

Mobile Walking Tour Specifications

for the

Sir Arthur Sullivan Society

SIR
ARTHUR
SULLIVAN
SOCIETY



WPI

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General Overview

Abstract

- Develop recommendations for a mobile application based on the tour made last year
- Advance the mission of the Sir Arthur Sullivan Society

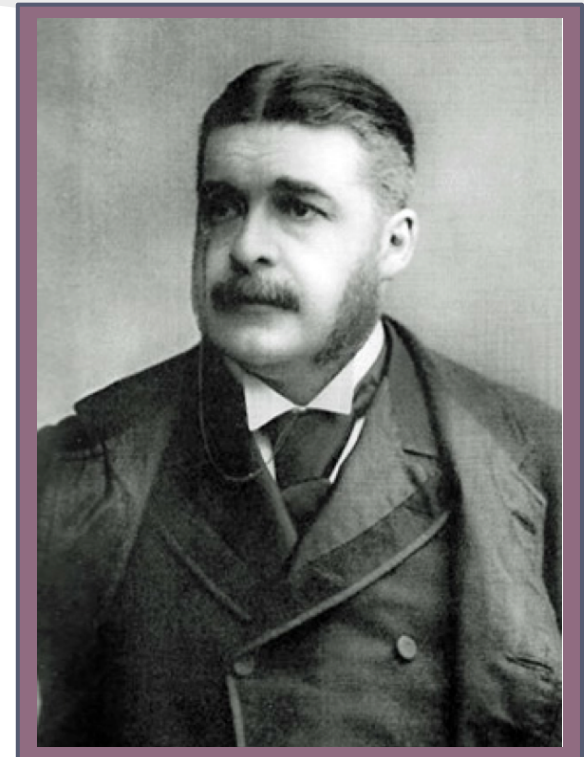


Sir Arthur Sullivan

Who Was Sir Arthur Sullivan?

Introduction

- 13 May 1842 - 22 November 1900
- The London English Composer
- Wrote
 - 19 operas
 - 158 services, hymns, songs
 - 18 orchestral chamber works




Sir Arthur Sullivan

Paper Walking Tour 2013

Introduction

- 2013 IQP
- Developed a paper walking tour
- 11 sites in London



SIR ARTHUR SULLIVAN'S LONDON A WALKING TOUR

SIR ARTHUR SULLIVAN SOCIETY

Start: Tottenham Court Road underground station
End: St. Paul's underground station
Distance: 3.1 miles, Approximately 1 hour

The tour starts at Tottenham Court Road underground station, which is serviced by the Central Line and the Northern Line.

Take the way out towards New Oxford St. and Charing Cross East. Continue east on New Oxford St. until you reach Shaftesbury Ave. Turn right. Walk along the street until you reach the Shaftesbury Theatre.

Shaftesbury Theatre
Built in modern renaissance style, it opened on Boxing Day 1911 as the Prince's Theatre, one of the first in which D'Oyly Carte revivals were staged, and one of the most successful, other than the Savoy Theatre itself. The 1921/2 season, from 3 October to 8 April, included a revival of Cox and Box, the first since 1896, and the first London revival of Ruddigore since it first appeared in 1867. King George V and Queen Mary attended a performance of The Gondoliers on 18 March 1922. Queen Elizabeth II paid an informal visit on 10 March 1959 to attend a performance of Ruddigore. In the 1960s the Theatre was closed for restoration and on re-opening it adopted its present name.


Continue down Shaftesbury Ave towards High Holborn/40. Turn right. Take a slight left onto a continuation of Shaftesbury Ave (A400/A401). Continue down the road until you reach the Palace Theatre at the intersection of Shaftesbury Ave and Charing Cross Rd (A406).

The Palace Theatre
D'Oyly Carte gave shape to his dream and built the Royal English Opera House which, as the Palace Theatre has survived to this day, its facade virtually unchanged. Designed by Colcutt and Holloway, the new theatre was built in three tiers of cast-iron and brick and Doullon terra-cotta, with arched windows and deep balconies. Every available luxury was lavished on the interior furnishings and the latest stage machinery was installed. D'Oyly Carte commissioned Sullivan to write a new work for the grand opening. The opera, however, consisted of three acts with nine scenes, each of which required a different set. D'Oyly Carte recruited two complete sets of principals of international reputation to give performances on alternate nights, with a chorus of 72 singers and an orchestra of 63 players. The opening was a brilliant success. According to a report 10,000 applications were received for the 1,576 seats available. At the end of the first act many in the auditorium were asked to leave because of the dangerous crush.

Continue down Charing Cross Rd. Towards Leicester Square and make a left onto Cranbourn St. Then make a slight right onto Barbican St. The Garnet Club will be half-way down the road.

Please turn left to continue the tour...

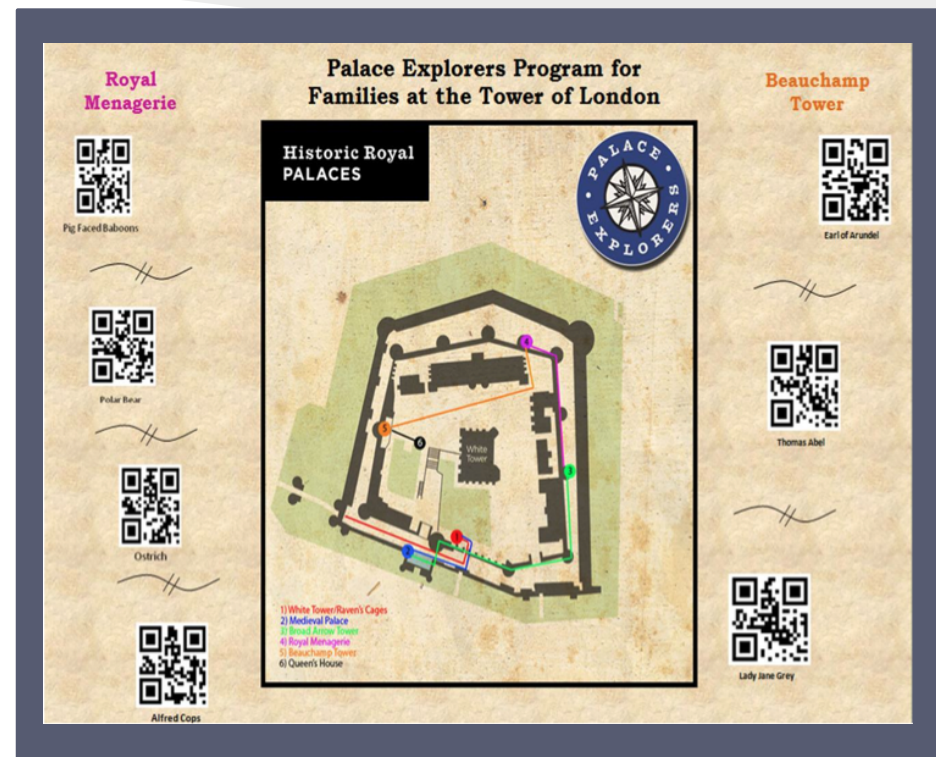
This brochure and map was made for the Sir Arthur Sullivan Society by students from Worcester Polytechnic Institute for their Interactive Qualifying Project in 2013. Text excerpts in this map are based on text from the book, Gilbert and Sullivan's London by Andrew Goodman.



