

NTU Museum Orientation Tour App DR2008 - User Experience in Design

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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
- Survey
- Research conclusion

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.



| 2 posts | 278 followers | 236 following |
|------------|----------------|---------------|
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ADM FO 2..

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ADM 2019 Orientation Instagram Page and Invitation

Case Study: NTU Mobile App

Freshmen

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Nanyang Technological

Orientation

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NTU Mar

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- First Al Chatbot for freshmen Lyon Chatbot
- Important contacts
- **Orientation schedules**
- Freshmen checklist
- Popular location information
- Seedback/report on incidents











NTU Mobile

Nanyang Technological University Education ***** 114 2 3+ O This app is compatible with all of your devices.

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RNS portal

Log in to the Returnin

check your reserved (correspondence. The

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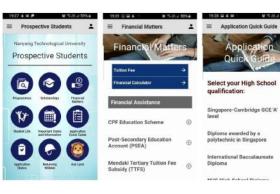
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Application

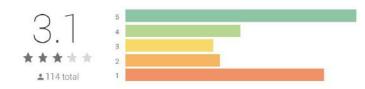
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- · Lyon Chatbot
- Programmes
- Scholarships
- Financial Matters
- Student Life
- Important Dates and Information
- Application Quick Guide
- Return NSMen



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|--------|---|------------|----------|
| | Mr. Endangered | 16 | : |
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| - | This app is nice to use, Lyon response is useful. | | |
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| | chatbot function really helps me ease into campus life | | |
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| - | New updates to the app as well as the chatbot , make it a must download for | r all NTU | stu- |
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| - | gives general info on the facilities on campus like opening hours and contact | numbers | s. pret- |
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lyon is good



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★ ★ ★ ★ ★ 12 July 2019

Wow!! THIS IS BREATH TAKING, AMAZING AND USEFUL APP \(0.0)/

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Facilities map removed for no reason

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Case Study: NTU Mobile App

| Google Play User Review | Personal Review | | | | |
|---|---|--|--|--|--|
| + Functional chatbot + Useful general information - Glorified web browser | + 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 | | | | | |
| • Despite the messiness of information, it is a multi-informational app that compiled important information | | | | | |

- 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.0)
 - 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 |

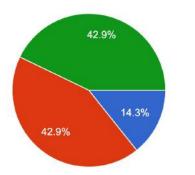


- 1. Year of study
- 2. Gender
- 3. How familiar are you with NTU Mobile App?
- 4. Any opinion on NTU Mobile App?
- 5. How familiar are you with NTU Museum?
- 6. Any opinion on NTU Museum?
- 7. Did you join the ADM Orientation when you were a freshman?
- 8. Do you think it's important to know the artworks 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...

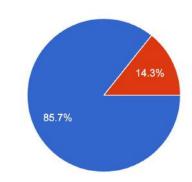
7 responses





Gender

7 responses

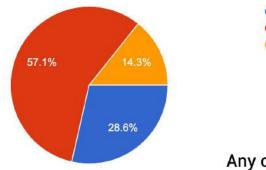


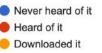


Survey Result - NTU Mobile App

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

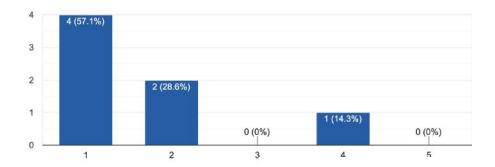
Not intuitive and looks very outdated from what I remember. Did not download it again when I changed my phone.

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?

