

CATour

NTU Museum Orientation Tour App

DR2008 – User Experience in Design

Natasya Adistana

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Proposal

Proposal

Aim: To raise awareness and introduce NTU Museum to ADM Freshmen, showing its relevance and possibilities in their upcoming studies

Concept: An app that facilitates Orientation Group to visit different NTU Museum artworks during ADM Freshmen Orientation.

Target Audience: NTU ADM freshmen

Research

- NTU Freshmen Orientation
 - ADM Orientation
 - Case study: NTU Mobile App
 - Target Audience
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-

NTU Freshmen Orientation Research

The Undergraduate Orientation Coordinating Committee (UOCC) has implemented the Transition & Orientation Programme @ NTU since Academic Year 2017-18. The First-Year TOP experience aims to help freshmen start off right and make the transition throughout the entire first year.

Primary objectives for Freshmen Orientation:

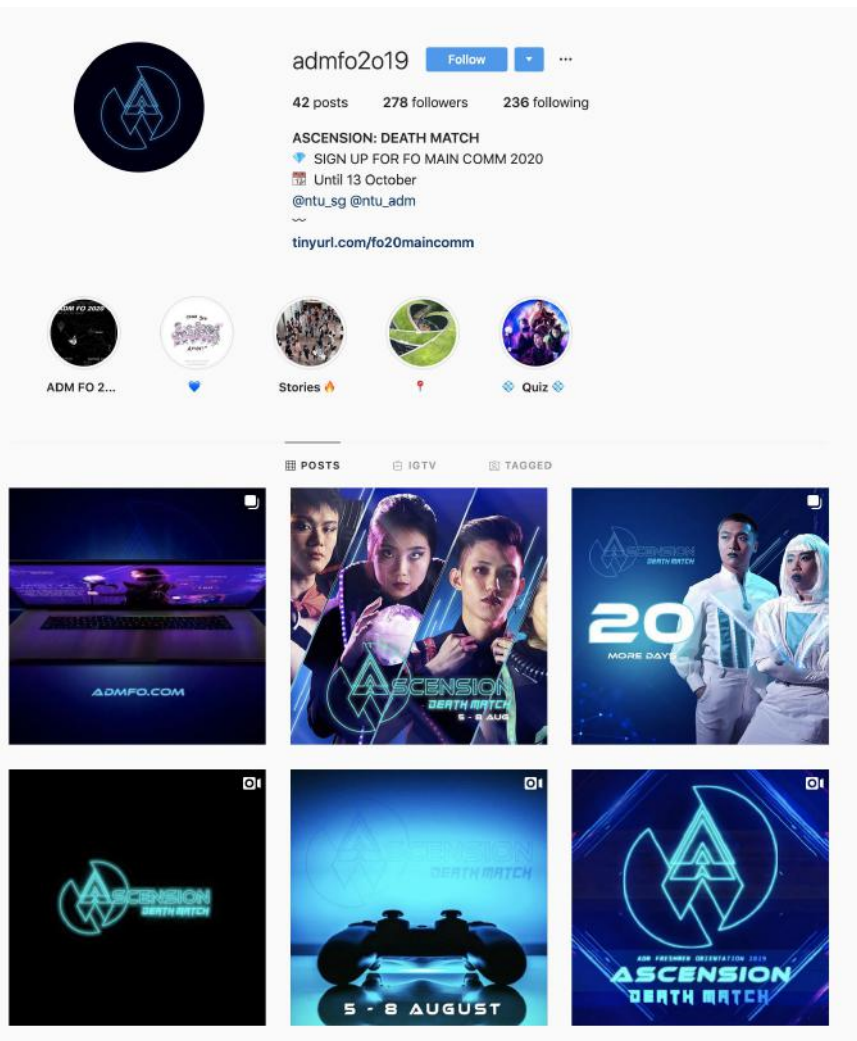
- Welcome all freshmen to the NTU Community
- Share the skills and knowledge for navigating through their first academic year**
- Inform all freshmen about their rights and responsibilities
- Develop a sense of belonging to NTU
- Provide opportunities for all freshmen to meet and interact with other students
- Inform freshmen where they can get help with administrative and personal matters
- Provide opportunities for freshmen to become familiar with the campus, facilities, resources and services
- Provide information about student organisations

ADM Orientation Research

- Title: Ascension: Death Match
- Dates: 05 Aug 2019 (Mon) – 08 Aug 2019 (Thu)
- Venue: School of Art, Design and Media
- Organised by ADM FO committee
- Event info:

Welcome to ASCENSION! Congratulations on being selected as worthy competitors in this premier game competition that welcomes the worthiest players to represent their tribe. Ascending through the different levels, players will rise up against one another in a Death Match to claim victory over other games. Who will emerge champion? Join and find out!

Ascension: Death Match is the Freshmen Orientation programme for 2019 freshmen batch for the School of Art, Design and Media.



ADM 2019 Orientation Instagram Page and Invitation

Case Study: NTU Mobile App



Download the **New** NTU Mobile App

- ✓ First AI Chatbot for freshmen - Lyon Chatbot
- ✓ Important contacts
- ✓ Orientation schedules
- ✓ Freshmen checklist
- ✓ Popular location information
- ✓ Feedback/report on incidents







NTU Mobile

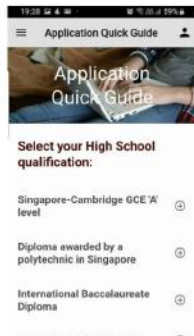
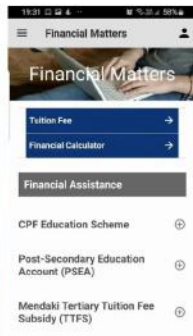
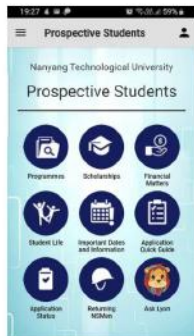
Nanyang Technological University Education

★★★★★ 114



This app is compatible with all of your devices.

Installed



- Lyon Chatbot
- Programmes
- Scholarships
- Financial Matters
- Student Life
- Important Dates and Information
- Application Quick Guide
- Return NSMen

3.1



114 total



User reviews



Mr. Endangered

★★★★★ 31 July 2019

Glorified Web browser



Alvyn Iim

★★★★★ 22 July 2019

This app is nice to use, Lyon response is useful...



Bok Leong Chua

★★★★★ 22 July 2019

Just a glorified web browser



viet hoang

★★★★★ 19 July 2019

This app loads and functions smoothly. Minimalist design with pleasant aesthetics. The chatbot function really helps me ease into campus life



Jeswin jose

★★★★★ 18 July 2019

New updates to the app as well as the chatbot, make it a must download for all NTU students!



