The Hunter-Holmes AR Experience

USER RESEARCH

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TARGET AUDIENCE

Excited Educators: UGA professors, high school and middle school teachers who are looking to use technology in the classroom to engage students with the material and go on a field trip.

I am Professor Thompson and teach Sociology at UGA. In my class, we cover social issues and historical change. I enjoy trying new teaching techniques to engage my students with the material. Some of my classes are required, so if there is a technology my students could use to enjoy immersing themselves in the topics we cover in class, I would implement it.

Proud Parents & Alumni

I'm Andy, and I graduated from UGA in 1990 with a degree in business. I am an executive at EY. I have 2 children, one daughter and one son. My daughter is looking at colleges to apply to and of course UGA is on her list. Our family is coming to visit and take a tour of the campus soon. I am excited to go back and walk through North campus to show my kids where I went to classes.

Woke Students

I am Will, a third-year at UGA. I enjoy learning from my professors, reading the news, using innovative technology and grabbing a beer with my friends on the weekend. I am involved on campus: I am a part of student government and serve on the board of Alpha Phi Alpha. With my fraternity every year, we run a program about the integration of UGA. We try to create an immersive experience through all the senses, so students can gain an understanding of the history of UGA, the good and bad.

METHODOLOGY

In-Depth-Interviews

We interviewed a few people from each category of our Target Audience — professors, parents, alumni, UGA students and potential students in high school — to gain insight into the features, topics and the flow of our app.

Observations

We observed people using apps with features we want to incorporate into ours to see how they interacted with these apps. From this, we learned people appreciate softly tapping different sides of the screen to change what you view and move to the next story like someone would with Instagram and Snapchat stories. Short scrolling is prefered in apps with different tabs for distinct pages that are consistently on each page of the app. Potential users like a button to get to the AR scanning screen (based on Target app) and enjoy scrolling through options of products and information in the app.

ANALYSIS

App Information

Users want to know events that happened at each location — good and bad, past and present — as well as what else was happening during that time in the world to put the event into context. More than just events, users would like to know about Hunter and Holmes: what they studied at UGA and how they used their education to pursue their passion and achieve success. They also want information about how UGA accommodated Hunter and Holmes: Did they have separate areas? Classes? Rooms? What was UGA's integration process? Could they go to football games? What else was going on at UGA at the time?

App Features

Users would like to see a map, so they know where to go. On the map, it would be nice to have descriptions saying what kind of information people can learn about at each location. If we connect the archives in the app to outside resources, users would like to be able to search resources in the app (like Instagram brings up the Internet in the app), so it's easy to get back to where you left off. Users prefer scrolling through a short amount of options, so our app should displaying the archives in a carousel.

App Interest

Visitors said they would download the app if someone told them about it. The difference is students want to try it out because of the AR technology and parents and alumni would use the app to learn about the history in an interesting way. Students who would have to download this app for class said they would use it outside of class time when they are just walking around campus because of the cool technology, but they wouldn't download it on their own. They also said they would enjoy this as an activity for a way to get out of the classroom and engage with the material. High school and middle school students who are learning about Civil Rights in history class in Athens-Clarke County are interested to use this technology on a field trip while visiting UGA.

INSIGHTS

Storytelling of events should be personable, relatable and cover a variety of topics.

This app can enhance the learning experience for lectures and historical programs.

AR technology is a selling point for our target audience, sometimes more than the histroical aspect.

WHAT'S NEXT

Future Research

We have contacted faculty at UGA to interview about if they would enjoy this technology for their class and what information would make it useful to them. They weren't able to meet before this checkpoint, but we are planning to meet with them when they are available.

Archive Research

We are going through resources to find videos, photos, audio and information to include in our AR experience.

App Testing

Once we have our app up and running with all the features at one location, we will have potential users from each segment of our target audience test our app. Insights from product testing will be used to adjust and improve our app.

APPENDIX

Interviews Questions

For students, visitors, parents of students and alumni:

1. Explain app and assure people understand the purpose, information and technology involved.
2. What would incline you to use it?
3. What would make you willing to download an AR historical app?
4. (Student) If you had to use this app for a class, what features and information would make it interesting?
   a. Once you downloaded it for class, would you use it on your own time?
5. (Visitor) If UGA tours told you about this app, would you use it?
   a. What features and information would make it interesting?

For educators:

1. Explain app and assure people understand the purpose, information and technology involved.
2. Would you be able to integrate this technology into your teaching?
   a. If so, what would make it valuable?
3. What would incline you to use this app for your class?
4. When you go over the Civil Rights time period and/or Georgia and UGA's history, what information do you showcase and how?
5. Is there specific material you would find useful to incorportate into your lessons on the topic of UGA's integration?

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Alumni and Parents of (Potential) Students

Karyn, 49 - Alumni and Parent

She would like to learn the history: when did events happen and why? She would download the app if a tour guide told her about it to learn more. She wants to see pictures, a map to know where to go and maybe a quiz at the end to see what she's learned. If it's possible she's interested to have the resources take you to the Internet within the app, where you can learn more about certain events and people.

Ron, 54 - Alumni and Parent

If a tour guide said to download the app, he would. He wants the app to share both the good and bad, hardships and the love during this time period to hear more than one side. He would like to know information about Hunter and Holmes' living situation, classes, activities (Could they attend football games?), the integration process, as well as personal information about these people — major, life accomplishments, how they used their education to pursue their passion and career. He would also like the app to suggest other places to go based on closest interactive locations.