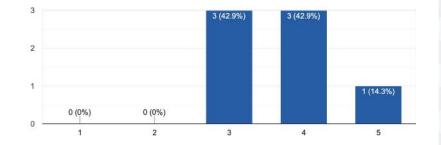
7 responses

| great | |
|-----------------|---|
| | ood idea as it will spark interest in freshmen, the seniors can also gain knowledge by trying to nformation with juniors |
| Good way to b | oond with each other |
| maybe not | the best things to combine. |
| Interesting | |
| No relevance | |
| feel that it se | eems 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 appeciation, 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



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

Goals, motivation

Make new friends Find pathway for future aspiration Stay motivated throughout **Key words:** orientation, friendship, bonding, knowledge, motivation

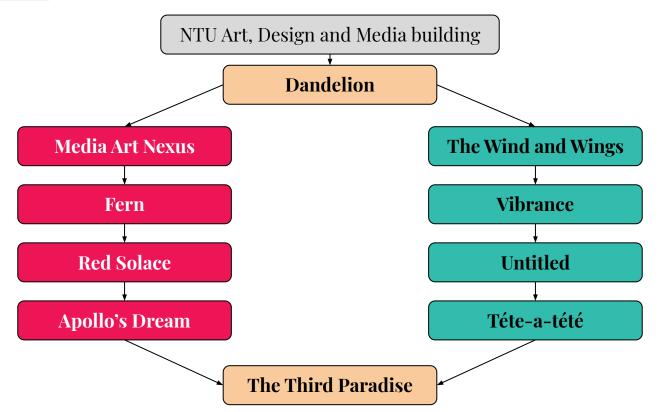
Angela's story:

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 mates who will be able to study and do work together. course some She knows about the ADM syllabus that require her to <u>choose a major</u> 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.



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

Tour Route





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 NS3-01-25The Wind and Wings: in front of NS4-02-36 | | | | |
| Fern: near LWN Library entranceVibrance: next to The Coffee Bean and Tea Lea | | | | |
| Red Solace: first to see at \$636921Untitled: Level 3 of \$639798 | | | | |
| Apollo's Dream: 59 Nanyang Drive, Level 3Téte-a-tété: 48 Nanyang Avenue, Level 1 | | | | |
| The Third Paradise: the top of 637458 | | | | |



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 LieThe Wind and Wings: Three Truths One Lie | | | | | |
| Fern: The Perfect AnglesVibrance: The Perfect Angles | | | | | |
| Red Solace: Find the DifferencesUntitled: The Art of Teamwork | | | | | |
| Apollo's Dream: The Art of TeamworkTéte-a-tété: Find the Differences | | | | | |
| The Third Paradise: The Final Match | | | | | |

Tour Duration

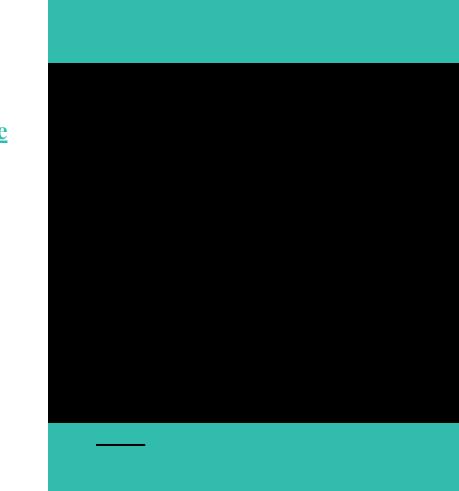
| North Group | | So | uth Group | | |
|--------------------|---------|--------------------------------------|--------------------|---------|--------------------------------------|
| Dandelion | 8 mins | | Dandelion | 8 mins | |
| Travel time | 12 mins | | Travel time | 12 mins | |
| Media Art Nexus | 8 mins | | The Wind and Wings | 8 mins | |
| Travel time | 8 mins | - | Travel time | 8 mins | |
| Fern | 8 mins | | Vibrance | 8 mins | |
| Travel time | 12 mins | 120 mins (buffer ~20 mins) | Travel time | 8 mins | 120 mins (buffer ~20 mins) |
| Red Solace | 8 mins | | Untitled | 8 mins | |
| Travel time | 8 mins | | Travel time | 12 mins | |
| Apollo's Dream | 8 mins | | Téte-a-tété | 8 mins | |
| Travel time | 20 mins | | Travel time | 20 mins | |
| The Third Paradise | 20 mins | | The Third Paradise | 20 mins | |

