Group Story Experiences

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Find the Artwork behind the Story!

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From Playtesting with physical materials…

… to mobile-based group experience design

Objectives

- Visitor-to-artwork interaction
- Social interactions

Challenges

- “Heads down” phenomenon
- “Mobile cocoon”

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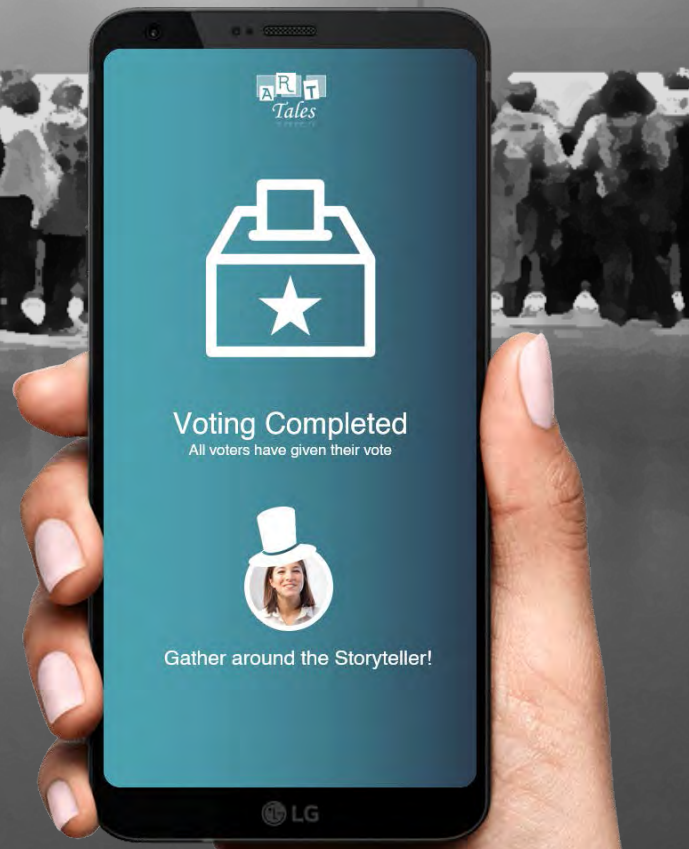

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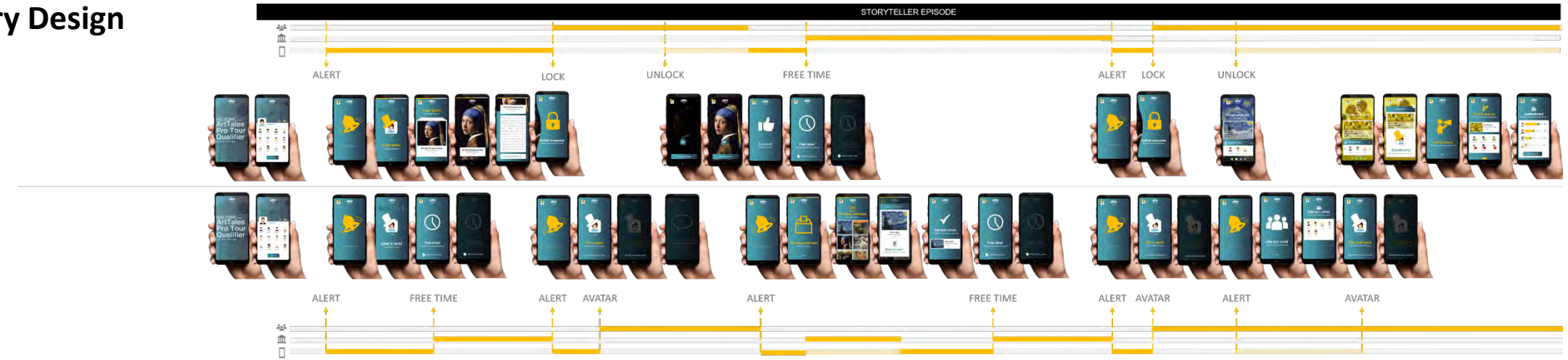
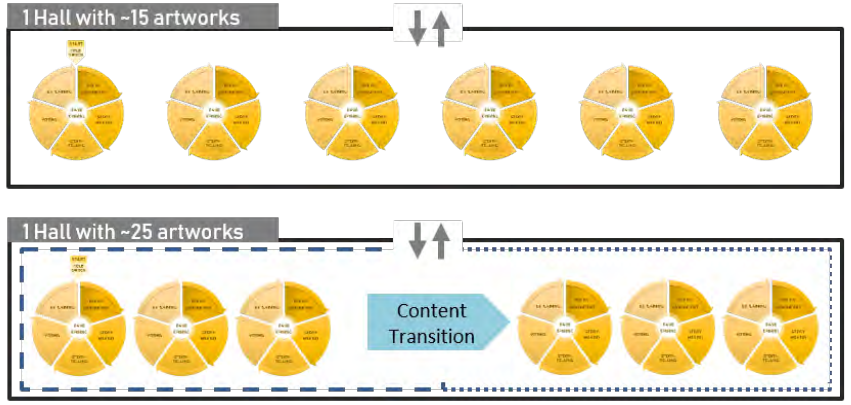
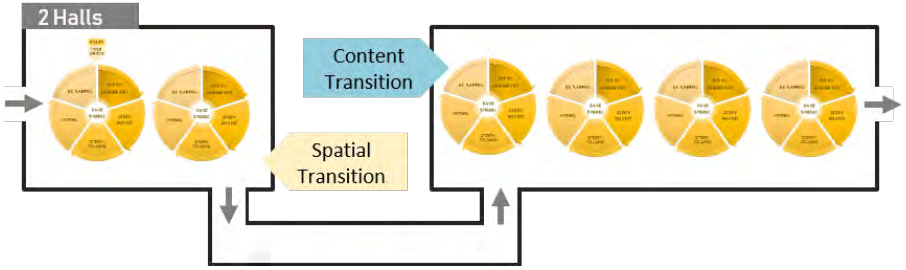
Using the Trajectories HCI Framework

Local Trajectory Design



Global Trajectory Designs





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