

Digital village – Final report

The brief for the project was to do feasibility study for 3 villages (Llanfechell, Bryngwran and Talwrn). After visiting all of them and talking to people there (Robin Grove-White in Llanfechell, Neville Evans in Bryngwran and Ann Jones in Talwrn) I can say they all got some interesting stories, which would be great to highlight and use to promote the region.

Llanfechell

First visited village was Llanfechell. I met with Robin in coffee shop 'Mechell', where he told me about the place and what he would like to have, and I showed him some relevant examples of the job we had done in the past. At the end we agreed together the solution would need to be created around the village square, and inside the coffee shop. The part of the coffee shop would be allocated for Oculus Rift, and be used in Virtual Reality, on re-creating events/buildings in the village square from the past. The other part of the solution would be to create cross-platform mobile app to be used with Google cardboard (which could be purchased in the coffee shop, and would also work as a promotional material). As all the assets would need to be created in 3d, the 3d map of the square, would be reused on a website to promote the region and encourage users to visit the place. All the historical content would need to be provided by the community.

Apart from technical solution, there is a need to implement marketing solution, which both helps to promote the region and make sure the VR solution is not wasted. We strongly suggesting the marketing strategy to be part of the total solution.

Bryngwran

Bryngwran was second village I visited. I met with Neville Evans in community pub and went through Madam Wen story. Neville showed me original book (in Welsh) and talked about Madam Wen character and the place. I showed him work we have done so far and discussed possible solutions to be implemented. As his idea was to focus on Madam Wen story, and because they were already planning to dedicate part of the pub to Madam Wen, we both decided the best solution would be to implement Augmented Reality to extend what's already there. The whole experience would be build around the 'Madam Wen corner' in the pub and would be split into 2 sections – for users with smartphones, we would suggest to produce cross-platform Augmented Reality app, to extend we can be seen in the pub, for other users, reused the content created / used with the first solution and create standalone app, connected to touch screen, which would again extend the experience and allow to get even more from the story. Mobile app would use objects from the 'corner' like photos / pictures as well as original book front page, and encourage users to discover more information about Madam Wen, together with some kind of test / quiz at the end. We also suggesting to ask community to contribute to amount of information available for telling the story.

The project here is time sensitive and needs to be in situ, and available for both Android and iOS no later than beginning of May 2017, as there is Madam Wen event already planned between 26-29 May.

Talwrn

The last village I visited was Talwrn, where I met with Ann Jones, who introduced me to her friend Ann. We were discussing different ways to promote the village, and agreed at the end the best idea would be to focus on