Ayrenz Chang

★★★★★ 14 July 2019

gives general info on the facilities on campus like opening hours and contact numbers. pretty ok



Vivienne Tan

★★★★★ 12 July 2019

lyon is good



wong yong kang

★★★★★ 12 July 2019

Wow!! THIS IS BREATH TAKING. AMAZING AND USEFUL APP \(\O.O)/

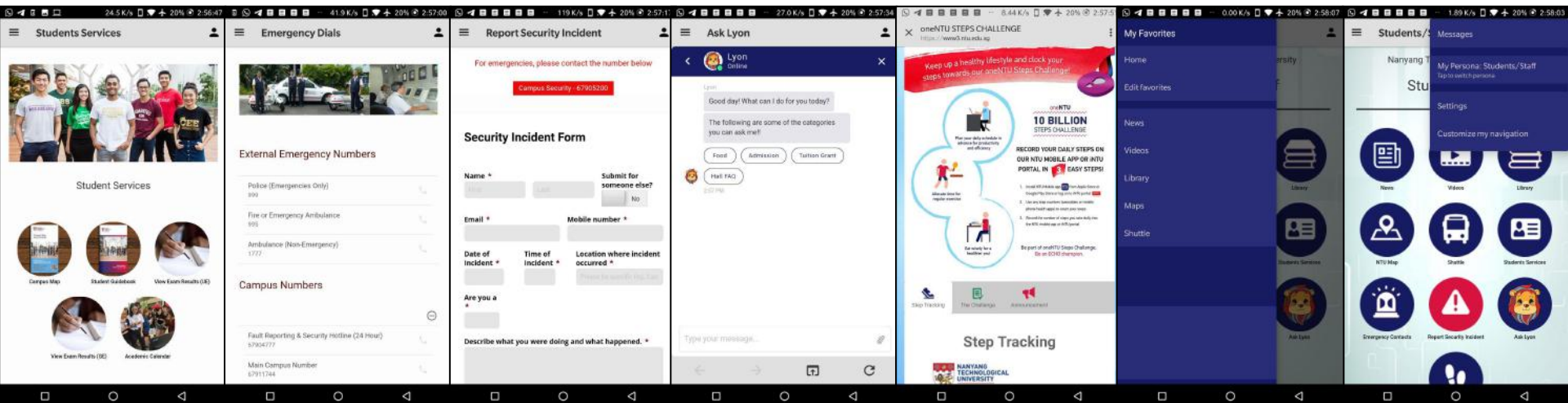
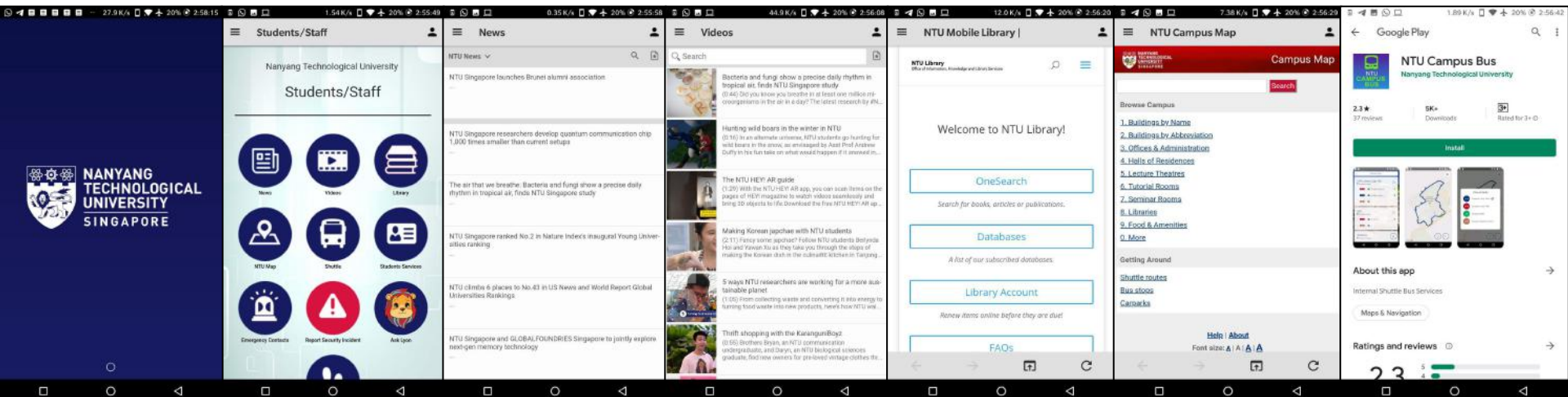


Ching Wei Low

★★★★★ 29 April 2019

Facilities map removed for no reason





Case Study: NTU Mobile App

Google Play User Review	Personal Review
<ul style="list-style-type: none">+ Functional chatbot+ Useful general information- Glorified web browser	<ul style="list-style-type: none">+ Attempt of standardisation on visual+ Compilation of various information+ Functional chatbot+ Idea of customisation for users+ Simple, there is no need to login- Lead to other third party website or apps- Messy arrangement of information
Analysis	
<ul style="list-style-type: none">• Despite the messiness of information, it is a multi-informational app that compiled important information for NTU students » Useful for freshmen• The link to websites allow updated information on app » Latest information for freshmen	
Takeaways	
Integrate a new feature on NTU Mobile App to raise awareness and introduce NTU Museum to ADM Freshmen	

Target Audience Research

- ADM students are majority female
- Enrollment age group is 17–21 y.o.
 - Local students
 - Female
 - Junior College (17–18 y.o.)
 - Polytechnics (18–19 y.o.)
 - Male
 - National Service (20–21 y.o)
 - International students

Undergraduate Population by Gender AY2017-18

Programme	Academic Year 2017-18		
	Male	Female	Total
Accountancy	637	904	1541
Accountancy and Business	324	383	707
Art, Design & Media	206	471	677
Aerospace Engineering	363	84	447
Aerospace Engineering and Economics	22	3	25
Bioengineering	158	174	332
Biomedical Sciences	27	105	132
Biological Sciences	364	571	935
Biological Sciences and Psychology	3	10	13
Business	714	893	1607
Business & Computing	77	33	110
Business & Computer Engineering	11	3	14

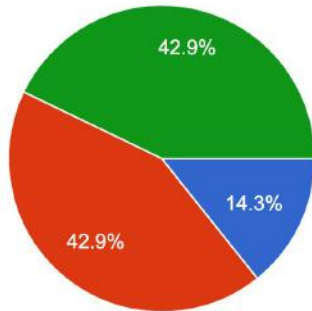
Survey

1. Year of study
2. Gender
3. How familiar are you with NTU Mobile App?
4. Any opinion on NTU Mobile App?
5. How familiar are you with NTU Museum?
6. Any opinion on NTU Museum?
7. Did you join the ADM Orientation when you were a freshman?
8. Do you think it's important to know the artworks in NTU? Why?
9. Would you prefer to explore artworks in a group or individual?
10. How do you find the idea of exploring artworks in NTU as part of ADM Orientation?

Survey Result - Respondents

You are...