Don, 42 - Parent

He would check out the app if he was touring Athens and thinks the app would be great for students or new students. Het hinks in addition to the videos, it would be cool to see an AR sign next to the locations to read more about the events. He expects to know answers to major questions about the interest points such as "What is the significance of the Arch?" if we expand from just the integration and know what became of the students from the integration. He believes the ability for user input in some way would be a fun feature such as posting comments about the videos, being able to share individual videos, etc.

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Malissa, 23 - Alumni
She would probably download the app if she happened to see it while in Athens. She believes it's important for it to be easy to use without instructions and cares about the availability of other languages and CC for the deaf/hard of hearing She would like everything to be concise.

Jason, 40 - Parent
If it was a part of a package like the UGA app, he would use it. He probably wouldn't pick it out if there's several options for touring campus. He would like it to be clean and simple. He suggested to offer downloads on WiFi only to not use data.

Anonymous - Alumni and Parent
"I wish there was something like that when I was here. People should know the history of why so many students of color are able to come here now"

University Tour Guide Willkray Biboun
"I think that would be a cool feature to add to the self guided tour. A lot of visitors like to explore on their own and that would be a cool way to give more historical information about campus."

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Students

Brian, 22 - UGA, Alpha Phi Alpha Fraternity, Inc. member
"Being that Hamilton Holmes is a member of our fraternity, we hold a number of events to honor both him and Charlayne Hunter. With our 50th anniversary coming up, this would be a great app to share with the brothers coming into town." The organization currently doesn't have a visual or interactive component for their program yet, so they are interested in our AR experience to give program participants visual immersion with the content. In the app, he would like to see current day Charlene because she is still alive and can speak on the past to present. She gave a speech at the Chapel.

Allie, 22 - UGA
She would use this app on her own time if she had to download it for class, but would not download it on her own. For class, she would rather learn from exploring campus than a lecture. She would like to see a map with arrows if there is an order. Allie would like to know old and current information as well as details about what happened today during this time in history. For example, what happened 50 years ago today? She also wants to learn personal information about Hunter and Holmes and facts about UGA and the world at the time to give events context.

Ben, 18 - High School, Potential Student
He thinks it sounds cool if you like history and that most people would like it for the cool technology. He has seen similar technology used for exploring the history of pyramids on YouTube. He says this is a cool way to do research and sounds way more fun than a lecture. Features he would like to see: 360 degree view, map and options for directions, a little description for each location, past information and some current at each location.

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Kemper, 18 - High School, Potential Student
He would download the app if touring the campus and thinks having an (AR) plaque next to places in the app would be helpful to show more information.

Spencer,18 - High School, Potential Student
He would use it if he was told it existed and was shown how to use it in the app. For example, the Google drive app highlights different buttons and tells you what they do when you first open it. He is more interested in the AR aspect than the history. He thinks it would be helpful to have an option to go to the location but turn AR off to see the videos better.

Colton, 15 - High School, Potential Student
He would download the app if touring the campus. He would be excited to use it during a class field trip. He's interested in both the AR and history aspects of the app.

Bryce, 12 - Middle School
He would download the app if he was touring the campus and would be excited to use the technology during a class field trip. He thinks it would be fun to explore the school through it, instead of going to individual spots (more like a tour instead of free roam). He is more interested in the history but thinks it's cool that it's presented through AR.

Frank, 13 - Middle School
He would download it because he would like to explore the campus himself instead of with a tour guide. He would like to be able to use the map feature as a guide to go around campus and not get lost. He said a scavenger hunt type game in it would make it more interesting.

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Archive Research

http://crdl.usg.edu/cgi/crdl?format=_video;query=id:ugabma_wsbn_43146&Welcome

:02 -Meigs Hall (students and Charlayne Hunter walking out building)

:41 Chapel/Moore College Walkway (Charlayne Walking)

1:46- North Campus (Charlayne Walking into library)

http://dbsmaint.galib.uga.edu/cgi-bin/news?userid=public&dbs=news&ini=news.ini&rset=003&action=retrieve&recno=15

:01- Arch- (UGA students and reporters surround Hunter and Holmes as they first step on campus)

3:35- Downtown (Hunter and Holmes enter car surround by large crowd)

7:00- Myers Hall (Attack on Hunter's resident hall, on fire)

7:30- Arch (Several Individuals, reporters and groups wait for hunter and holmes at arch)

http://dbsmaint.galib.uga.edu/cgi-bin/news?userid=public&dbs=news&ini=news.ini&rset=003&action=retrieve&recno=17

:20 North campus (mob of students running through north campus)

1:20-interview with multiple white students)

6:50 -Charlayne and Hamilton interview

8:40-Hamilton interview surrounded by many white students

12:15-Hunter Holmes interview on school suspension

http://dbsmaint.galib.uga.edu/cgi-bin/news?userid=public&dbs=news&ini=news.ini&rset=003&action=retrieve&recno=20

Charlayne Hunter Walking through several north campus locations

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http://dbsmaint.galib.uga.edu/cgi/news?userid=public&dbs=news&ini=news.ini&rset=004&action=retrieve&recno=11
Chairman of the University System of Georgia Board of Regents Robert O. Arnold speaking to reporters about the recent integration of the University of Georgia

http://dbsmaint.galib.uga.edu/cgi/news?userid=public&dbs=news&ini=news.ini&rset=004&action=retrieve&recno=1
Georgia governor Ernest Vandiver speaks on the integration of georgia (taking away funding)

http://dbsmaint.galib.uga.edu/cgi-bin/news?userid=public&dbs=news&ini=news.ini&rset=005&action=retrieve&recno=21
the Kappa Alpha Order fraternity at the University of Georgia flies the Confederate flag at half-mast in response to the university's court-ordered integration