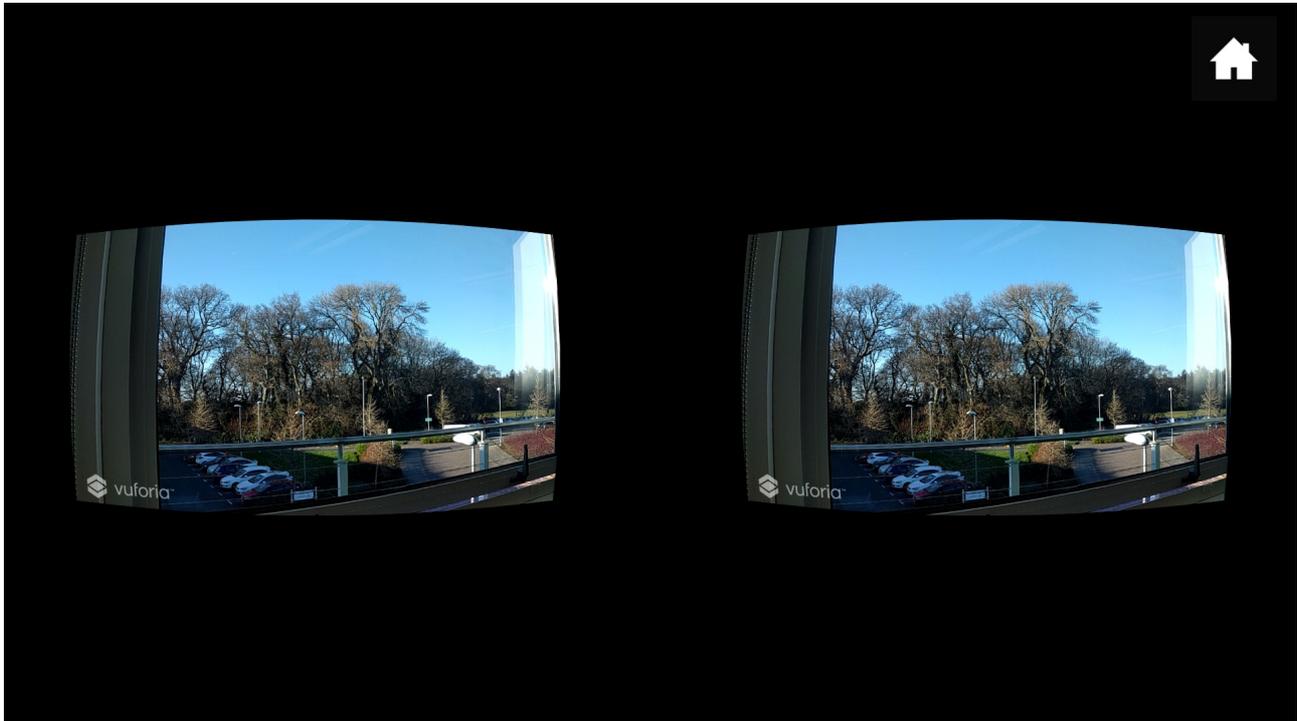


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a digital environment platform, a trail which will interpret wildlife digitally rather than on boards. The cross-platform app would use GPS, combined with Augmented Reality and encourage users to familiarize with the environment. All the content to be sourced from NRW and RSPB.

Below you can find some screenshots from the app we produced for the Feasibility Study

