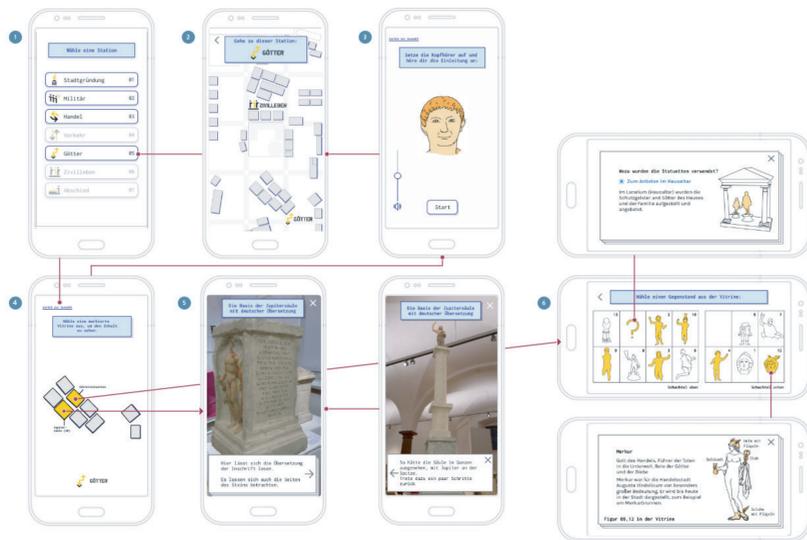


RömerApp



App structure

An Augmented Reality Experience

To meet the increasing expectations of young adults, Augmented Reality makes it possible to bring exhibits to life. The master thesis by Gabriel von Münchow explains how AR can be realised with three approaches:

1. Little effort due to a systematic procedure in five steps: Research - Determine location - 3D scan of the exhibit - Modeling - Presentation of the augmented reality.
2. High benefit with three decisions „What, where and how AR is shown“.
3. Target-group orientation through UX methods, such as defining personas and accompanying user tests.

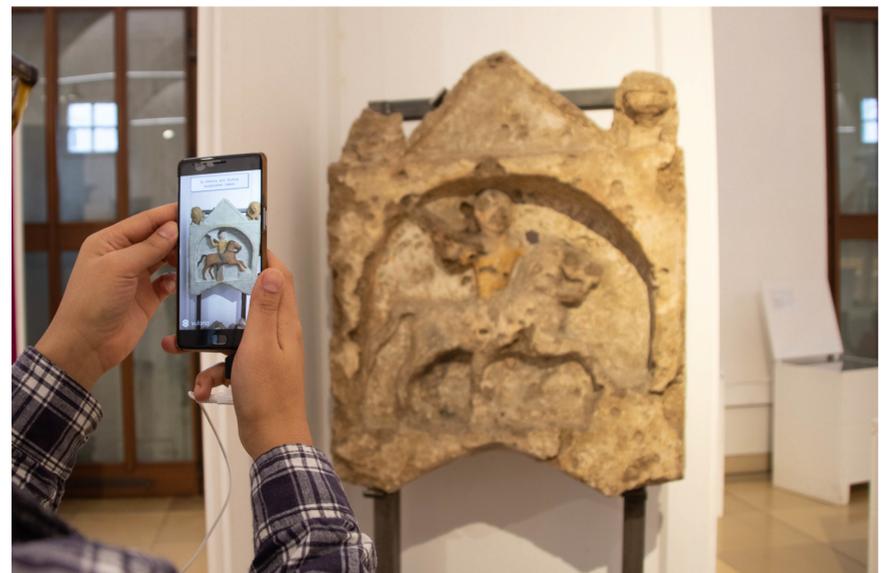
In the RömerApp these approaches were exemplarily implemented in three stations: A colorful reconstruction of a gravestone, an interactive libra and a completed pillar.

An Interactive Museum Tour

Young adults visiting a museum usually don't go there just to learn about the past, but to gather new impressions and to get access to culture and history by exploring and discovering objects in an entertaining, new way.

The master thesis by Ronja Weber looks at possible ways to realize an interactive museum experience. A tour concept through the museum via app is designed based on the user requirements. After getting to know the user by conducting interviews and research, possible functions are designed in a prototype for a proof of concept.

Various concepts for navigating through the museum, storytelling, game functions and suitable forms of conveying information through graphics are examined, tested and iterated in a user centered approach.



Augmented Reality in use



User testing

Result and Future Work

The RömerApp was able to spark interest of the demanding target group in the museum. The museum could be experienced on different levels such as navigation, storytelling, sketches and augmented reality.

A final user test showed that the mix of different methods brings the greatest value to young adults. AR offers more entertainment, sketch graphics are more suitable for educational purpose. Interaction and storytelling in AR should be further investigated in the future. Greater entertainment value in graphics could be achieved through adding animation.

The theses show how museum educators, UX designers and AR developers could realize an app to attract young adults to the museum.

This app is to be prepared with further exhibits and published in April 2020.



Hochschule
Augsburg University of
Applied Sciences

Contact

gvm@evm.de | mail@ronja-weber.de

In Cooperation with

Römisches Museum Augsburg

Supervisor

Prof. KP Ludwig John

