

ambianca

ETHELIA LUNG | SPRING 2016

PROJECT BRIEF

RIT needs to encourage more social media interaction, promotion, and aura around its campus life.

Why not make use of social media to promote our on-campus events in a more appealing way?

It is difficult to rival physical recognition when it comes to visualising data about campus life.

Ambiánce provides a way to visualise the “aura*” of events around campus through a mobile application and interactive visualisation table, using geo-location and hashtag data taken from social media.

* **AURA:** HOW MUCH SOCIAL MEDIA COVERAGE THERE IS ON EVENTS

research

ISSUES, USER RESEARCH, TECHNOLOGICAL RESEARCH

CURRENT ISSUES

A large part of the current issue with the lack of social media aura is due to the lack of centralisation of social media content across platforms.

Twitter

Many accounts that could possibly be consolidated

- @RITCampusLife
- @RITStudentLife
- @RITtigers
- @RITBehindTheBricks
- @RITAcademicAffairs

Many news posts, rather than information about events

Most posts don't get much attention, likes, or retweets

Instagram

Accounts could be consolidated

- @RITtigers (gets much more attention)
- @RITBehindTheBricks

A visual way to show off what's going on around campus

USER RESEARCH | QUESTIONS

A questionnaire was conducted to gauge RIT's social media impact on its students in terms of awareness of events, as well as insight into installation preferences.

- 1 Which **social media platforms** do you use?
- 2 Are you **following** any of RIT's social media handles? If so, which ones?
- 3 How **often** do you check or see RIT's social media posts?
- 4 Do RIT's social media posts **encourage** you to **seek out** events? If so, which ones? If not, why not?
- 5 What's your preference: getting **a closer look** at visualisations and event data, or seeing an **overview** with supplementary information?
- 6 **Where** should the installation be placed, taking weather and location popularity into consideration?
- 7 Any **feedback or ideas** on the project?

USER RESEARCH | SOCIAL MEDIA

 **Facebook, Instagram, and Twitter** are the popular social media platforms of choice.

 Most respondents **follow** some form of student life / campus life account.

 The majority of respondents agree that many accounts are **repetitive** in nature.

 Most respondents **don't often check** RIT's social media posts and content.

 **Event awareness is limited** to specific events such as athletics or festivals, due to a lack of detail and promotion.

USER RESEARCH | INSTALLATION



Half of the respondents would like to see the installation **indoors**, in the **Student Alumni Union**.



Two fifths of the respondents stated either the **Tiger Statue** or the **Infinity Quad** as **outdoor** locations for the installation.



Most respondents prefer to see an **overview of data** alongside supplements.

TECHNOLOGICAL RESEARCH

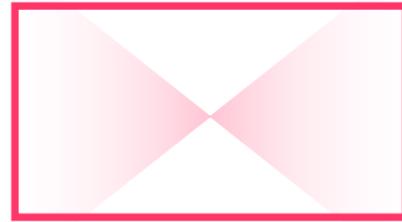


Interactive Surfaces

Surfaces such as walls, tables, or floors that allow for interaction through hand or object gestures and recognition.

An interactive surface would be beneficial for **taking a closer look at the data.**

Example: [IRT Table](#), an interactive dining table.



Augmented Reality

Enriching or enhancing the real-life environment through information and/or elements superimposed atop a camera interface.

An augmented reality device would be beneficial for creating an **immersive experience.**

Example: [Ingress](#), where users interact with an environment on top of the real world.



Projection Mapping

A surface on which a projection is mapped, transforming that surface into an interactive display.

A projection mapping would allow for **object interaction** and/or an **enhanced 3D visualisation.**

Example: [emoto 2012](#), a 3D projection mapping visualisation of social media statistics.

solution proposal

FEATURES, AUDIENCE, TIMELINE

PROPOSED FEATURES

Mobile Application

- 1 Augmented reality camera to visualise aura in person
- 2 Ability to synchronise social media platforms
- 3 Social media feed built from source hashtag/geolocation data
- 4 Real time updating of visualisation
- 5 History of campus aura (daily, weekly, monthly)

CAVEAT: DEPENDS HEAVILY ON SOCIAL MEDIA INVOLVEMENT

Installation

- 1 View large and/or trending events
- 2 History of campus aura
- 3 Shows an overview of the aura

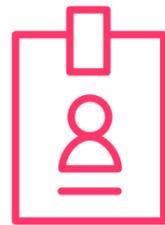
AUDIENCE DEFINITION

The audience for Ambiáncé encompasses a large potential age range, so the app should accomodate accordingly.



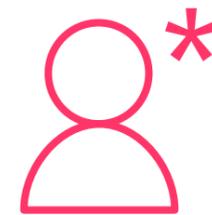
Current college students

RIT / VISITING



Staff members & faculty

RIT



Potential students

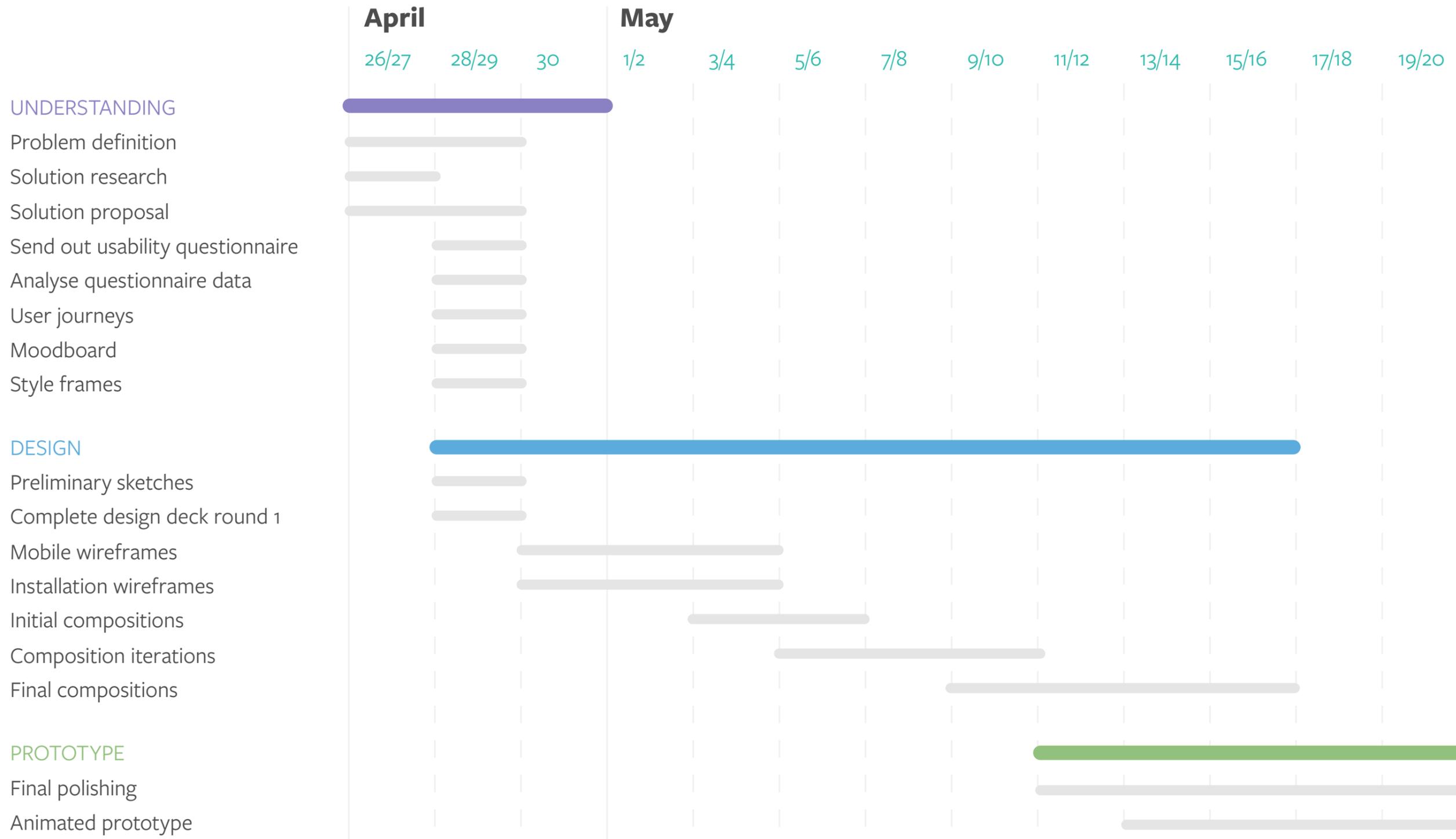
VISITING



Other guests

VISITING

PROJECT TIMELINE



concept

PERSONAS, USER JOURNEYS, SKETCHES, WIREFRAMES

PERSONAS & USER STORIES



Eleanor Clarke (21)

RIT ANIMATION STUDENT

I am a... college student

looking for... cool events on campus

so that... I can do fun things with my friends



Joel Hart (34)

RIT GAME DESIGN ADJUNCT

I am a... design professor

looking for... ongoing events and workshops

so that... I can mingle with students and play discover new technology



Gemma Butler (17)

HIGH SCHOOL STUDENT

I am a... high schooler

looking for... a college with a great campus life

because... I want to find a college that will let me work hard and play hard



Tom Hunter (8)

IMAGINERIT ATTENDEE

I am a... primary schooler

looking for... something that will entertain me

because... I like exploring new things in new environments

USER JOURNEYS

STUDENT



➔ Event finding must be easy. Being able to filter through events and seeing specific information such as a scale of the aura and event tags would help.

FACULTY



➔ The purpose of the application must be clear, and the legibility of each screen must also be high, in order to lead the user through the application.

EVENT ATTENDEE

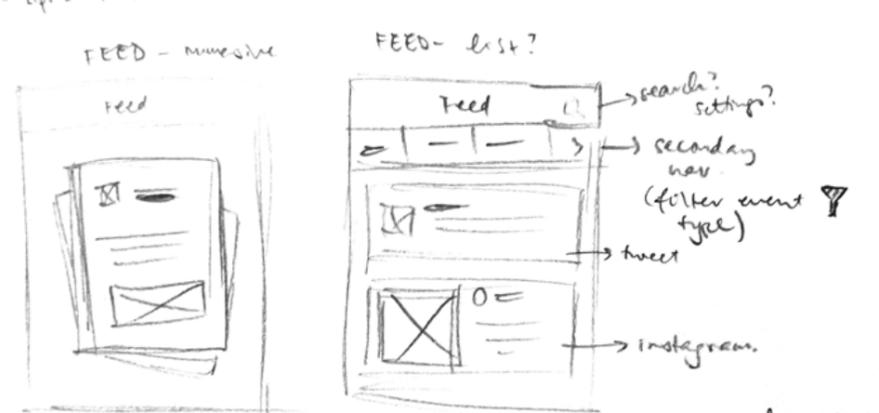


➔ Visitors are less likely to understand what is going on, so the application must make event information and aura areas clear.

SKETCHES | MOBILE

The mobile application has three purposes: to show a **social feed**, to house the **augmented reality camera**, and to show the **Ambi ance history** over different time periods.