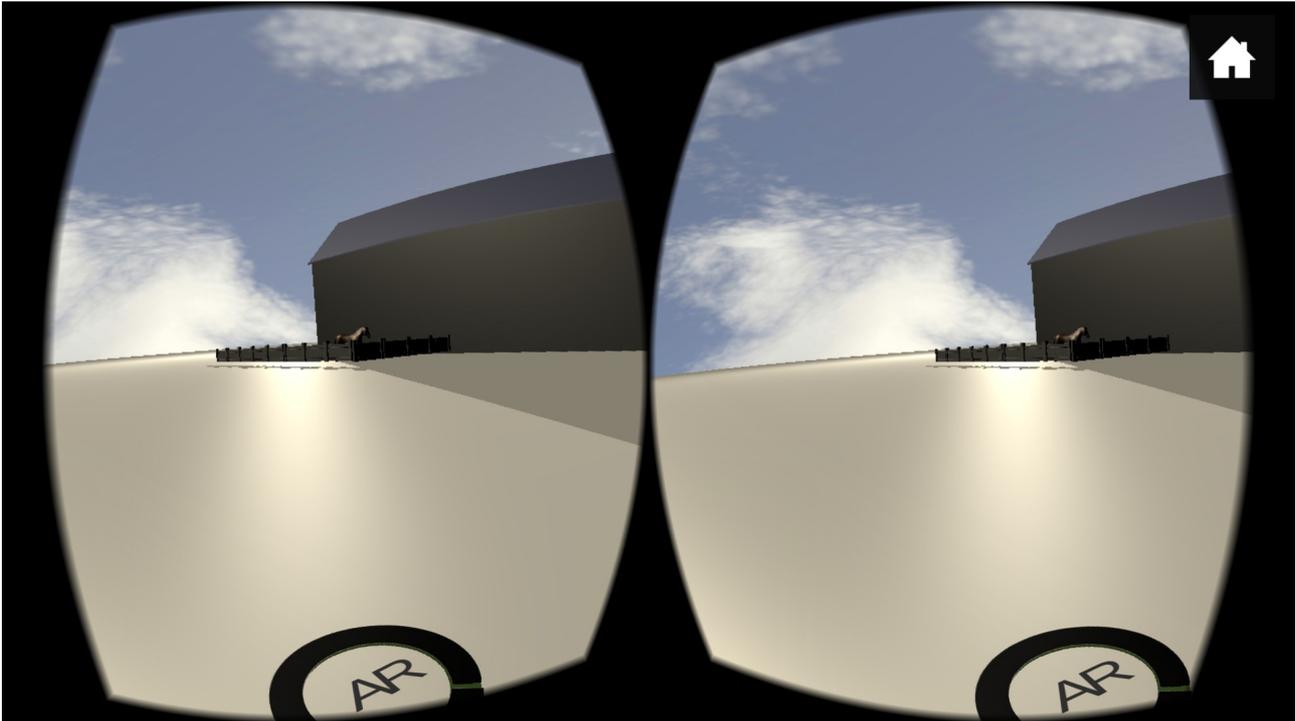


Llanfechell app – Google Cardboard view, integrated with Augmented Reality

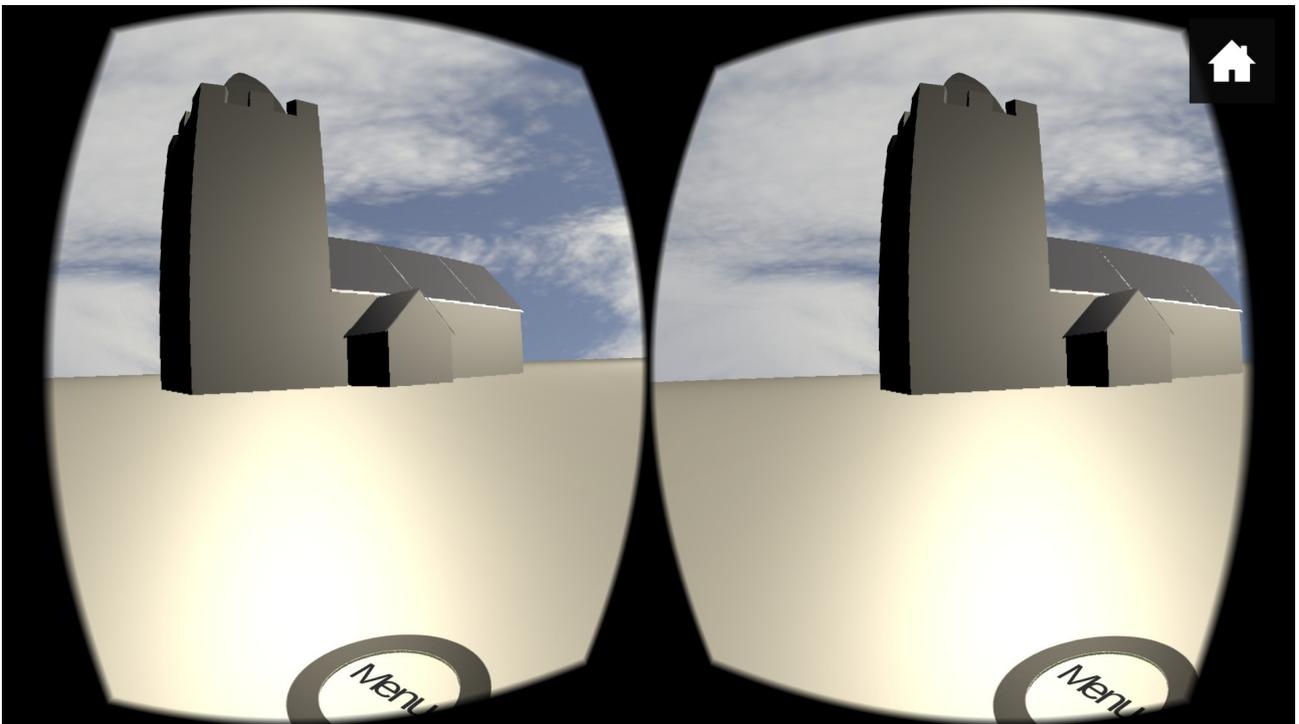


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Llanfechell app – Google Cardboard view, Virtual Reality mode activated, when camera pointed one of the houses around the square (next page)



