

Augmented Literature

Implementation and optimisation of the user experience of an augmented reality app with book



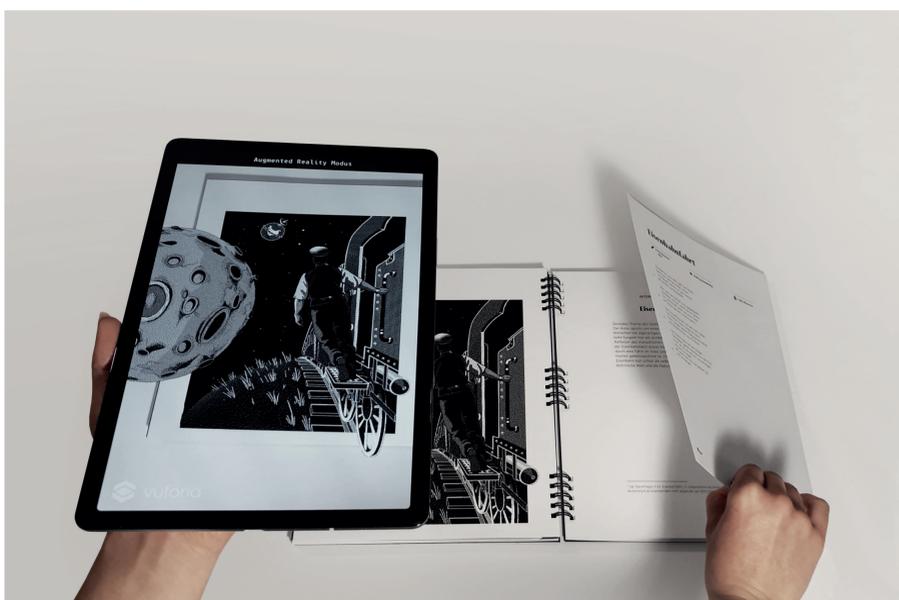
»Locomotion« an augmented reality book

Special Focus

The work deals with the implementation and optimisation of the user experience of a book with literary pieces and an associated augmented reality app that provides audiovisual interpretations of the works.

Within an empirical and user-oriented development process, it was determined which factors are important for a user-friendly handling and which components should be integrated within the book and app for a comprehensive experience and understanding of the literary works. For this purpose, user tests were conducted, which provided insights for a user-friendly conception and design of the book with AR app. These were incorporated into the development process.

Finally, it was examined whether the book with AR app can create a positive experience of classical literature for users in terms of easier access to literary pieces as well as entertainment value and knowledge transfer.



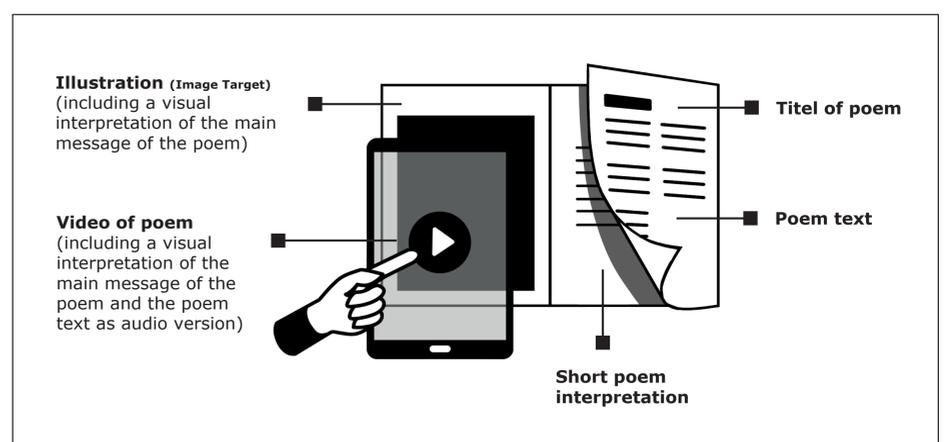
Using the book with the AR app

Abstract

For most people, classical literature has a dusty image. The often complicated language and reading between the lines makes access to these texts considerably more difficult. Nevertheless, these old pieces are a valuable cultural asset, as they provide information about bygone times, but also address topics that are still highly topical today.

The Master-thesis deals with the implementation of a book with selected literary works and an associated augmented reality app. It pursues the intention of facilitating access to classical literature and creating a deeper understanding of the texts in the historical context. For this purpose, lyrical texts are prepared audiovisually as well as informatively and integrated into the book with augmented reality app. Within an empirical and user-centered development process, the Lean UX approach was used to determine which factors are important for user-friendly handling and which components should be integrated within the book and app for a comprehensive experience and understanding of the literary works.

It became clear that good usability of the book and app helps to increase the user's focus on the (virtual) content, the pieces of literature. Ultimately, this also has a positive effect on the experience of classical literature, because with user-friendly handling, the staging of literary works as an augmented reality book can unfold its full effect and create added value on the user side with regard to the entertainment and knowledge transfer through their interactive, audiovisual and informative components.



Components of the augmented reality book with AR app

Result and Future Work

On the basis of three user tests, user-oriented design decisions could be made that take into account the different needs of the users. The book as the leading medium was designed in such a way that it communicates the handling of the book and the app in a comprehensible way and guides the user through the book in a meaningful way. The app, with the AR function as the basic function, was largely implemented in such a way that it met the needs of the users as well. Furthermore, it was possible to identify all the important components that the book and app should contain. In addition to the audio-visual poems, the depiction of the poem text and a short poem interpretation within the book play a major role for the comprehensive understanding of the lyrical pieces.

Overall, it became clear that optimising the usability of the book and app helps to increase the user's focus on the (virtual) content, the pieces of literature. This ultimately also has a positive effect on the experience of classical literature, because with user-friendly handling, the staging of literary works as augmented reality books can unfold their full effect and create added value on the user side through their interactive, audiovisual and informative components, in terms of entertainment value and knowledge transfer.

Further steps concern the optimisation of technical aspects as well as the expansion of the book to include more poems.



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