In The Footsteps of

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Community Partner: Lisa Simmons from ROXFILM

Value Hypothesis Statement

The augmented reality experience will consist of a *scavenger hunt of history*, where users will explore an area of Boston (Nubian Square/Roxbury) to gain knowledge about the Roxbury International Film Festival and how it created opportunities for filmmakers and stories of people of color throughout the past. It will give young people inside and outside of the community a chance to expand their knowledge on these topics in a fun and interactive manner.

Project Vision

Through applying mobile AR technologies, we want to create and display the stories of underrepresented communities through the history of the Roxbury International Film Festival to raise knowledge in an interactive and active way.

Overview and Synopsis

- The user embodies a character that is guided through the scavenger hunt around Boston, exploring the history of the Roxbury Film Festival and the journey of underrepresented communities. They will overcome the mystery of the hunt with the goal of learning as much as possible throughout the experience.

- There will be checkpoints throughout certain locations that will award the user with puzzle pieces as they encounter them. They will be guided through these locations by following a literal timeline that progresses through history.

You have acquired a new puzzle piece!

You have acquired a new puzzle piece!

You have acquired a new puzzle piece!

Intended Audience

Younger Boston residents and/or tourists who are interested in learning more about the Roxbury Film Festival.

Relatability/Resonance

Relatability

- Youth (students of Northeastern University and surrounding communities)
- Those unfamiliar with the International Roxbury Film Festival

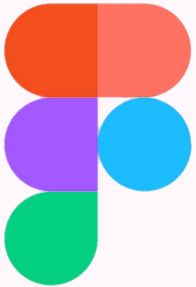
Resonance

Theme: Exploring the rich history of people of color and film

Audience goals: Learn about underrepresented communities and filmmaking through the history of ROXFILM and an entertaining scavenger hunt.