Background

Case Study: Tower Explorers

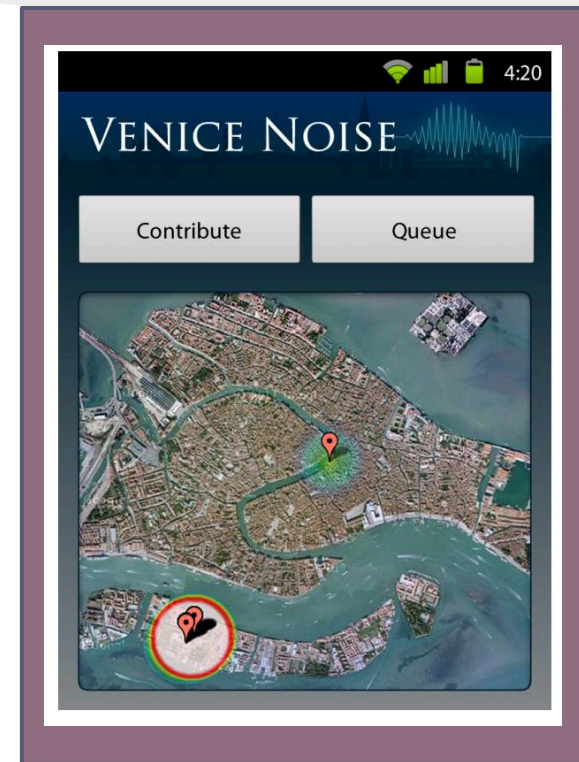
- 2012 IQP
- Tower of London Application Prototype
- Application survey



Case Study: Venice Noise

Background

- 2011 IQP
- Built an application to aid the Venice noise website
- Brainstormed application use cases for evaluation



Application Design Research

Background

- Design Guidelines
 - Appropriate use of color, text, icons appropriately
 - Error-tolerant design for chaotic environments
- Walking Tours
 - Limited length and duration
 - “Front-loaded” Interaction
 - Small groups of people

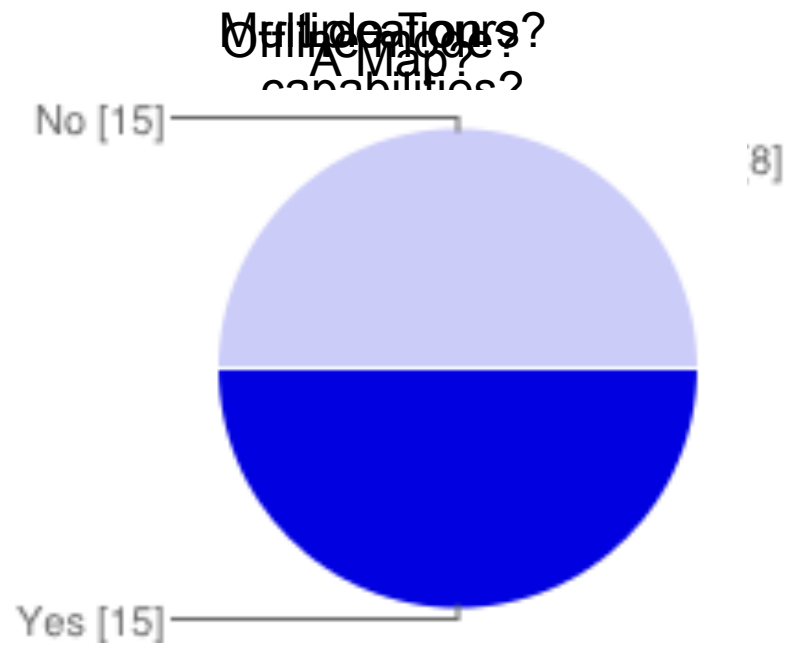
Review of Mobile Applications

- Reviewed 30 applications
- Rated for
 - Satisfaction
 - Aesthetics
 - Usability
 - Information

