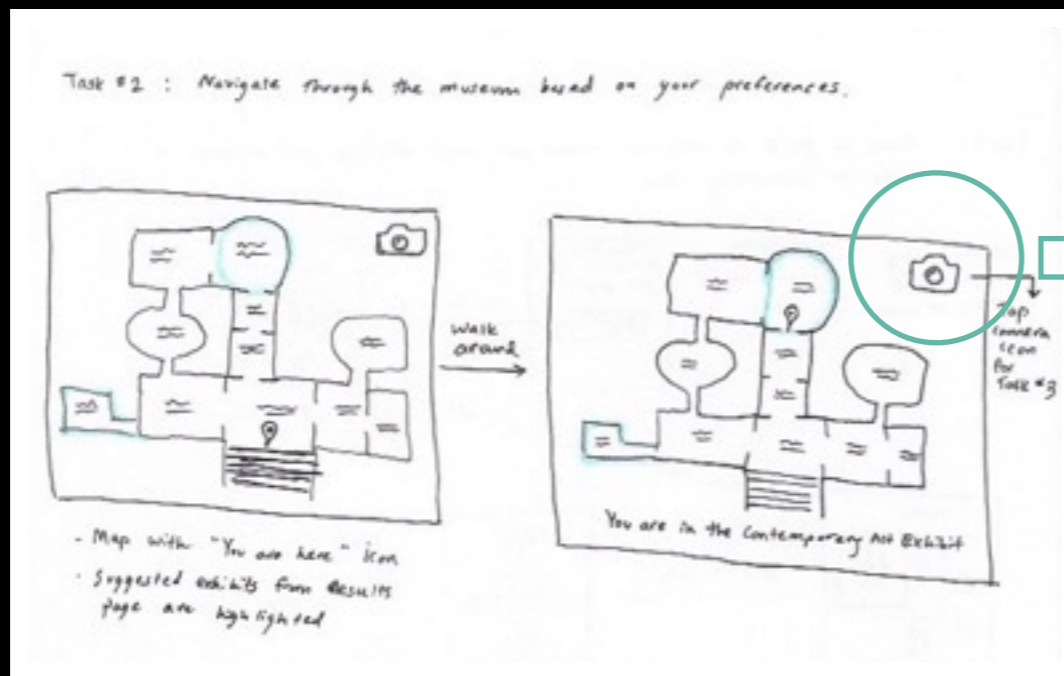
TASK 2: MUSEUM NAVIGATION (HARD)

- Tour Results
- Navigation Zoom

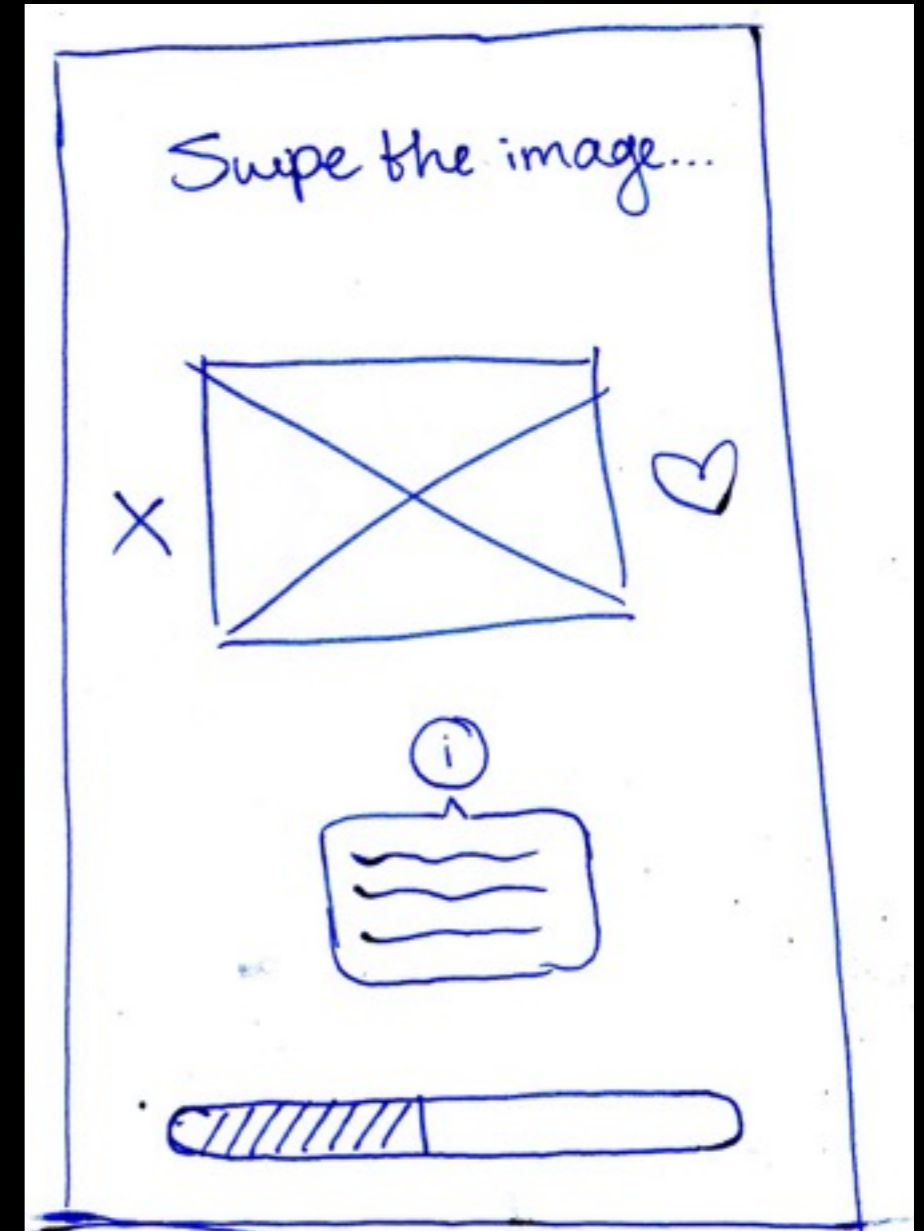
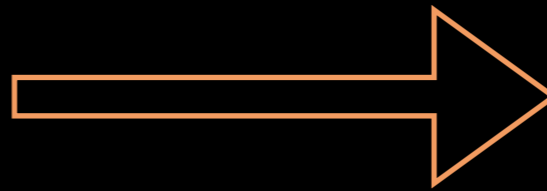
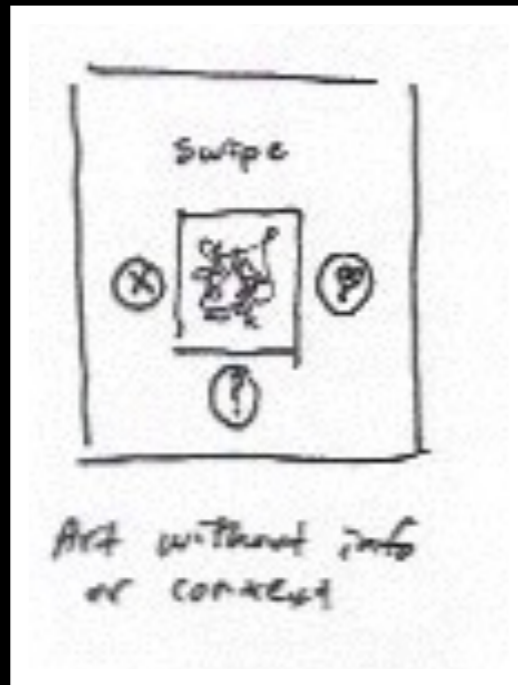


