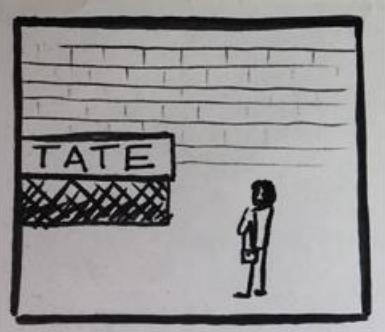


Creativity in Design

How can we make navigation at the Tate Modern easier?

Storyboard



I've read so much about the Tate. I'm really excited to finally be here!

Diana arrives at the Tate Modern. It's her first time in London and she's feeling excited.



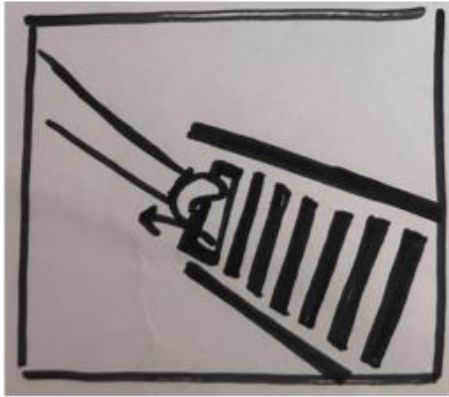
Ok, where should I go now?

She's unsure about where she should go first and needs some assistance.



Ok, I definitely need one of these!

She sees the ALFREDD distribution point and watches a quick intro video on the screen on the wall. She feels intrigued.



This is pretty cool!

She picks ALFREDD up and the device starts up and welcome screen loads



Wow, I love how convenient this is!

She follows the instructions on the screen and decides to use the plan a tour feature. She's impressed by the level of personalisation and is excited about starting.



This beats carrying around a map by a long shot!

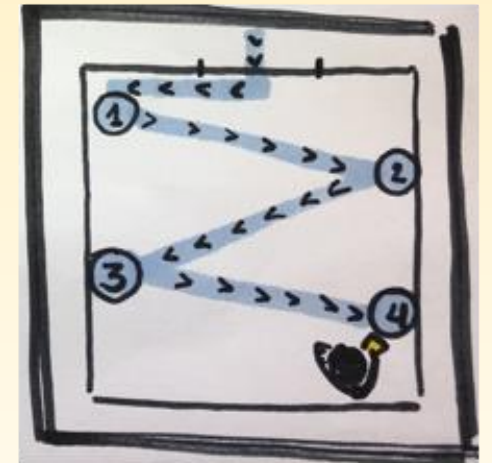
AR map gets activated, and ALFREDD guides Diana to the first stop of her tour.



Diana follows ALFREDD and arrives at the first stop



ALFREDD displays information about the artwork
Diana has the option on the device to "like" the art
and saves it to her favourites list



Diana carries on collecting information about the artworks she sees

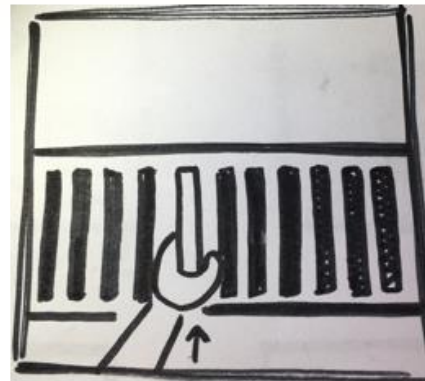


I wish I could stay for a little longer. Using ALFREDD has been so helpful.

Once she reaches the end of her tour, she has an option to either end her experience or take another tour.

ALFREDD displays the artwork she has favoured during the tour. She has an option to buy related gifts or to end the tour. She chooses to end the tour.

She is then presented with a prompt to enter her email address. ALFREDD will then e-mail the summary of her visit, which she can then access later.



I'll definitely be coming here again!