Llanfechell app – Google Cardboard view, VR mode, Church view

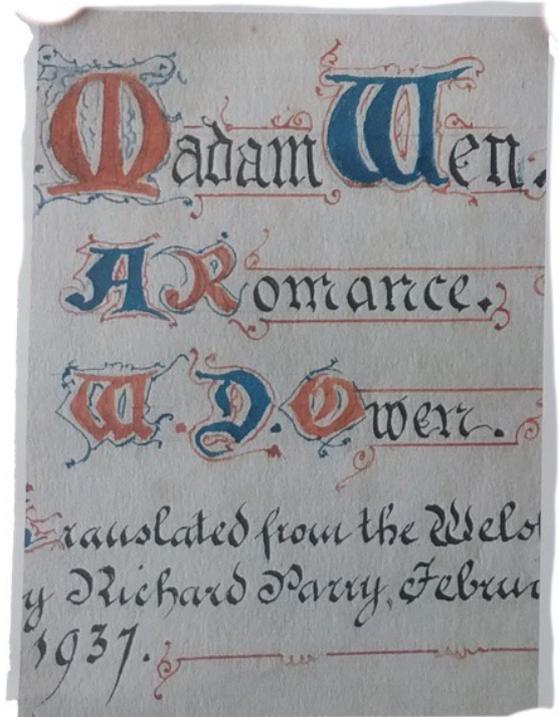
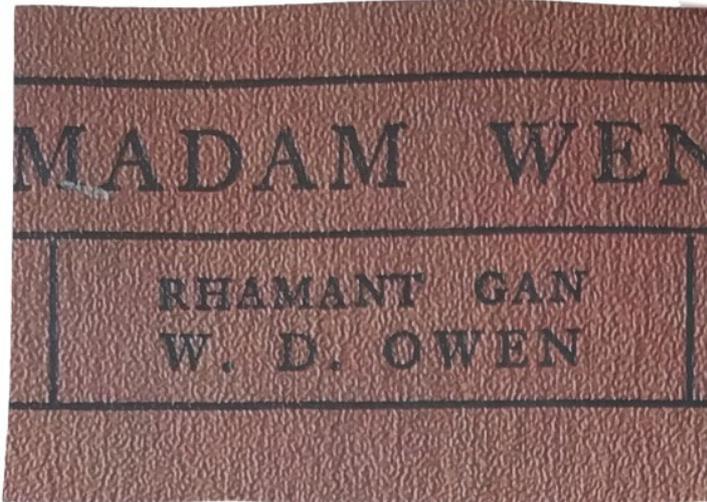


