



R. Buckminster Fuller

Through the eyes of Fuller: The Exhibit

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Research

/ Exemplars

Focused on interactive catalogs + tips for designing a good catalog

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/ Exemplars

Focused on interactive catalogs + tips for designing a good catalog

/ Ethnography

Trip to the IU Art Museum to gain a sense of the space we would be working with and to see how people interacted with the exhibits in the museum

Design Direction

/ Modern catalogs

Examined how catalog use for museums has evolved in recent history

Design Direction

/ Modern catalogs

Examined how catalog use for museums has evolved in recent history

/ Modern exhibits

Focused specifically on how people themselves interact with exhibits in the age of mobile technology and social media

How do catalogs play a role in the experience users have with modern exhibits?

Insights

/ Focus on mobile

People do use mobile devices in exhibits

Insights

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People do use mobile devices in exhibits

/ Focus on the in-exhibit experience

Most people who we talked to did not use catalogs at all

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/ Focus on mobile

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/ Focus on the in-exhibit experience

Most people who we talked to did not use catalogs at all

/ Utilize picture-taking

We observed a lot of camera usage in exhibits

Concept

/ Build your own catalog

Our concept focuses on allowing users to build a mobile catalog that provides context appropriate information on exhibits, and encourages camera use so that the visitors are allowed to “build their own catalog”.

Having learned about the exhibit from advertising, the user heads into the museum. Before now, they have not looked at a catalog, but are excited to visit.



As they head to the Buckminster exhibit, they notice a poster placed on the wall such that visitors to the exhibit can't miss it.





R. Buckminster Fuller

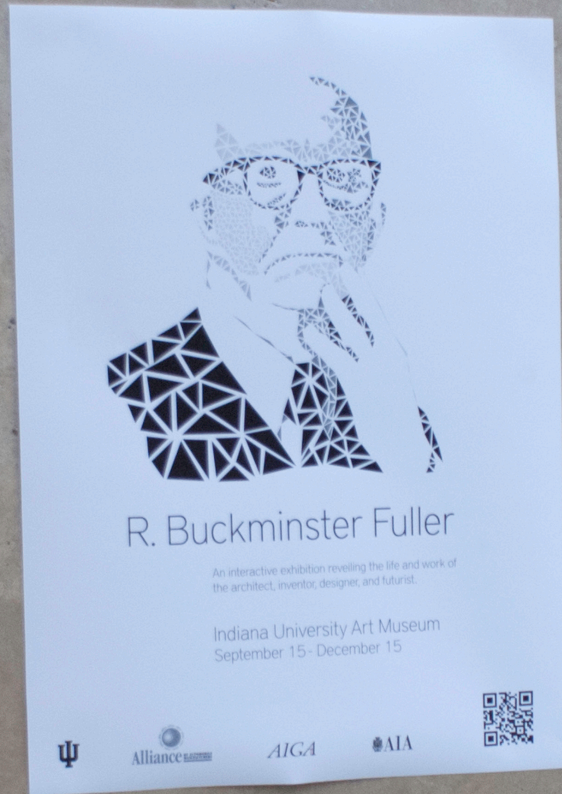
An interactive exhibition revealing the life and work of the architect, inventor, designer, and futurist.

Indiana University Art Museum
September 15 - December 15



AIGA





The poster describes the exhibit, but also contains something special in the bottom right.

The poster encourages the user to scan this QR code to download a mobile app that functions as a catalog and virtual guide to the exhibit.

R. Buckminster Fuller

An interactive exhibition revealing the life and work of the architect, inventor, designer, and futurist.