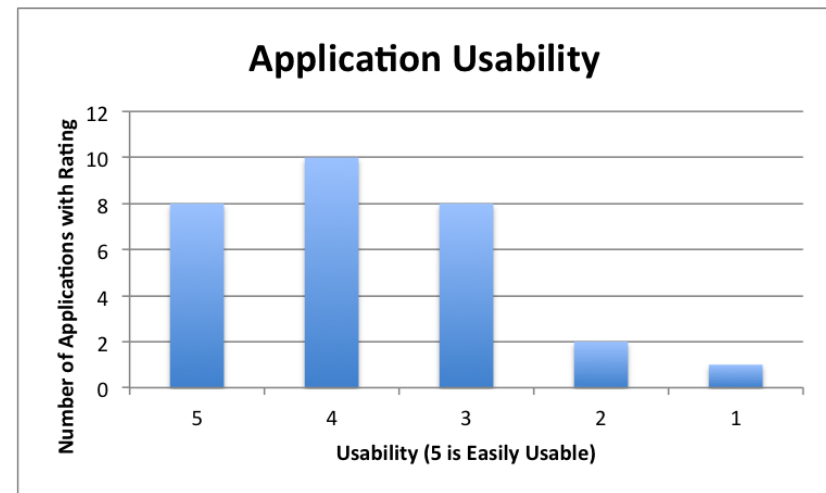
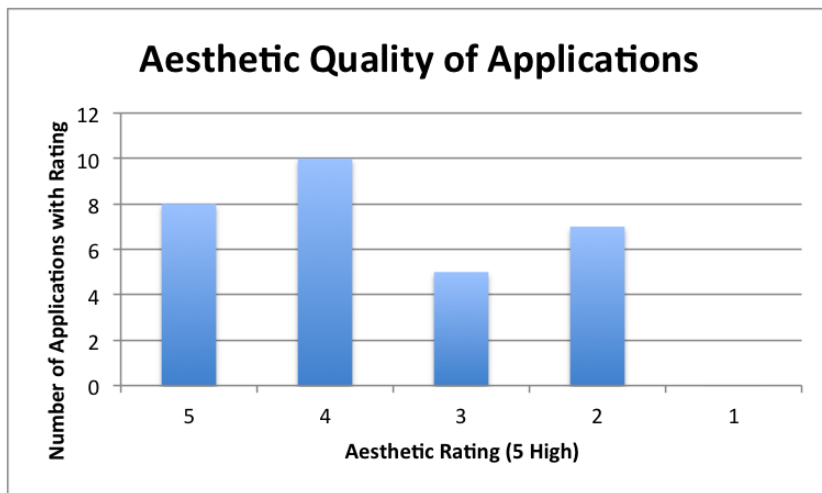
The screenshot shows a web-based survey form titled "Application Evaluation". The form includes several sections: "Application name" with a text input field and a red asterisk indicating it is required; "Date" with a text input field and a placeholder "mm/dd/yyyy"; "Price" with a text input field; "Platform Availability" with four radio button options: "Ipad", "Iphone", "Android", and "Windows", plus an "Other:" label followed by a text input field; "Objective of Program" with a text area and a placeholder "Short purpose of the application"; "Overall Satisfaction" with a horizontal scale from 1 to 5 and a label "This is rubbish" on the left and "This is an ideal application" on the right; and "Aesthetic" with a horizontal scale from 1 to 5 and a label "The look was detrimental to the program" on the left and "The look aided the application" on the right.

Application Evaluation Survey

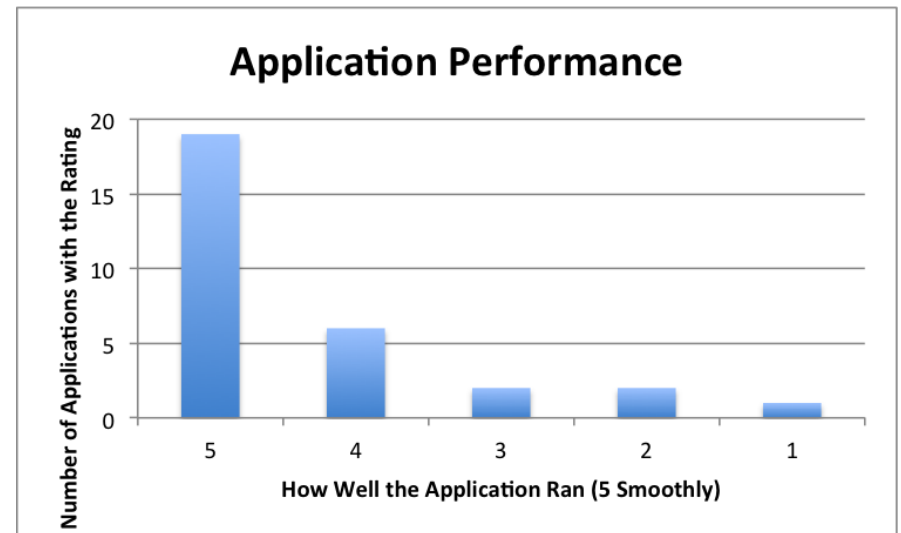
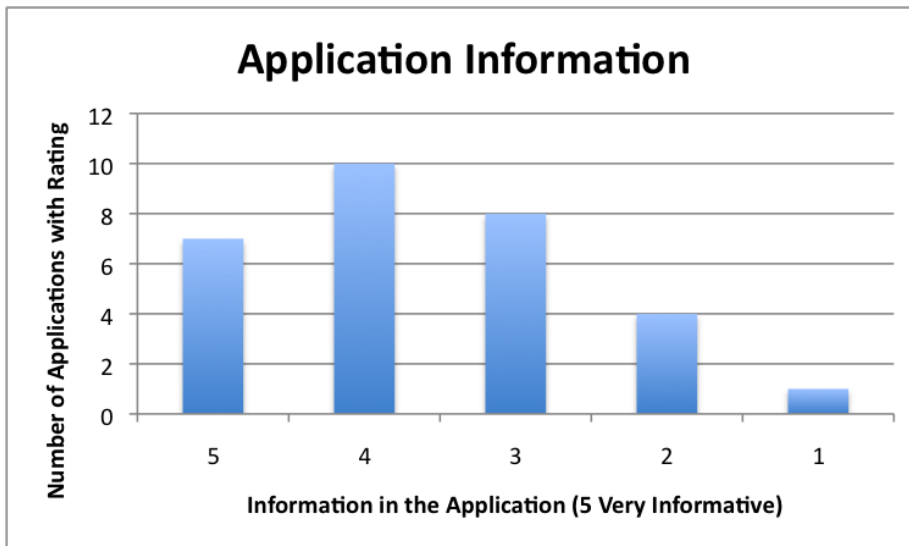
Did the application have...