TASK 3: SEEK FURTHER INFORMATION (SIMPLE)

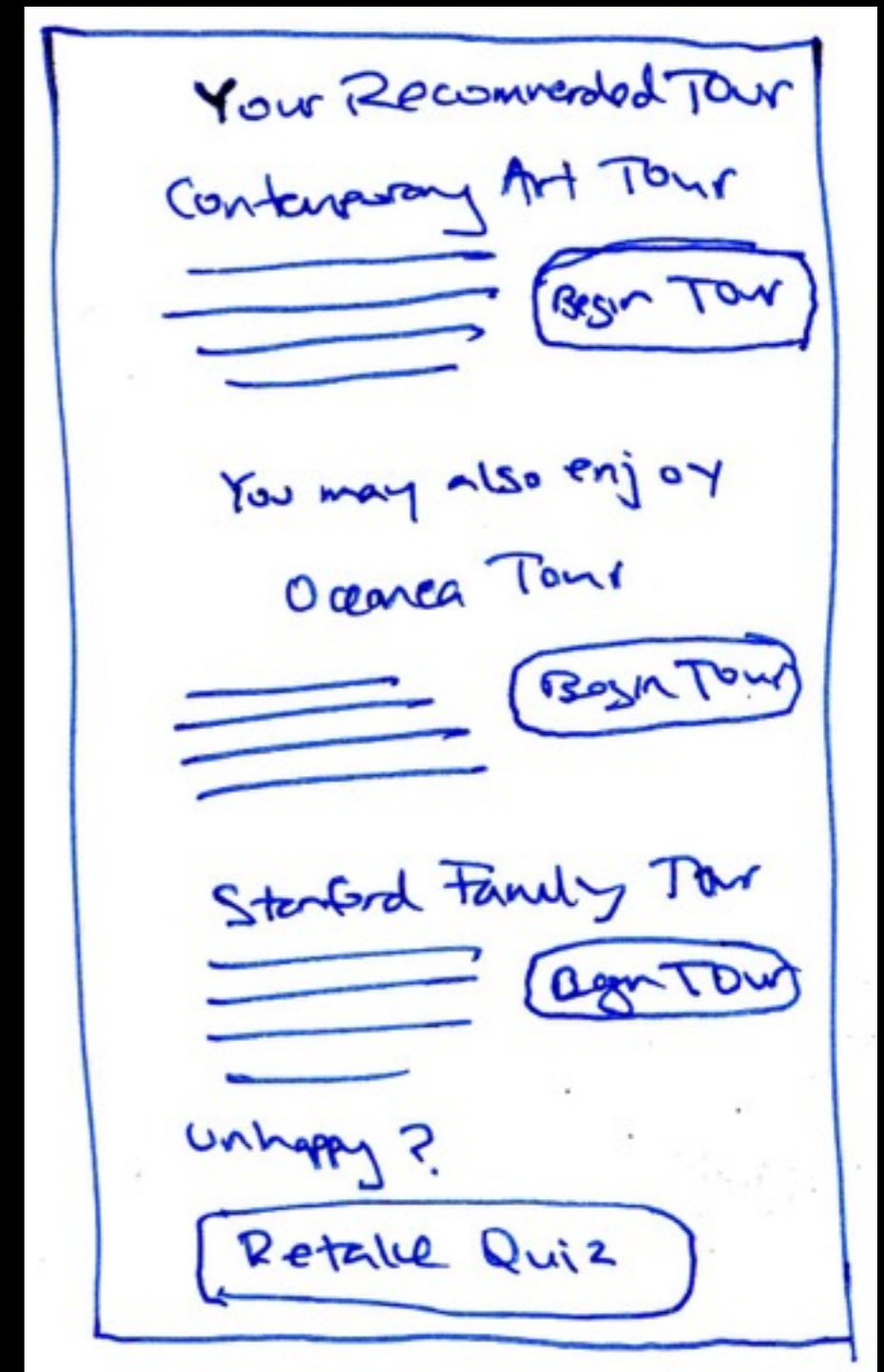
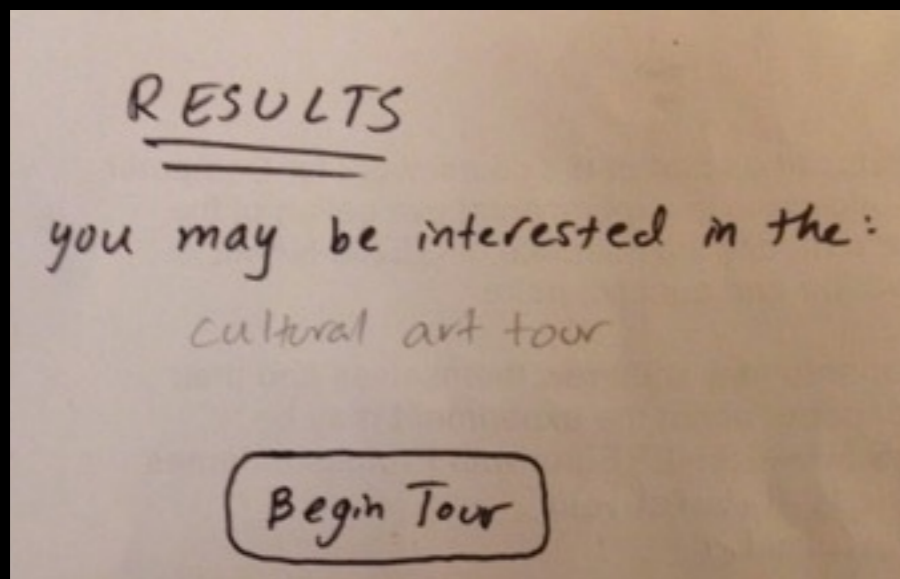
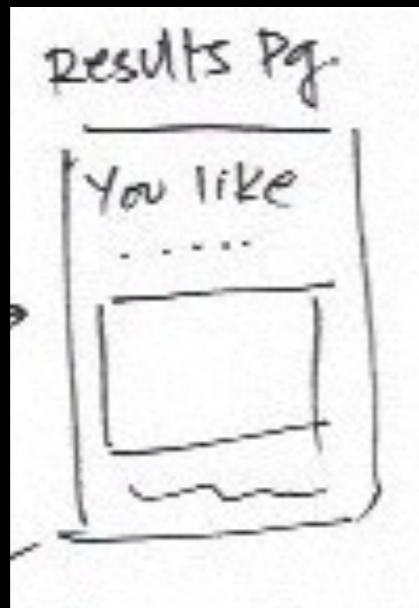
- Tappable Points of Interest



