

INTERVIEW DEBRIEF

Goals:

- Understanding how people feel about augmented reality through an immersive experience in a museum

All participants are interested in an experience mixing art & augmented reality. They all find it fun and immersive.

- Understand what is the best way to set up the best possible & simple experience in order to best satisfy the customers of the Centre George Pompidou

In order to design the best possible experience, it is important that the exhibition is super immersive. Allow people to walk around in a new and different reality.

2 of the participants would like the exhibition to be interactive.

1 participant underlines that it would be interesting to mix augmented reality and artificial intelligence in order to allow random and uncontrollable interactions, which would make the experience unique for everyone.

1 participant would like the experience to go further by mixing other senses "where my smell, my touch, my hearing taste something radically different."

- To understand how easy it would be for people to integrate the augmented reality experience into an exhibition

Integrating augmented reality seems to me to be quite simple considering the answers. But we need to find a way to make it as immersive as possible in order to immerse the user in a plausible and extraordinary reality. Why not using glasses instead of a simple phone?

- Understand what people's previous experiences with augmented reality are

All participants have already been confronted with augmented reality. Be it with Pokemon Go, instagram filters, video games, an episode of Black Mirror, or as part of art & design studies.

- Understand how to integrate an augmented reality interface into the existing site and design of the Centre George Pompidou

As said before, it might be wise to think about an interface with glasses allowing a total immersion.

- Determine the strengths & weaknesses of the augmented reality industrie

The positives are the infinite possibilities of using augmented reality. It opens new doors, it is a new technique of expression and the number of problems that it can contribute to solve can be enormous. For example in the medical field, in some hospitals it is used on patients in rehabilitation. They are immersed in a world they love, like the streets of the village where they spent their childhood, so they can ride a bike virtually in a place they love and forget the dimension of "effort and illness", it becomes playful and allows people to work on their needs in a fun way. The results proved that patients healed faster by using this method. The negative points are what people can do with it. Any new technique on the market has positive points if used properly. What worries me is the flip side, is the fact that society is psychically, completely lost in this augmented reality, thinking it is the real thing, like with Instagram filters.

- Determine the frustrations that users may have with this new market that is augmented reality

The participants agree that the term is confusing because there is nothing real despite the name and that it should not pollute reality or lead to transhumanism.