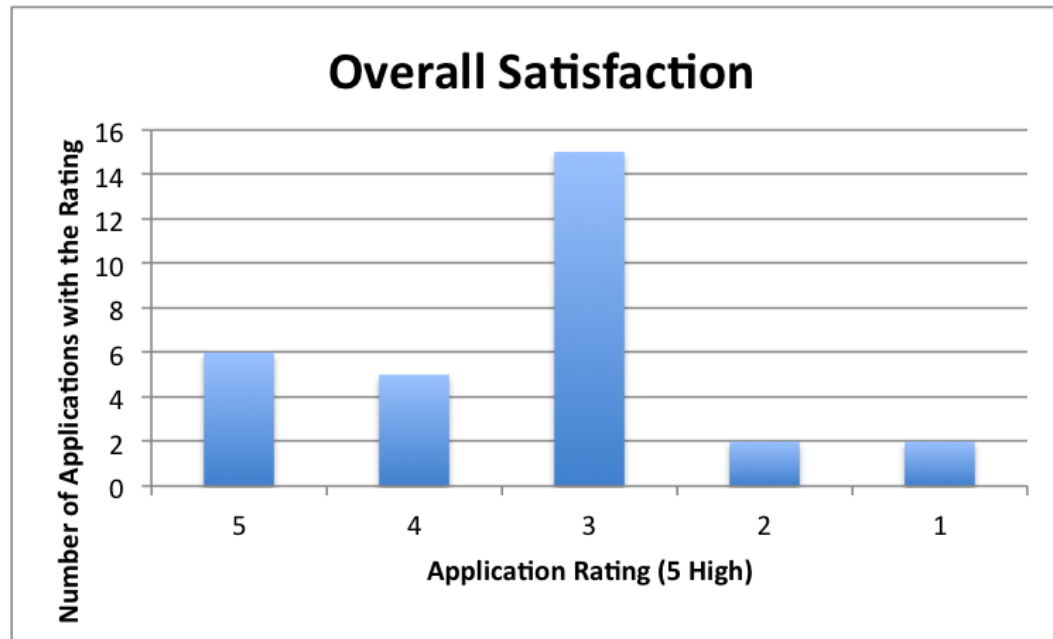
On a scale of 1 (worst) to 5 (best), how would you rate the application on...



How would you rate the application on...



On a scale of 1 (unsatisfied) to 5 (high satisfaction),
how would you rate the application on...



Best Mobile Applications

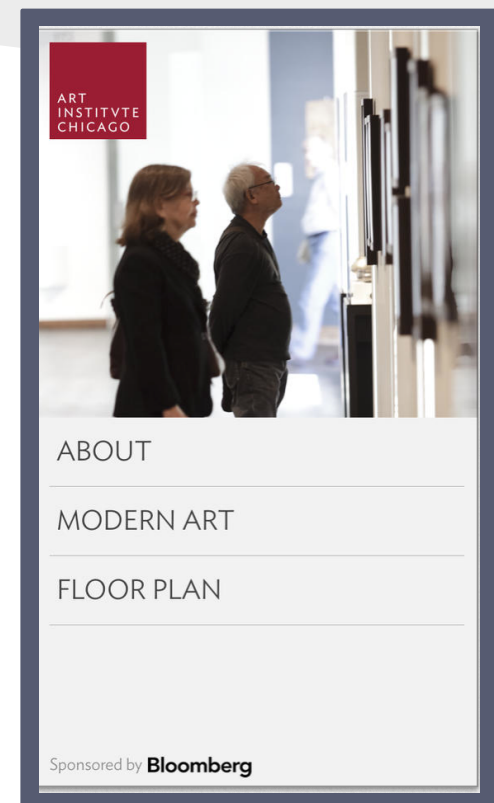
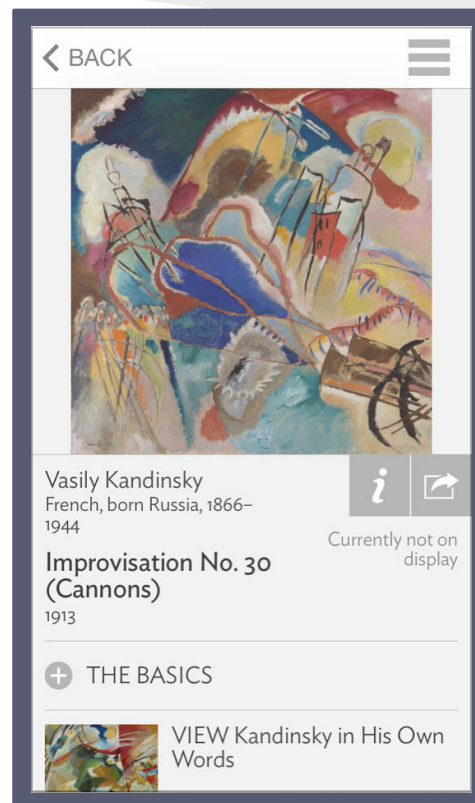
- *Freedom Trail Walking Tour*
 - Satisfaction
 - Aesthetics
 - Usability
 - Information



Best Mobile Applications

Methodology

- *A Closer Look in the Art Institute of Chicago*
 - Satisfaction
 - Aesthetics
 - Usability
 - Information



Best Mobile Applications

- *Soho Stories*
 - Satisfaction
 - Aesthetics
 - Usability
 - Information



Develop Online Survey

Methodology

- Survey based on prior results
 - Evaluations
 - Interviews
- Used Qualtrics to distribute
- Opened on 3 June

Please enter your age:

In which country do you reside?

What kind of mobile device do you have access to?

- iPhone
- iPad
- Android phone
- Android tablet
- Other
- None of the above

Would you be interested in taking a walking tour of Sir Arthur Sullivan, should you visit London?

5. Very interested 4 3 2 1. Not at all interested

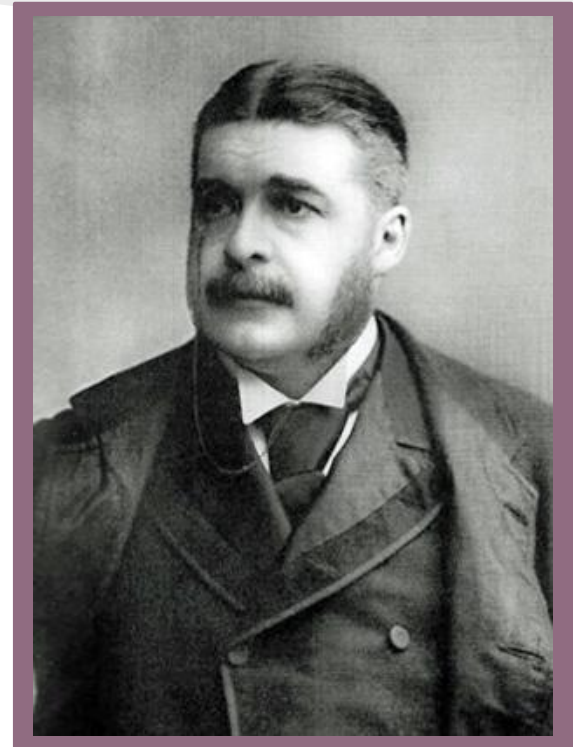
Would you be interested in taking the walking tour in the form of a mobile application?