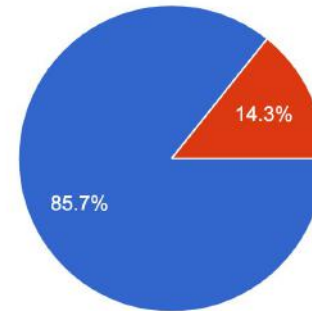
7 responses



- ADM/1
- ADM/2
- ADM/3
- ADM/4

Gender

7 responses

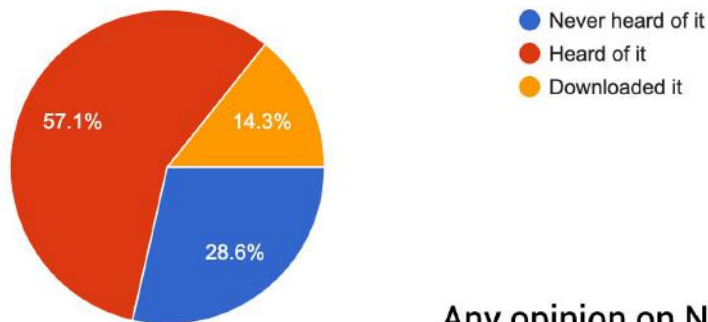


- Female
- Male

Survey Result - NTU Mobile App

How familiar are you with NTU Mobile App?

7 responses



Any opinion on NTU Mobile App?

4 responses

read on email sent only

Should be managed and promoted better

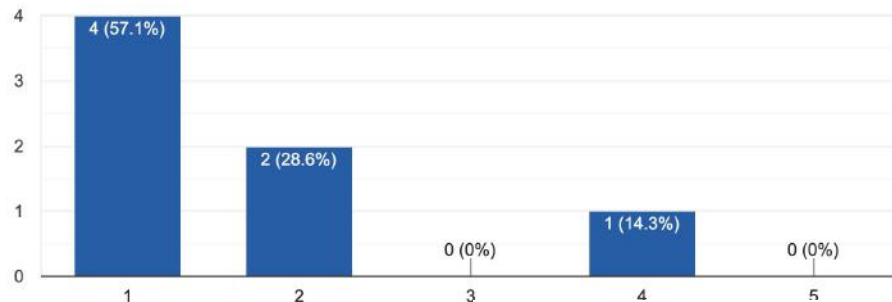
Not intuitive and looks very outdated from what I remember. Did not download it again when I changed my phone.

None

Survey Result - NTU Museum

How familiar are you with NTU Museum?

7 responses



Any opinion on NTU Museum?

3 responses

Never heard of it

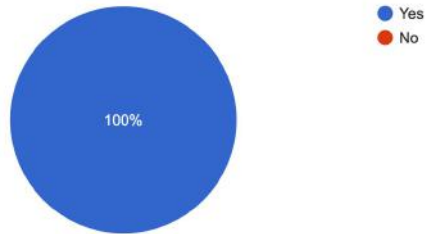
Is NTU Museum the NTU CCA at Gillman Barracks? It's very far, plus mostly busy during semester so hardly ever goes there.

None

Survey Result - ADM Orientation

Did you join the ADM Orientation when you were a freshman?

7 responses



How do you find the idea of exploring artworks in NTU as part of ADM Orientation?

7 responses

great

I think it is a good idea as it will spark interest in freshmen, the seniors can also gain knowledge by trying to teach/share information with juniors

Good way to bond with each other

.....maybe not the best things to combine.

Interesting

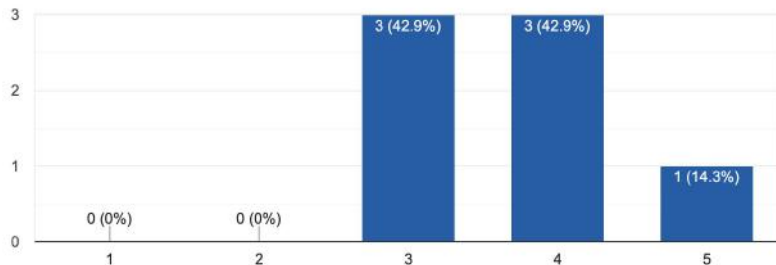
No relevance

I feel that it seems quite forced and I think it would be quite boring for the participants

Survey Result - ADM Students & NTU Museum

Do you think it's important for ADM students to know the artworks in NTU?

7 responses



Please provide a reason for your previous answer

7 responses

we are art students

I think it is good to know the artworks but it shouldn't be a must to know, it depends on people's preference

Opportunity to see how art and design can be applicable to the outside world beyond just ADM

Appreciate our own field of expertise.

That's up to the person's interests

Exposure and appreciation, recognise possibilities

I believe it should be up to the students whether they want to find out more about the artworks in NTU

Research Conclusion

NTU Mobile App	Not many know about it, those who know doesn't really find it non-intuitive
NTU Museum	Presence not known and confusion of its concept
ADM Orientation	Most (very high chance) of ADM students join the school orientation
ADM Students	Majority (about two third) are female with various background

Integration of NTU Museum in NTU Mobile App during ADM Integration is an initiative to promote both the app and museum experience to raise the awareness to ADM Students.

Process

- CATour
- User Persona
- Empathy Map
- Tour Route
- Location Clue
- Games
- Tour Duration

CATour



- CAT ➤ Campus Art Trail
- Tour ➤ Orientation Tour

A platform to:

- Introduce NTU Museum
- Introduce NTU Mobile App
- Bonding platform

Conducted as part of NTU ADM
Orientation Programme in group of 8
freshmen which every participants
will download NTU Mobile App

User Persona



Name : Angela
Age : 18 y.o.
Nationality : Singaporean
Education : Polytechnic (Accountancy)
Marital status : Single
Online locations : work and mobile
Computers(s) : iPhone & Macbook Pro
Internet usage : 8-9 hours

Goals, motivation

Make new friends
Find pathway for future aspiration
Stay motivated throughout

Key words: orientation, friendship, bonding, knowledge, motivation

Angela's story:

Angela is a freshmen of NTU ADM. She studied Accountancy at Ngee Ann Polytechnic and decided to pursue art in University. She loves to watch movies and do photography in her free time. She works part-time at a cafe during weekend for her personal allowance. She doesn't stay in NTU Hall and travel for 2 hours daily to reach school.