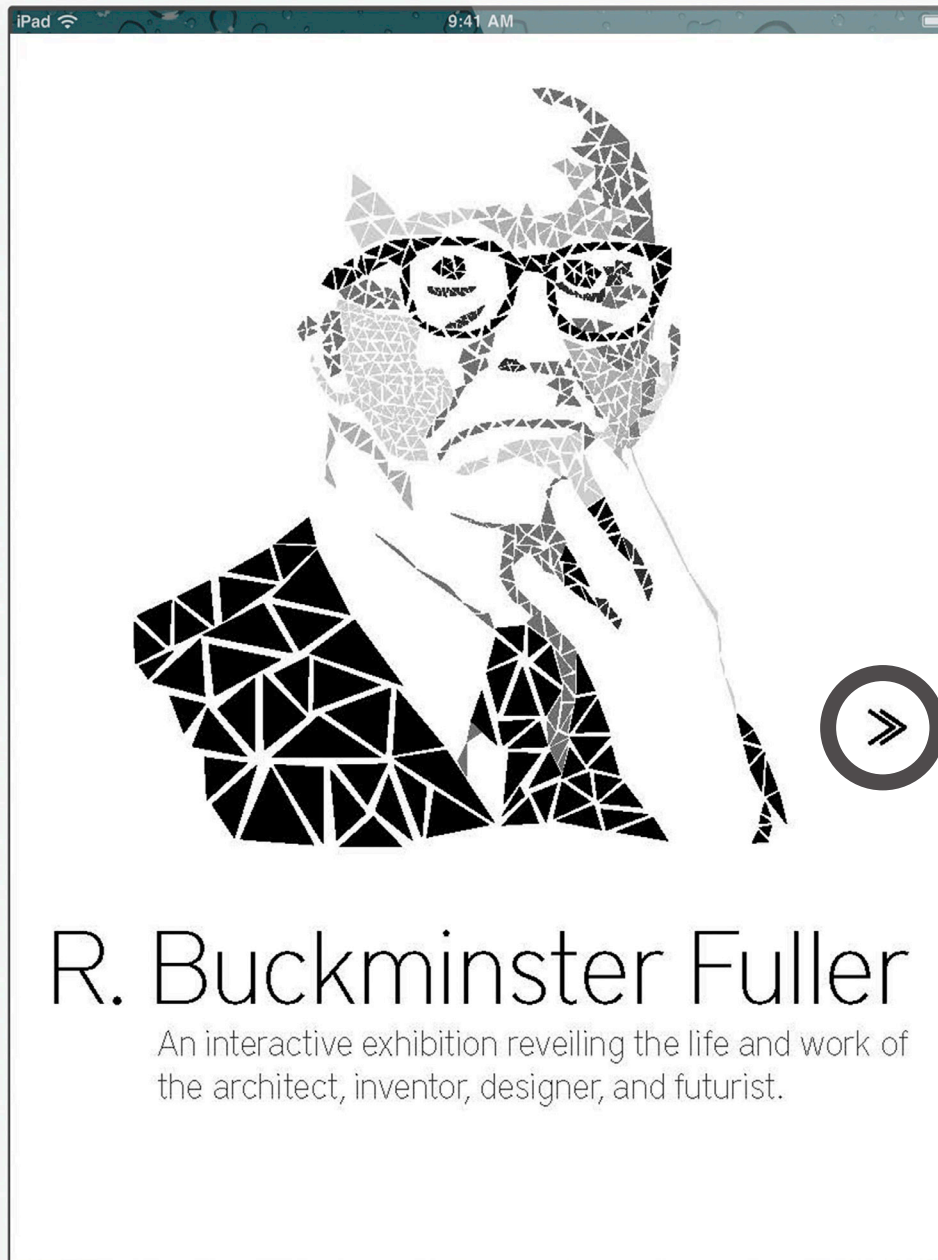
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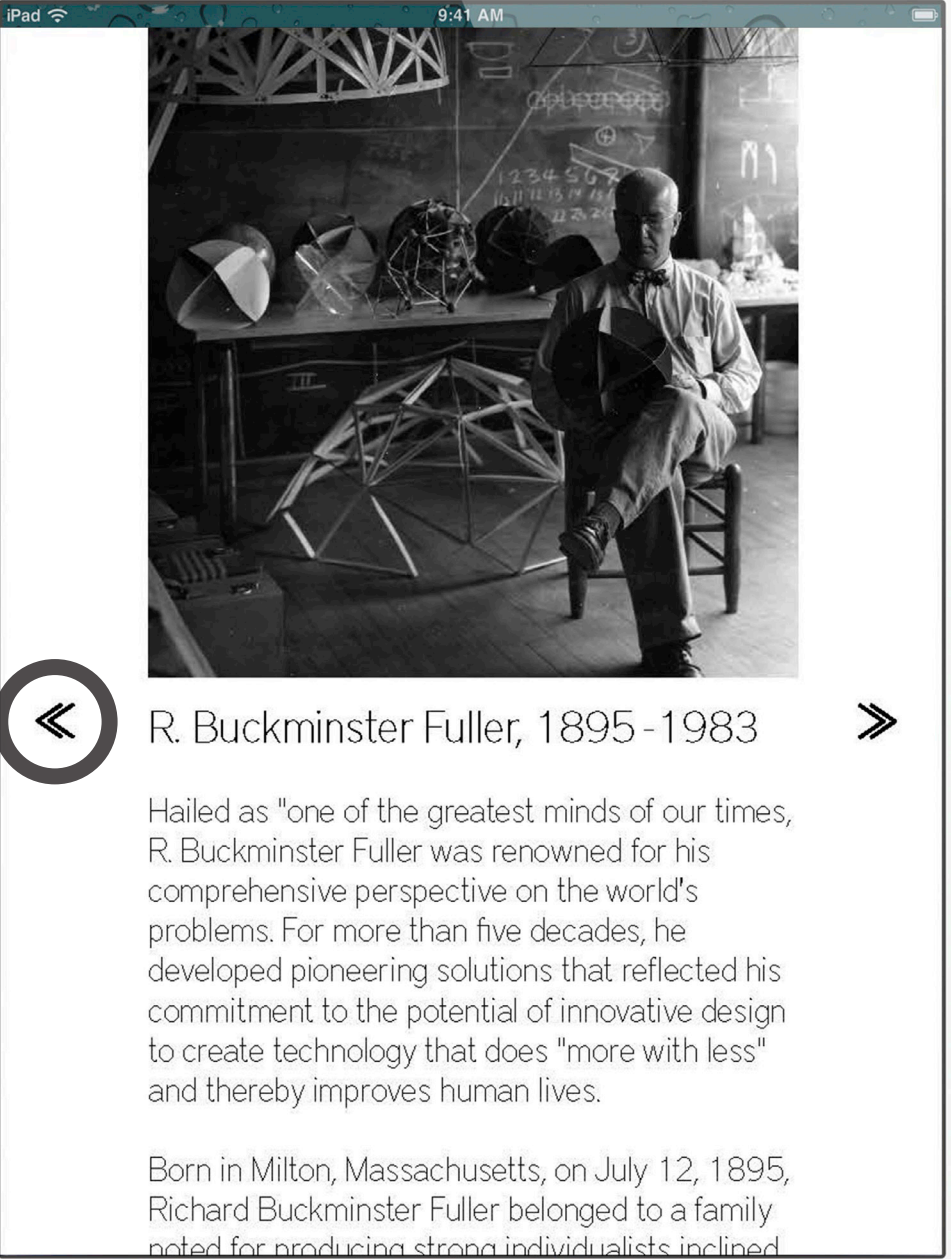