User Interface

Prototype

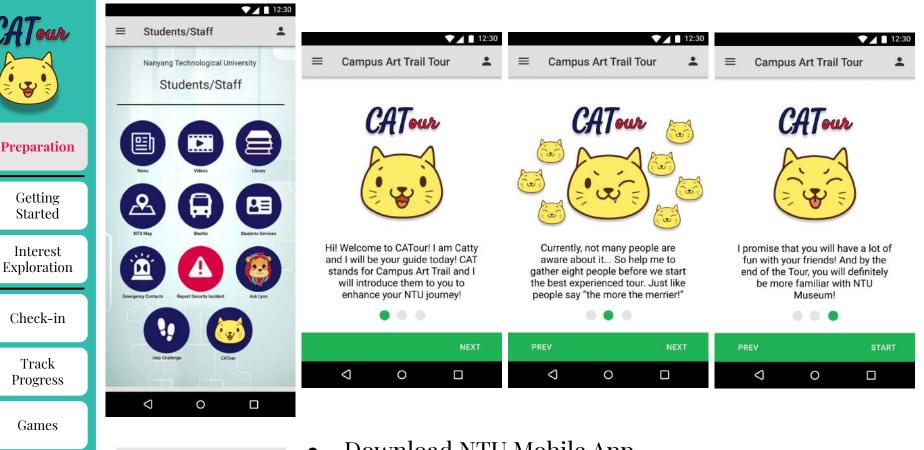
https://tinyurl.com/CATour-prototype





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



preparation

onboarding

usage

finishing

Rewards

Preparation

- Download NTU Mobile App
- Tap on CATour for introduction

| | CATour | | 12:30 | | | 12:30 | | | 12:30 | | | 12:30 | | | |
|-------------|-------------------------|---|---------------------------|--|--|-----------------|----|------------------|---|--|------------------|--|-----|---|--|
| | | = | Campus Art Trail Tour | | ■ Campus Art Trail Tour ■ CATour | | | = | Campus Art Trail Tour | | | Campus Art Trail Tour | | | |
| preparation | Preparation | | | | | | То | Tour PIN: ADV365 | | | Tour PIN: ADV365 | | | | |
| onboarding | Getting Started | | insert tour PIN | | I've found Tour ADV365 you are looking for! Insert your nickname before joining! | | | | Bob + Chad + | | | Everyone is now ready! Tour will start in 3 | | | |
| uo | Interest Exploration | | enter | | | insert nickname | | Magela + | | | Angela 🗿 Trev | | | | |
| | Check-in | C | Create your own tour here | | join | | | | TAP FOR READY | | | YOU ARE READY | | | |
| usage | Track Progress | | ⊲ 0 □ | | | Q 0 | | | 0 | | | Q | 0 [| ו | |
| | Games | Join or create a tour | | | | | | | | | | | | | |

• Create nickname

Getting started

finishing

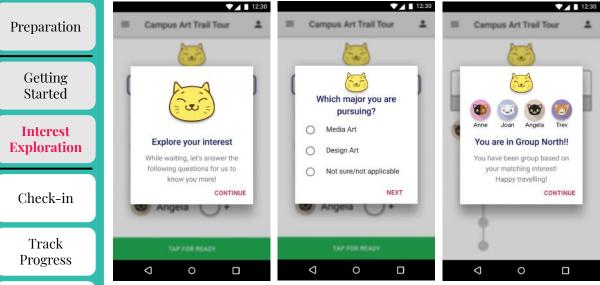
Rewards

• Getting ready in the waiting room



Games

Rewards



Interest Exploration

- Which major you are pursuing?
 - Media Art (NS) a.