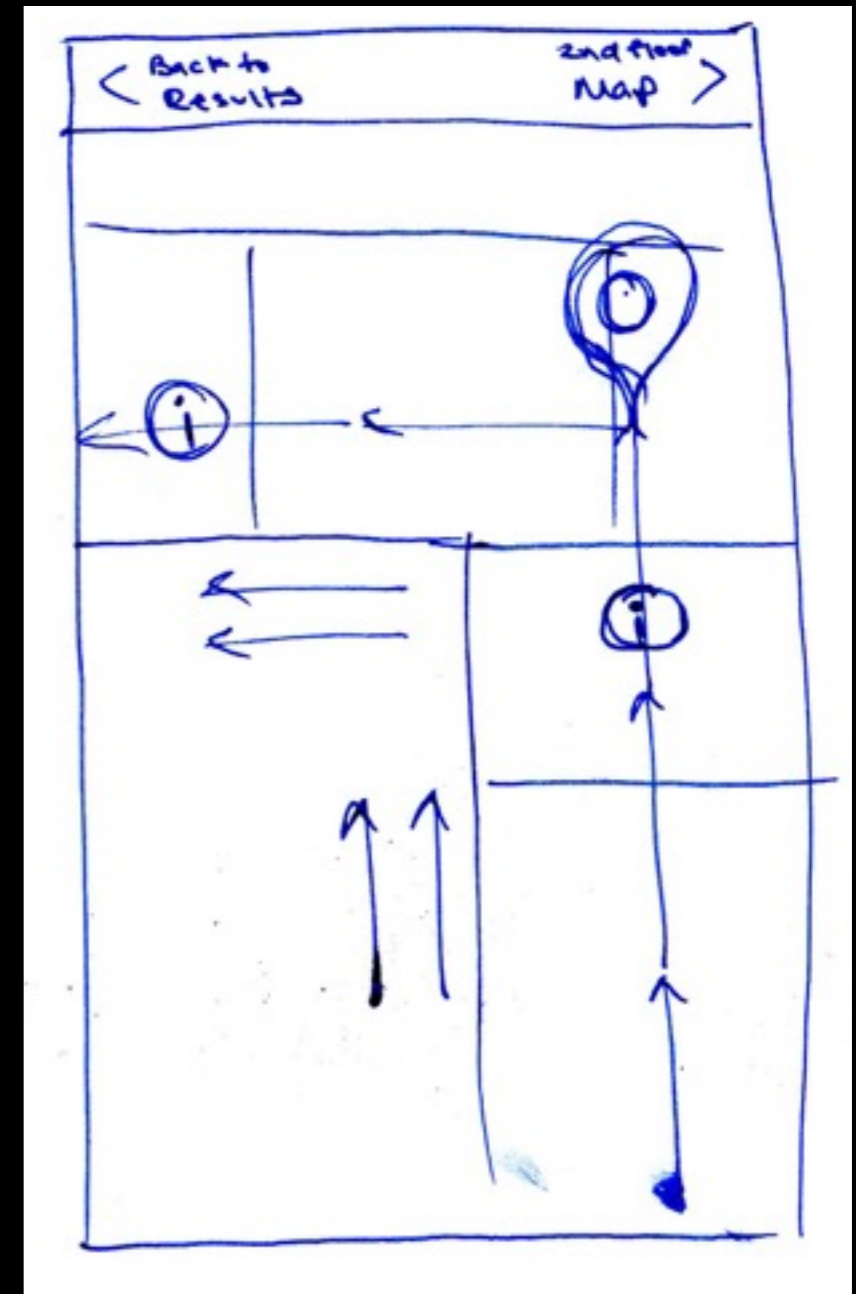
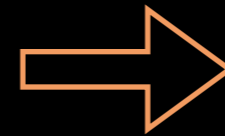
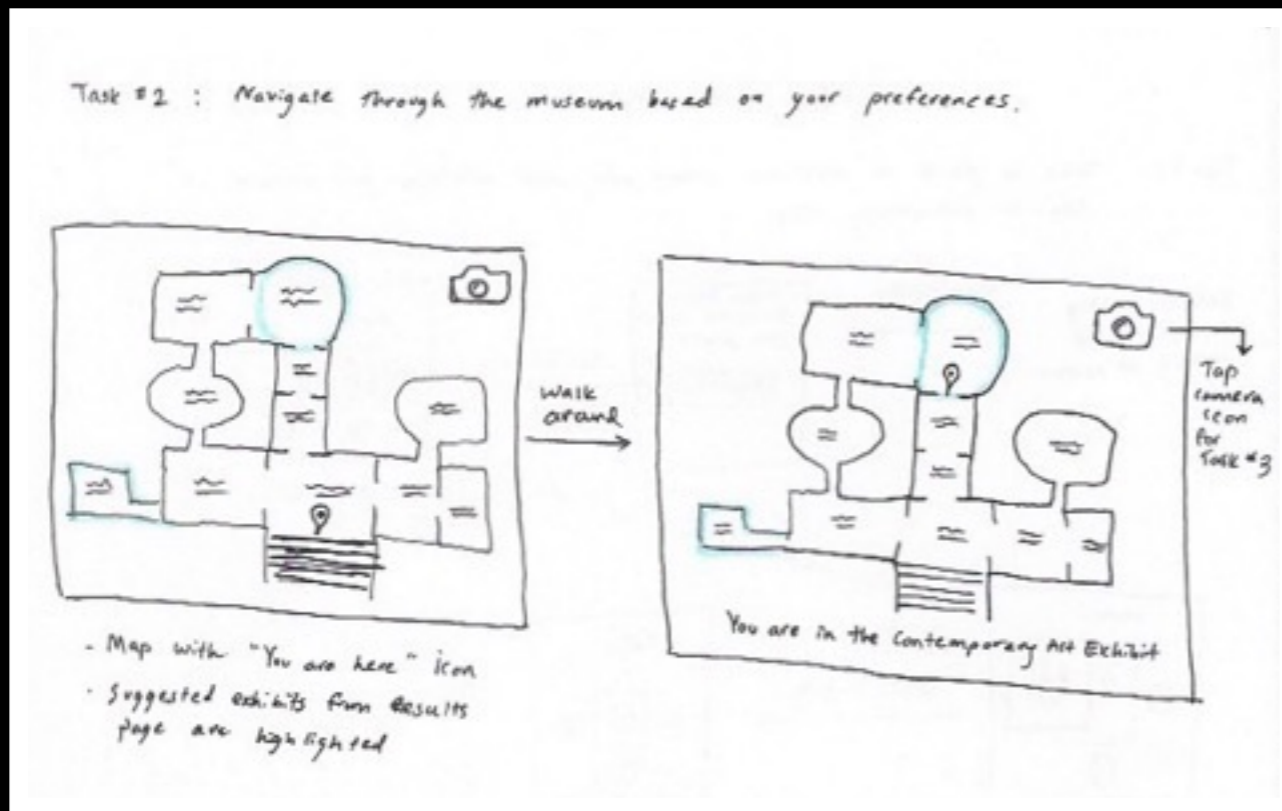
MAJOR DESIGN CHANGE 1



