# AR Poster Set Evaluation Plan

Goals

The primary objective of conducting a front-end evaluation using both AR prototypes (English-language "Extension" and "Translation" is to learn about how Augmented Reality affects a visitor's experience of a poster set. It will provide insight into the questions:

- With a mobile device and AR content at hand, will the printed posters themselves become irrelevant to visitors?

- Do visitors retain messages conveyed by interpretive and educational content that is delivered through the medium of AR?

Beyond insights into AR's affordances and/or drawbacks for a poster set, the front-end evaluation will yield insights into the types of AR content that visitors find engaging, distracting, and/or educational.

Location

USHMM has a flexible public space called "Studio 3" in which visitors are invited to "inquire," innovate," and "interact" by participating in any activity taking place. An AR poster set can easily be set up for front-end evaluation with visitors in Studio 3.
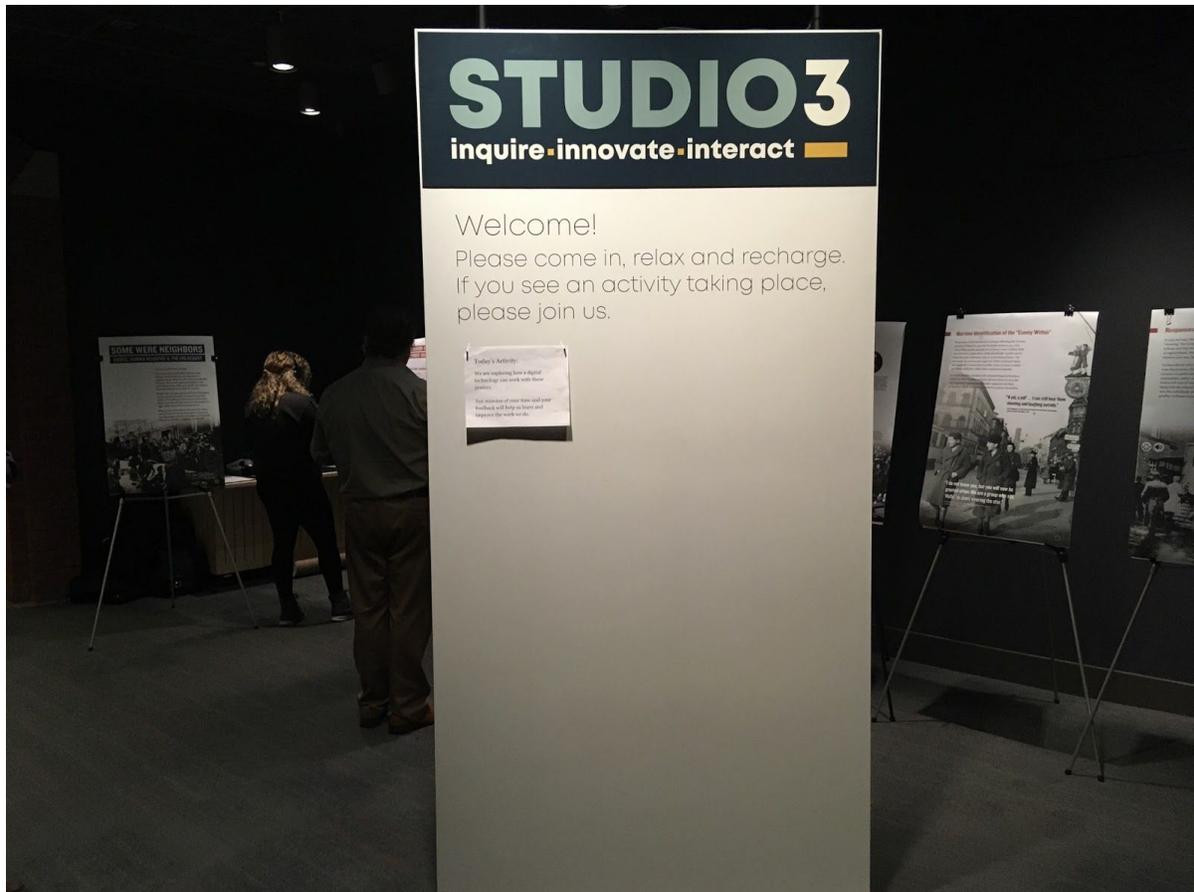
Setup & Equipment

Testing sessions will be about 1 hour in duration, with 30 additional minutes allotted (15 before & after) for setup and breakdown.

The project team will display a series of printed 2'x3' *State of Deception* posters that have AR content associated with them.

Visitors will access the AR experience using mobile devices provided by the Museum. Each team member involved in testing (no more than 4-5) will be responsible for setting up and keeping track of one mobile device for the duration of testing.

Testing Varieties

Collecting data through 3 different types of testing will allow the project team to compare visitors' reactions, perceptions, and feedback about the poster set with and without AR. The 3 varieties of testing the project team will prioritize are:

- *Poster set without AR*
  - Learning about how visitors experience a poster set without AR will set a baseline against which we can compare how AR affects a visitor's experience of a poster set.* Evaluators will:
    - Observe what visitors do while viewing a poster set
    - Interview visitors to understand what they take away from a poster set

- *Poster set with English-language "Extension" AR prototype*
  - Learning about how visitors experience a poster set with AR will help the project team better understand the affordances of AR. Evaluators will:
    - Observe what visitors do while viewing a poster set with AR
      - Record qualitative notes about whether a visitor is spending more, equal, or less time looking at content on the mobile device versus the printed posters, if visitor seeks AR content on every poster
    - Interview visitors to understand what they take away from a poster set with AR

*For uniformity, the same interview questions will be used for testing with visitors experiencing English-language poster set content with and without AR. A list of sample questions is available on the next page.

- *Poster set with "Translation" AR prototype*
  - Putting this prototype in the hands of visitors who prefer to experience the poster set in Spanish will allow the project team to determine how to refine graphics and/or user experience, and what additional features and/or functionality might be desired by visitors.

Sample Interview Questions

For testing poster set with AND without AR (so that experiences can be compared directly):

1. What did you think? What are your immediate impressions?

2. What is this display about? What are its main points?

3. Of these posters, did any of them stand out to you more than the others?
    Probe: Why?

Additional questions ONLY for testing poster set with AR:

4. How did it feel to use the phone as you viewed the posters?

5. Would you be interested in something like this if it was available for you to access on your own phone?
    Probe: Why or why not?

This list of questions (and overall evaluation plan) are intended to be starting points for testing with visitors. The evaluation process will evolve as the project team learns more from visitors and as testing raises new questions.