



Pervasive Participation

Location Based Media Provision and Capture

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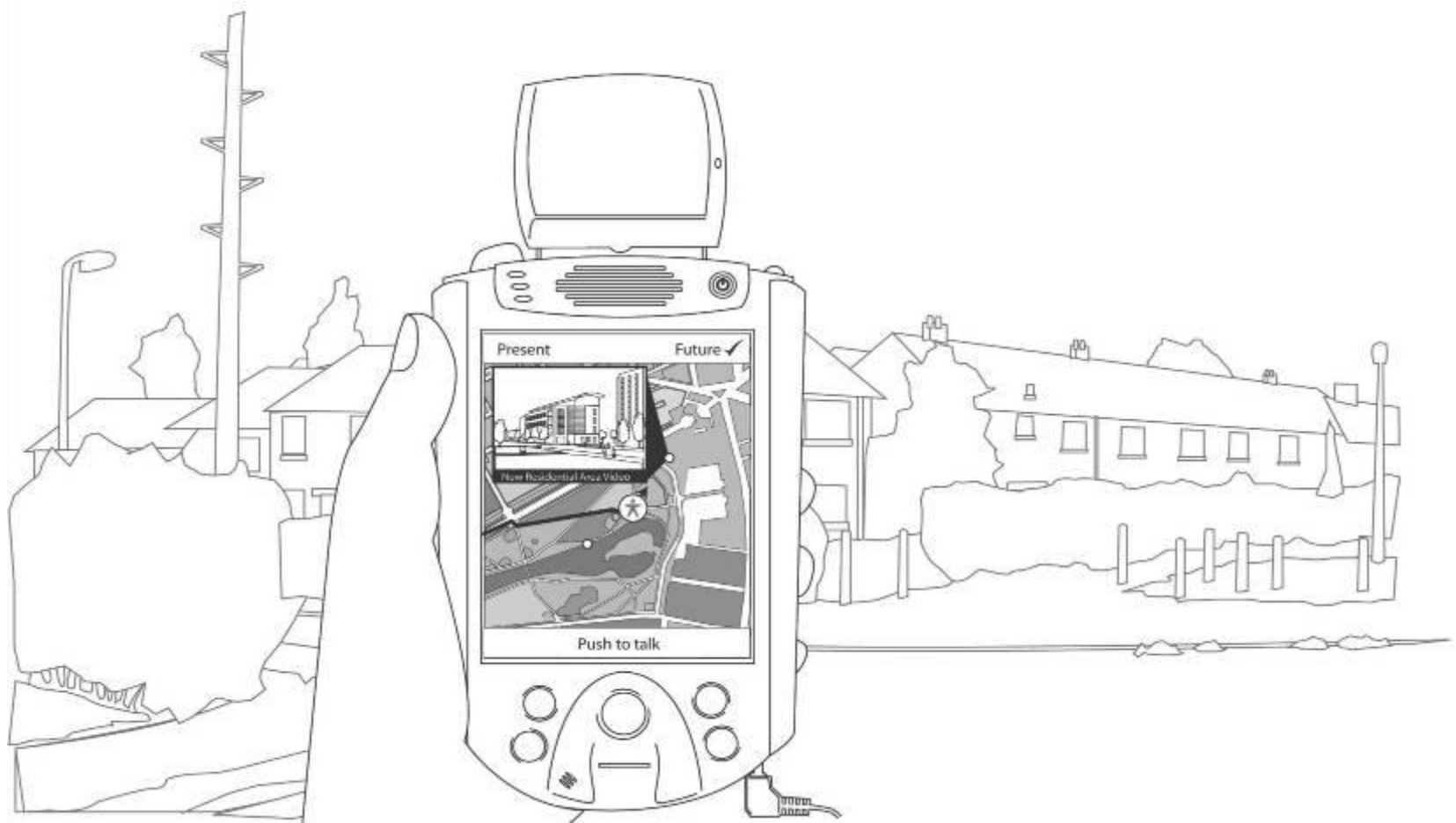
ARIES 'Lite'