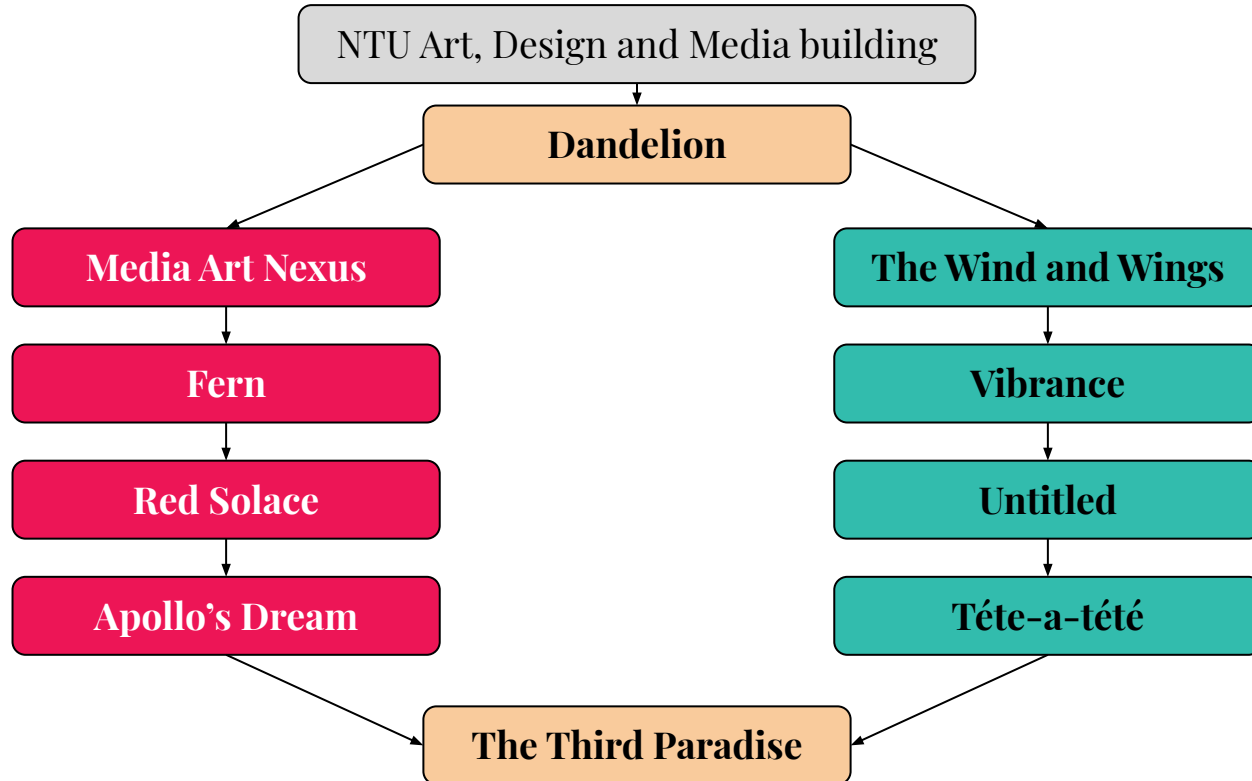
She doesn't have any formal education in art and worry that it might hinder her from doing well in University. However, she is a curious and fast-learner thus she hopes to be able to cope with the modules. She also wishes to find some course mates who will be able to study and do work together.

She knows about the ADM syllabus that require her to choose a major between Design Art and Media Art but she is still unsure of which one she should choose from. She doesn't have any friends or seniors in ADM thus hoping to make new friends by joining the ADM orientation programme.

Empathy Map

Say	Do	Think	Feel
<p>"I don't know anyone here, I really want to make some friends."</p> <p>"I am not sure if I get in to the correct course and which design pathway is more suitable for me."</p> <p>"I don't have a strong art background, I hope I will stay motivated throughout the year."</p>	<p>Join the orientation to make friends</p> <p>Read more on the pathways available</p> <p>Consult with tutors and ask for seniors experiences</p> <p>Find classmate/senior to help familiarise with apps used</p>	<p>What will the orientation programme be like?</p> <p>What kind of people will I meet?</p> <p>Why do I have to choose pathway only after 1 semester?</p> <p>Can I do my best in school?</p>	<p>Is excited about upcoming orientation</p> <p>Is concern for not knowing anyone and ability to make new friends</p> <p>Is confused and afraid of making the wrong choice in pathway</p> <p>Is worried about her ability to cope with no art background</p>

Tour Route



Location Clue

Includes the different formats to find a location using NTU Map.
Participants are encouraged to familiarise themselves with NTU Map.

Dandelion: next to 27061	
Media Art Nexus: next to NS3-01-25	The Wind and Wings: in front of NS4-02-36
Fern: near LWN Library entrance	Vibrance: next to The Coffee Bean and Tea Leaf
Red Solace: first to see at S636921	Untitled: Level 3 of S639798
Apollo's Dream: 59 Nanyang Drive, Level 3	Tête-a-tété: 48 Nanyang Avenue, Level 1
The Third Paradise: the top of 637458	

Games

Includes an ice-breaker game (8 players), 4 mini games (4 players), 1 final game with two stages (8 players).

Dandelion: Blow Wind Blow (ice-breaker)	
Media Art Nexus: Three Truths One Lie	The Wind and Wings: Three Truths One Lie
Fern: The Perfect Angles	Vibrance: The Perfect Angles
Red Solace: Find the Differences	Untitled: The Art of Teamwork
Apollo's Dream: The Art of Teamwork	Tête-a-tête: Find the Differences
The Third Paradise: The Final Match	

Tour Duration

North Group		
Dandelion	8 mins	120 mins (buffer ~20 mins)
Travel time	12 mins	
Media Art Nexus	8 mins	
Travel time	8 mins	
Fern	8 mins	
Travel time	12 mins	
Red Solace	8 mins	
Travel time	8 mins	
Apollo's Dream	8 mins	
Travel time	20 mins	
The Third Paradise	20 mins	

South Group		
Dandelion	8 mins	120 mins (buffer ~20 mins)
Travel time	12 mins	
The Wind and Wings	8 mins	
Travel time	8 mins	
Vibrance	8 mins	
Travel time	8 mins	
Untitled	8 mins	
Travel time	12 mins	
Tête-a-tête	8 mins	
Travel time	20 mins	
The Third Paradise	20 mins	

User Interface

Prototype

<https://tinyurl.com/CATour-prototype>



Flow

- Preparation
 - Getting Started
 - Interest Exploration
 - Check-in
 - Track Progress
 - Games
 - Blow Wind Blow
 - Three Truths One Lie
 - The Perfect Angles
 - Finding Differences
 - The Art of Teamwork
 - The Final Match
 - Rewards
-

CATour



Preparation

Getting Started

Interest Exploration

Check-in

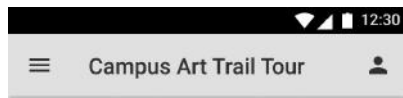
Track Progress

Games

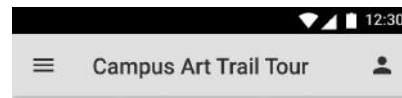
Rewards



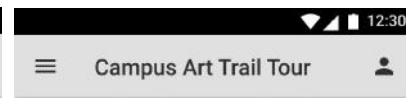
Preparation



Hi! Welcome to CATour! I am Catty and I will be your guide today! CAT stands for Campus Art Trail and I will introduce them to you to enhance your NTU journey!



Currently, not many people are aware about it... So help me to gather eight people before we start the best experienced tour. Just like people say "the more the merrier!"



I promise that you will have a lot of fun with your friends! And by the end of the Tour, you will definitely be more familiar with NTU Museum!