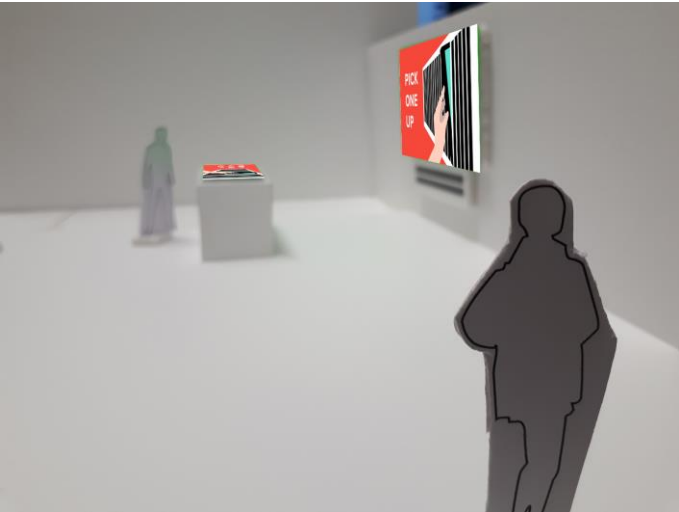
She deposits ALFREDD at one of the drop-off points



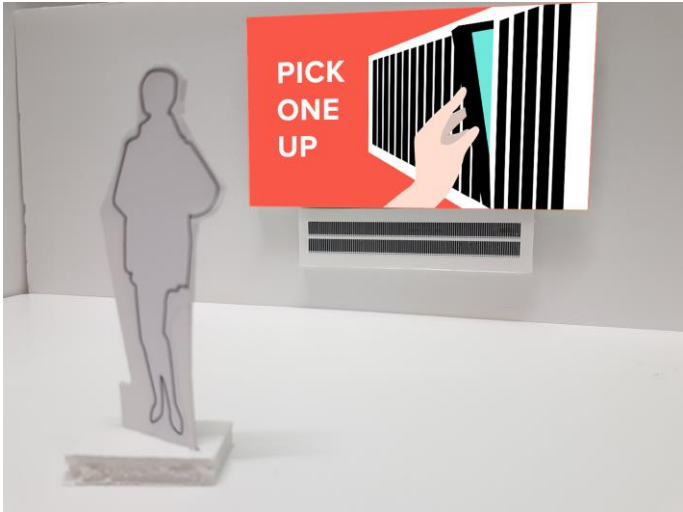
Memories...

Back in the comfort of her on home, Diana accesses the information sent by ALFREDD.

3D service environment



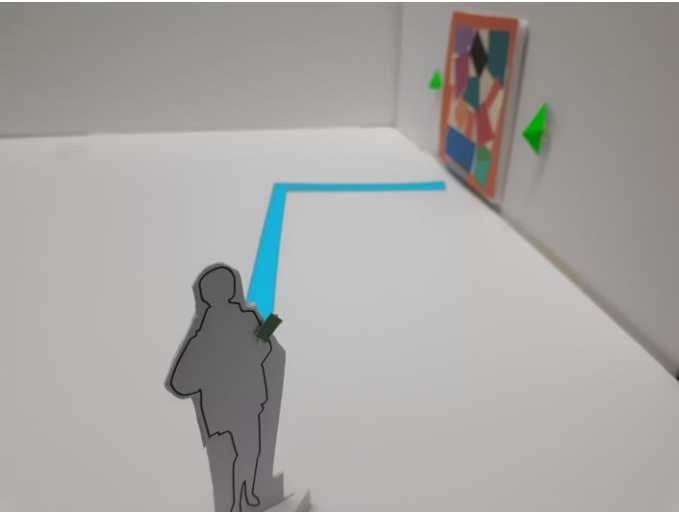
Pick-up point clearly visible at arrival



Short video plays in loop, invites to pick ALFREDD up and shows what it does.



User is ready to experiment with the device right after watching the video. Chooses "Guided tour".



ALFREDD takes the user on an art tour through Tate showing paths in augmented reality.