5. Very interested 4 3 2 1. Not at all interested

Interviews With SASS

Methodology

- Conducted semi-structured interviews with members of SASS including
 - Doreen Harris
 - Elaine Richardson
 - Chris Richardson
 - Robin Gordon-Powell



Sir Arthur Sullivan Society

Interview Responses

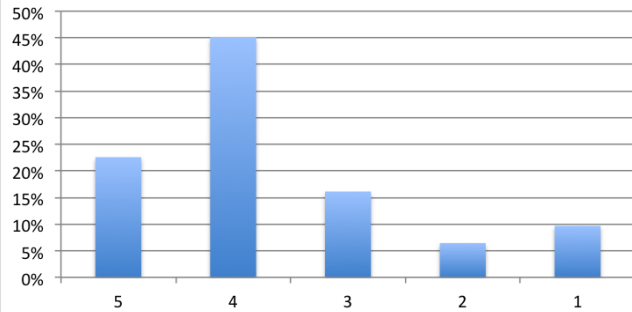
Results

- Goals
 - Use as publicity and educational tool
 - Target younger audiences, new demographics
- Implementation
 - Planner vs. Explorer tour
 - Virtual tour
 - SAS's Life Game

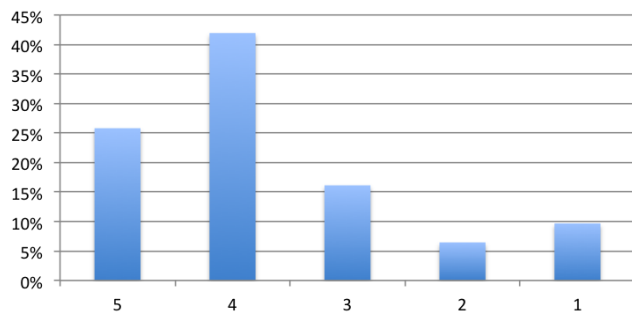
Qualtrics Responses

Results

Interest in Application



Interest in Walking Tour

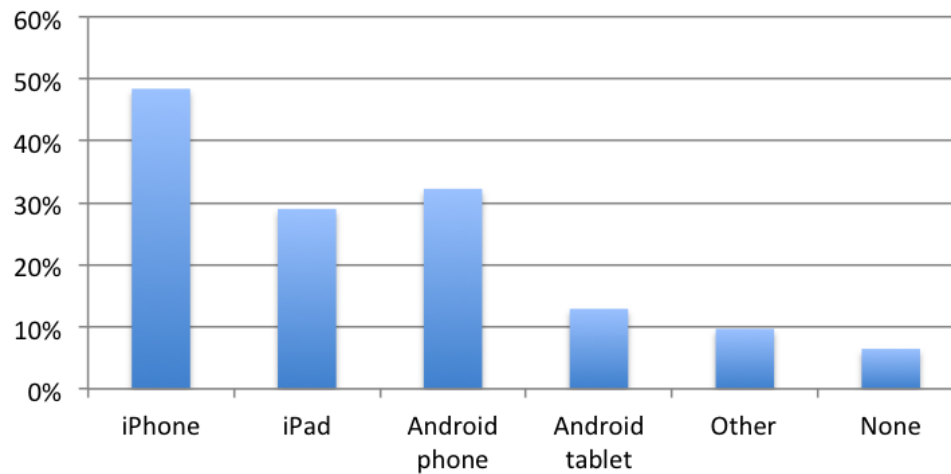


Location Services	4.55
Virtual Tour	4.06
Offline Content	4.00
Multimedia	3.72
Nearby Interests	3.57
Multilingual	2.27