Front page of the catalog. It shows the same image of Fuller that people see on the poster.




Tap the arrow or swipe to the left to go to the next page.

Content page of the catalog. It has a brief introduction of Fuller's bio and his works.



9:41 AM



« R. Buckminster Fuller, 1895 - 1983 »

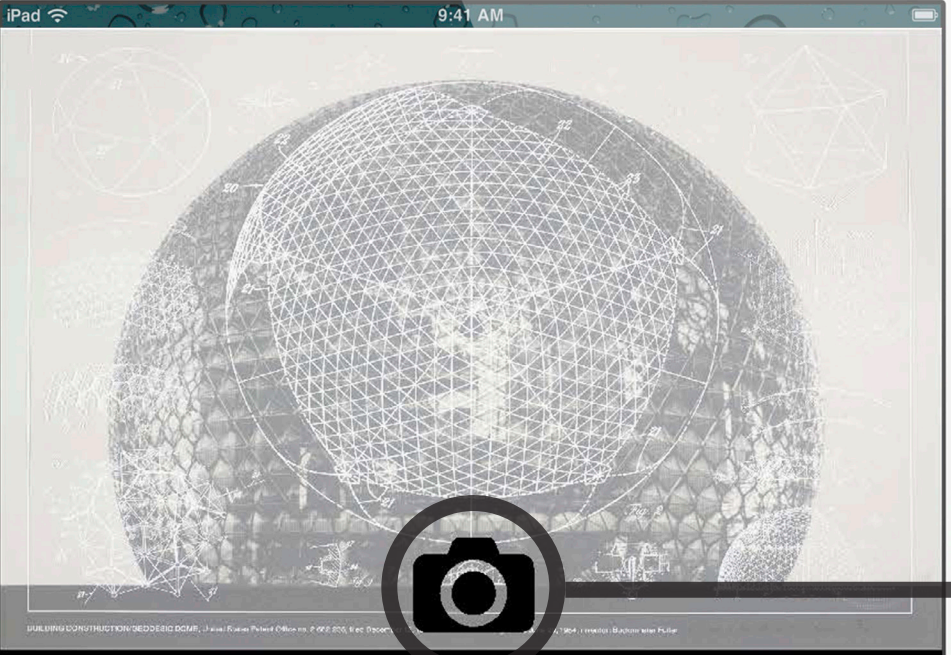
Hailed as "one of the greatest minds of our times, R. Buckminster Fuller was renowned for his comprehensive perspective on the world's problems. For more than five decades, he developed pioneering solutions that reflected his commitment to the potential of innovative design to create technology that does "more with less" and thereby improves human lives.