FEED AND CAMERA



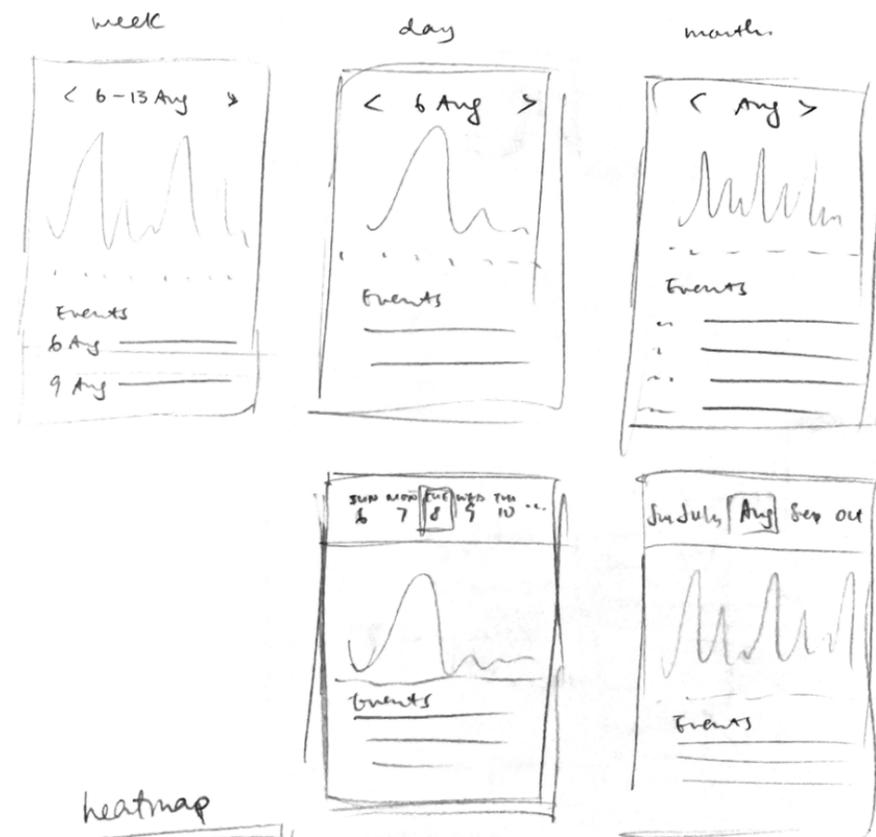
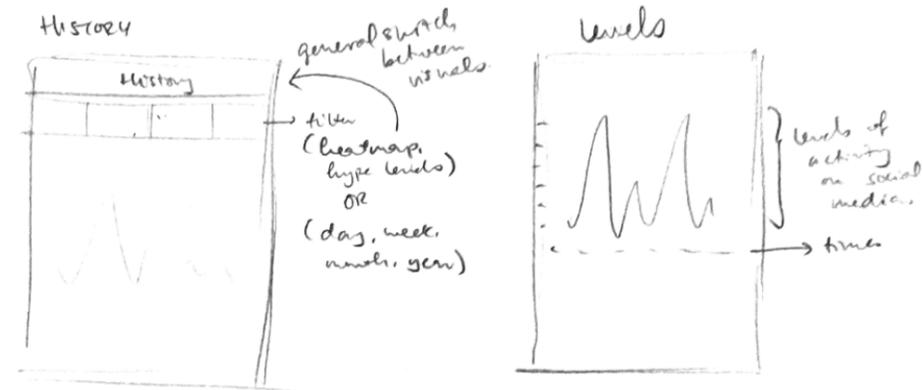
- swipe to see next social post
- like searching through a stack of event flyers.

- filter through events (nearby r...)
- see social feed posts (user-choice? default: twitter, ig, fb)
- slide down to refresh.



- tap (shard?) to bring up details of the "hype" / event.
- "hype" indicator.
- nearby events.

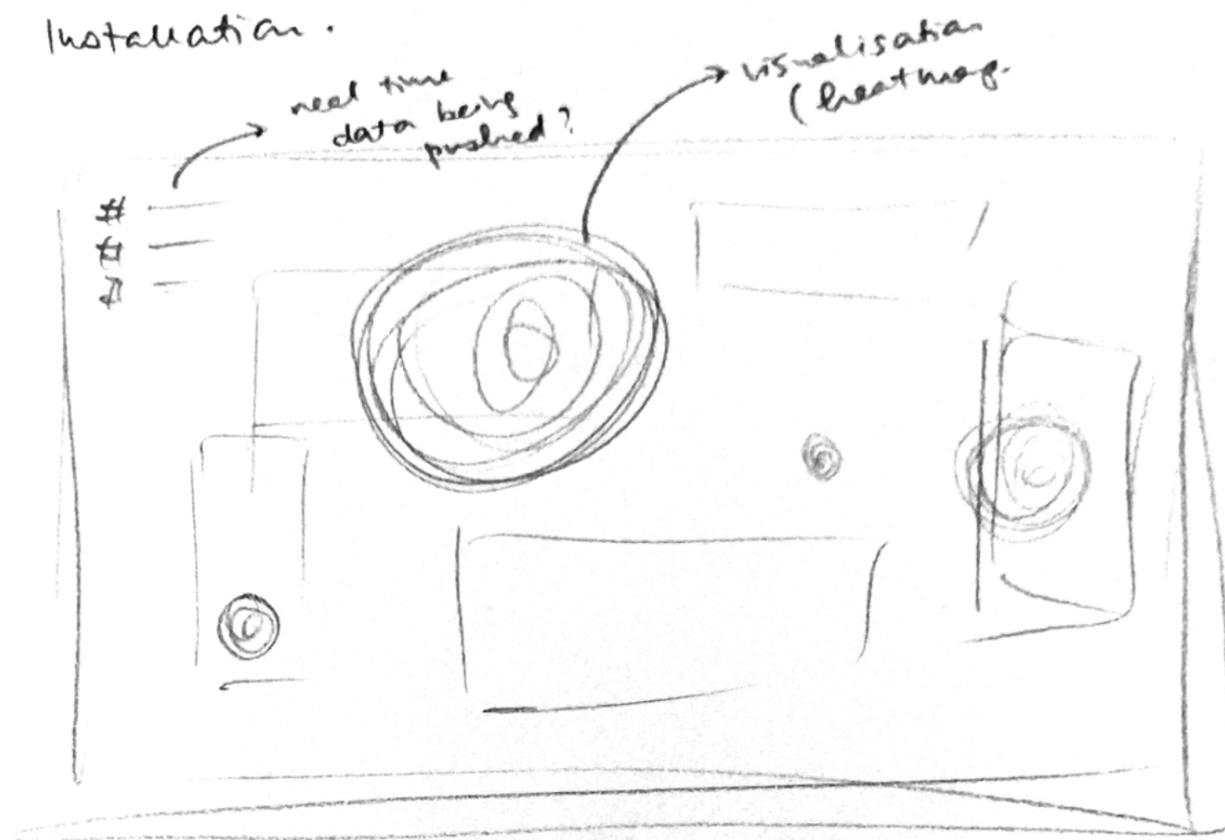
HISTORY



- > doesn't show time
- > shows amount of activity based on saturation of colour

SKETCHES | INSTALLATION

The installation has two purposes: to echo the **data visualisation** of campus aura, and to allow users to zoom in to **see more information** on the social media posts behind each event.

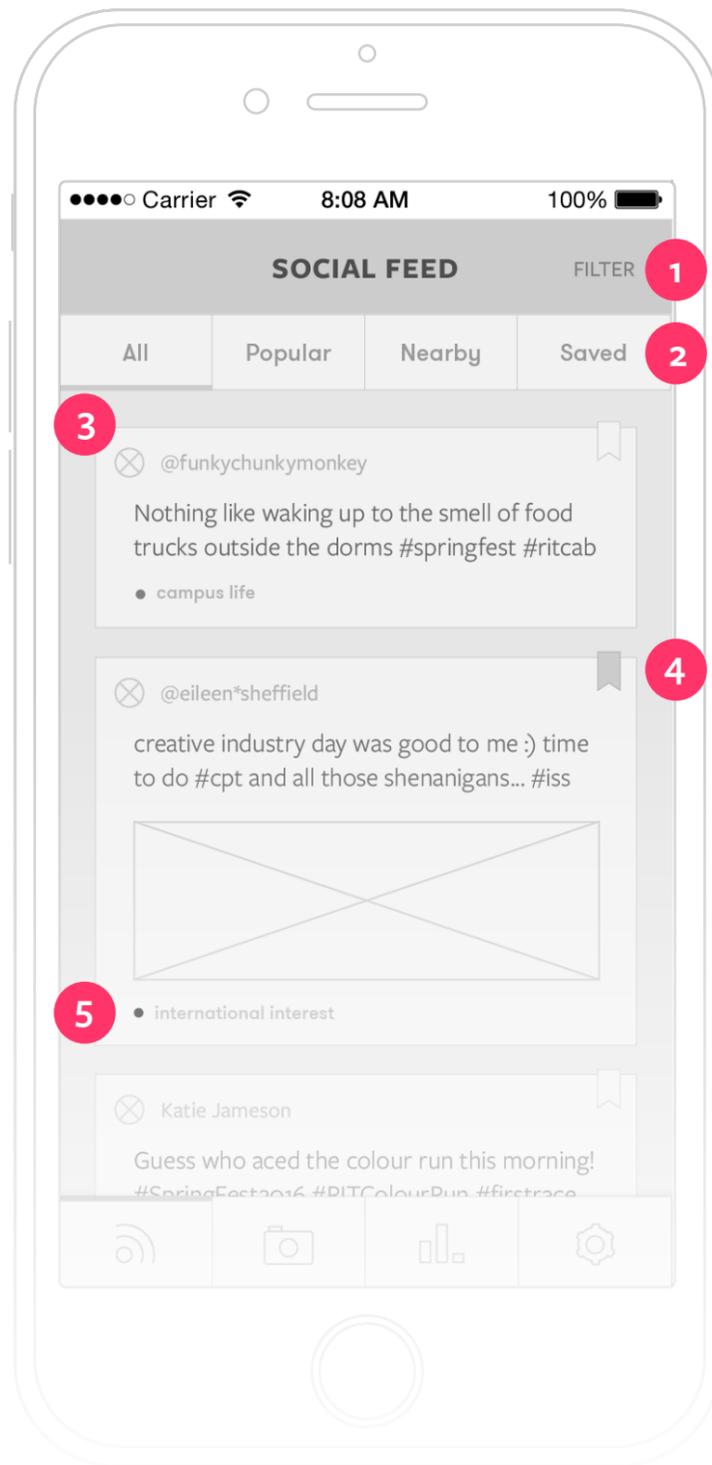


- overview!
- bird's eye view campus map.
- corner shows trending #s / events.
- tap / touch an area to zoom in.
 - ↳ zoom in to see points (data points)
 - ↳ click on data points to see content (tweets, images)
- prompt user to try uploading content, to see their "dot" show up!