Platform and Affordances

hoverlay

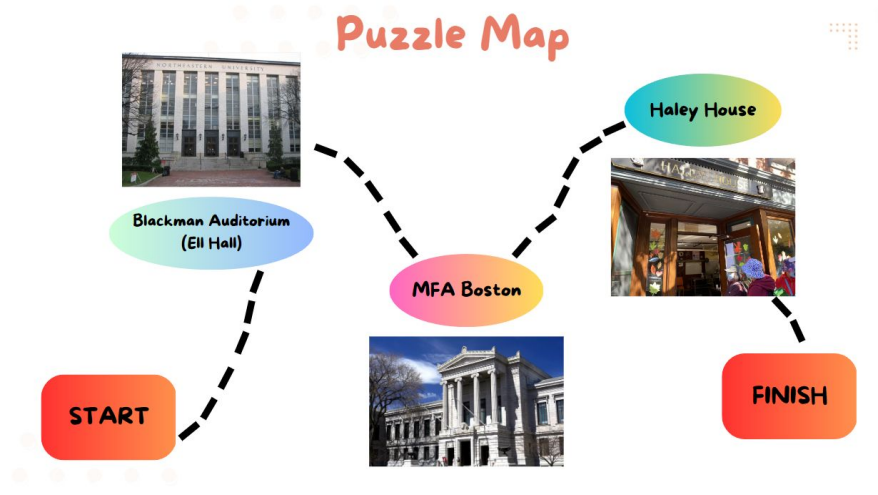


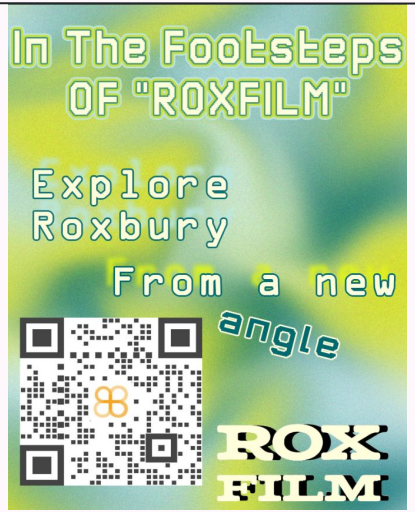
Figma

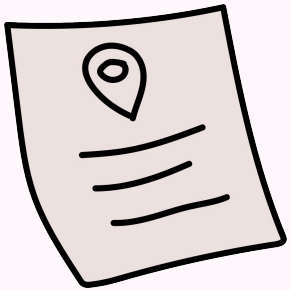
- static prototype, ideation

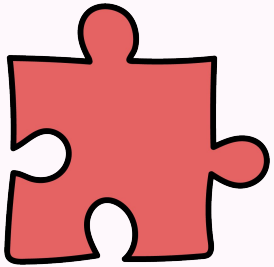
- asset creation

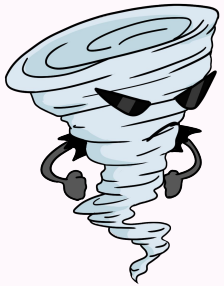
Assets


Puzzle Map
Blackman Auditorium (Ell Hall)
Haley House
MFA Boston
START
FINISH

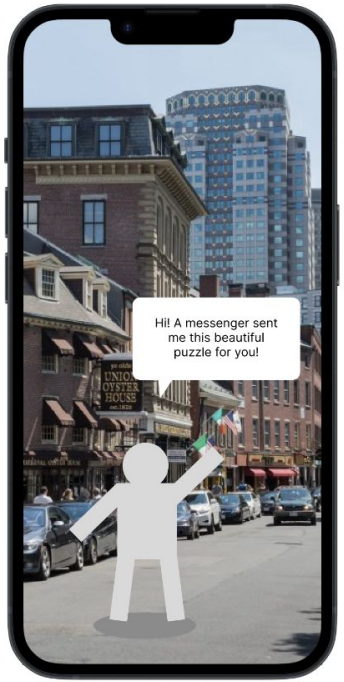

In The Footsteps OF "ROXFILM"
Explore Roxbury
From a new angle
ROX FILM

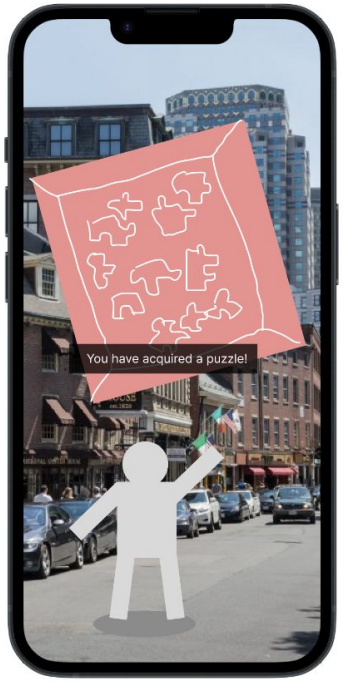


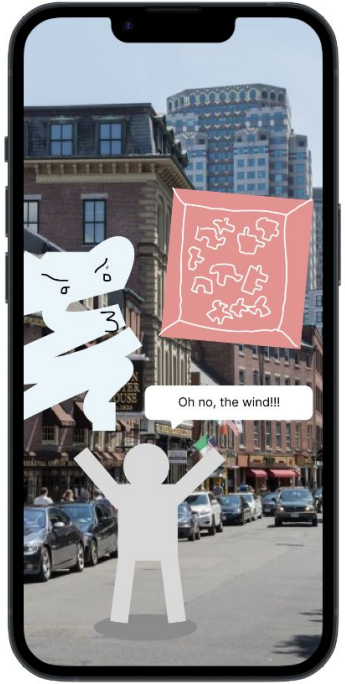


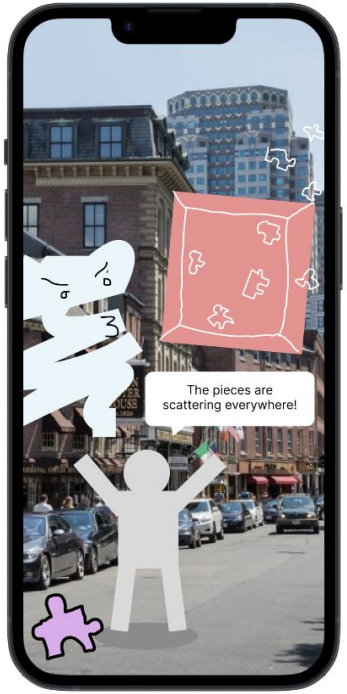


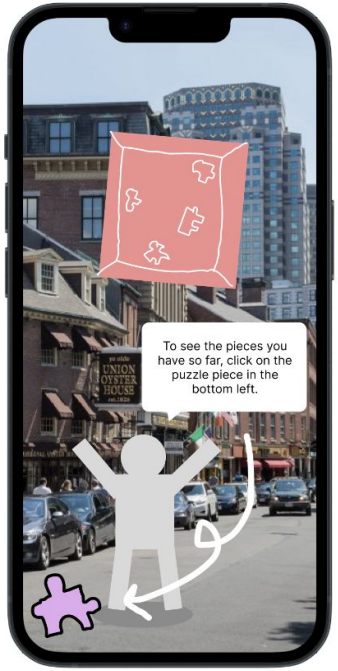
Figma —> WireFrame of our narrative

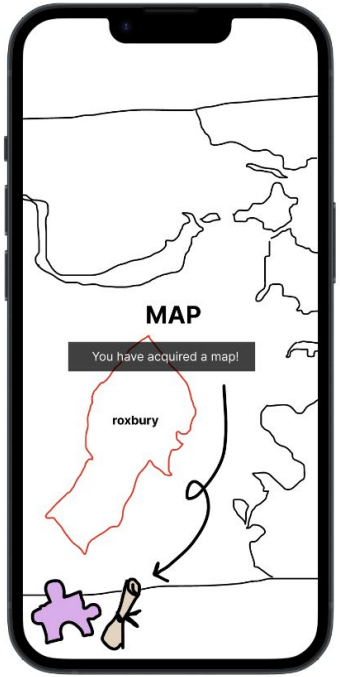







The pieces are scattering everywhere!