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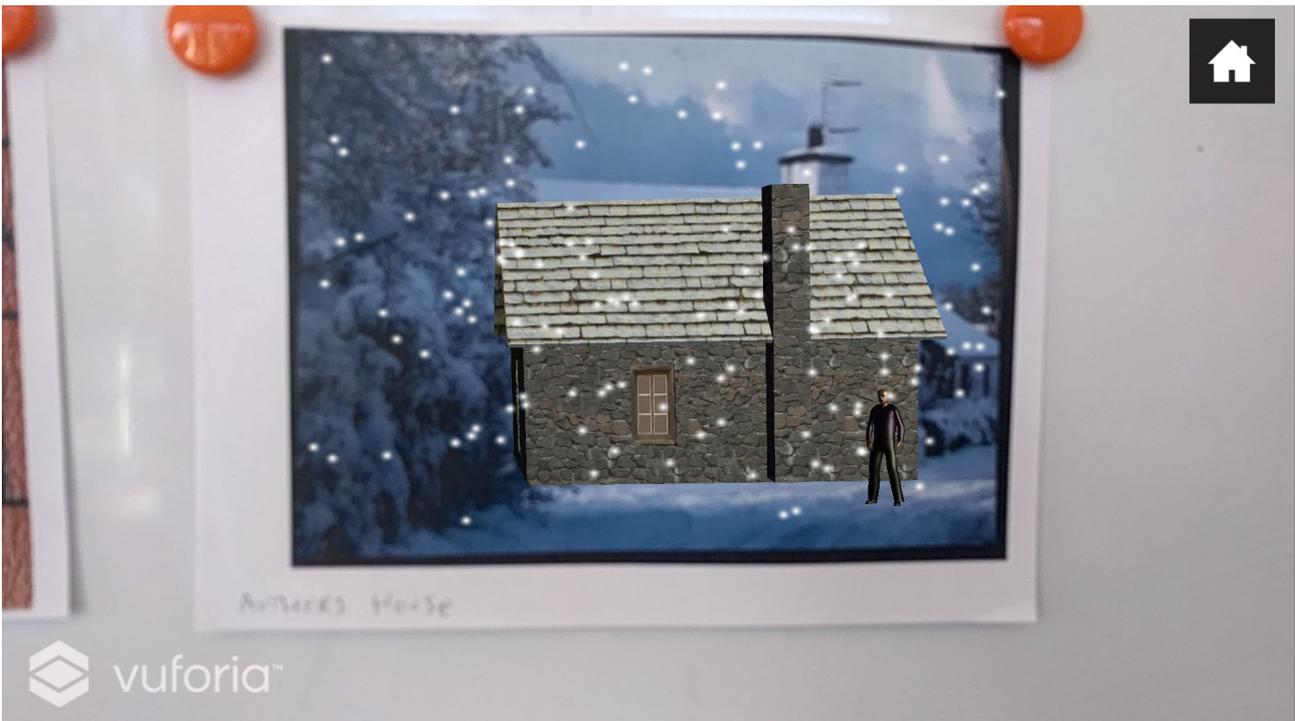
Llanfechell app – Google Cardboard view, VR mode, Back to menu button