Born in Milton, Massachusetts, on July 12, 1895, Richard Buckminster Fuller belonged to a family noted for producing strong individualists inclined

Tap the arrow or swipe to the right to see the previous page.



This exhibit page presents the info of geodesic dome.

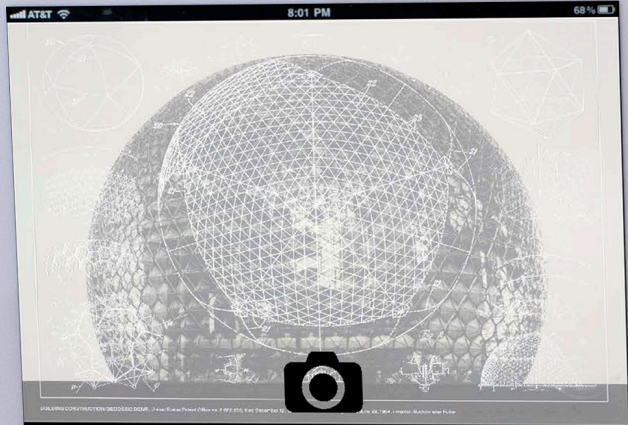


GEODESIC DOME

- Its decreased surface area requires less building materials.
- Exposure to cold in the winter and heat in the summer is decreased because, being spherical, there is the least surface area per unity of volume per structure.
- The concave interior creates a natural airflow that allows the hot or cool air to flow evenly throughout the dome with the help of return air ducts.
- Extreme wind turbulence is lessened because the winds that contribute to heat loss flow smoothly around the dome.
- It acts like a type of giant down-pointing headlight reflector and reflects and concentrates



Tap the icon to open camera and take your own photos that will be used for the cover image of this exhibit.

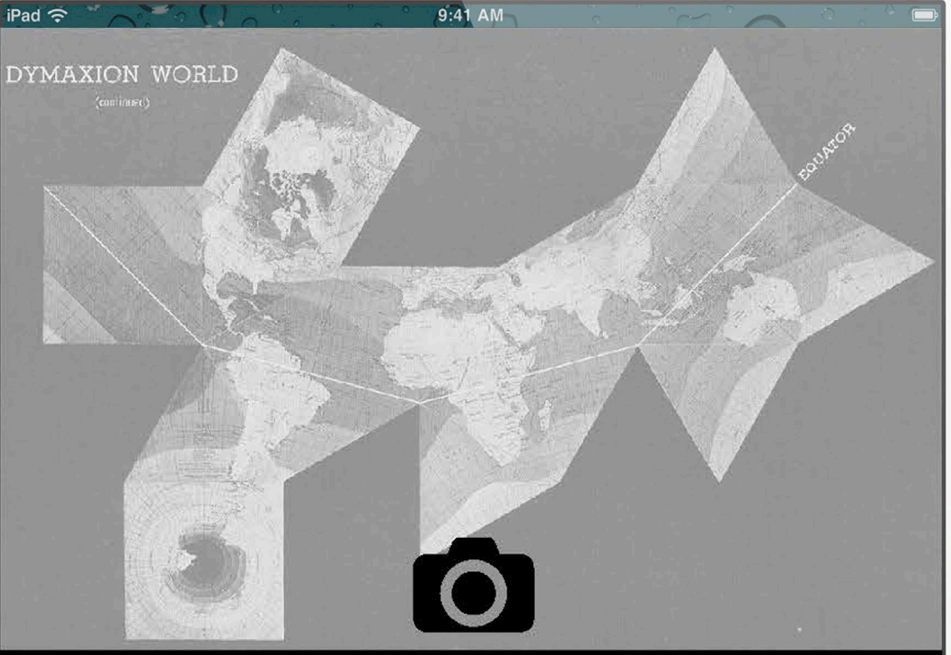


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This exhibit page presents the info of dymaxion map.



