# HUNT FOR MELBOURNE
## "CREATING TOURISTS"

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An **exploration** system for **transient business tourists** which grants **rewards** to stimulate further **exploration** of Melbourne.

Picture 3

## USER GROUP

You're a business traveler visiting Melbourne. Between meetings, conferences and golf, you have time to kill. This system lets you *lose yourself in Melbourne* by encouraging you to experience all facets of the city.

Picture 5

## SAMPLE SCENARIO

1. After arriving in the CBD from the airport, the business traveller starts the system and inputs *how much time* they have (**Picture 1**).

2. The system asks the user to *rank*, in order of preference, three randomly selected *facets of Melbourne* (**Picture 2**).

3. The system displays the *scope*, with strips around the edge indicating the *rough direction* of each of the *facets* (prioritised according to the user's preferences) and the nature of the areas in *proximity* to the user (**Picture 3**).

4. The user, doing whatever they feel like doing, *wanders Melbourne*, perhaps roughly guided by the indications on the scope.

5. When they enter an area with a particular strength in one of Melbourne's *facets*, the user is alerted to the existence of *barcodes* located on, and in, *various premises, installations and urban furniture* related to the the *facet* of the area they are in.

6. If the user *discovers* or *seeks* out a *barcode*, tapping the scope will allow them to *scan it* using their iPhone's camera (**Picture 4**).

7. The scope drops, and a little *information* on the scanned location is presented. The location is also *banked* in the user's profile, and the user is alerted of their *progress* towards any potential *achievements* (**Picture 5**).

8. The user can then elect to return to the scope, and continue their *exploration* of Melbourne. They can choose to reorder their preference of facets at this time.
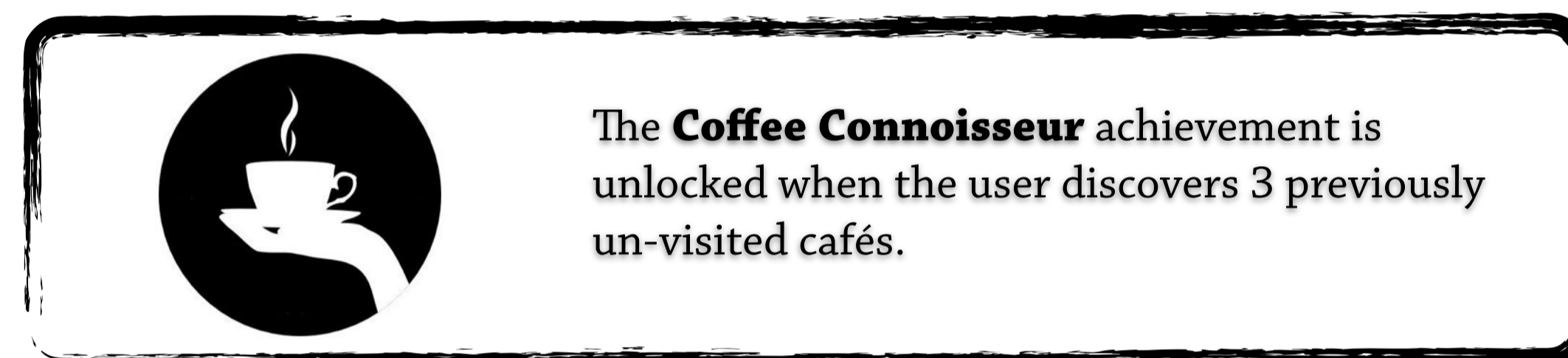
## ETHNOGRAPHY

After extensive discussion with OZCHI attendees, we discovered that most of them are, while visiting Melbourne for the conference, interested in using some of their free time for exploration. Our system is designed to *create tourists* out of people who otherwise might not plan to explore Melbourne.