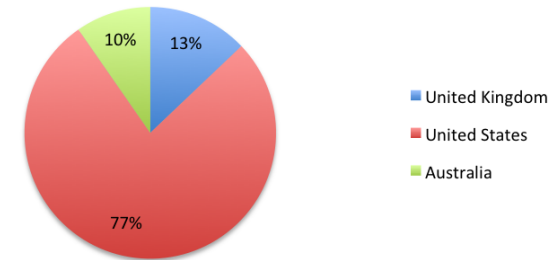
Qualtrics Responses

Results

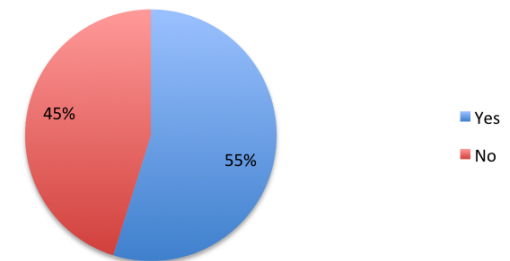
Mobile Device Availability



Country of Residence



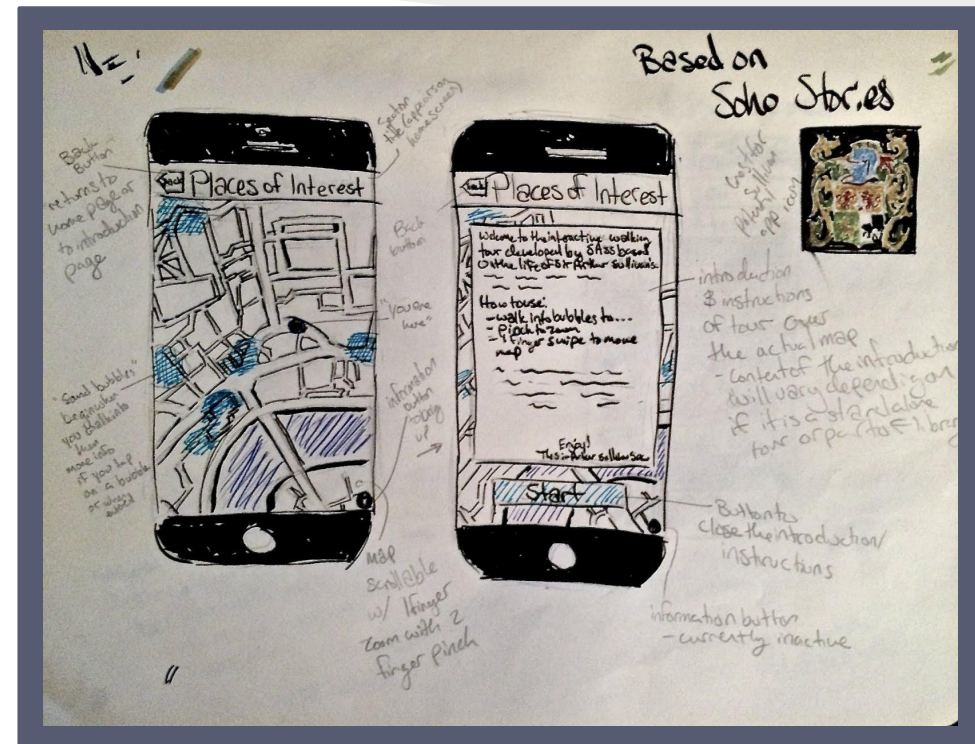
Access to a Data Connection



Paper Prototype

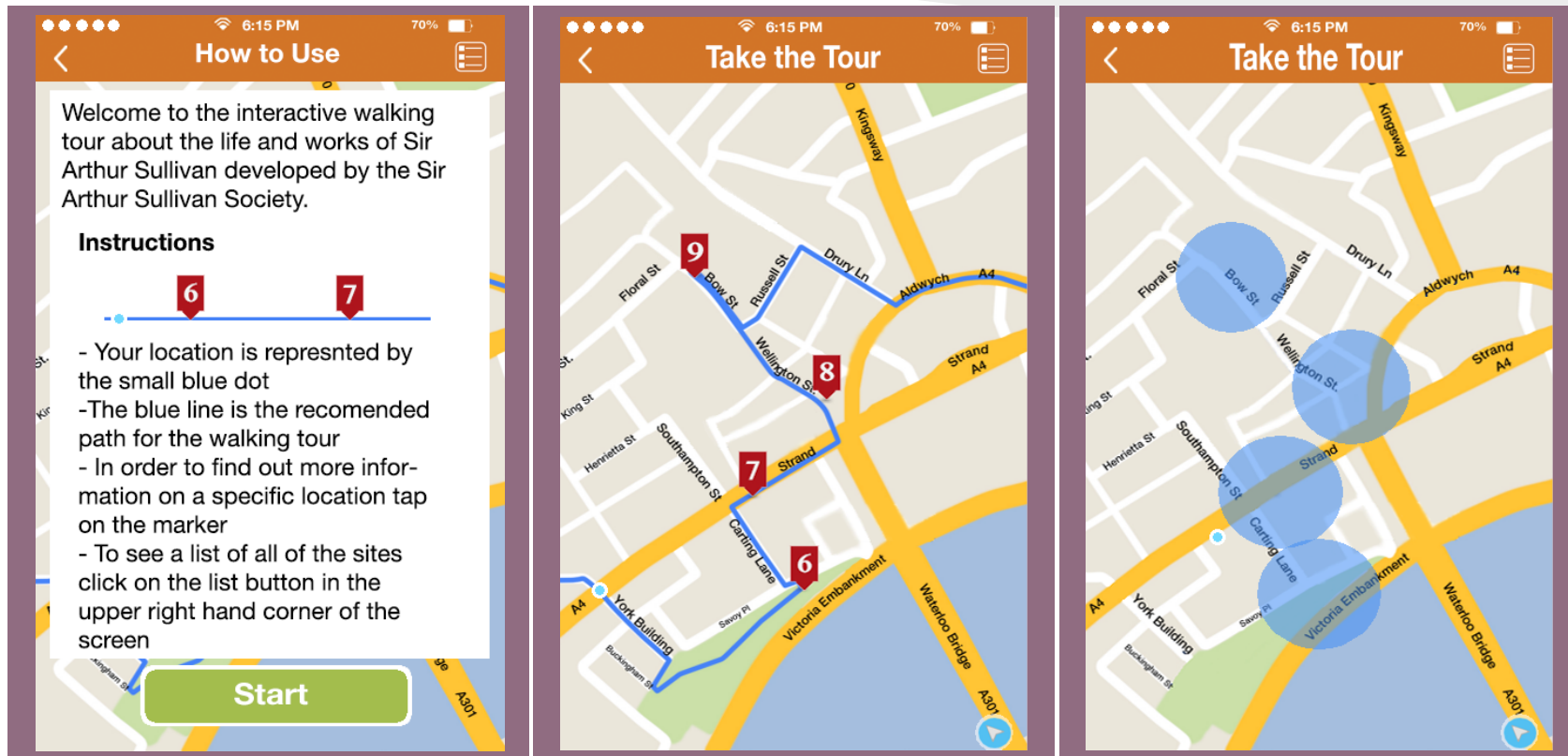
Results

- Hand drawn storyboard of the application
- Tool for developing ideas




Digital Prototype

Conclusion



Digital Prototype

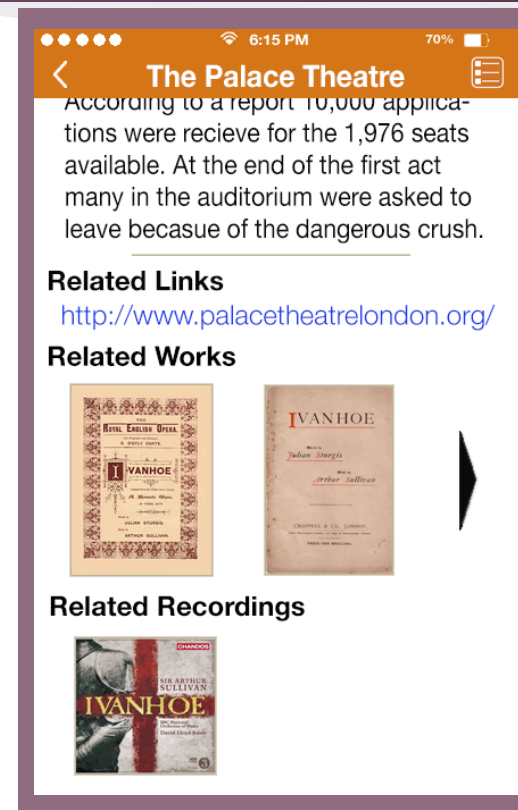
Conclusion



The screenshot shows a mobile application interface for 'The Palace Theatre'. At the top, there is a status bar with signal strength, Wi-Fi, 6:15 PM, and 70% battery. Below the status bar is a navigation bar with a back arrow, the title 'The Palace Theatre', and a menu icon. The main content area features a photograph of the exterior of the Palace Theatre building in London. Below the photo is the title 'The Palace Theatre' in a bold, black font. Underneath the title is a paragraph of text describing the theatre's history and architecture.