WIREFRAMES | SOCIAL FEED

Takes posts using social media hashtags and geo-location tags

See event category associated with social media feed posts



1 Filter through event categories

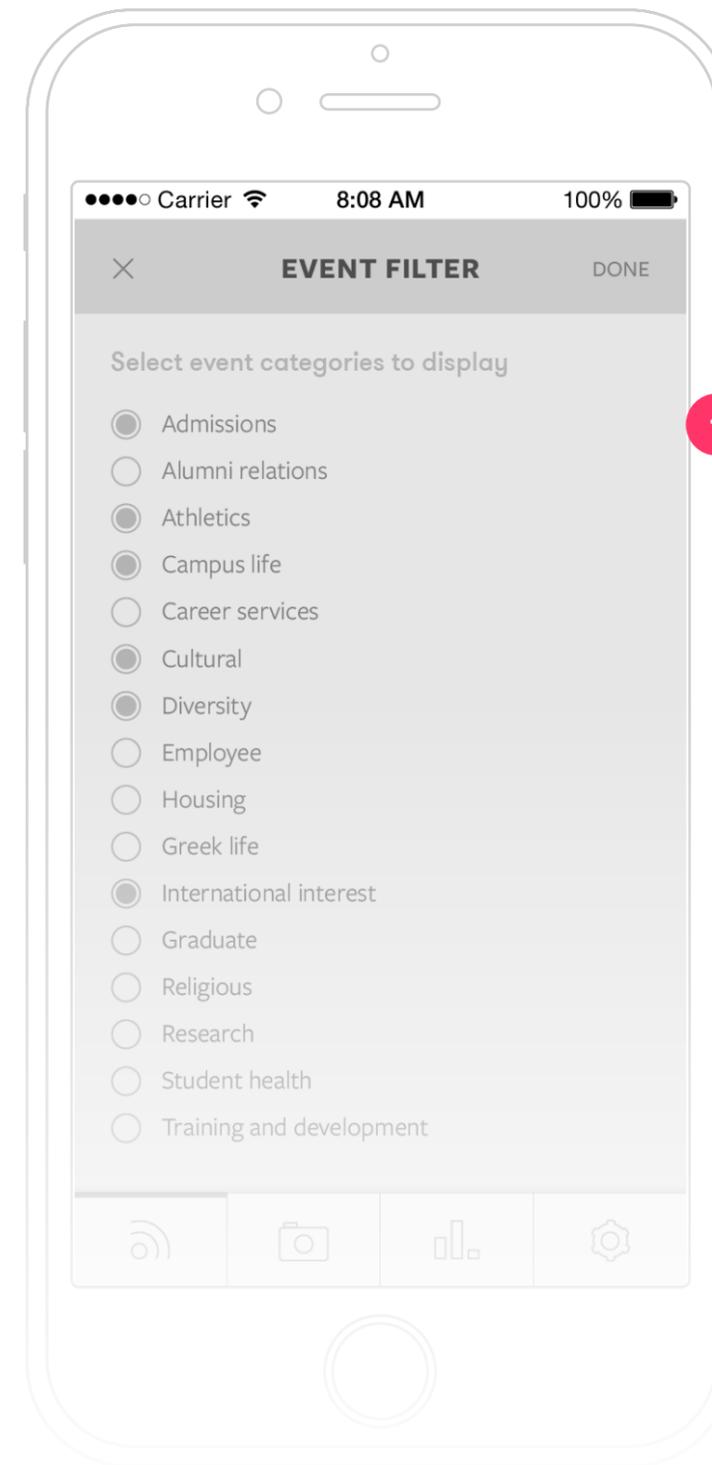
2 Browse through events by four common attributes