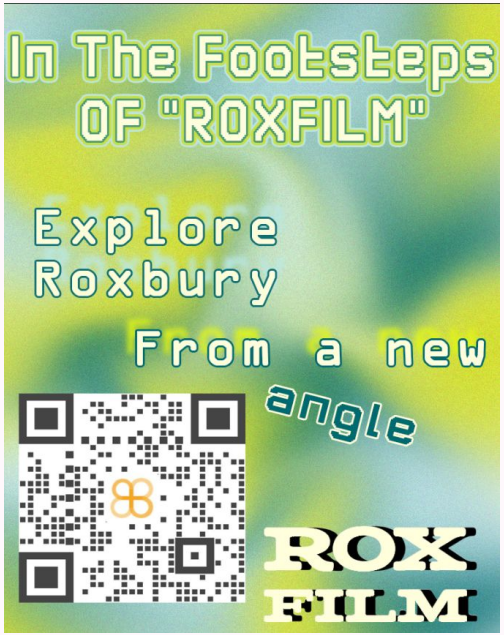

To see the pieces you have so far, click on the puzzle piece in the bottom left.


MAP
You have acquired a map!
roxbury

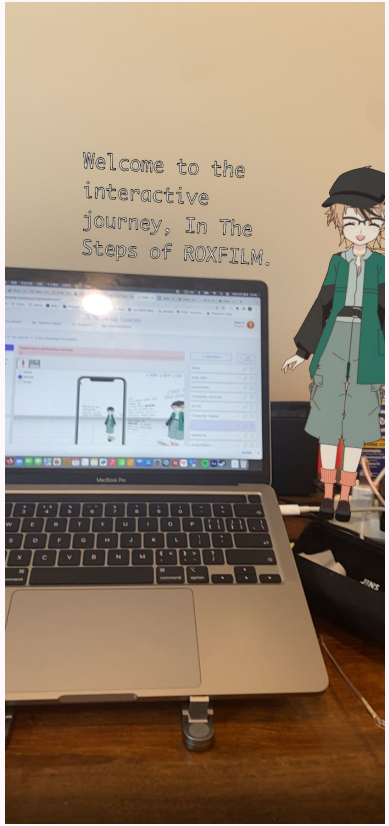
First Functional Prototype

- thinking about the **way of presenting information**
  (for user experience: didn't include a lot of clicking at the start point, easy to understand)
- only text
- only one space
- consider adding an i**nstruction page** before entering Hoverlay: the poster

Changes to next Iteration



- after learning more about hoverlay → include more interactions
- adding the character (with 3 emotions)
- placing objects around in an easy-understood and interesting way!



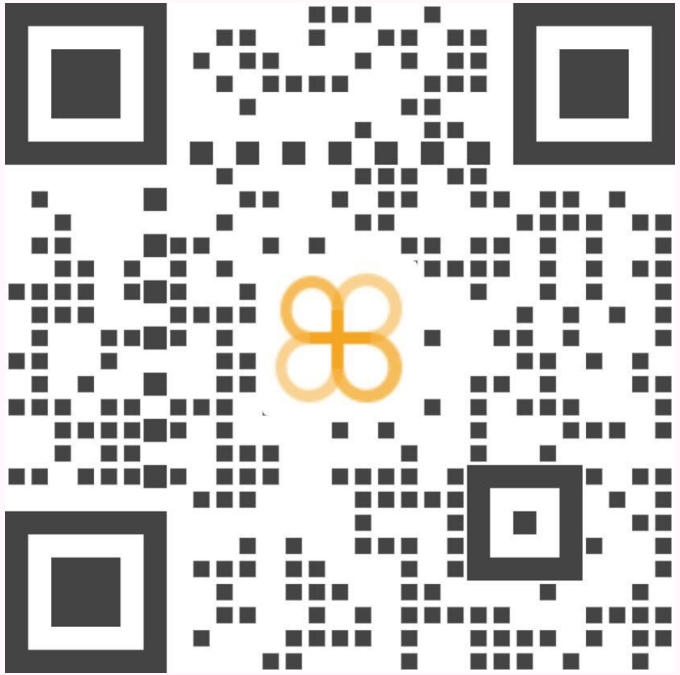
Final Demo Video

Talking with Lisa

Northeastern was the original screening venue and screened films for about 10 years at those spaces.

Last step: Will display these precious memories and info on the board the users point to.

Try it out yourself!



Thank you <3