The Palace Theatre

D'Oyly Carte gave shape to his dream and built the Royal English Opera House which, as the Palace Theatre, has survived to this day, its façade virtually unchanged. Designed by Colcutt and Holloway, the new theatre was built in three tiers of red Ellistown brick and Doulton terra-cotta, with arcaded windows and deep balconies. Every available luxury was laished on the interior furnishings and the latest stage machenery was installed. D'Oyly Carte comissioned Sullivan to write a new work for the grand opening. The opera, Ivanhoe, consisted of three acts with nine scenes. each of which required a



The screenshot shows a mobile application interface for 'The Palace Theatre'. At the top, there is a status bar with signal strength, Wi-Fi, 6:15 PM, and 70% battery. Below the status bar is a navigation bar with a back arrow, the title 'The Palace Theatre', and a menu icon. The main content area features a paragraph of text about a report. Below the text are two sections: 'Related Links' and 'Related Works'. The 'Related Links' section contains a URL. The 'Related Works' section contains two book covers. Below the book covers is a section for 'Related Recordings' which contains a recording cover.

According to a report 10,000 applica-tions were recieve for the 1,976 seats available. At the end of the first act many in the auditorium were asked to leave becасue of the dangerous crush.

Related Links

<http://www.palacetheatrelondon.org/>

Related Works

Two book covers are shown: one for 'Ivanhoe' by Sir Walter Scott and another for 'Ivanhoe' by Sir Arthur Sullivan.

Related Recordings

A recording cover for 'Ivanhoe' by Sir Arthur Sullivan is shown.

- Demonstrates need for Application
- Provides a framework for application
- Next Steps
 - Outside Vendor
 - mubaloo
 - Red C
 - The App Business
 - Potential IQP or MQP

**We would like to thank the following people
for their assistance with our project:**

The Sir Arthur Sullivan Society
Worcester Polytechnic Institute

John Delorey

Robin Gordon-Powell

William Parry

Doreen Harris

Elaine Richardson

Chris Richardson

Members of SavoyNet

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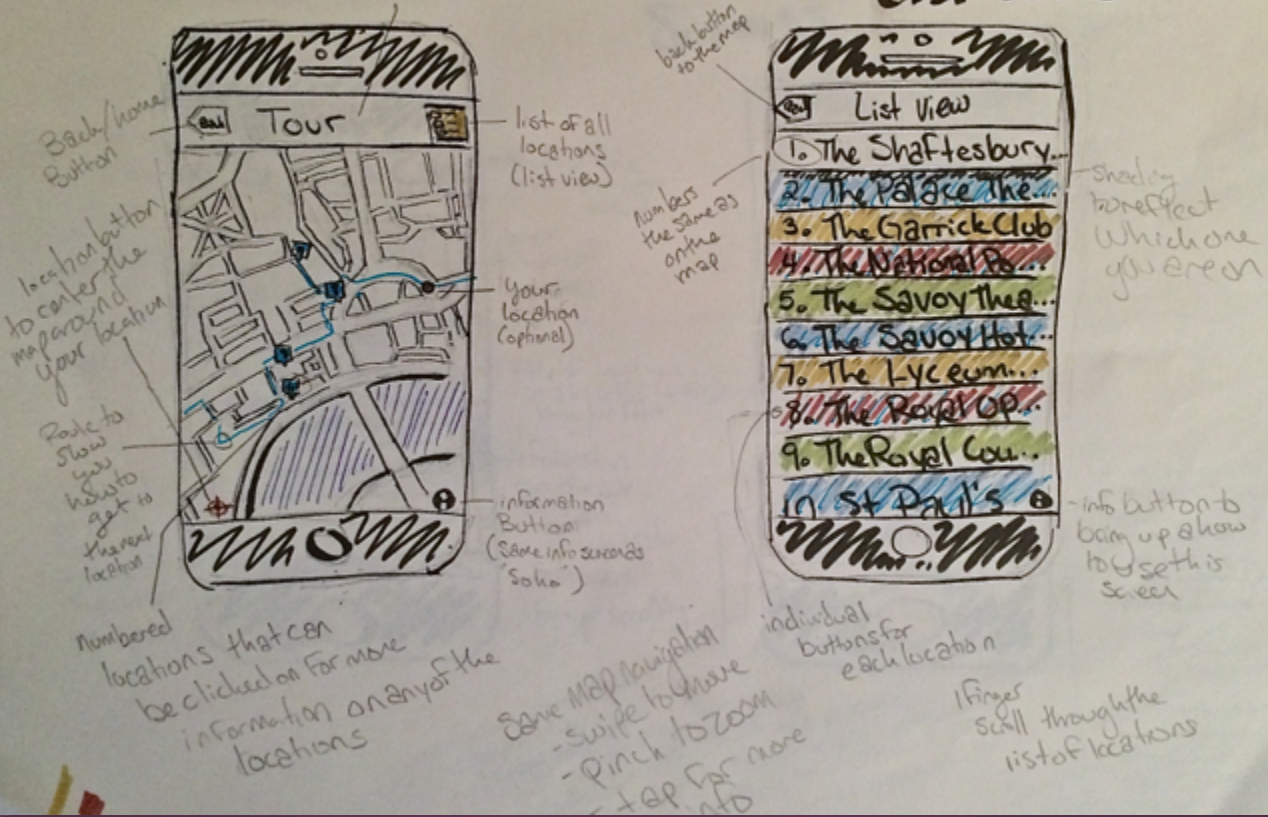
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Questions?