4 Save posts for later reference

3

4

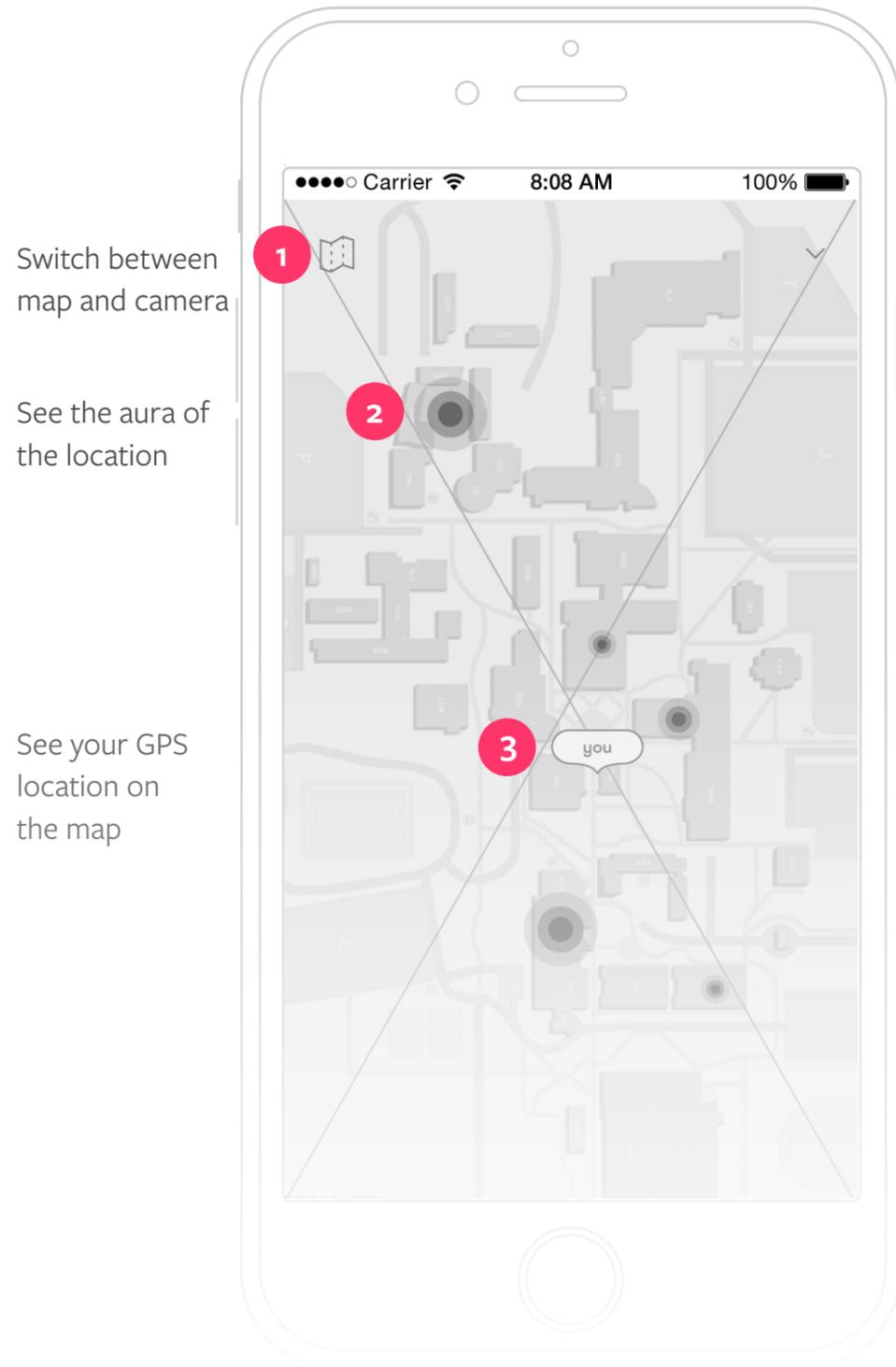
5



1

1 Select event categories to display relevant social media feed posts

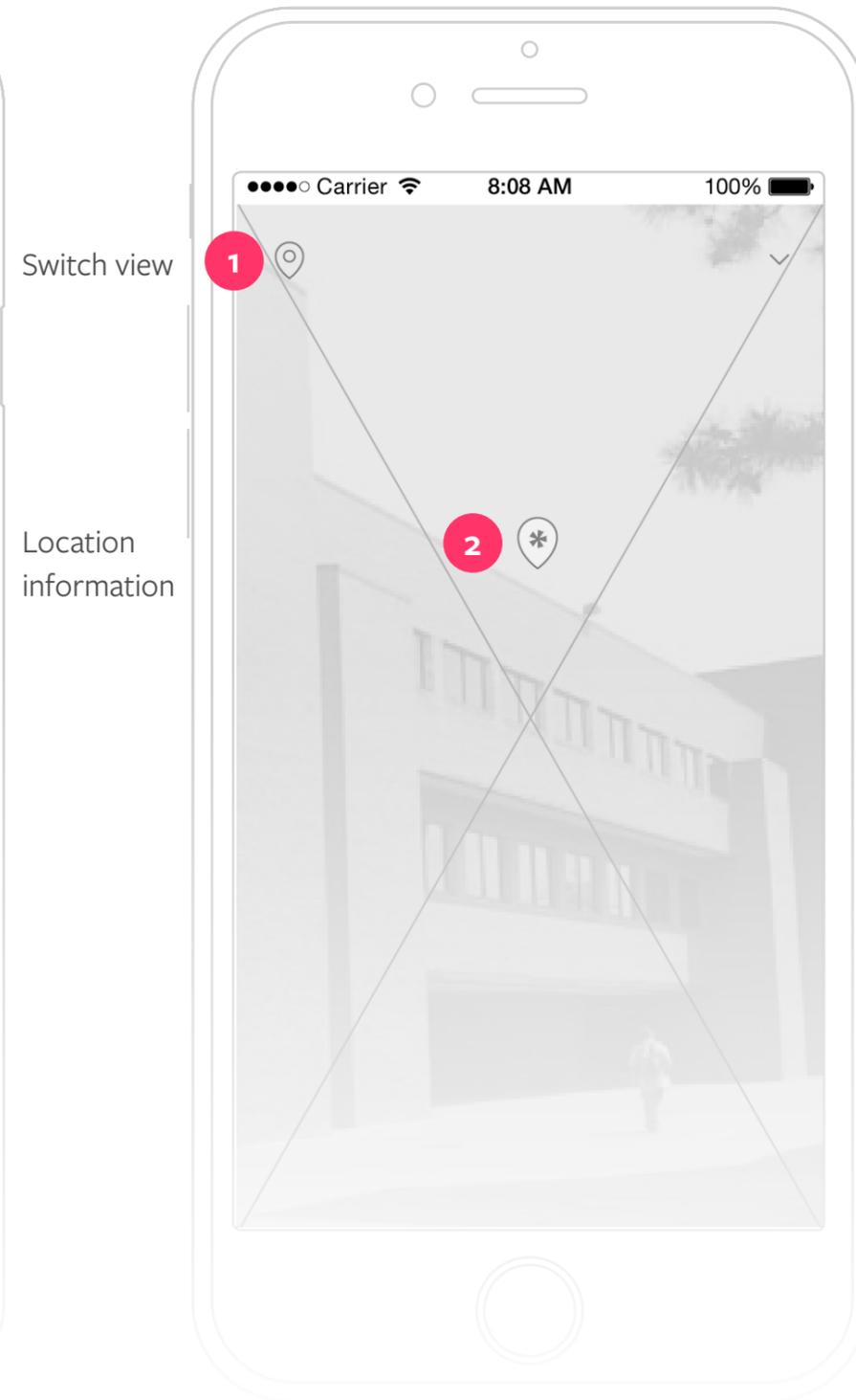
WIREFRAMES | AR CAMERA



Switch between map and camera

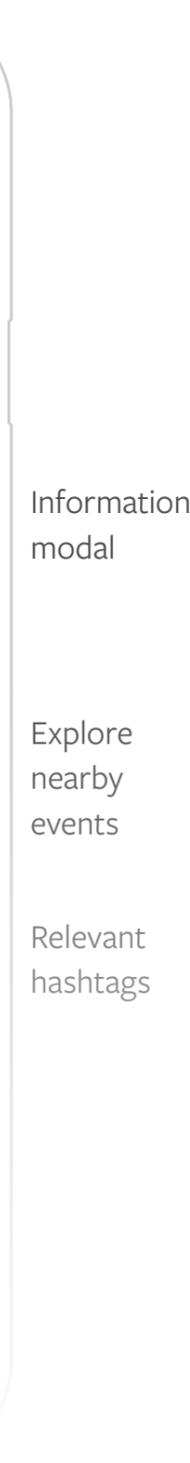
See the aura of the location

See your GPS location on the map



Switch view

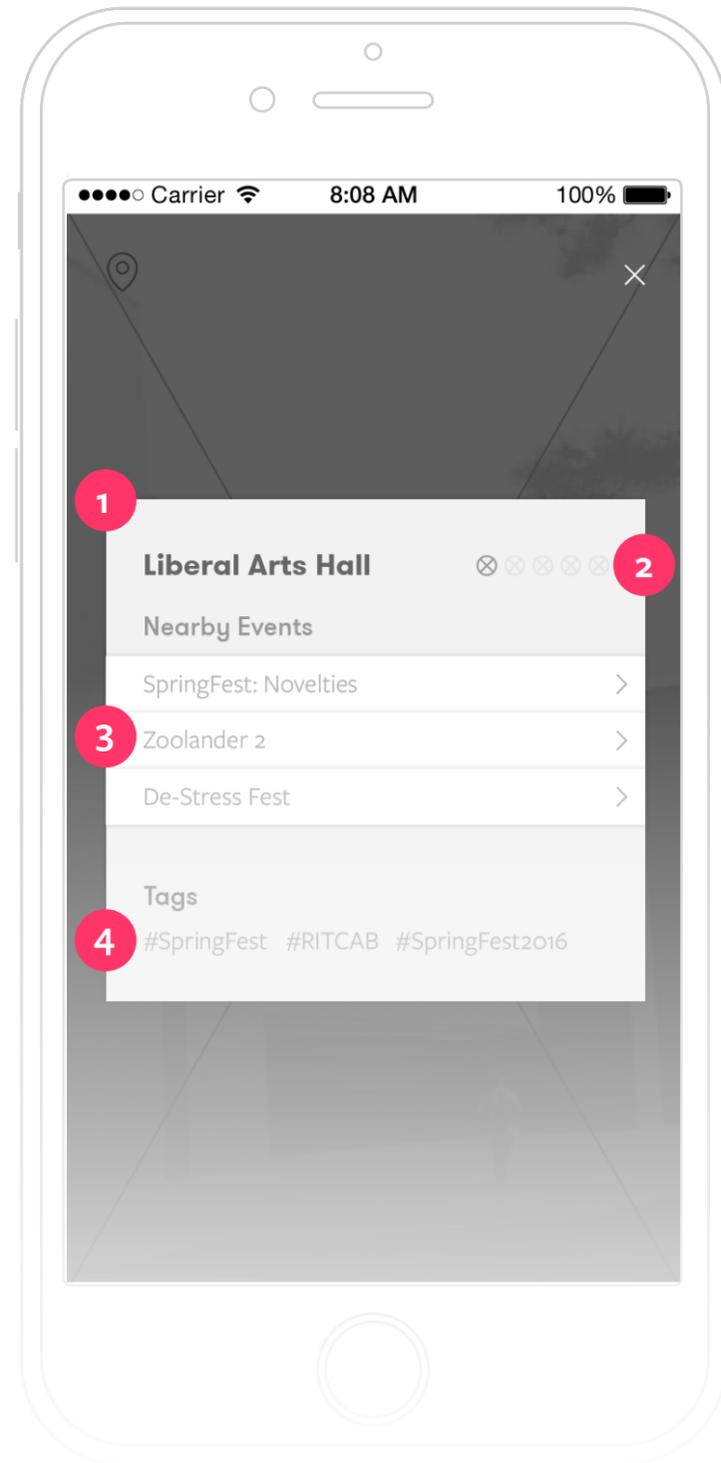
Location information



Information modal

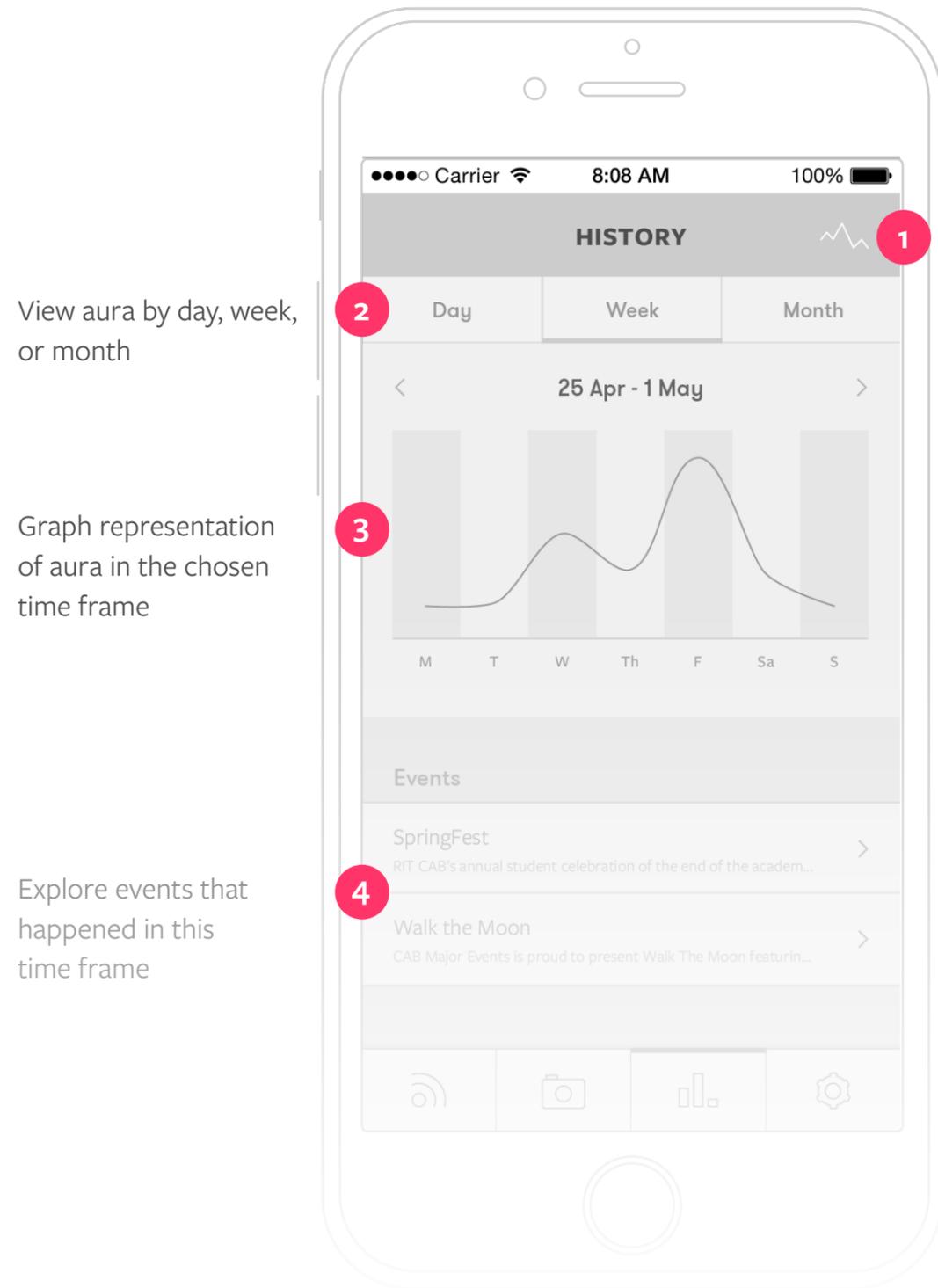
Explore nearby events

Relevant hashtags



Aura-meter to show event scale

WIREFRAMES | HISTORY



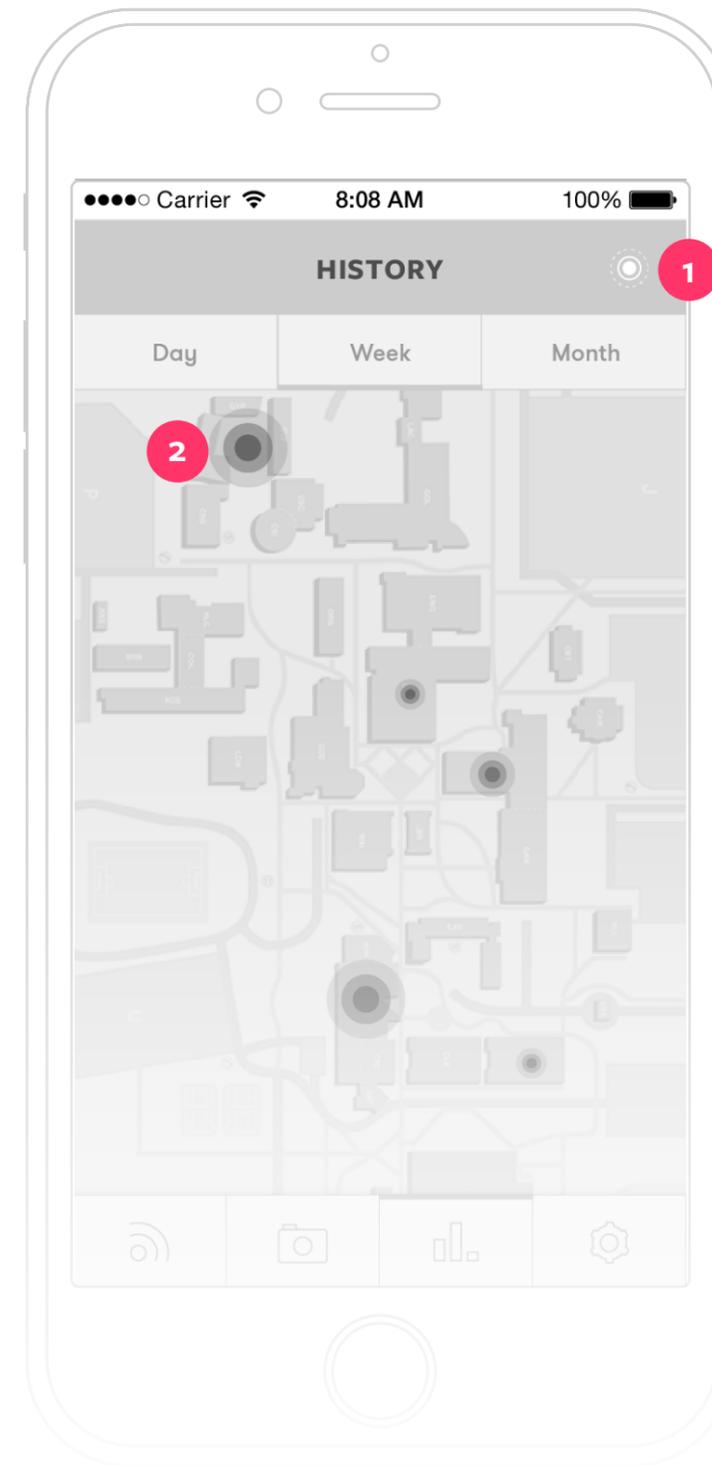
View aura by day, week, or month

Graph representation of aura in the chosen time frame

Explore events that happened in this time frame

Switch between map and histogram view

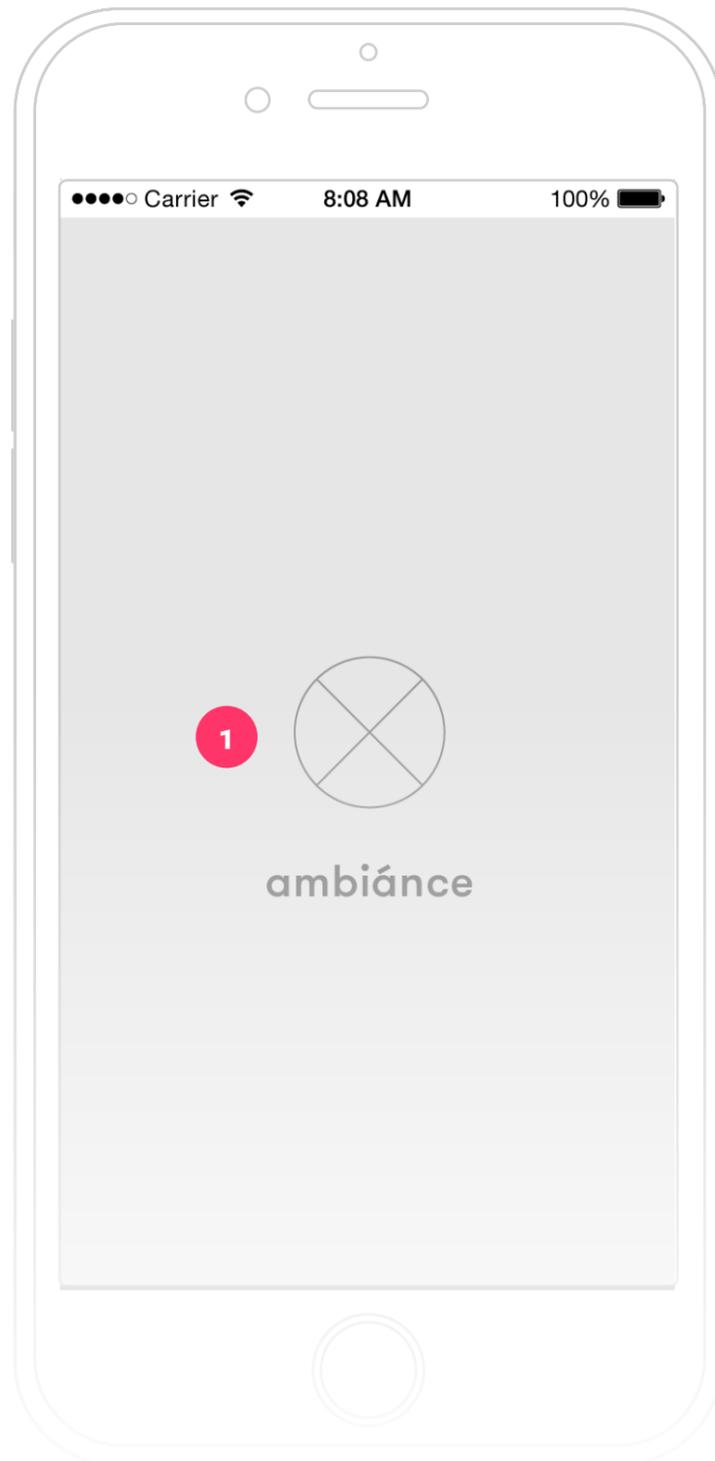
View average aura of a location in the chosen time frame