- Download NTU Mobile App
- Tap on CATour for introduction

CATour



Preparation

Getting Started

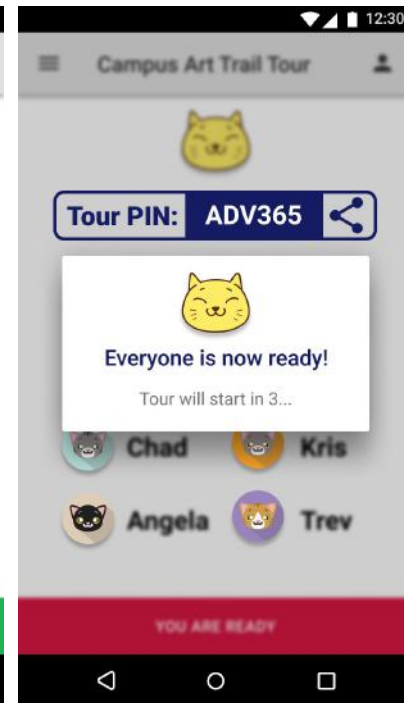
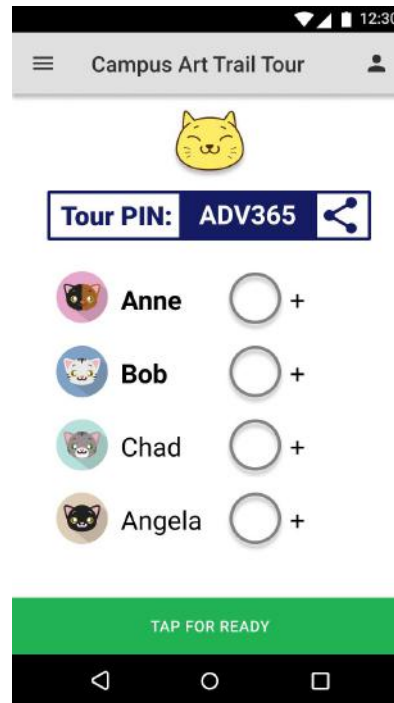
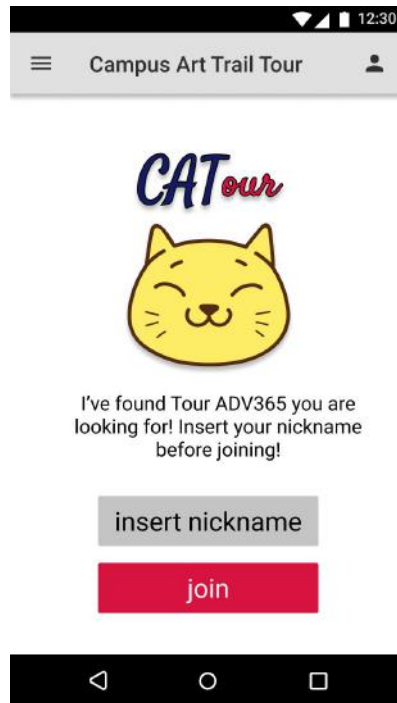
Interest Exploration

Check-in

Track Progress

Games

Rewards



Getting started

- Join or create a tour
- Create nickname
- Getting ready in the waiting room

CATour



preparation

Preparation

onboarding

Getting Started

Interest Exploration

Check-in

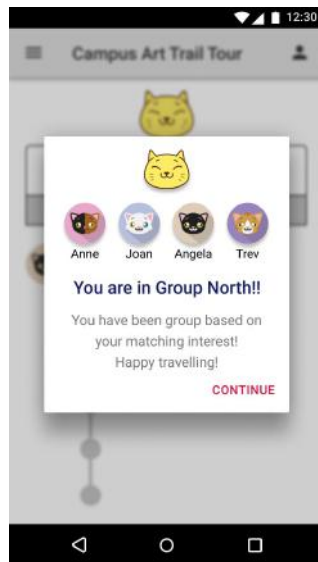
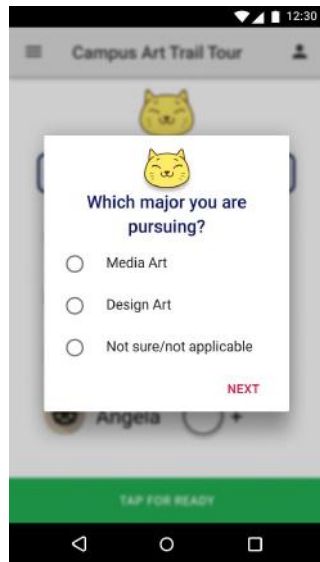
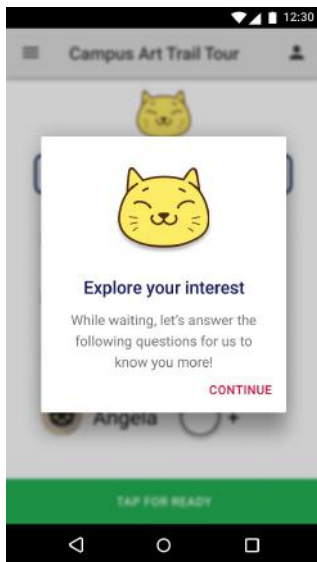
usage

Track Progress

Games

finishing

Rewards



Interest Exploration

1. Which major you are pursuing?
 - a. Media Art (NS)
 - b. Design Art (SS)
 - c. I'm not sure yet (NS/SS)
2. Which type of artwork you like more?
 - a. Traditional artwork (SS)
 - b. Functional artwork (NS/SS)
 - c. Community artwork (NS)
3. Which one fascinates you most?
 - a. Made by famous artist (SS)
 - b. Made by NTU community (NS)
 - c. Made of trees from NTU (NS/SS)

CATour



Preparation

Getting Started

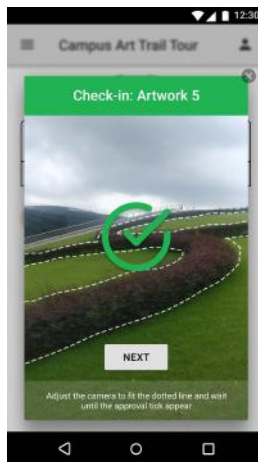
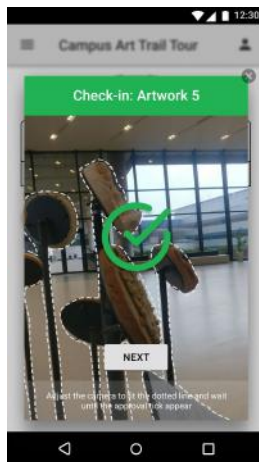
Interest Exploration

Check-in

Track Progress

Games

Rewards



Check-in

- Each user need to tap check-in on home page and choose the artwork
- Adjust phone to fit the dotted line on screen, different angle per device
- Stay until the check in approved sign appear
- Everyone has to check in at every artwork