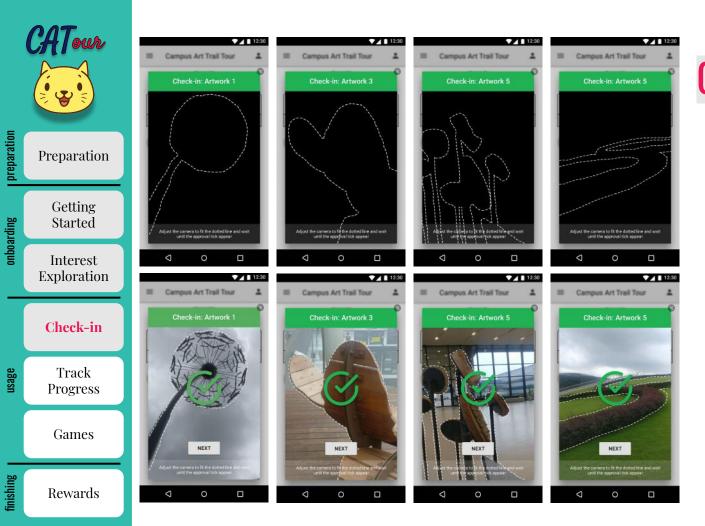
1.

2.

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

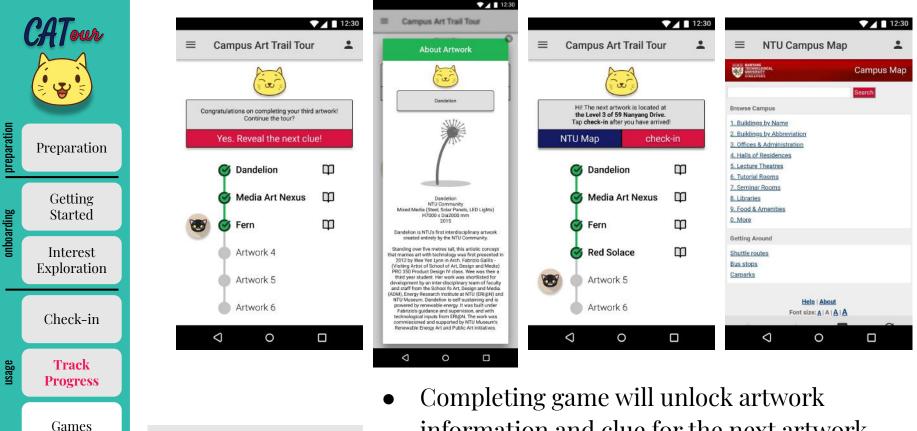
(NS/SS)

