



Lens Studio AR Filters

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Research Methodology

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)



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

Research Protocol Survey

This is an anonymous, two minute survey for the City of Asylum AR Experience. Your response will be only recorded once.

arrimj@andrew.cmu.edu [Switch account](#)

🔒 Not shared

* Indicates required question

What is your age? *

Under 18

19 - 25

26 - 34

35 - 54

55 - 64

65+

What is your gender? *

Male

Female

Other

Prefer not to say

Where are you visiting from? (i.e. city and state/country) *

Your answer

Have you been on walking tours in the past? *

Yes

No

On a scale of 1-5 how likely are you to want to go on more walking tours in the future? *

1 2 3 4 5

Not likely at all Very likely

On a scale of 1-5 how likely are you to want to go on more augmented reality (AR) tours in the future? *

1 2 3 4 5

Not likely at all Very likely

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City of Asylum Website

Page

Map

Augmented Reality Tour

Introduction

Brief Description of City of Asylum
City of Asylum is a member organization of ICRN, the International Cities of Refuge Network. (For more information, go to our "About Us" page!)

Journey Map

Finding the way to Sampsonia Way
In Alphabet City, you will find our bookstore, our performance venue, and a partner restaurant. But first, please join our AR experiences of the House Publications on Sampsonia Way. The MAP should lead you to the first house, House Poem!

About Sampsonia Way
This narrow street in Pittsburgh's North Side is where City of Asylum Pittsburgh welcomed our first exiled artist in 2004 and is the cornerstone of our mission and our identity. City of Asylum builds a just community by protecting and celebrating freedom of creative expression. We provide long-term residency for literary writers and artists who are in exile from their home countries and persecuted because of their work. With 6 current writers in residence, we are the largest literary writer sanctuary program in the world.

Purpose of the Tour
Today we'll introduce you to the artists who have made a home in Pittsburgh through our residency program and we'll dive into the public art that adorns our residency houses, public art that incorporates a literary text on the facade of each house in a process that we call House Publications. Eventually, Sampsonia Way will be transformed into a public library of published houses that can be read while walking down the street.

More than 70 cities in this network welcome artists whose lives are threatened in their home countries due to their artistic work and are therefore forced to seek life in exile. It houses artists who have been persecuted for representing taboo subjects, using art as a tool for political critique, and activism for a wide array of human rights issues here in Pittsburgh.

About the Filters
These Snapchat Filters were made by five undergraduate students of Carnegie Mellon University with the purpose of providing an augmented reality experience of the artists' work. These are meant to be a fun way to interact with each House Publication. Please take a look at the descriptions of each filter below to get a better sense of how each filter achieves this purpose.

Houses to Explore

House Poem

Artist: Huang Xiang

Description: Poet and Artist Huang Xiang is an exiled artist from China that was persecuted for his passion for freedom of speech. After he came to Pittsburgh, he wanted to show his expression through poetry, which can be seen on House Poem. There is more information on [City of Asylum's House Poem page](#). An unofficial translation of the poem, [The Day is Fading](#), is [linked here](#). The Snapchat filter QR Code on the right hand side of this description is an AR experience surrounding House Poem. It shows the expression of the poem in another light. Tap through the filter to see the poem with corresponding images.

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

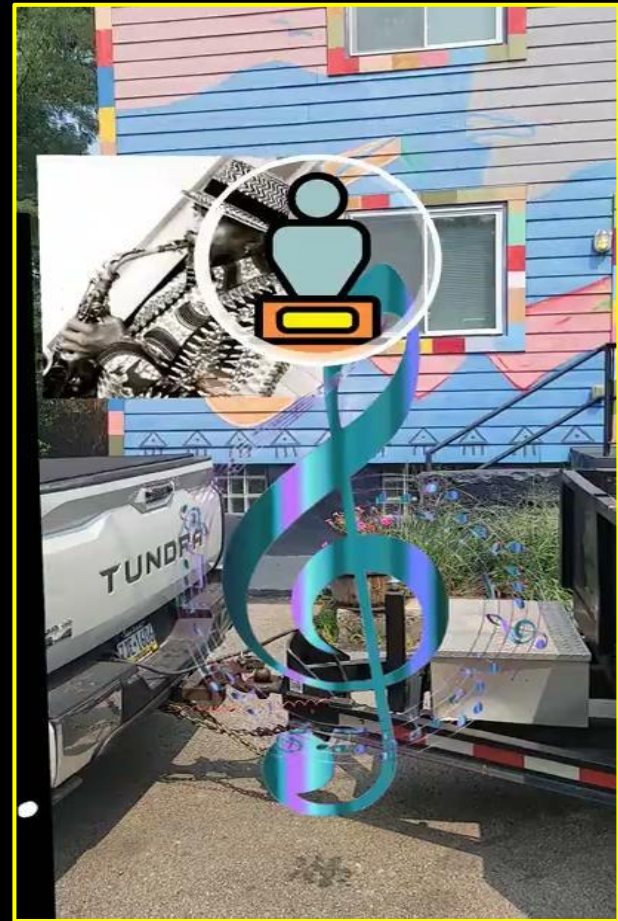


Scan QR Code through app
Or follow this [link](#)

Jazz House



Scan QR Code through app
Or follow this [link](#)

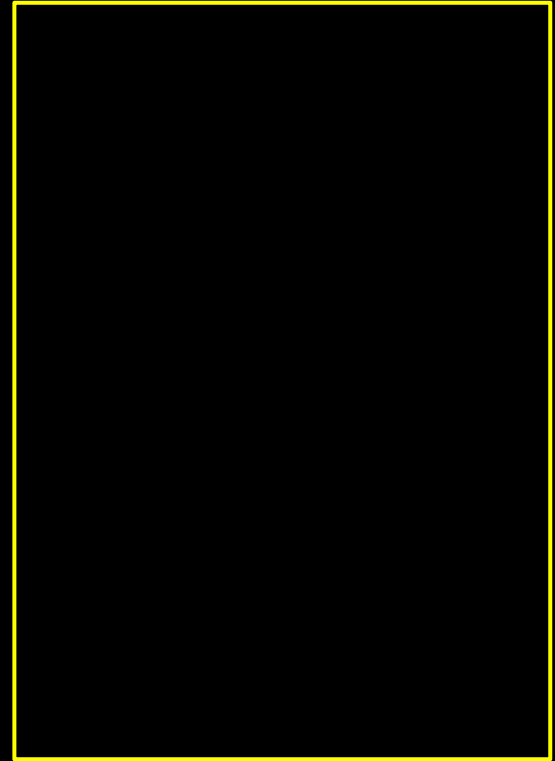


On-Site No Audio

Comma House



Scan QR Code through app
Or follow this link



Thank You