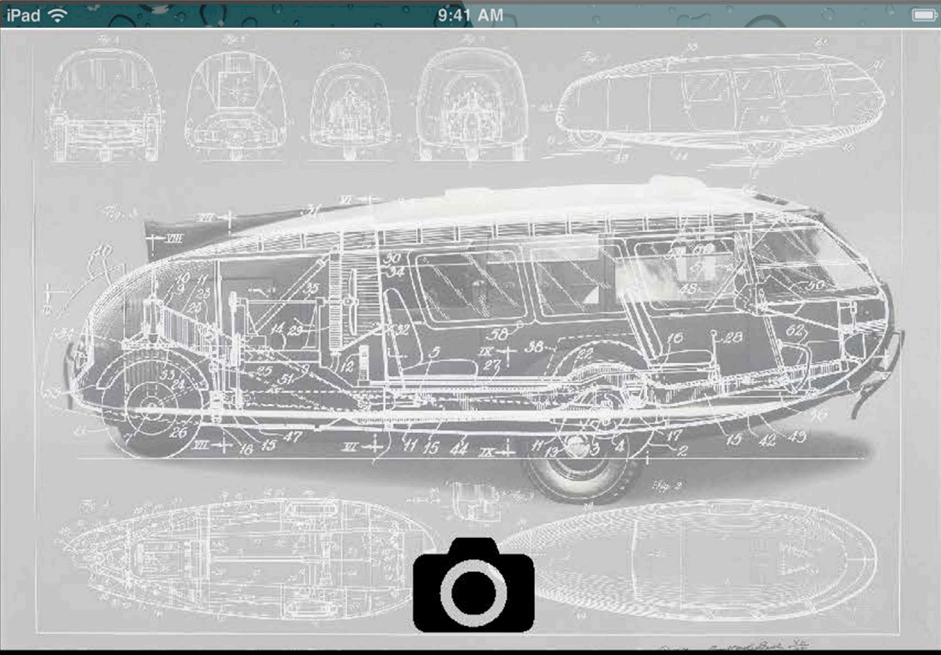
« DYNAMAXION MAP »

- Traditional world maps reinforce the elements that separate humanity and fail to highlight the patterns and relationships emerging from the ever evolving and accelerating process of globalization. Instead of serving as "a precise means for seeing the world from the dynamic, cosmic and comprehensive viewpoint," the maps we use still cause humanity to "appear inherently disassociated, remote, self-interestedly preoccupied with the political concept of its got to be you or me; there is not enough for both."
- All flat world map representations of the spherical globe contain some amount of distortion either in shape, area, distance or direction measurements. On the well-known Mercator world map, Greenland appears to be three times its relative globe size and Antarctica



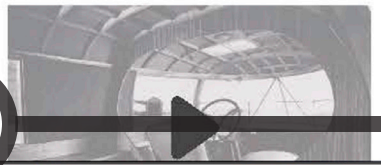
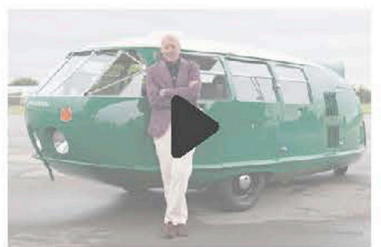
Tap the play button to watch videos of this item.

This exhibit page presents the info of dymaxion car.



« DYNAMAXION CAR »

- The Dymaxion car was designed by Buckminster Fuller in the early 1930s. The car featured highly innovative, and ultimately influential, features compared with the common car of the day including: a three wheel design with rear wheel steering and front wheel drive, a longer body (20 feet), and a highly aerodynamic design.
- Success of the design was realized in its performance efficiencies: the car could transport up to 11 passengers, reach speeds of up to 90 miles per hour, and ran 30 miles per gallon.