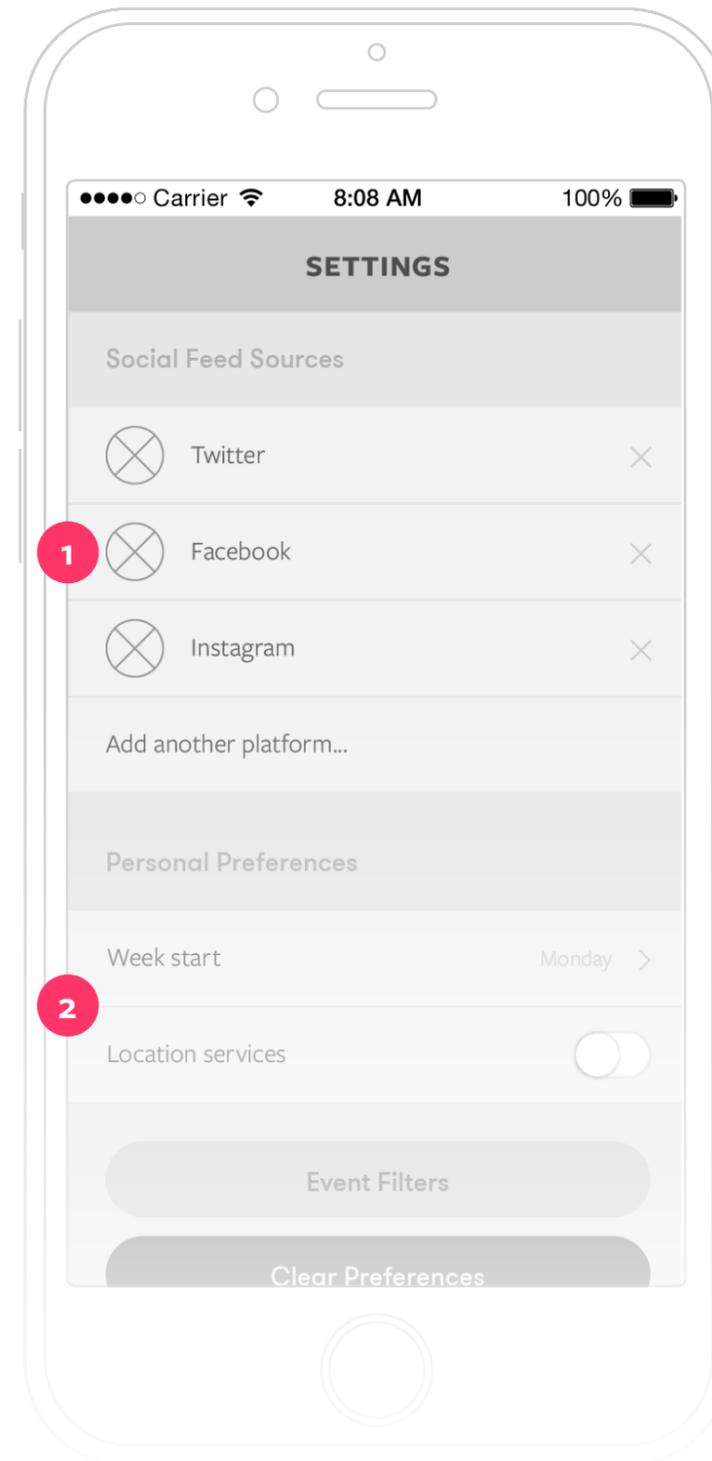
Switch between map and histogram view

WIREFRAMES | LOADING & SETTINGS

Loading animation



Select which social media platforms to pull social feed information off of



Set personal preferences for the application

visual design

INSPIRATION, MOOD, STYLE, PRELIMS

INSPIRATION

I have a few points of inspiration:

Brendan Dawes

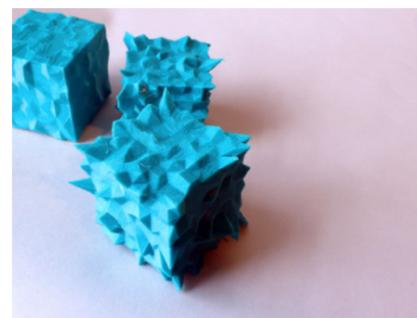
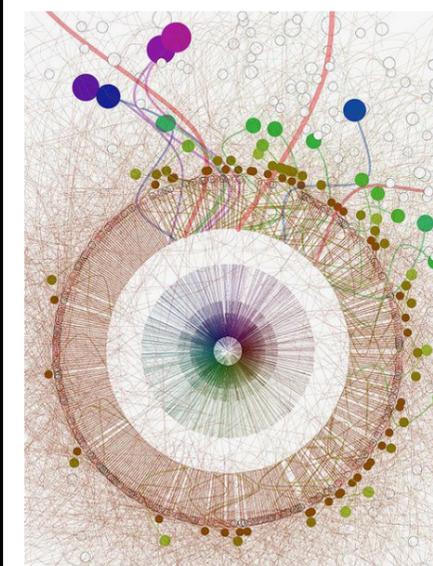
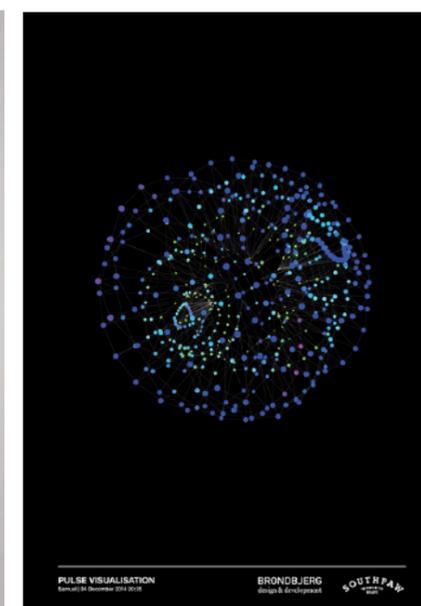
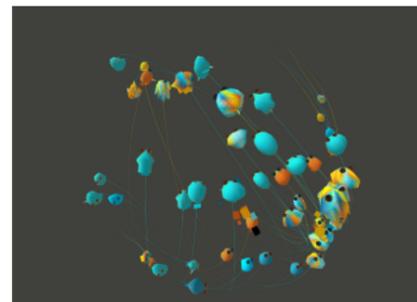
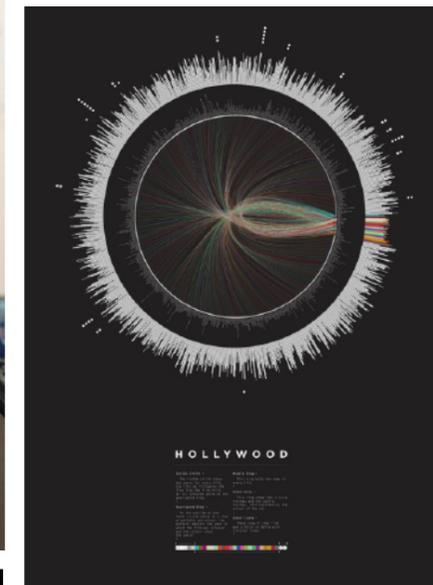
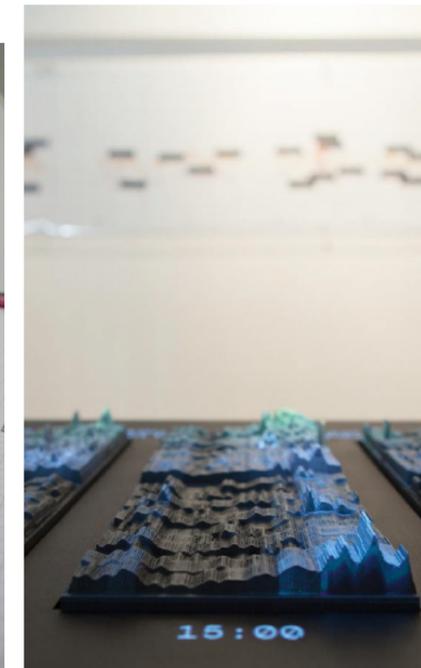
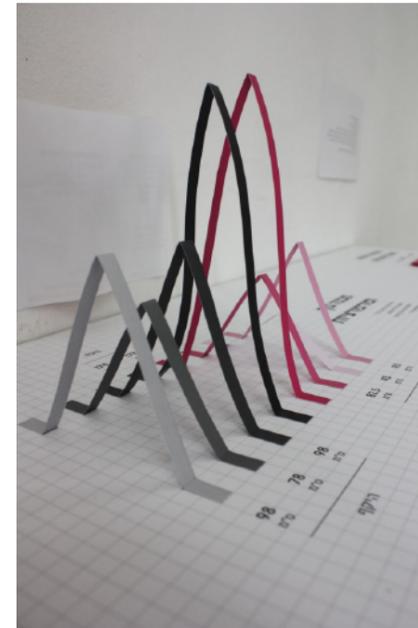
Data visualisation and interaction
extraordinaire, whose visualisations have
unique personalities.

emoto 2012

An interactive visualisation of Twitter
reactions to the London 2012 Olympic
Games, involving a projection mapped 3D
installation.