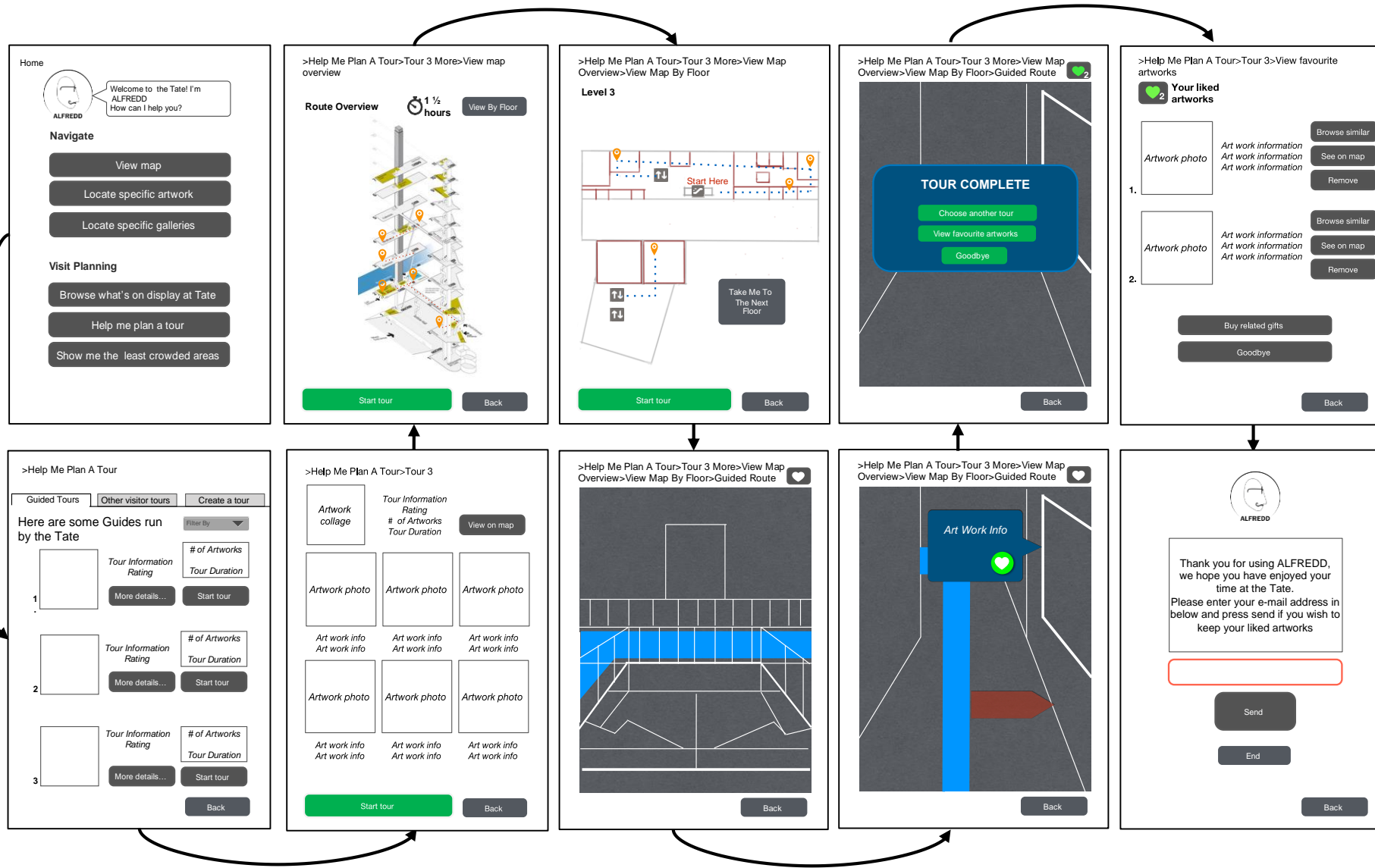
Devices are picked up by sensors which calculate the position of the users

Touchpoint Prototype

ALFREDD - Augmented Location Finder Recommender Educator Digital Device

Handheld device intended to act as the users personal guide around the Tate

Users can plan tours, view crowd levels around museums and browse through all the artwork



>View Map>Live Crowd Map>Least Crowded Galleries



Description of Design Process

- Team strengths and weaknesses, allocating roles, preferred working styles
- Museum Research
 - Online research
 - Field Visit
 - Initial Observations
 - Interviews
- Challenge Statement / How Might We
- Personas
 - Primary - Diana
 - Secondary - Benji
- Current User Journeys
- Imagery Trek

Description of Design Process cont.

- Brainstorming (multiple rounds)
 - Voting
- BrightSparks
 - Pac-Man
 - Hermione
- Creativity Triggers
- Constraint Removal
- Analogical Problem Solving
 - Fancy Restaurant
 - Large Shopping Centre
- What If?
- Future User Journey