CATour



Preparation

Getting Started

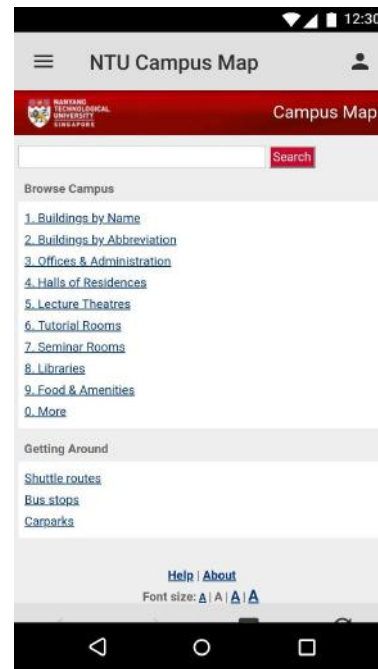
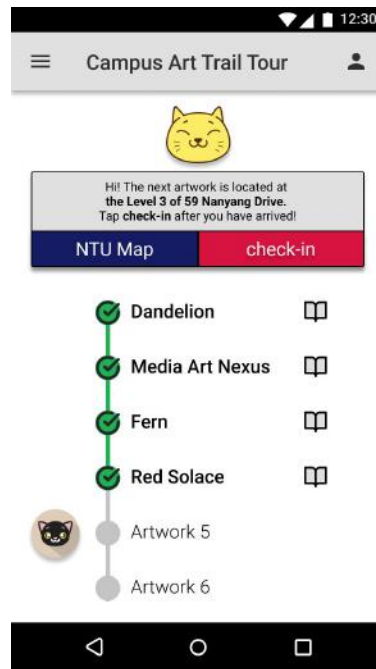
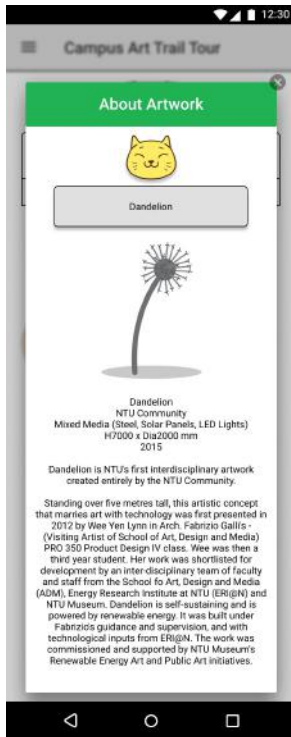
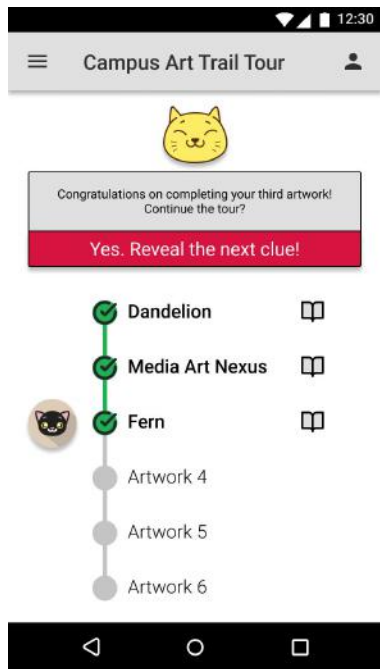
Interest Exploration

Check-in

Track Progress

Games

Rewards



Track Progress

- Completing game will unlock artwork information and clue for the next artwork
- Progress is being tracked
- Option to use NTU Map and check-in



Preparation

Getting Started

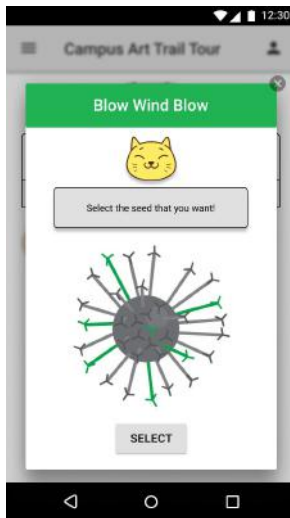
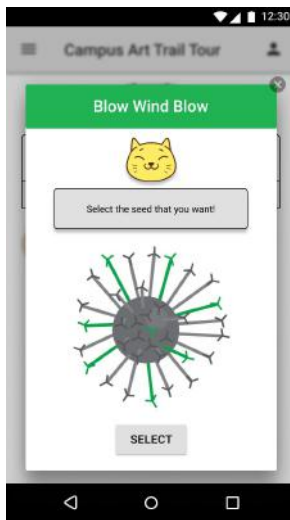
Interest Exploration

Check-in

Track Progress

Games

Rewards



Blow Wind Blow

- Everyone is to gather in circle around the base of dandelion
- Eight seeds will be clickable on each screen with each consist of one Blow Wind Blow order the participants need to say
- Each person will only get to choose one seed throughout the game
- After the last blow, the two grouping will be revealed on each screen

CATour



Preparation

Getting Started

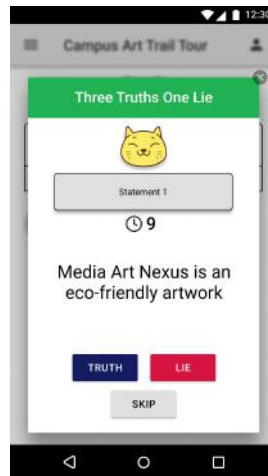
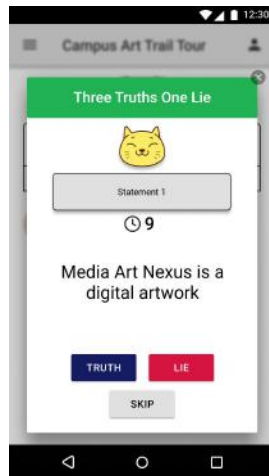
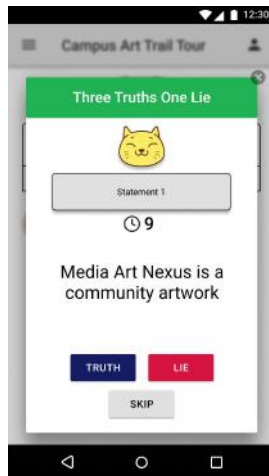
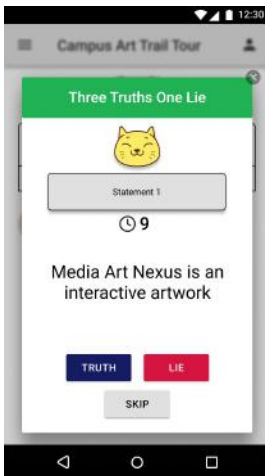
Interest Exploration

Check-in

Track Progress

Games

Rewards



Three Truths One Lie

- Team will be given 5 minutes to read around and browse any information about the artwork
- After 5 minutes, a statement will appear on each screen with three truths and one lie
- The team will be given 30 seconds to select which one is the lie
- To pass, the team need to get 5 correct lies out of 10 statements