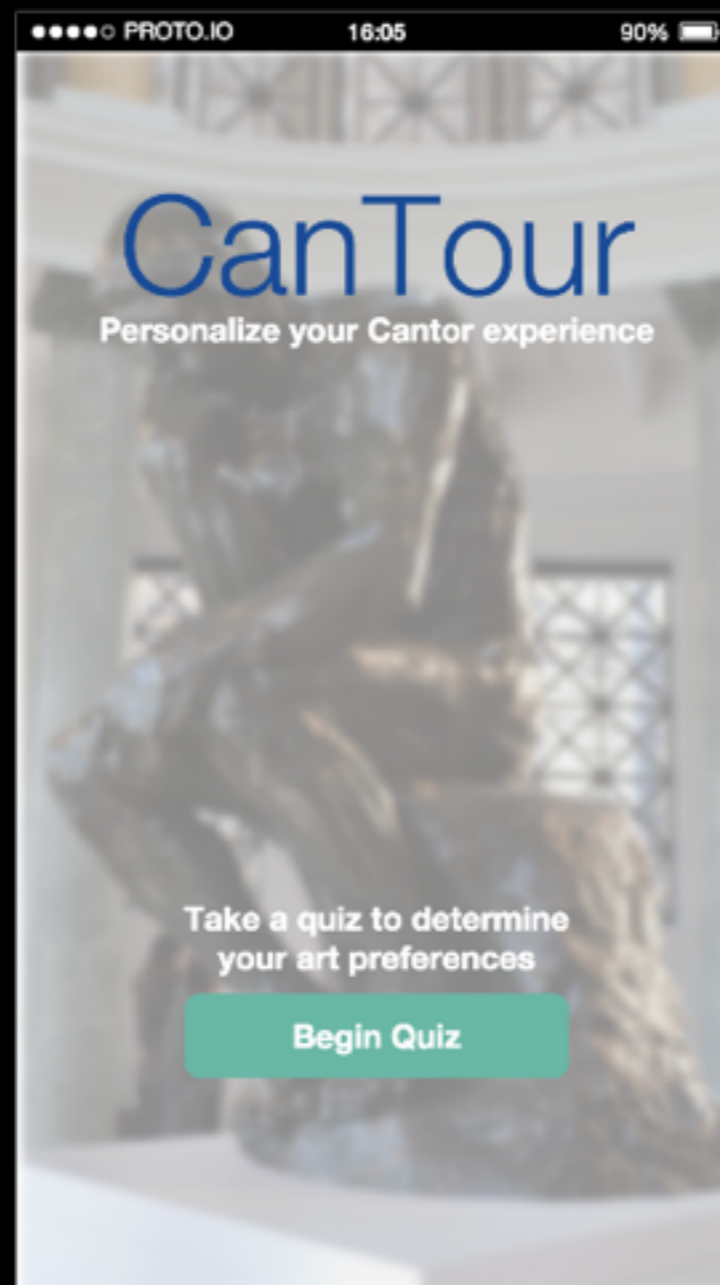
MAJOR DESIGN CHANGE 2



MAJOR DESIGN CHANGE 3

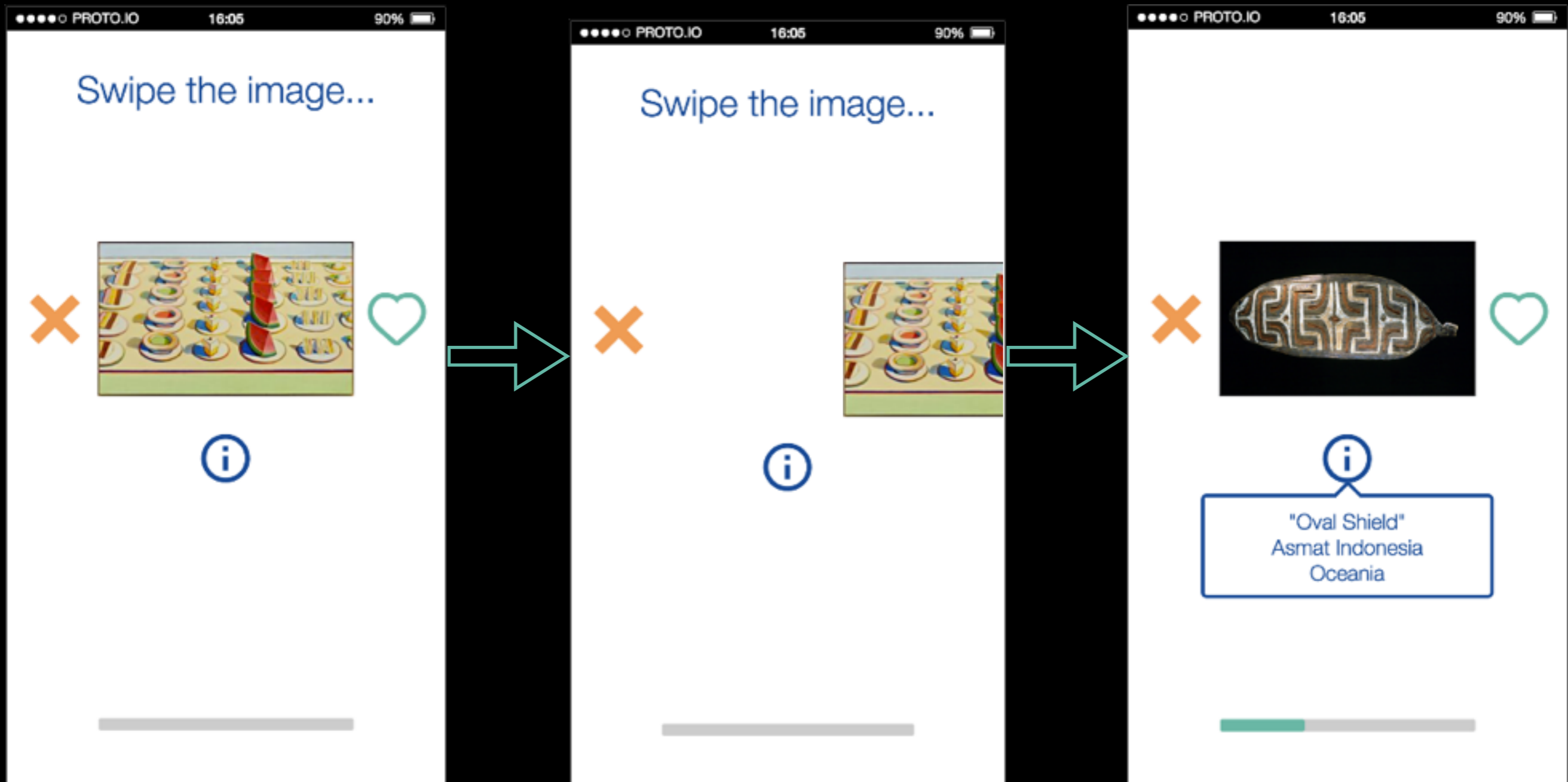