Visualisation styles

Organic and abstract forms of data
visualisation are intriguing in shape but also
show the organic ebb and flow of data
levels



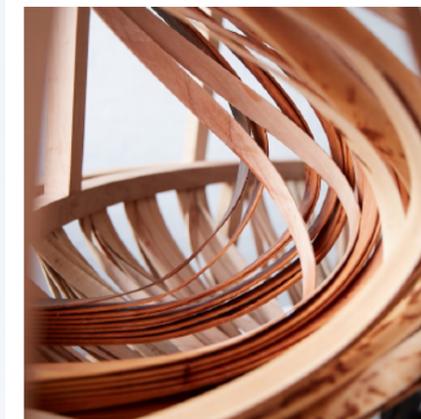
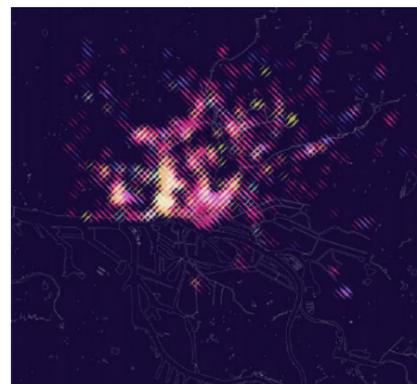
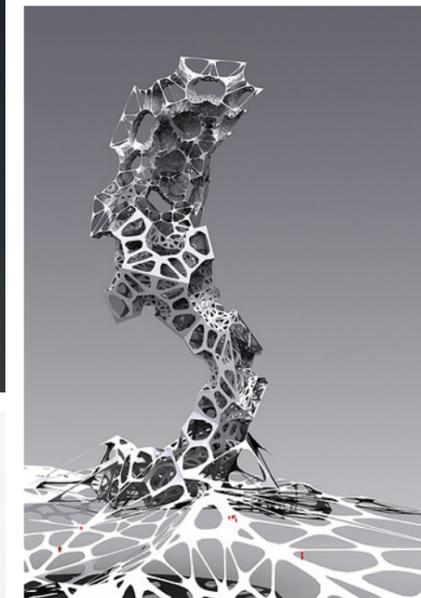
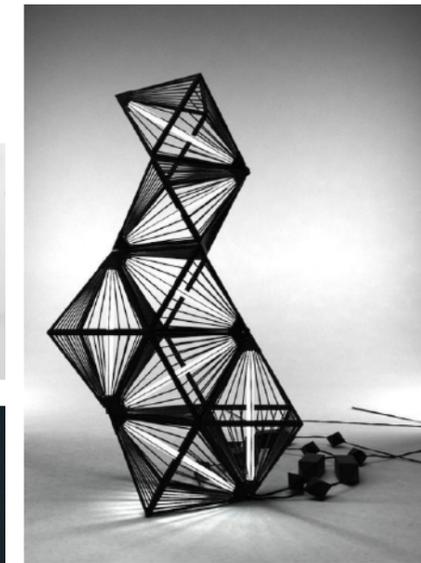
MOOD

Description

A vibrant and loud aura that complements abstract and organic forms.

Keywords

vibrant
illustrative
bright
fluid
organic



STYLES

Visualisations



#FF3569



#FB9E13



#A34ADA



#4338D4

Base colours



#2EC4B6



#0F141B



#F4F4F4

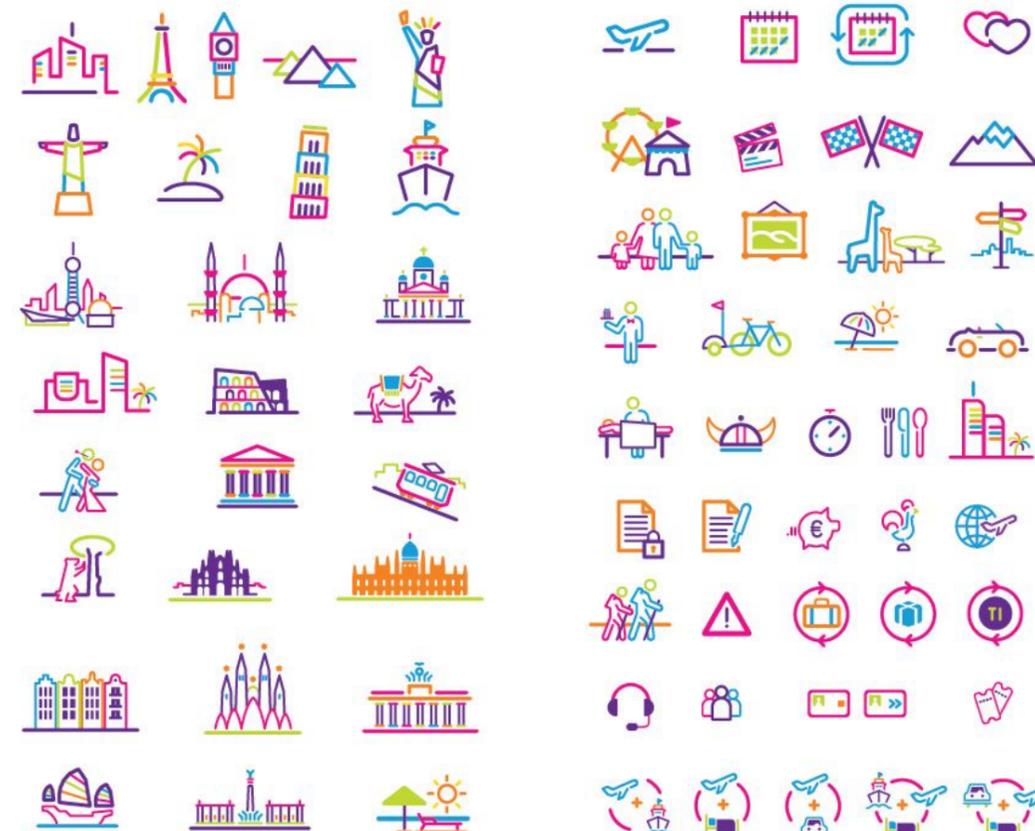


Typefaces

GT Walsheim (Medium)

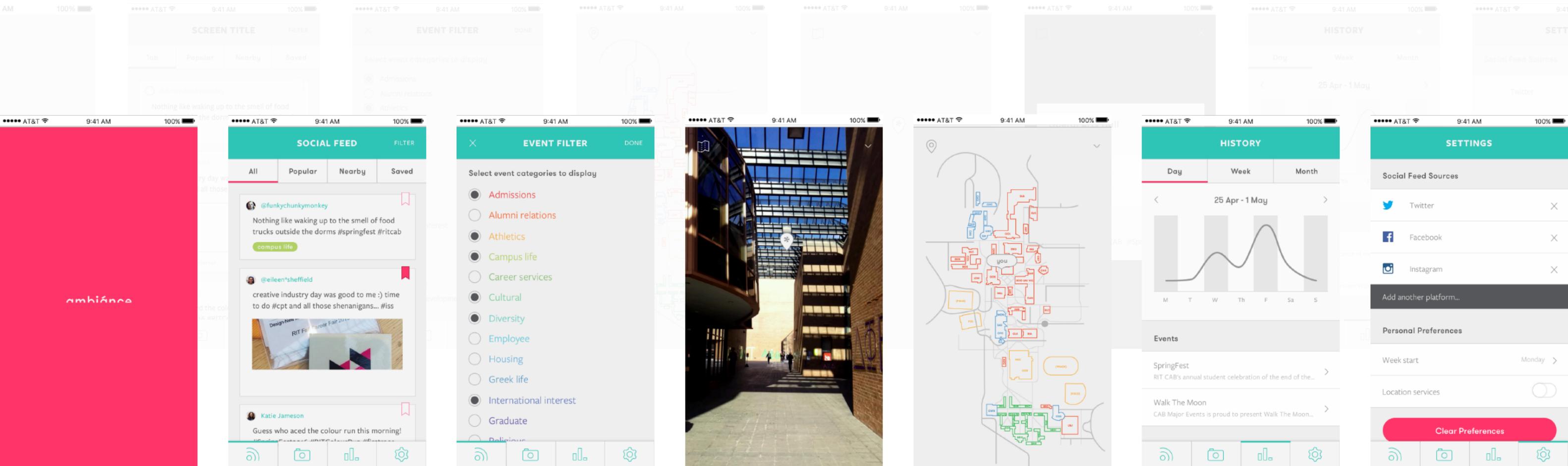
Freight Sans Pro (Book, **Semi/Bold**)

Graphic style



PRELIMINARY COMPOSITIONS | MOBILE

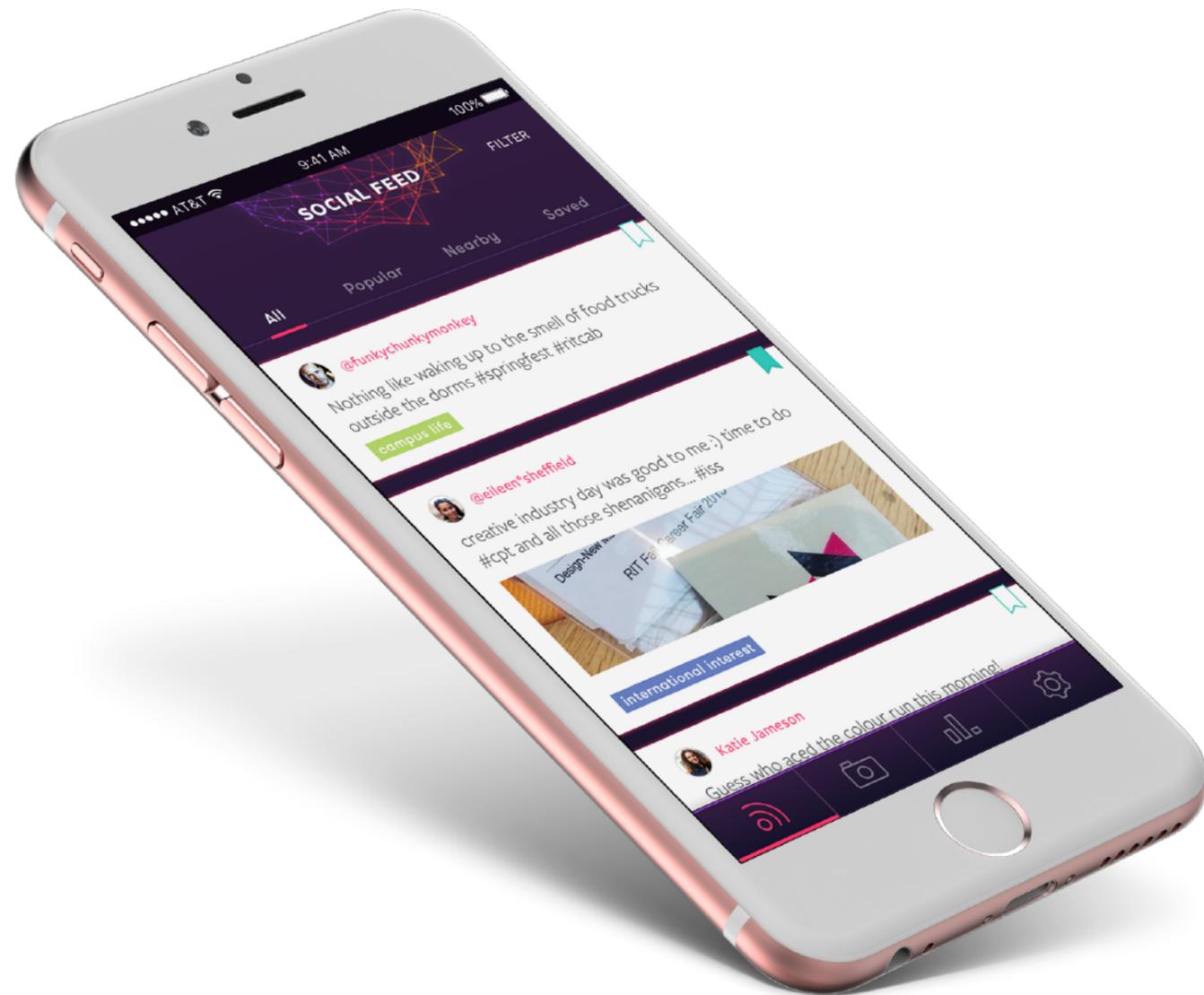
The first round of compositions followed the wireframes very closely, and was too conservative and clean for the vibrant and exciting mood that the application was meant to be.