finishing



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

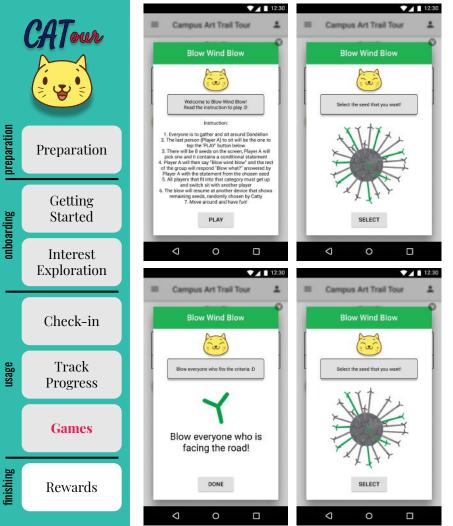


Track Progress

finishing

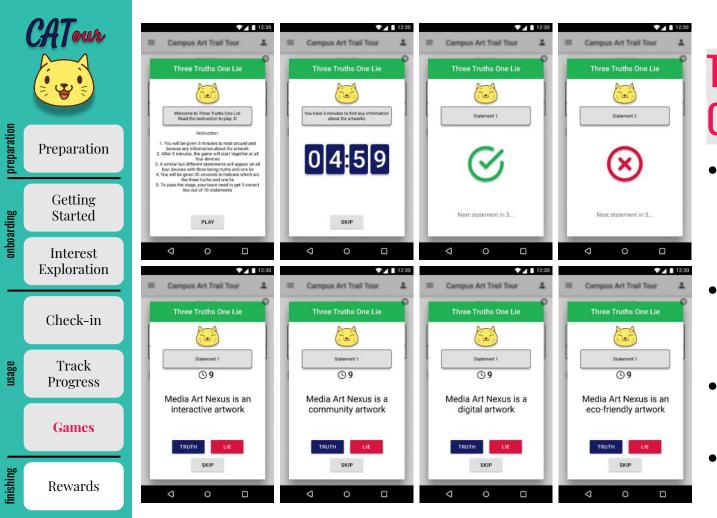
Rewards

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



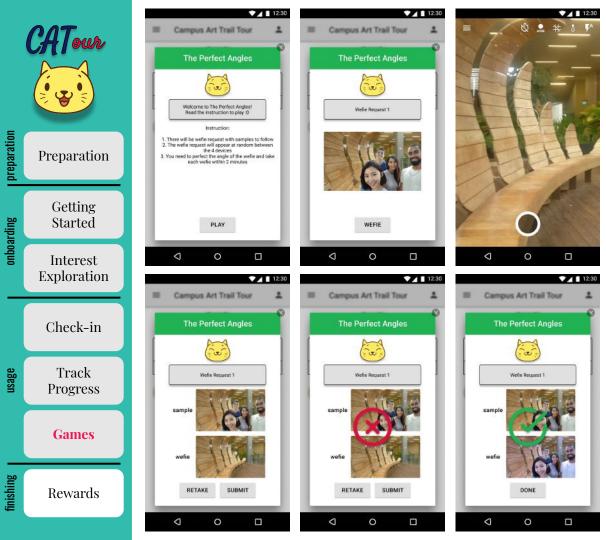
Blow Wind Blow

- 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



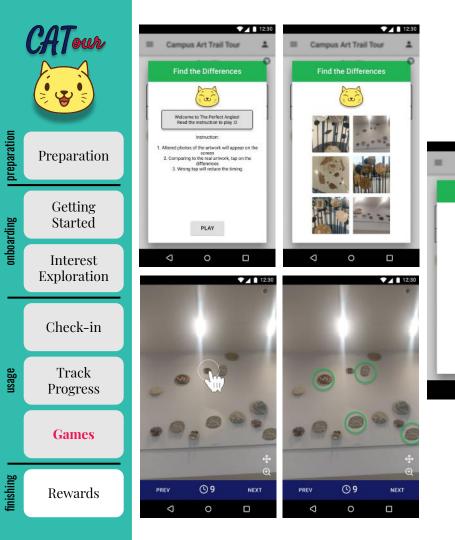
Three Truths One Lie

- 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



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



Finding Differences

112:30

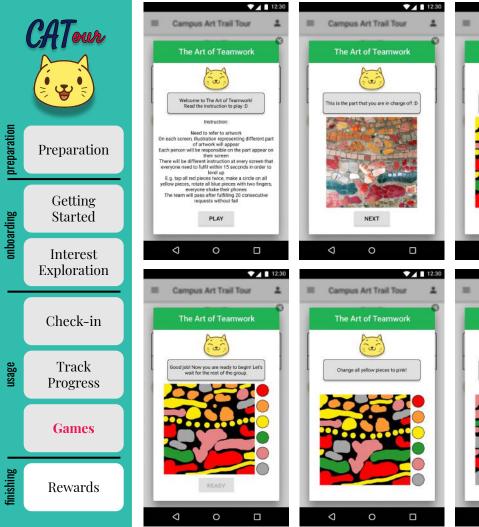
Campus Art Trail Tour

Find the Differences

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- 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