PROTOTYPE TASK FLOWS



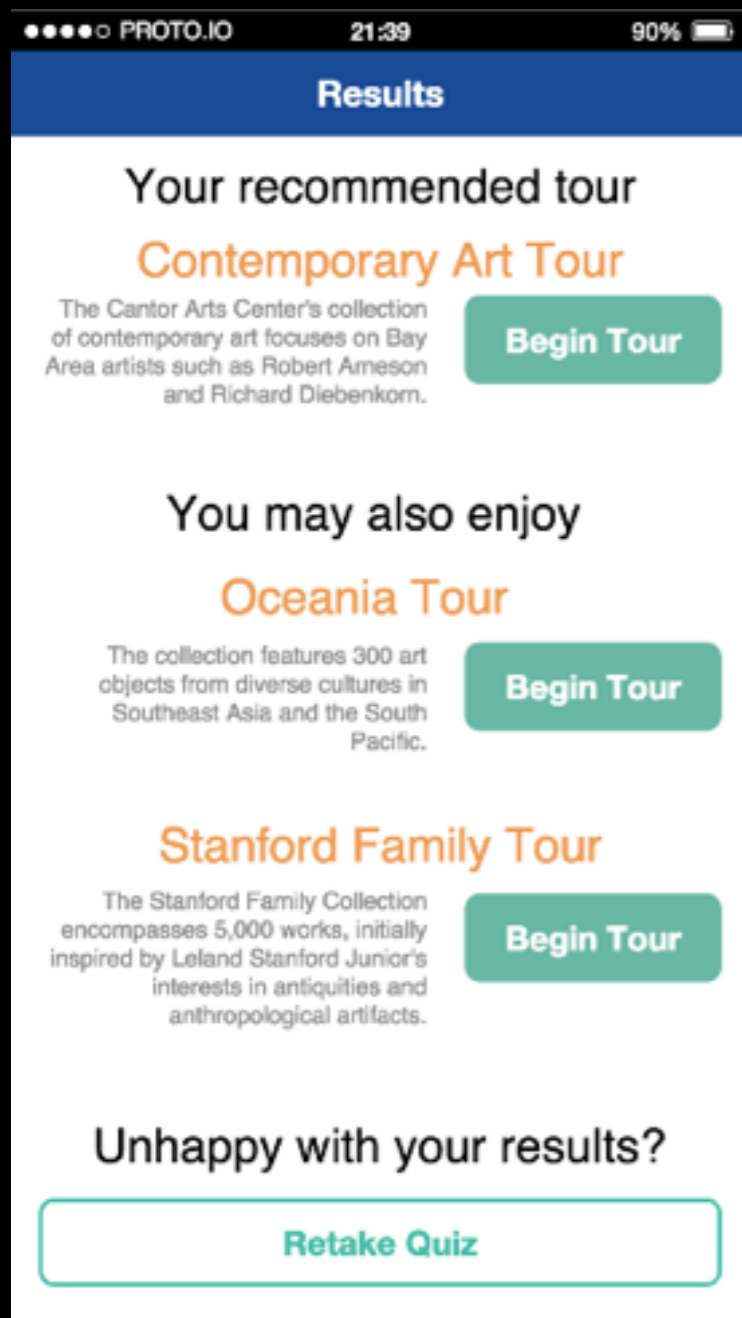
ART PREFERENCES QUIZ

"Swipe to Discover Your Preferences"