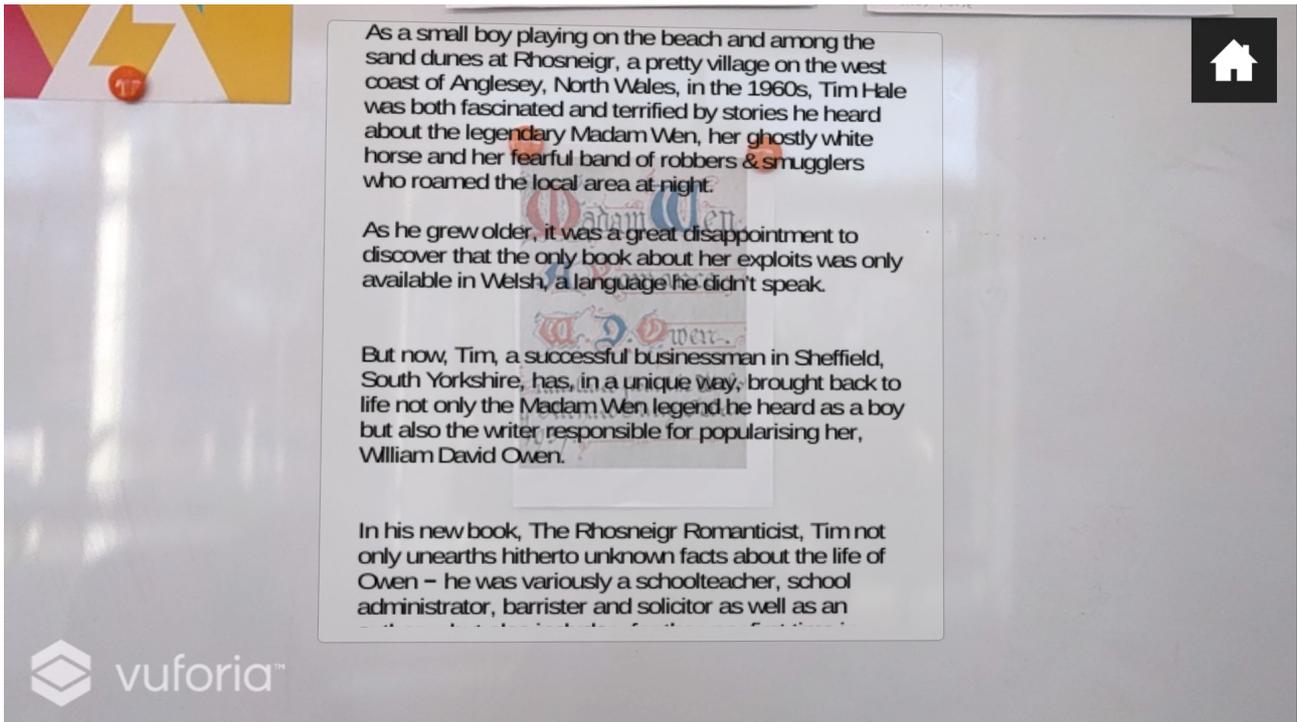
Bryngwran markers used with the demo



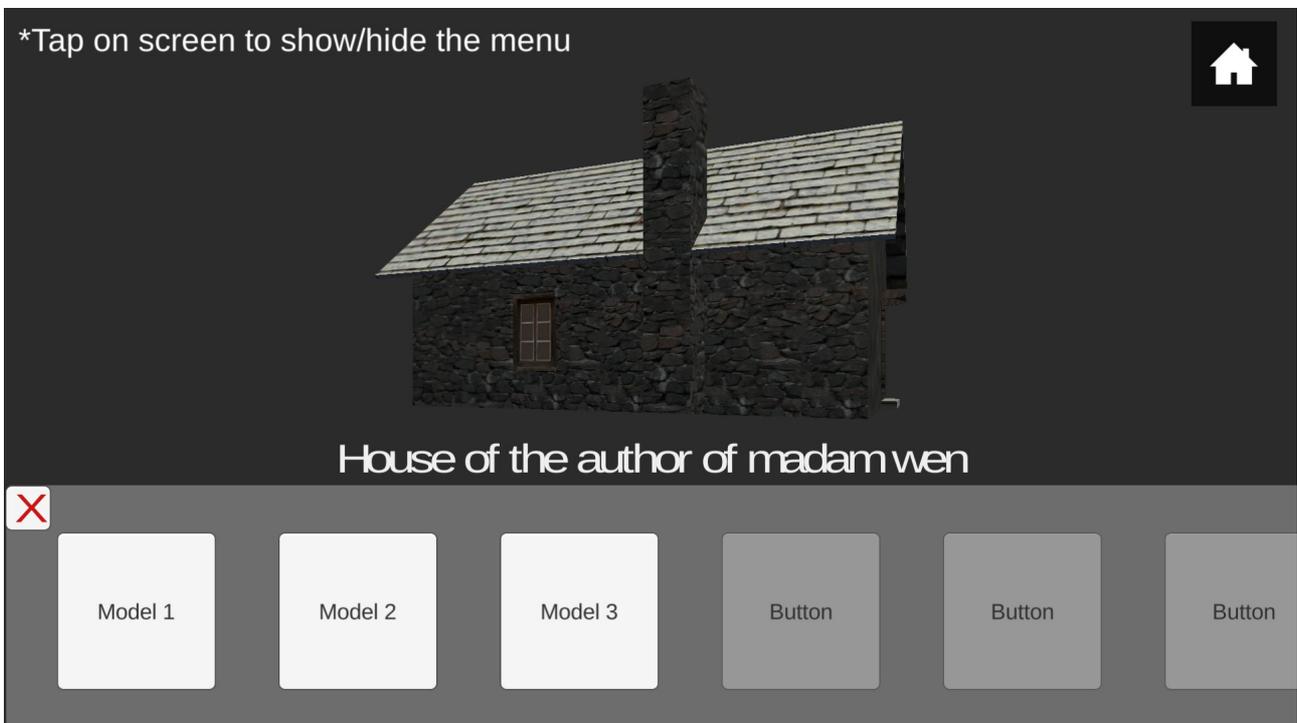
Madam Wen snippet video played, when mobile phone camera pointed on the first marker