Preparation

Getting Started

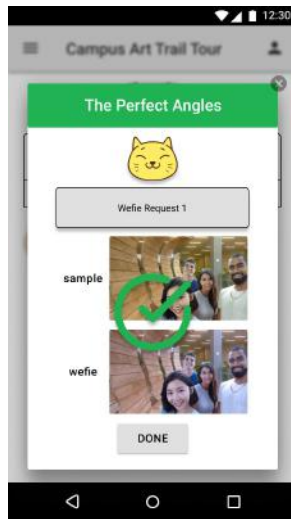
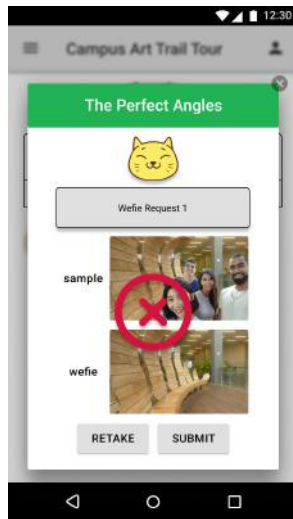
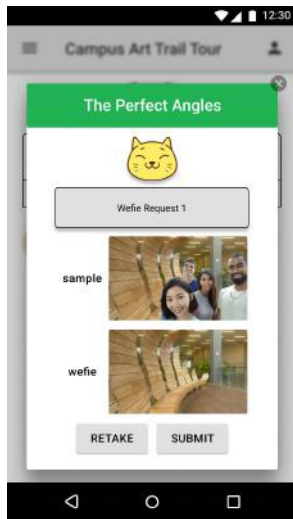
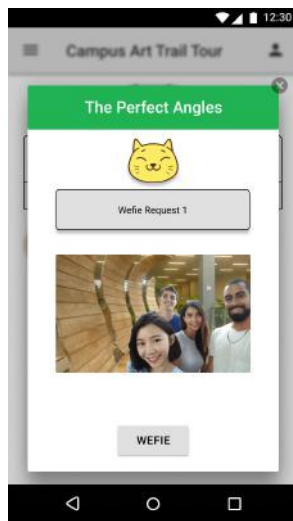
Interest Exploration

Check-in

Track Progress

Games

Rewards



The Perfect Angles

- The team need to take a requested wefie within 2 minutes
- The request will appear at random between the 4 devices
- There will be a total of 4 wefie requests to fulfill

CATour



Preparation

Getting Started

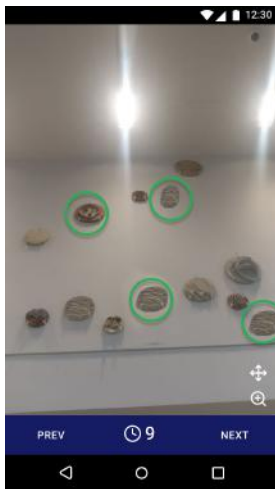
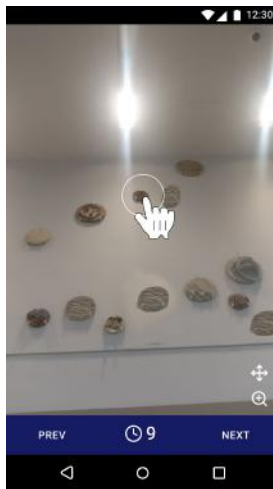
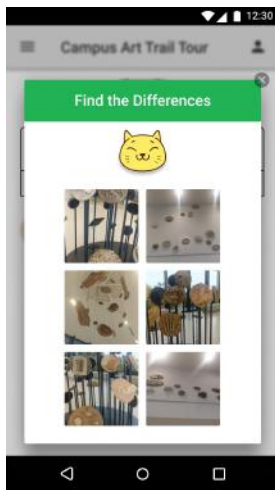
Interest Exploration

Check-in

Track Progress

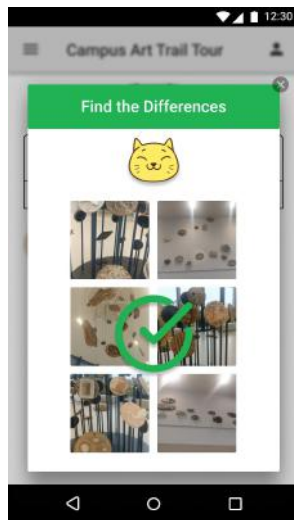
Games

Rewards



Finding Differences

- Altered pictures of the artwork will appear on the screen
- Comparing to the artwork in real, the team will need to spot the differences within 8 minutes
- Total of 30 differences are given, and to pass the team need to find at least 15 differences in total





Preparation

Getting Started

Interest Exploration

Check-in

Track Progress

Games

Rewards



The Art of Teamwork

- On each screen, illustration representing different part of artwork will appear
- Each person will be responsible on the part appear on their screen
- There will be different instruction about changing color at every screen that everyone need to fulfil within 8 minutes
- After 8 minutes, the team will get their very own artwork recolor

CATour



Preparation

Getting Started

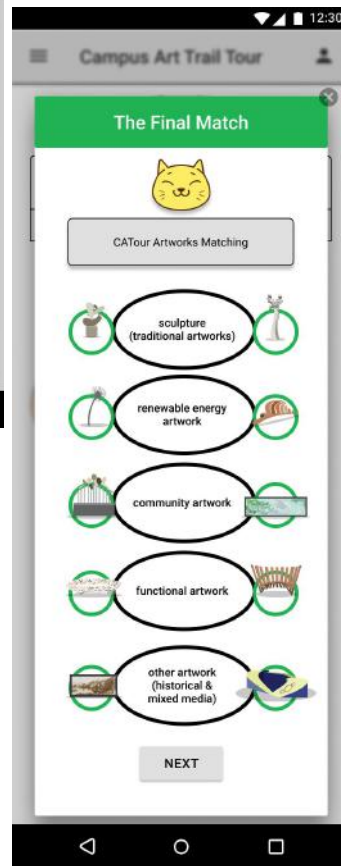
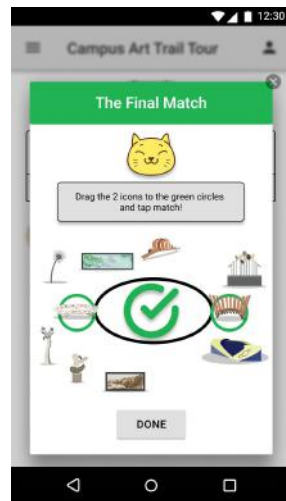
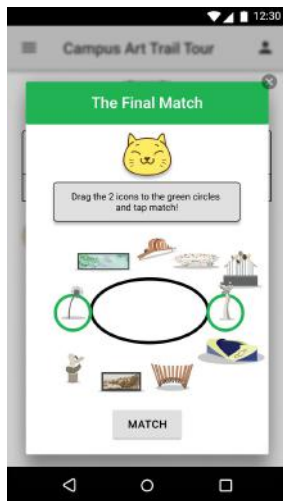
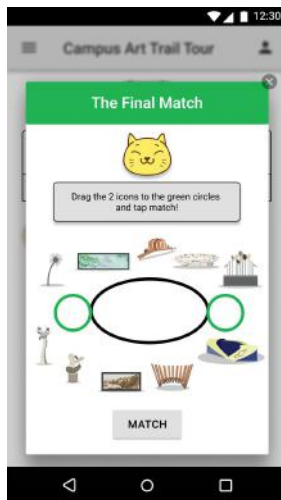
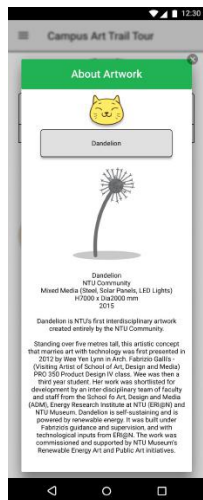
Interest Exploration

