New Media Capstone

Glory Days: Before the Hedges

User Research

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Objectives:

- Gain a better understanding of the target market and desired user by learning about respondents' interest in the University of Georgia's football program and current knowledge of the college's history
- Develop ideas for useful features that users want to see in addition to the augmented reality aspect

Strategy:

How we gathered information

Surveys

- Shared a Google survey with New Media Institute students, visitors center tour guides, and members of the history department

Interviews

- Conducted 5 follow-up interviews with survey respondents.

Survey:

1. Name
2. Age
3. Gender
4. What type of phone do you own?
   a. iPhone
   b. Android
   c. Other
5. On a scale of 1 to 5 how much do you currently know about the history of the University of Georgia? (1 being the least and 5 the most)
6. On a scale...how much do you currently know about the University of Georgia's football program?
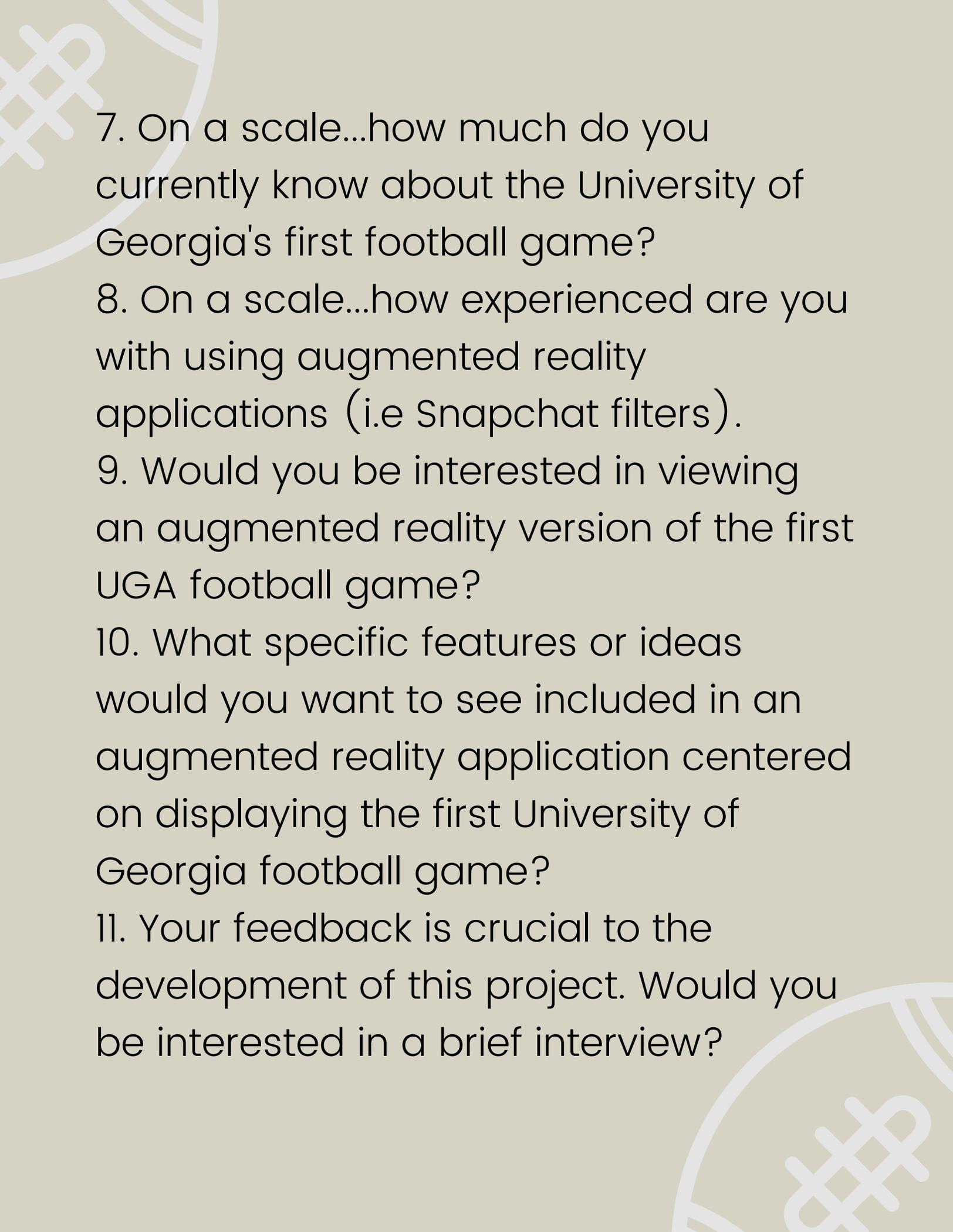
7. On a scale...how much do you currently know about the University of Georgia's first football game?