Tap the arrow of swipe up to scroll and see more content.

This final page shows up before visitors leave the museum.

iPad 9:41 AM

<< YOUR DYMAXION MAP >>

- Now that you have visited the exhibit and finished your interactive experience, enjoy this dymaxion map of your photos as a special thank you.
- If you would like to purchase a physical copy of your photo map, simply click the buy now button below.

BUY NOW

People can click BUY NOW button to order a paper version of dymaxion map which consists of photos they took during the exhibition.

Questions

Appendix



https://si0.twimg.com/profile_images/1192844589/Ron_Charles_office_photo.jpeg

Ron Charles

Ron was born in 1960s. As a boy, a trip to Ebcot Center first sparked his interest in the Fuller-esque vision of the future. His entire childhood was full of imagination of living in a futuristic world envisioned by Richard Buckminster Fuller. Growing up under Fuller's influence, he once dreamed to become an architect, systems theorist, author, designer, inventor, and futurist just like Fuller during his middle school and high school years. Ron entered college and majored in architecture just after Fuller passed on in the year of 1983. With his continuous study and efforts for decades, now he becomes an associate professor at Indiana University Bloomington (IUB).

Even though Fuller and his designs seem to have faded from his memory because of time, hearing that IU Art Museum is going to host an exhibition of the life and work of Richard Buckminster Fuller makes him so excited. The big fan of Fuller buried deeply inside

of Ron's heart has been evoked again. He cannot wait to see the exhibition. Missing any information of the exhibition will never be the case for Ron, he begins to look up to the official website regularly in order to keep himself up to date. Just one month before the opening, he sees an app exclusively designed for the exhibition is launched on the website. It is a digital catalog app which accommodates mainstream mobile platforms such as Android and iOS. Both smartphone and tablet versions are provided.

Ron takes out his iPad immediately and downloads the one that fits his device. The front page contains Fuller's figure which consists of representative triangles used by Fuller in his designs. After swiping to the next page, Fuller's bio information comes into Ron's eyes. The following pages contains all the items that are going to be shown in the museum. Interestingly, there is one noticeable section on the screen shows translucent images of each exhibit, and a camera icon below which allows people to take their own photos as the cover pictures to replace the translucent ones. Each item page unfolds not only the history of Fuller's work pieces in text, but also interactive 3D models and videos.

One month later, Ron brings his iPad with him to IU Art Museum. This exhibition is going to give him a brand new experience.



<http://www.stumpedmagazine.com/wp-content/uploads/2012/03/HeatherGraham.jpg>

Heather Graham

Heather was born locally in Bloomington. She grew up in a big family in which her parents, uncle and aunt work in the field of either industry design or graphic design. Cultivated by the design culture within such atmosphere, her interests in meaning and form were constantly developed and finally drove her to apply for Fine Arts School at Indiana University Bloomington (IUB) last year. Now she is a second year undergraduate student who majors in graphic design just like her parents did before.

Told by her faculty, Heather gets informed that Fine Arts Museum is going to have an exhibition about Richard Buckminster Fuller and his design works in autumn, 2014. Since her school building is right next to the museum, she thinks that she may spend some casual time with her friends by visiting the exhibition by then. Being busy with her study makes her plan of visiting Fuller's exhibition slip away from her mind soon. But the date is getting close day by day.

Time in school passes fast without being noticed, it is only one month away from the opening. Fuller's exhibition posters are all over IU campus, let alone the museum. Heather is attracted by one of the creatively designed posters and approaches to it. There is a big Fuller's figure which consists of representative triangles used by Fuller in his designs. Such graphic style reminds her of one technique she learned in class. Seeing the poster makes her look forward to visiting the museum even more. The exhibition date and location are right underneath Fuller's name, and organizations who funded this event are right at the bottom of the poster.

In the lower right corner, Heather notices a QR code which enables her to download a catalog app for this exhibition. With curiosity in mind, she takes out her mobile phone and scan the QR code, hoping to figure out what items on earth are going to be shown. Inside the app, the front page is also the same Fuller's figure. The upcoming pages are Fuller's bio information and all the items that are going to be shown in the museum. Surprisingly, she sees the app allows her to take pictures of the real exhibits and use them as each item's cover image. Such interactive way of generating a personalized catalog makes her pleased and she wants to tell her friends about it. Now she feels certain that it would be a promising experience in which they can have some fun.