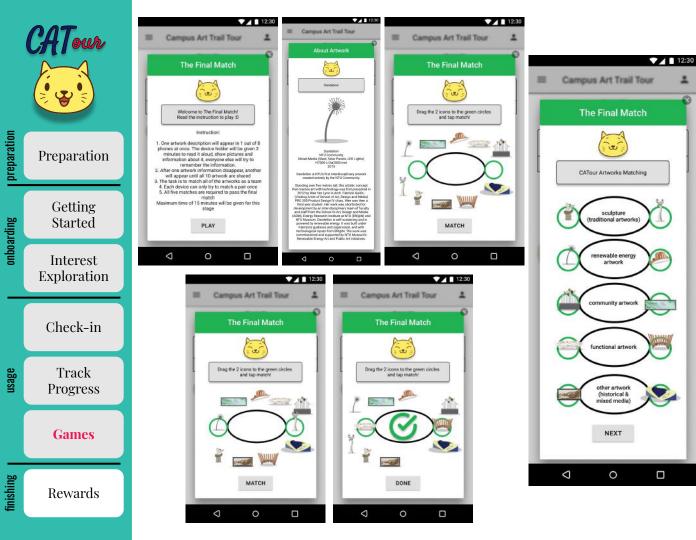


Campus Art Trail Tour The Art of Teamwork Pay close attention on the color on it Next to it is the color palette to use. Tai alternately to change colour NEXT • \triangleleft 0 12:30 **Campus Art Trail Tour** The Art of Teamwork è. Time's up! • 0 0

1 123

The Art of Teamwork

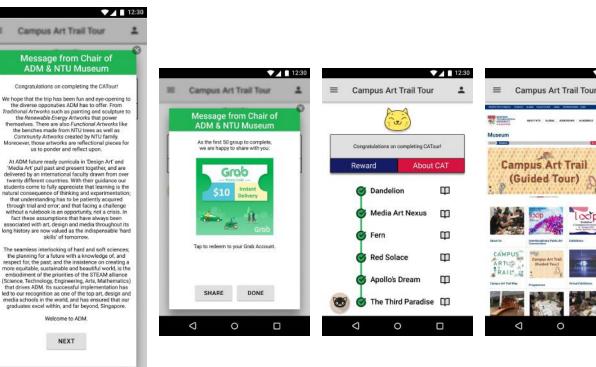
- On each screen, illustration representing different part of artwork will appear
- Each person will be responsible on the part appear on their screen
- There will be different instruction about changing color at every screen that everyone need to fulfil within 8 minutes
- After 8 minutes, the team will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



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 artwork 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





12:30

6 5

- Message from Chair of ADM & NTU Museum
- Voucher reward

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

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

| | CMYK RGB HEX | 50.100.70.20 124.34.63 #7C223F | NTU BLUE | CMYK SPOT RGB HEX | 100.95.5.40 PANTONE (PMS) 2758 24.28.98 #181C62 |
|------|----------------------------|--|----------|----------------------------|--|
| | CMYK RGB HEX | 30.100.70.10 167.34.68 #A72244 | | CMYK RGB HEX | 100.75.0.0 0.84.166 #0054A6 |
| IRED | CMYK SPOT RGB HEX | 0.100.70.10 PANTONE (PMS) 200 215.20.64 #D71440 | | CMYK RGB HEX | 85.50.0.0 27.117.188 #1B75BC |
| | CMYK RGB HEX | 0.100.55.0 237.21.86 #ED1556 | | CMYK RGB HEX | 60.20.0.0 93.169.221 #5DA9DD |
| | CMYK RGB HEX | 40.100.15.0 165.36.127 #A5247F | | CMYK RGB HEX | 70.0.40.0 50.188.173 #32BCAD |
| | CMYK RGB HEX | 45.100.10.50 92.0.77 #5C004D | | CMYK RGB HEX | 0.10.100.0 255.221.0 #FFDD00 |
| | CMYK SPOT RGB HEX | 0.0.0.55 PMS COOL GREY 8 140.140.140 #8C8C8C | | CMYK RGB HEX | 20.0.85.0 213.224.77 #D5E04D |
| | CMYK SPOT RGB HEX | 0.0.0.25 PMS COOL GREY 4 200.200.200 #C8C8C8 | | CMYK RGB HEX | 80.0.95.0 7.177.82 #07B152 |
| | CMYK SPOT RGB HEX | 0.0.0.10 PMS COOL GREY 1 230.230.230 #E6E6E6 | | 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 | ÷ | 3 | :: | e | ÷ |
| 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