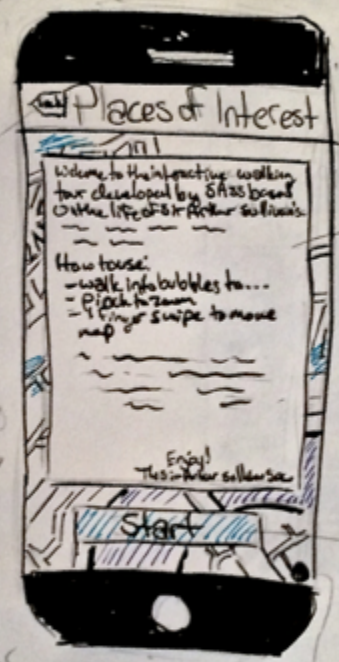


hit the same as on home page

List screen



Based on Soho Stories



Back Button
returns to home page or to introduction

Back button

You are here

information button
click up

map
scrollable w/ finger
zoom with 2 finger pinch

Save bubbles
to remember you walk into
them more info if you tap
on a bubble or when
swipe

Save the (current) home screen

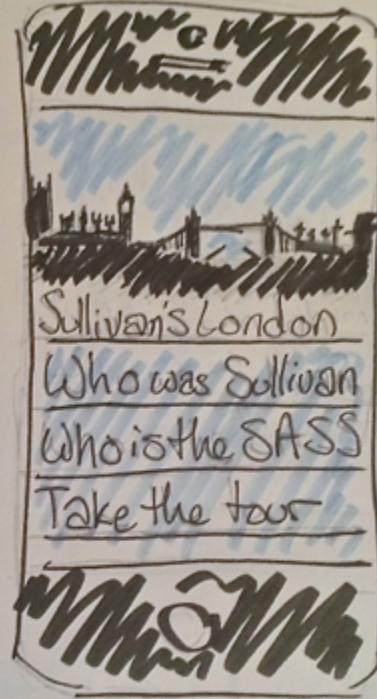
introduction & instructions of tour over the actual map

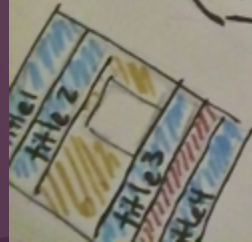
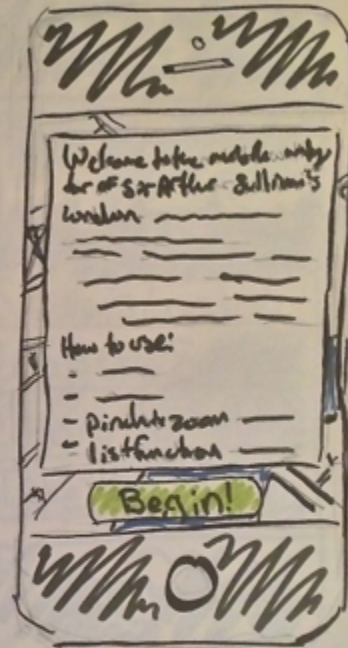
- content of the introduction will vary depending on if it is a standalone tour or part of a larger

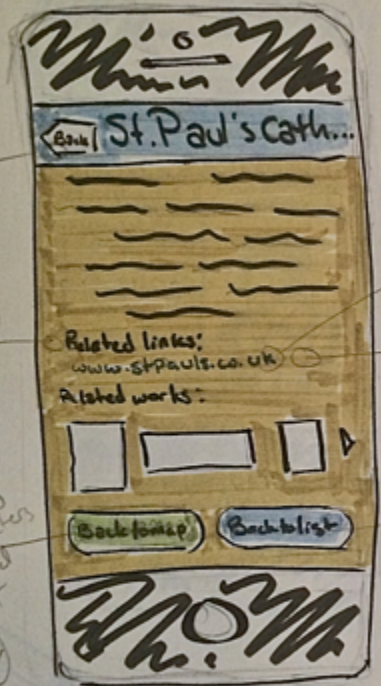
Buttons close the introduction/instructions

information button - currently inactive

enjoy the app







Size of different colors

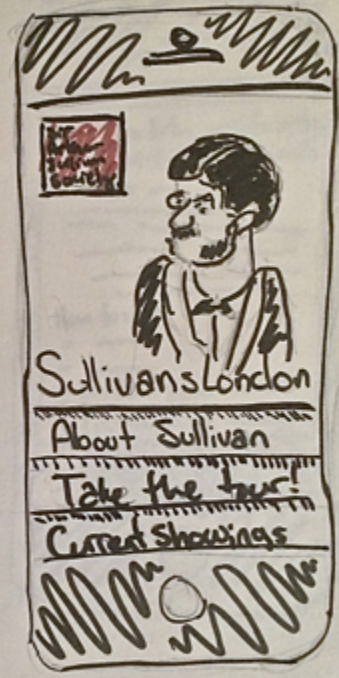
Slightly larger / bolder font for section titles

map view still centers around current listing

different color font for links

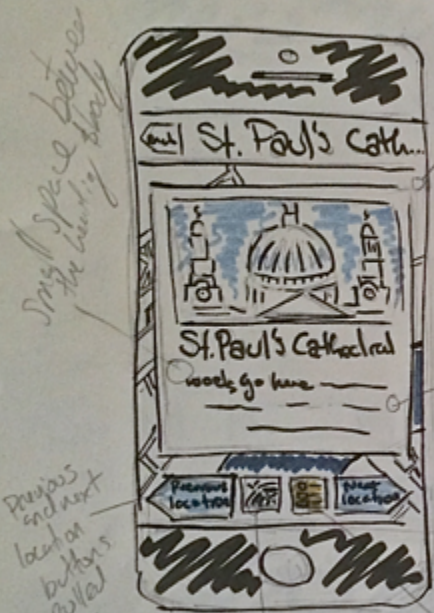
related links to websites related to the site

list view and map view no next button as still using swipe



App titles?
Section titles?

Alternate info screens



Small space between the width of screen

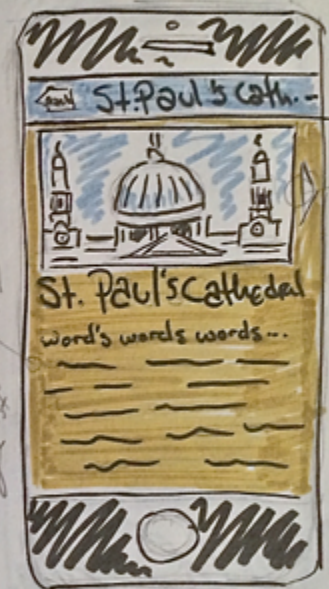
cover the map

Some basic info input as previous info screens

Previous and next location buttons pulled off of the information panel

map button (know it will look nice like a map when a cpul)

list button pulled off of info panel



no cover by possible background matching the page

more photos are at the beginning and are pulled off the top

Swipe left/right to change location. Scroll finger up/down

information Screens

Other potential things to add:
- nearby food/interests