final comps

FINALS, PROTOTYPE

FINAL COMPOSITION

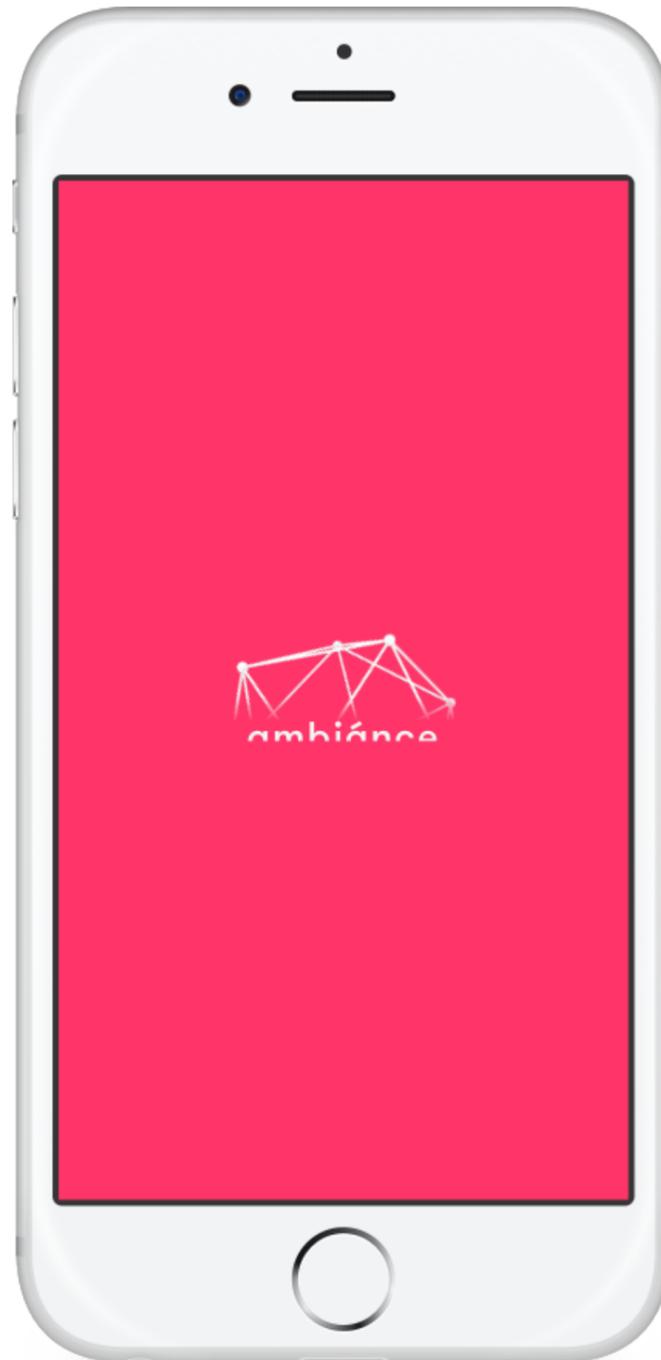


Much more **vibrant** and visually interesting in style, the final composition lives up to the **hype** that the application promises to bring with carefully placed *graphical elements* and *attention-catching visualisations* of campus event aura.

LOADING SCREEN

The loading screen features an animated graphic akin to the aura visualisation in Ambiáncce.

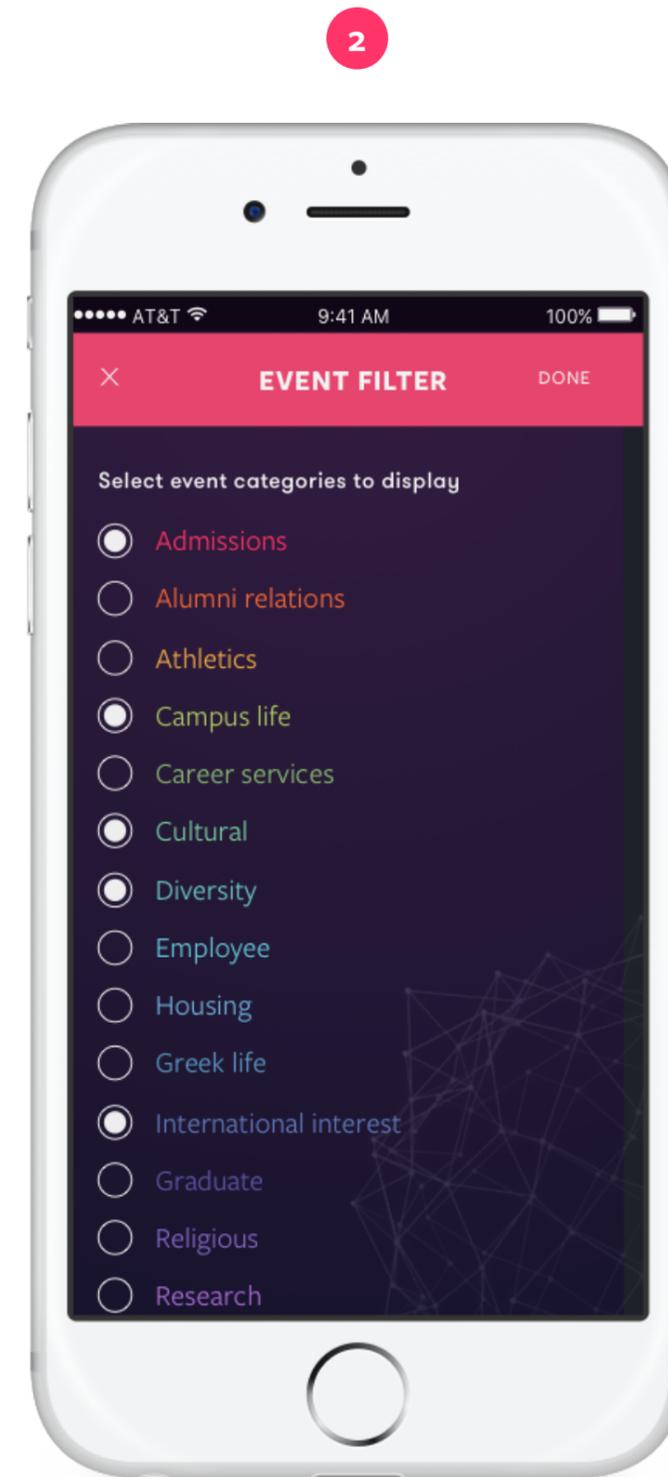
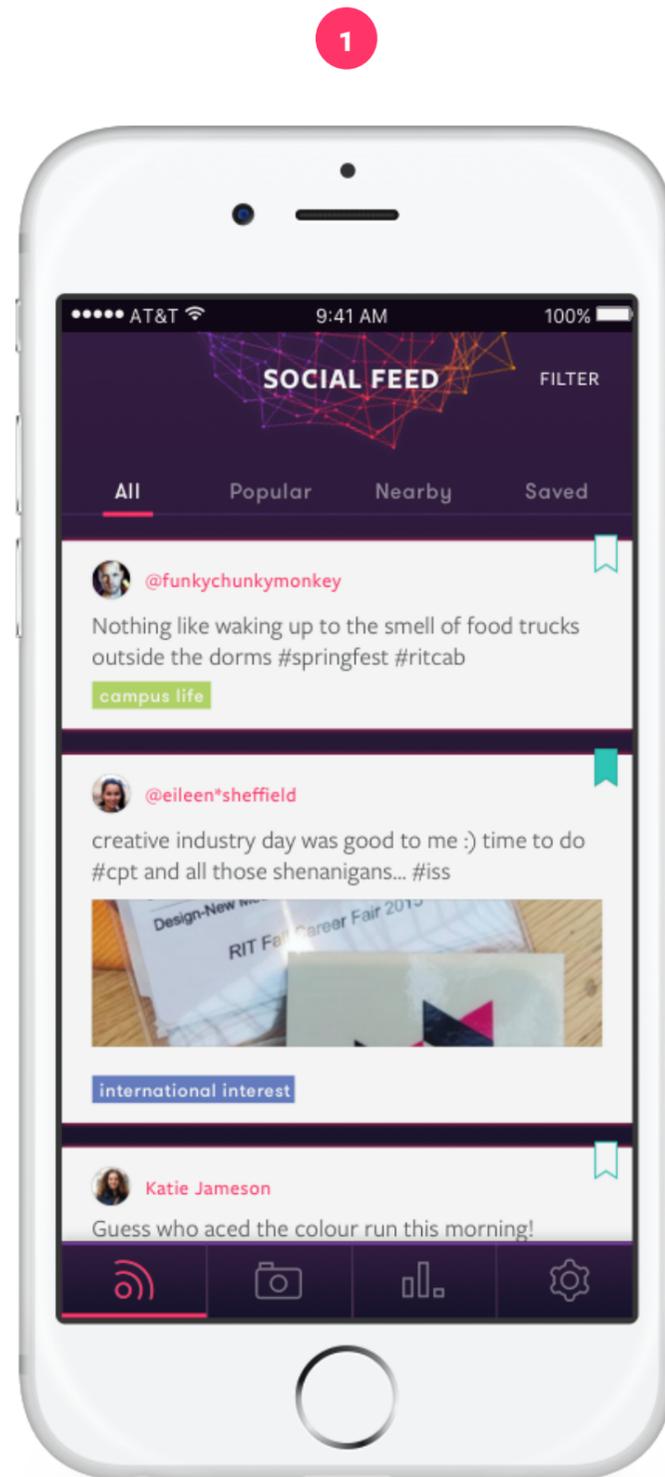
A strong pink colour sets the tone for a bright and vibrant experience.



SOCIAL FEED

The feed screen allows the user to view a feed of social posts that pulls from social media platforms via hashtags and geo-location.

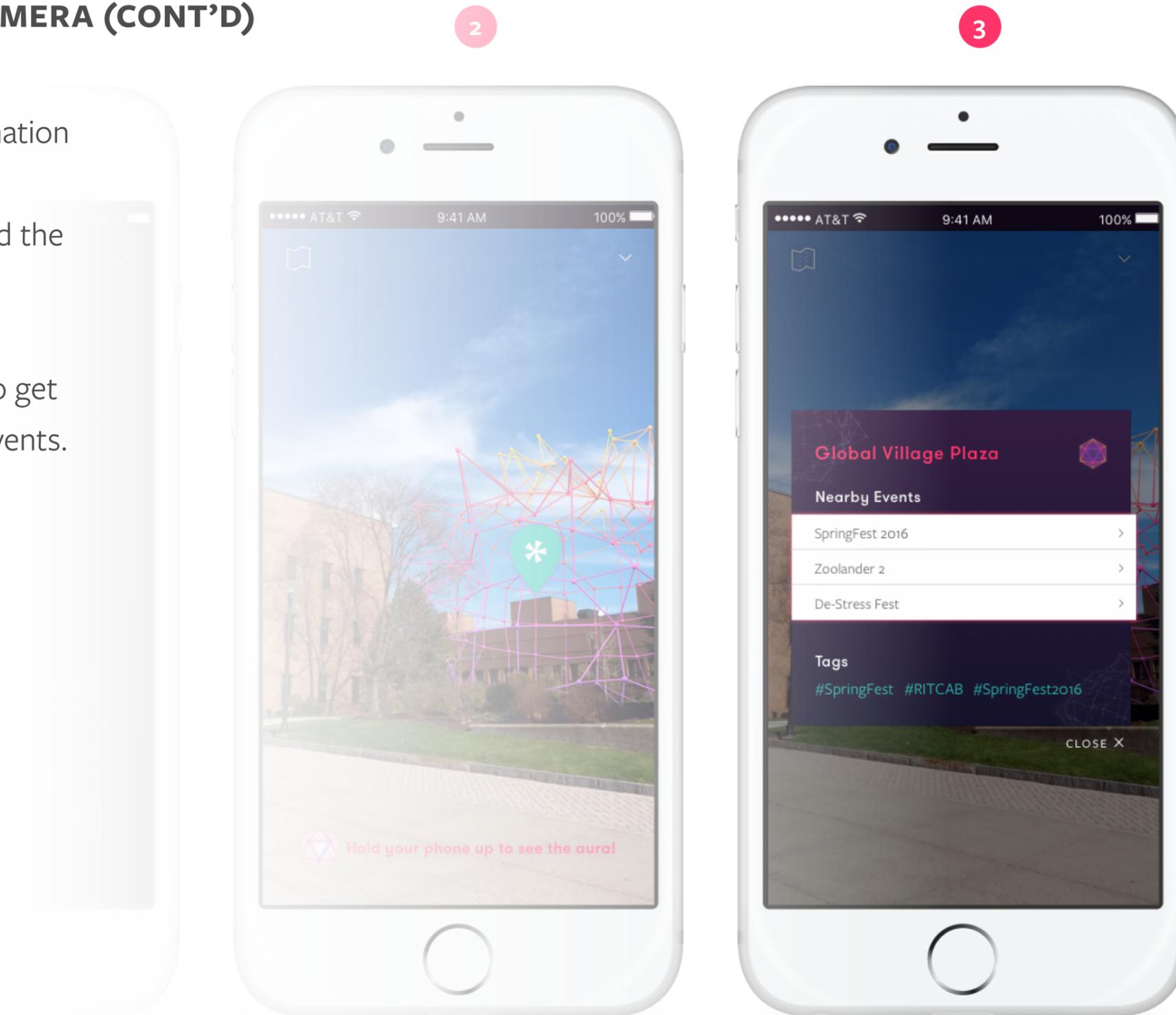
The user can choose to view events by common attributes (screen 1), and filter out event categories (screen 2).