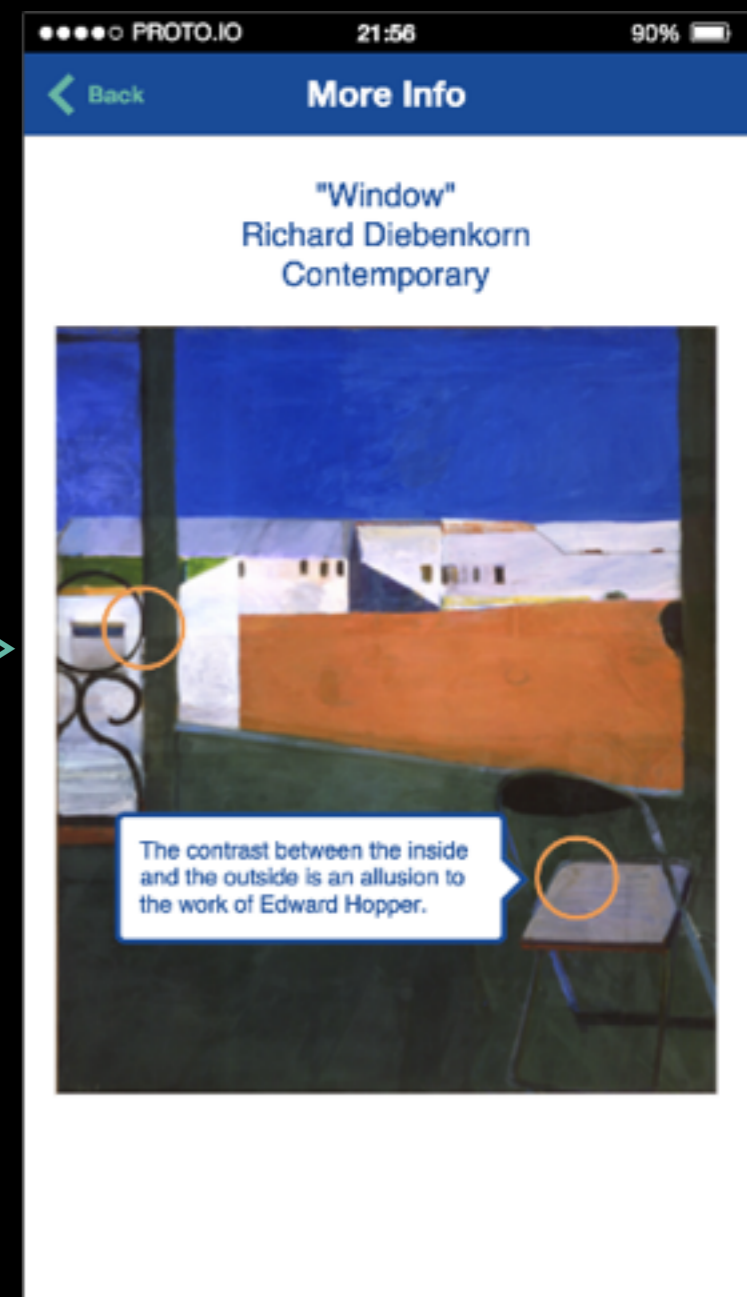
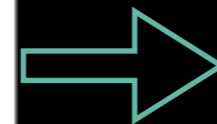
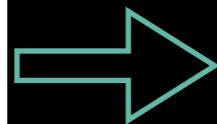
MUSEUM NAVIGATION

“Follow a Curated Tour”



SEEK FURTHER INFORMATION

“Tap to Learn More”



