Lens Studio AR Filters

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Research Methodology

Research Protocol [Here](#)

Introduction:

Augmented Reality is an "interactive version of a real-world environment achieved through digital visual elements, sounds, and other sensory stimuli via holographic technology." (Microsoft)

| $31.12 Billion | → | $52.05 Billion |

2023   2027   AR & VR Revenue
                                                                (Statistica)

Introduction:

- Creation of New Art

- Presentation of Existing Art

- Strengthening Intercultural Storytelling

Research Question:

What is the difference in effectiveness of outreach between an augmented reality experience and a traditional walking-tour experience?

- Comparison: Age Group, Level of Interaction, Engagement with Different Audiences

- How can augmented reality experiences help guide critical placemaking in the local area?

- Offer evidence on how learning can be shaped with interactive design

- Navigate boundaries of traditional and digital experiences

Participants:

- People already in the traditional walking tour at CoA

- People who work/ contribute to the CoA

  - Goal age: all ages

    - Realistic response age: majority in 20s-30s, Young families

    - Thinking about platform being Snapchat and who has the app already

- Thinking about how **kid-friendly** the actual AR experience is

- What region people are coming to take this tour from (whether they are Pittsburgh residents or tourists)?

Survey

City of Asylum Website

Analysis:

- Sending survey out to both walking tour participants and AR experience participants

- Survey results (primary) + snapchat demographics/information (secondary)

The Filters

House Poem

Scan QR Code through app
Or follow this link

Winged House

Scan QR Code through app
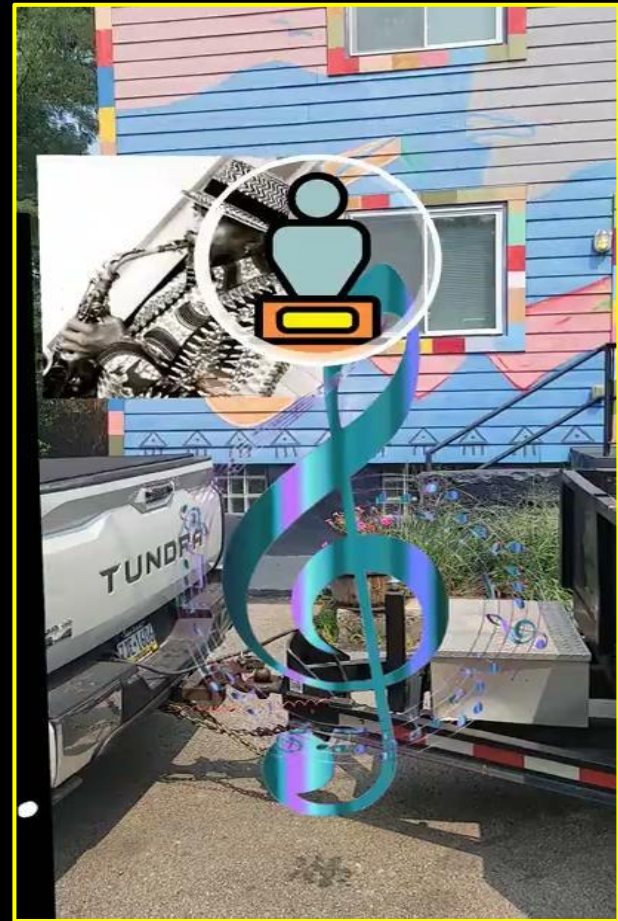Or follow this link

Pittsburgh-Burma House Lens

Scan QR Code through app
Or follow this link

Jazz House

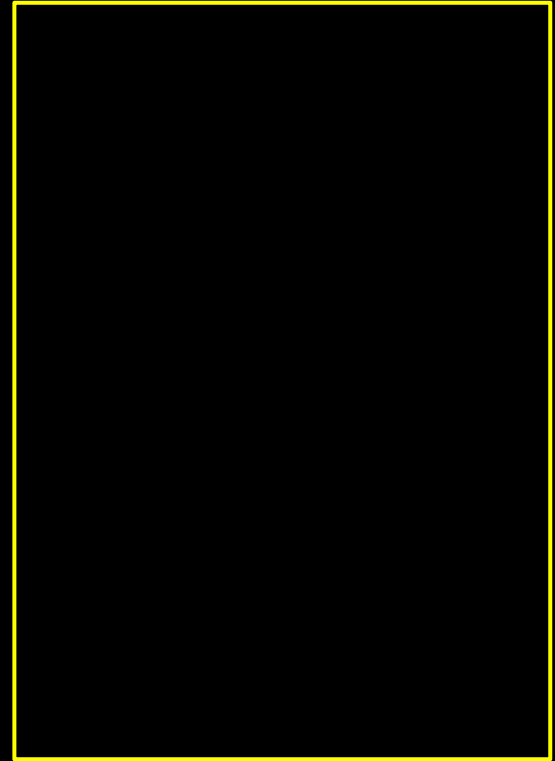Scan QR Code through app
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On-Site No Audio

Comma House

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Thank You