Our design process moved from large-scale mind-maps, to scrappy low-fidelity prototypes, to more formal sketched prototypes. Finally, after conducting a literature review, we created a high-fidelity prototype in Apple's iPhone development environment.
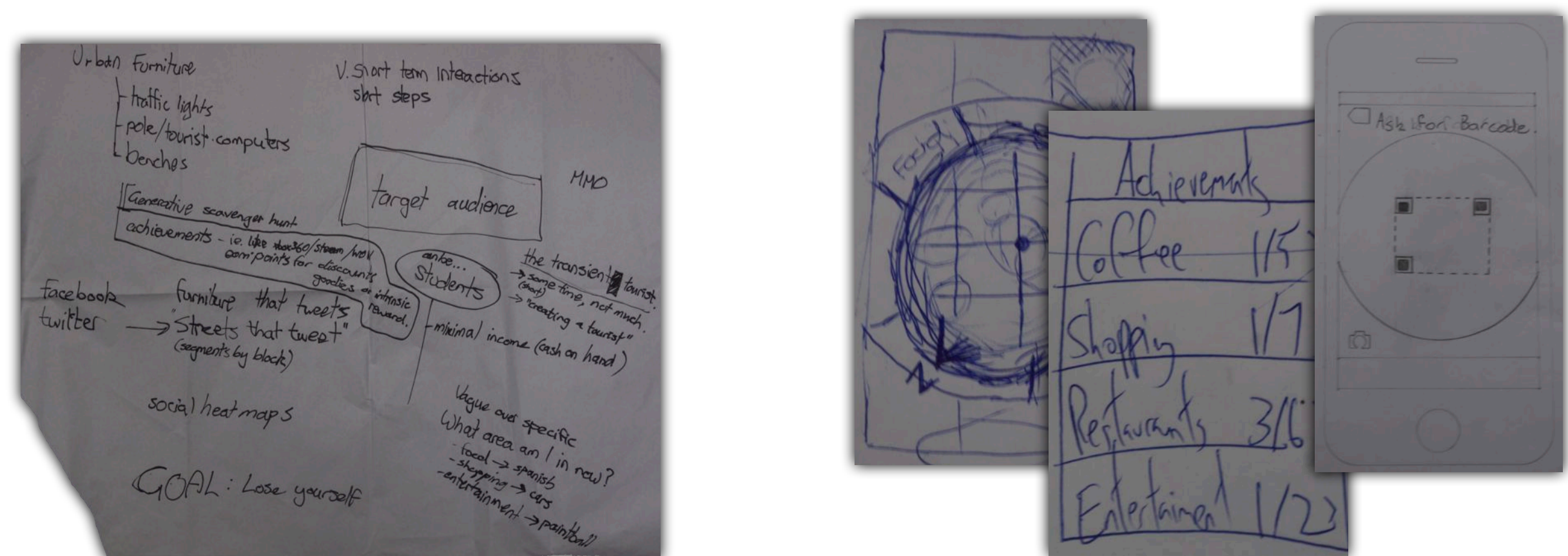
## ACHIEVEMENTS

Drawing inspiration from the world of video-games, *The Hunt for Melbourne* allows users to collect achievements. Achievements are a form of virtual goods, representing the completion of a certain task, or set of tasks. In the case of *The Hunt for Melbourne*, the achievements represent the discovery of a certain amount of locations, premises or urban furniture (related to each facet of the city) (**Picture 6**).

The **Coffee Connoisseur** achievement is unlocked when the user discovers 3 previously un-visited cafés.

Inspired by video-game research, and studies into encouraging user and social participation, the achievements unlocked by a user are automatically posted to their social networks (such as Facebook) if the user has provided their credentials.

**facebook**

**Christopher Lueg**
Christopher unlocked a new Melbourne achievement in The Hunt for Melbourne!
Christopher got the Coffee Time Medal for visiting 2 cafés today in melbourne! Join Christopher in The Hunt for Melbourne to explore the city and get achievements!
25 October at 17:22 via The Hunt for Melbourne · Comment · Like · Get The Hunt for Melbourne for iPhone

On gaining an achievement, the user is presented with a reward in the form of a discount, coupon or other incentive to continue their exploration of Melbourne. This reward is related to one of the other two facets ranked by the user. For example, it may include a discount to enter an art gallery, or coupon for a free movie (**Picture 7**).

Picture 1

Picture 4

Picture 7

Picture 2

Picture 6

(1) Bedwell, et al.,"In Support of City Exploration", CHI 2009.
(2) de Sá & Carriço,"Lessons from Early Stages Design of Mobile Applications", CHI 2008.
(3) Grüter et al.,"Mobile Gaming-Experience Design", Pervasive 2003
(4) Laakso et al.,"Tourist information and navigation support by using 3D maps displayed on mobile devices", HCI in Mobile Guides 2003.
(5) Liorokapis et al.,"Mixed reality for exploring urban environments",Tourism Support 2002.
(6) Von Hunolstein & Zipf,"Towards Task Oriented Map-based Mobile Guides", HCI with Mobile Devices 2003.
(7) Website: http://www.mscapers.com