PROTOTYPE OVERVIEW



proto.io

PROTOTYPE OVERVIEW



Mimicked user actions fairly accurately

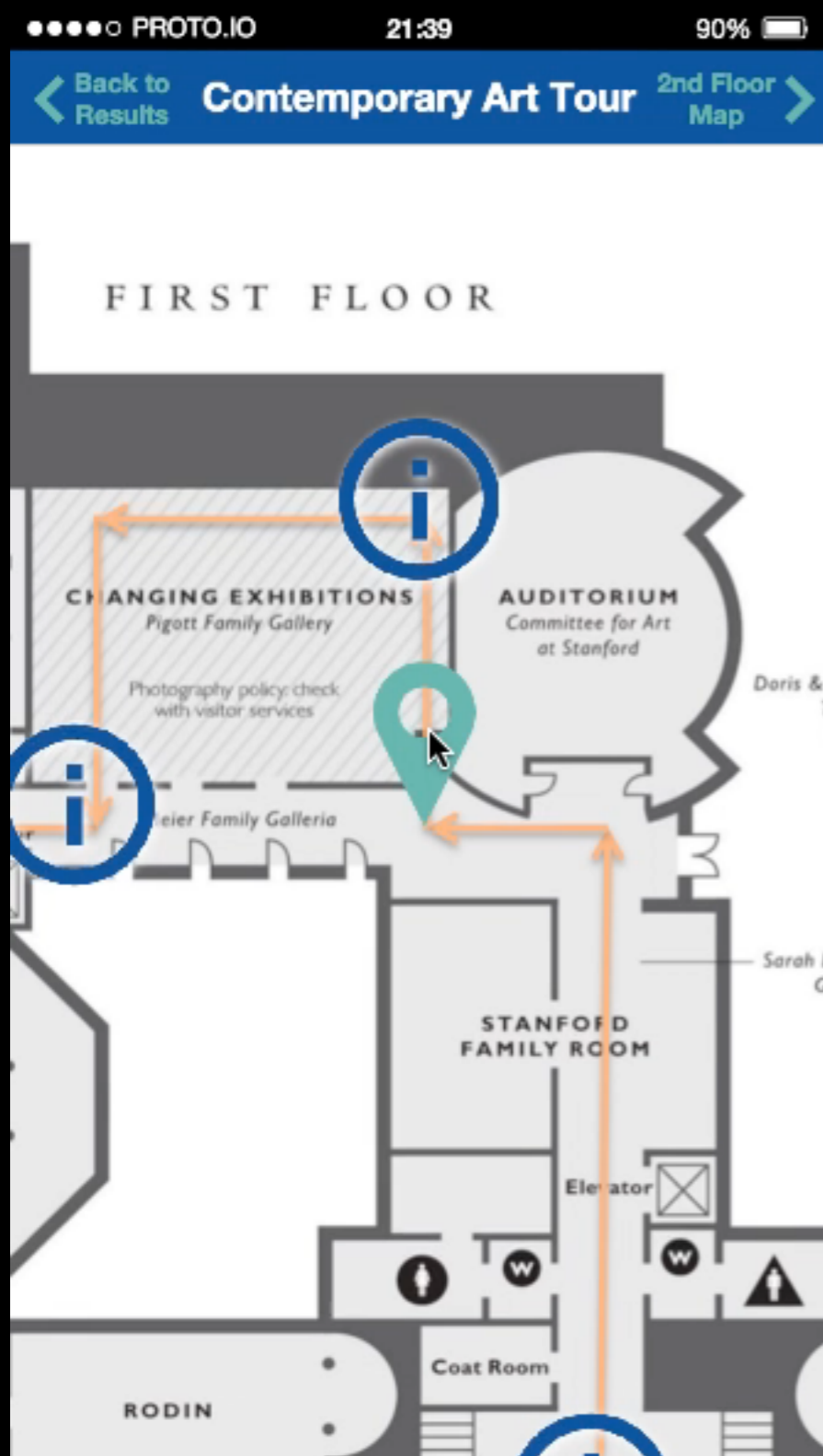


Phone features could not be used



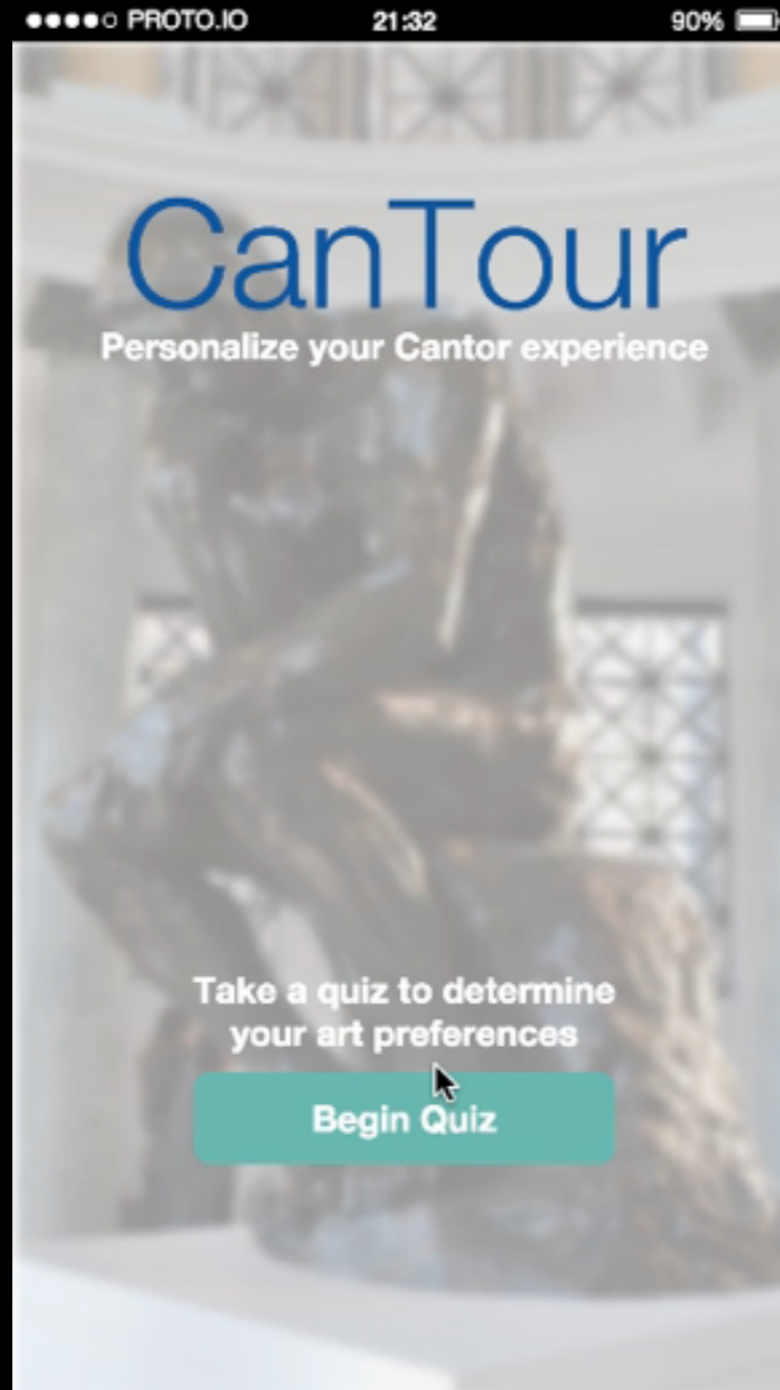
Limited backend database, just to convey UI

WIZARD OF OZ TECHNIQUES



- Quiz Results - limited set of pictures and no backend processing
- Tour Routes - one finalized option behind the scenes
- GPS Tracking - animated map (see video)

HARD CODED RESULTS



QUESTIONS?