AUGMENTED REALITY CAMERA (CONT'D)

Screen three shows the information about the location, specifically nearby events, related tags, and the aura level of the area.

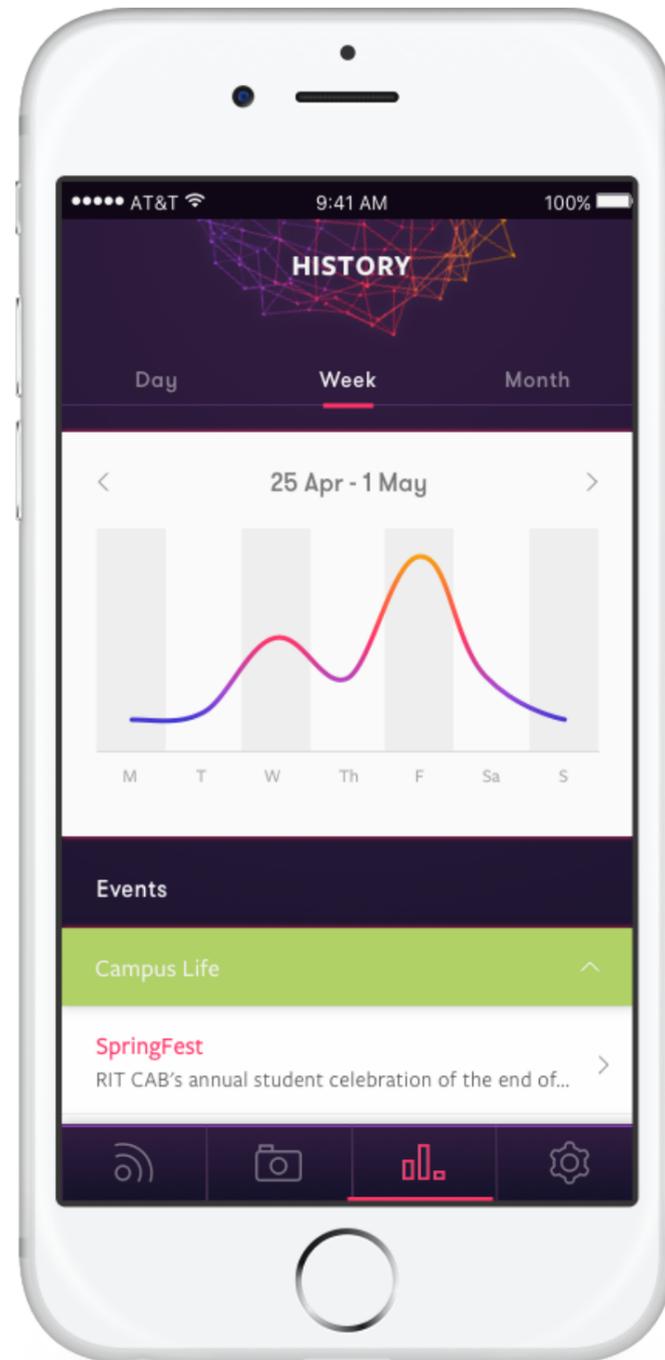
The user can follow the links to get more information about the events.



HISTORY

The history screen allows users to look through the aura history of the entire campus over the period of a day, week, or month.

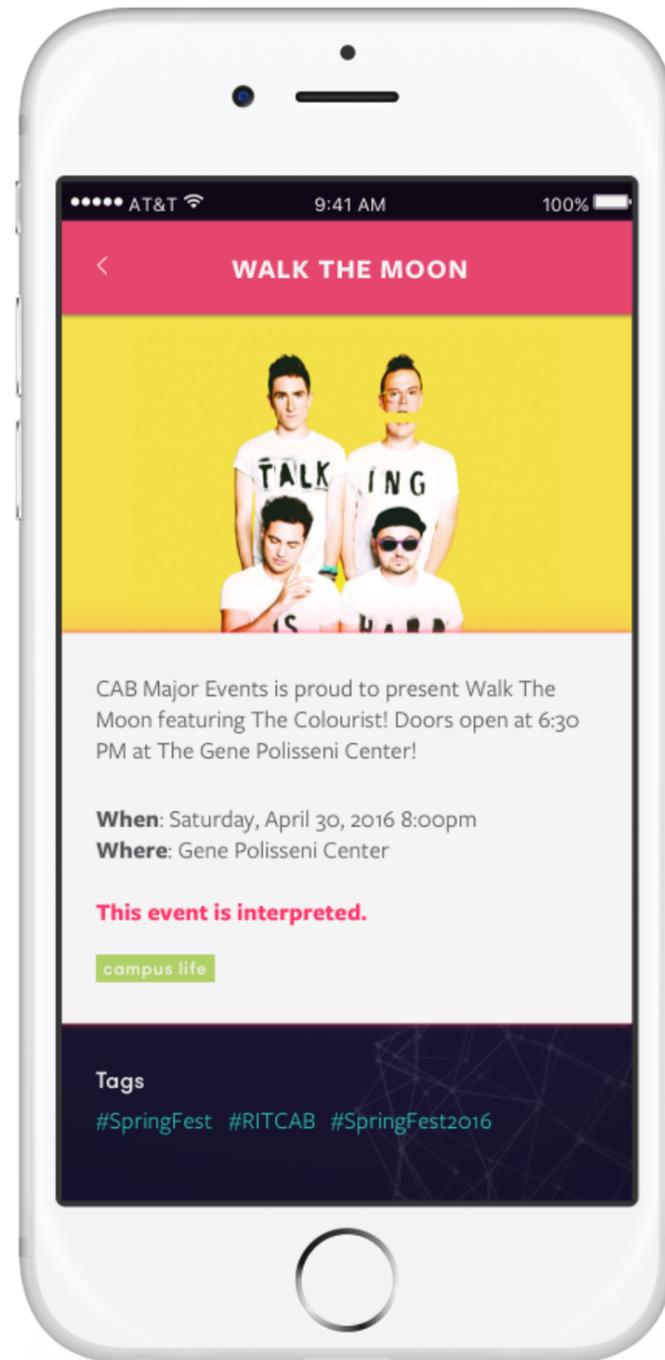
The user is also able to view the related events for the selected time period, to get to know more about the events that have been going on.



EVENT DETAILS

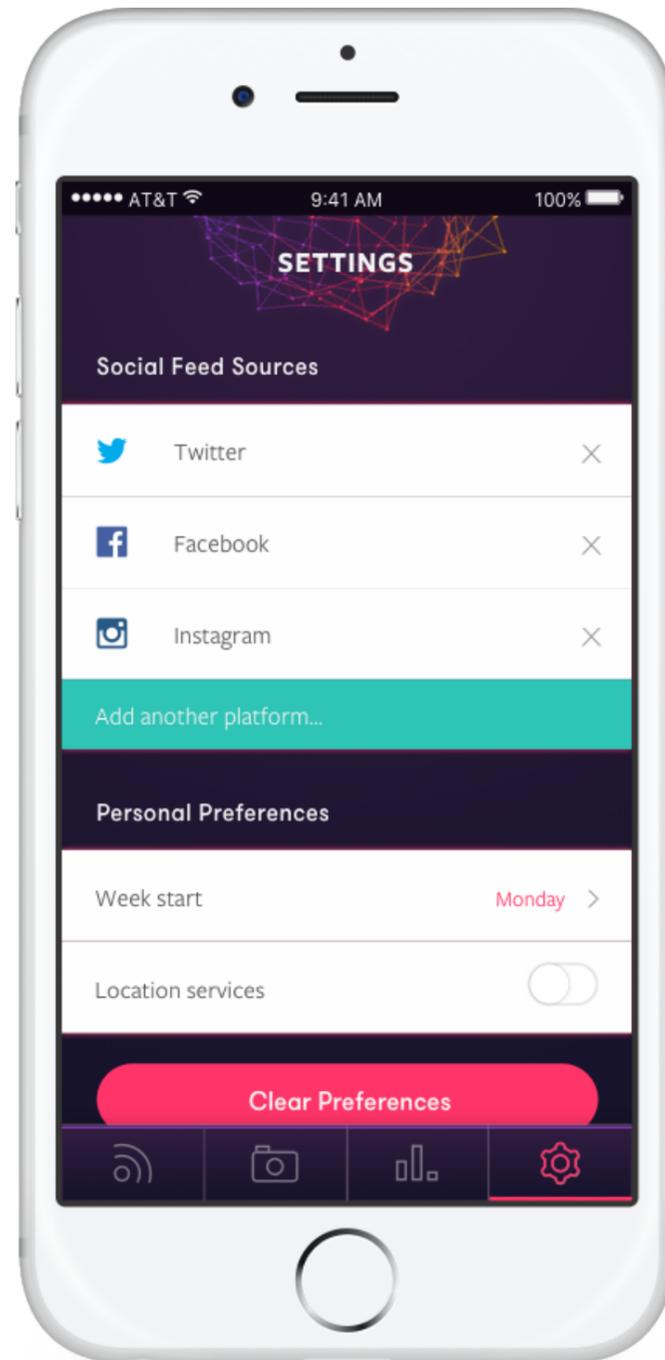
The AR camera and history screens have links leading to pages such as these.

A simple page that gives the event description, location, time, and other details, the event page is meant to be an informative screen.



SETTINGS

The user can select which social media platforms the social feed pulls data from, as well as simple personal preferences for the application itself.



INSTALLATION | AURA HISTORY

The aura history has a timeline that ranges from the first aura record to the most recent, that the user can scrub through to see the campus aura ebb and flow.



FINAL COMMENTS

Ambiánce brings campus events into the spotlight by encouraging social media posts and interaction.

By providing *aura visualisations* as a platform for users that are both **seeking out** events and **promoting** events, Ambiánc is a great tool for seeing event-related content on social media, all in the *same place*, serving as the **bridge** between social media content aggregation and event promotion.

fin

prototype: <https://invis.io/PY7CZ52T2>