Urban Regeneration Public Consultation System



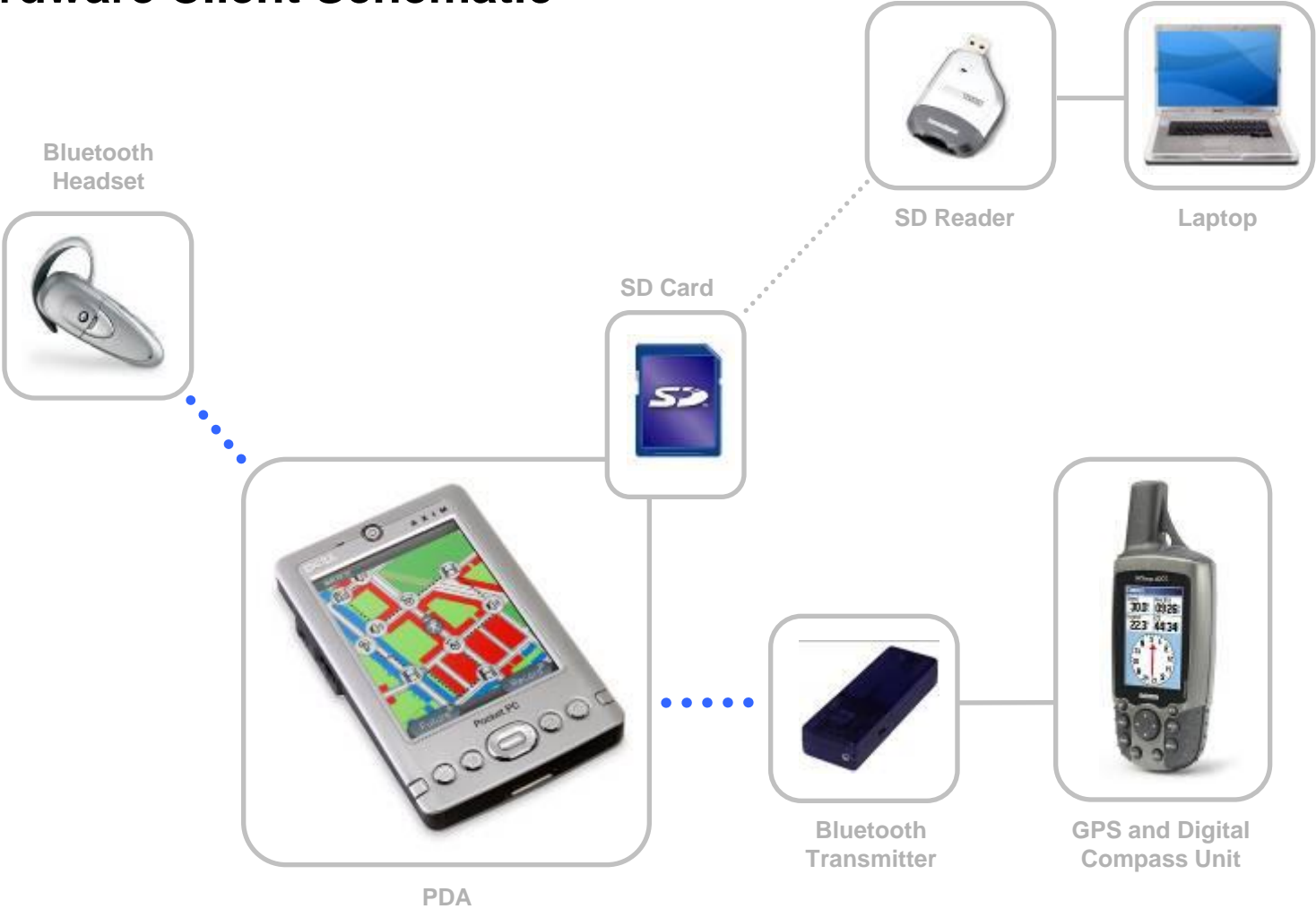
ARIES 'Lite' Overview

Public view and listen to information on proposed redevelopment plans and record comments and suggestions as they walk around the site.



ARIES 'Lite' – System Overview

Hardware Client Schematic



ARIES 'Lite' Trial Public Consultation System



Public Consultation
PDA Client



Council / Planners / Architects
Build and Review PC Client

ARIES 'Lite' – User Feedback

“The ability to demonstrate 3D visualisation of the master-plan ‘on site’ was fantastic”

“The audio [guide] was great & really immersive”

“A great insight into the new plans of Burnley Wood”

“It made walking through the area a more enjoyable and informative experience”

“I liked finding my own route and being able to go at my own pace”

ARIES 'Lite' – Trial Results Overview

Content Creation...

- Access to relevant content when authoring the experience

- Repurposing and creating content for use on mobile devices

Keep the user interface simple...

- Automate interaction

- Guide users around the site, but enable free exploration

- Prompt for user participation and contribution

Consider the environment...

- User safety and the use of 'Guardian Angels'

- Too cold to use the touch screen interface

- Too bright to see the screen

Technical shortcomings...

- GPS is only accurate to +10 meters

- Orientation system slow and unresponsive



Stories @Kew

Participative Experiences across mobile, web and TV



Stories@Kew Located Media Technologies

J2ME media provision and capture application for Wi-Fi enabled mobile phones.

Media is automatically played when at a predefined location using either GPS, Bluetooth or Semacodes. User contributed media is also recorder and geo-referenced by the application.



GPS



Bluetooth®



sem@code



Stories@Kew Located Media System

Media is automatically played when at a predefined locations. User contributed media is also recorded and geo-referenced.



Stories@Kew Cross Platform Experience

Mobile Phone enables located experiences and UGC.

Website enables pre and post event viewing, rating and sharing.

IPTV enables UGC to augment TV programmes.



Phone



Website



IPTV

Stories@Kew - User Feedback

“Kew is huge - could draw you to places you might just walk past - have a stroll and find something , went in a different direction to normal using this”

“The POI specific information - it really enhanced the place/feature”

“video clips - excellent content BBC and experts at Kew”

“I liked being able to make my own stories/videos, because I could show other people (who didn't go) the features of Kew. I enjoyed the overall experience because it was a good day out, where I could learn more about Kew and the plants/trees that go there.”

Stories@Kew Trial Results Overview

Alerting users at locations encourages participation...

90% of alerts at POIs resulted in participants interacting with the content

UGC is an important part of the creative content process...

Across the trial 75% of participants accessed UGC

Participants referenced the content before creating their own

Prompts are a useful tool to direct participants...

70% of the groups taking part in the study responded to prompts

Participants were keen to publish and share...

Participants wanted to see all content online and share with family and friends

Participants adopted the structure for their own content...

Parents and friends became 'directors' using the prompt format