8. On a scale...how experienced are you with using augmented reality applications (i.e Snapchat filters).

9. Would you be interested in viewing an augmented reality version of the first UGA football game?

10. What specific features or ideas would you want to see included in an augmented reality application centered on displaying the first University of Georgia football game?

11. Your feedback is crucial to the development of this project. Would you be interested in a brief interview?
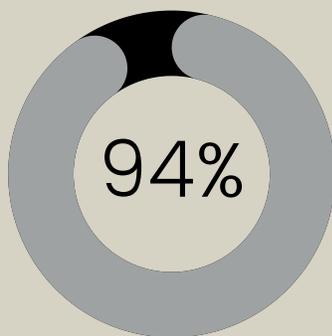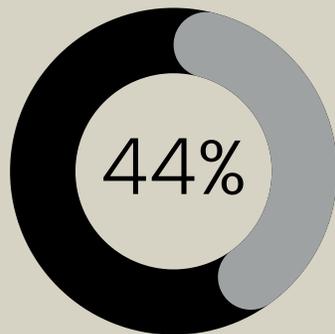
Survey Results:
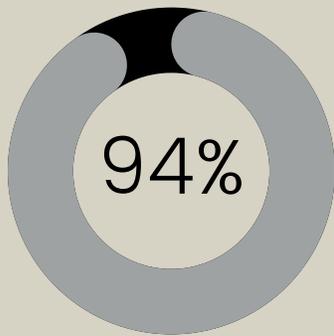
94% Own an iPhone. The remaining 6% own an Android device.

Are not experienced with using existing augmented reality applications. **44%**

94%

Are interested in viewing an augmented reality reenactment of the first University of Georgia football game.

Within the large age range of survey respondents, 44% were not familiar with using existing augmented reality applications. A majority of respondents own an iPhone. Survey respondents showed a varity of interests in viewing historically accurate clothing, realistic fan conversations and the original goat mascot.

Interview Questions:

1. How do you think an app like this could help you/and or others?
2. Are there any other features you think may be useful for this app?
3. In the future, what other types of historical reenactment applications would you be interested in viewing?

How do you think an app like this could help you/and or others?

Sophia. 24. "Help a large variety of people become accustomed to using augmented reality."

Bailey. 22. "Seeing a historical rendition of north campus can give more context to the history of the field."

John. 57. "Immerse users in history in a way that words and images cannot"

Khemisha. 21. "As a tour guide it would be cool for visitors because we talk about that on tours."

Seth. 38. "Communicate history in a unique and trending way."

Are there any other features you think may be useful for this app?

Sophia. 24. "Stop and rewatch things, The ability to move around the viewable area and zoom in, the ability to link out to resources to learn more."

Bailey. 22. "Historical pop-up bubbles."

John. 57. "Quality visuals that don't slide all over the place as you move the phone."

Khemisha. 21. "Differences in football's rules from the late-19th century."

Seth. 38. "It'd be interesting if there was an option to view it as a TV broadcast, with the broadcaster's using period-appropriate vernacular.

In the future, what other types of historical reenactment applications would you be interested in viewing?

Sophia. 24. "Downtown Athens buildings and community members, especially to see the clothing during the time period."

Bailey. 22. "Configurations of the old buildings on campus or even Sanford Stadium."

John. 57. "In museums to supplement already existing exhibits."

Khemisha. 21. "Other big University of Georgia football games like the SEC Championship or National Championship."

Seth. 38. "Historical battleground sites or monumental landmarks."

Next Steps:

We will continue to do research with respondents to determine the specific features they would like to see available in the application. Once the app is developed, we intend to complete user-testing to discover what respondents like and dislike about the augmented reality application.