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The Final Match

- One artwork description will appear in 1 out of 8 phones at once.
- The device holder will be given 2 minutes to read it aloud for everyone to remember the information.
- After one artwork information disappear, another will appear until all 10 artworks are shared
- The task is to match all of the artworks as a team
- Each device can only try to match a pair once
- All five matches are required to pass the final match
- Maximum time of 15 minutes will be given

CATour



Preparation

Getting Started

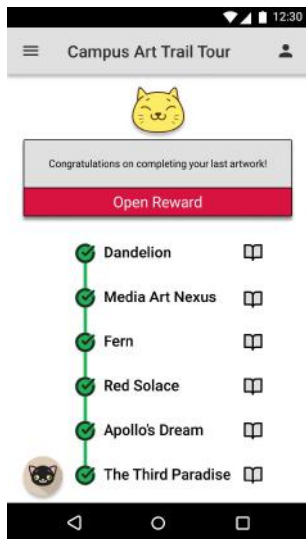
Interest Exploration

Check-in

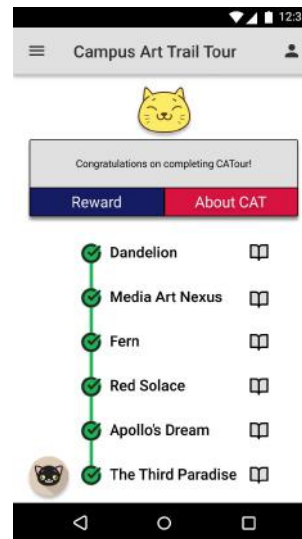
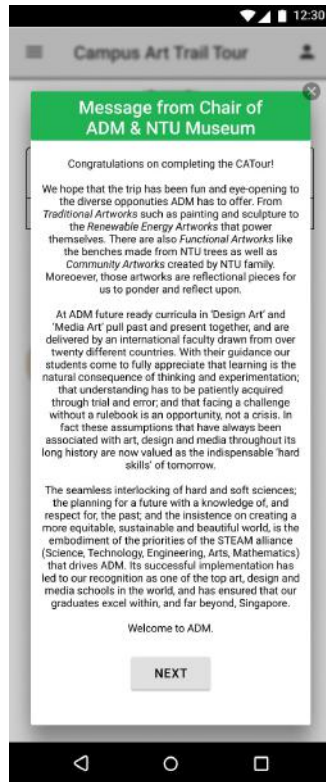
Track Progress

Games

Rewards



Rewards



- Message from Chair of ADM & NTU Museum
- Voucher reward
- Orientation point for Orientation Group

Design Rationale

- NTU Color Palette ➤ consistency within NTU Mobile App
- Addition of green ➤ main NTU Museum color
- PF Din Text Universal ➤ paid font

PRIMARY TYPEFACE

PF DIN Text Universal is the NTU corporate font for any material that is professionally developed. Arial can be used for daily correspondence or non-marketing material like forms and letters.

Regular	Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890	1234567890
!@#\$%^&*()-+=<>.,?/:';"{}	!@#\$%^&*()-+=<>.,?/:';"{}

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()-+=<>.,?/:';"{}

	CMYK RGB HEX	50.100.70.20 124.34.63 #7C223F
	CMYK RGB HEX	30.100.70.10 167.34.68 #A72244
	CMYK SPOT RGB HEX	0.100.70.10 PANTONE (PMS) 200 215.20.64 #D71440
	CMYK RGB HEX	0.100.55.0 237.21.86 #ED1556
	CMYK RGB HEX	40.100.15.0 165.36.127 #A5247F
	CMYK RGB HEX	45.100.10.50 92.0.77 #5C004D
	CMYK SPOT RGB HEX	0.0.0.55 PMS COOL GREY 8 140.140.140 #8C8C8C
	CMYK SPOT RGB HEX	0.0.0.25 PMS COOL GREY 4 200.200.200 #C8C8C8
	CMYK SPOT RGB HEX	0.0.0.10 PMS COOL GREY 1 230.230.230 #E6E6E6

	CMYK SPOT RGB HEX	100.95.5.40 PANTONE (PMS) 2758 24.28.98 #181C62
	CMYK RGB HEX	100.75.0.0 0.84.166 #0054A6
	CMYK RGB HEX	85.50.0.0 27.117.188 #1B75BC
	CMYK RGB HEX	60.20.0.0 93.169.221 #5DA9DD
	CMYK RGB HEX	70.0.40.0 50.188.173 #32BCAD
	CMYK RGB HEX	0.10.100.0 255.221.0 #FFDD00
	CMYK RGB HEX	20.0.85.0 213.224.77 #D5E04D
	CMYK RGB HEX	80.0.95.0 7.177.82 #07B152
	CMYK RGB HEX	100.10.90.25 0.124.72 #007C48

Design Rationale

- Use of Catty ➤ tour guide role and fun
- Various cat avatars for players ➤ fun & personalised



User Journey Map

Stages	Awareness	Consideration	Acquisition	Service	Loyalty
Steps	Wants to know more as an ADM freshman	Needs to join orientation programme	Download NTU Mobile App	Uses CATour	Share usage and promotes CATour
Thinking	What are the available platforms? How to know more people?	Can CATour improve bonding? How long will it take? What will I get in return?	Is there a fee? Is there a requirement? Where to download?	How good is the quality? How to familiarise? How frequent to use?	Is there going to be more content? Is there going go be more route? Will the requirement change?
Doing	Wants to start researching	Goes to websites Looking for feedback and review Compare features	Makes decision Download NTU Mobile App Installs the apps	Uses CATour Builds bonding tour Exploring with others	Continue using Recommends CATour Rate and give feedback
Feeling	😊	🤔	😐	😌	😄
Pain points	Lack of awareness of platform Doubt the value of the joining	Doesn't know where to start Doesn't want to spend a lot of time on research	Different apps compatibility Language barrier	Might get lost Require battery power Might be boring for those not interested	Not enough incentives
Opportunities	Empower word of mouth Expand senior sharing channel	Create positive image of CATour Orientation fee promotion Rewards promotion	Provide apps compatible for different device Provide service in other language	Provide aesthetics apps Ease the complexity Provide tour guide	Create loyalty programme Turn users into advocates Offer partner promotions

Reflection

Challenges & Takeaways

- Limited knowledge on NTU Museum artworks
- Misunderstanding of NTU Museum concept during survey
- Not-so-popular NTU Mobile App
- Can be developed to have different routes and categories
- Incorporation of more artworks
- Extend the target audience to more courses
- In-app interaction between users
- Extensive process that leads to an ever-changing ideation
- Integration of different platforms to produce the desired outcome

Thank You