3d model of a house + animated character overlaid on the top of house picture



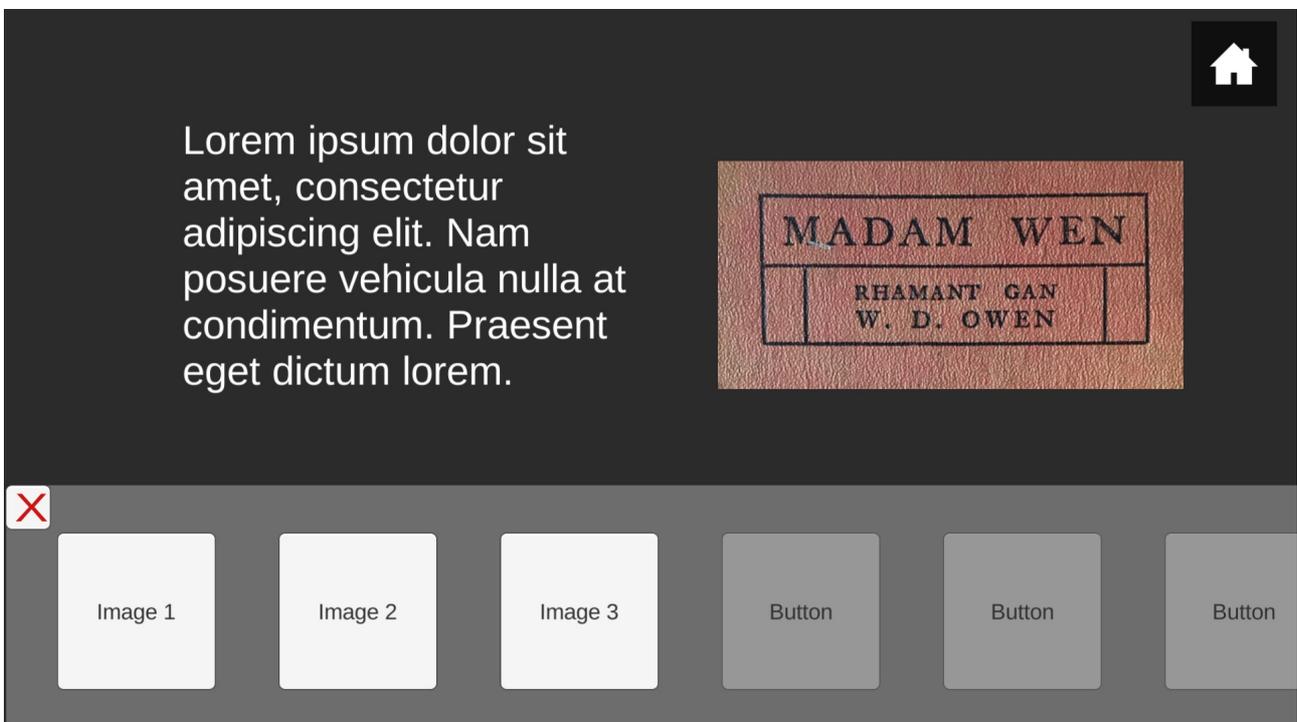
Text overlaid on the top of Madam Wen book, can be any text, but we thought about having iether translation, or additional info. Text is scrollable.



Touch screen example – interactive 3d model of the house you can play with (zoom in/out, rotate etc)



Full screen view of the model, with UI hidden



The same concept, but this time with image + text rather than 3d model.



Examples of Augmented Reality (AR) using one of the images from coffee shop in Talwrn, where we overlaid image + some text on the top of the marker.