Usability Test

To evaluate our concept, three usability tests were conducted. Participants were told they were in an exhibit-like setting and would be using a catalog app on a mobile device. Some element of the environment, determined on site, would be designated as the exhibit. All three tests were conducted on the first floor of the School of Informatics building.

Artifacts

The prototype itself was an iPad that ran a static image of the main screen. An object in the environment “stands in” as a piece within the exhibit.

Tasks

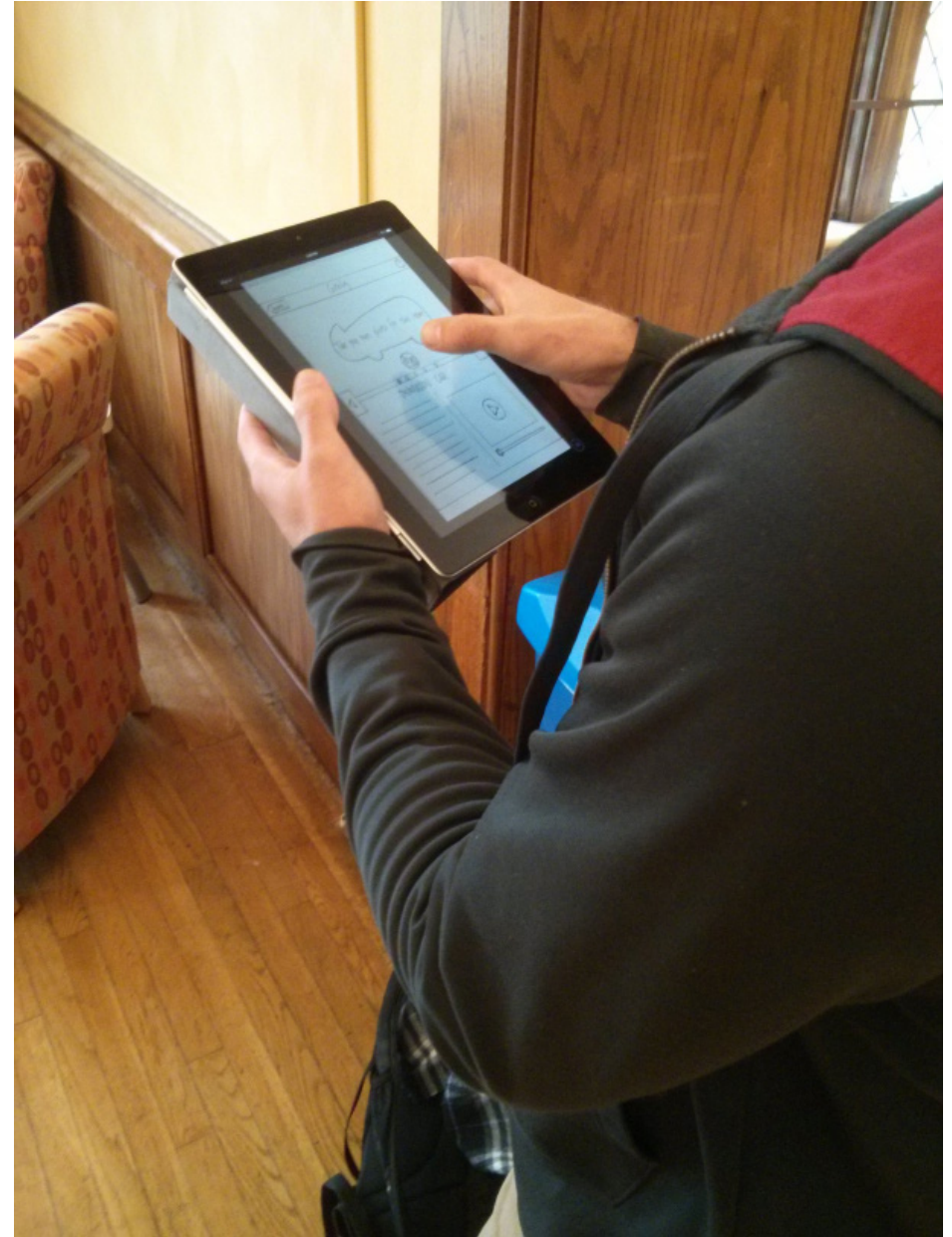
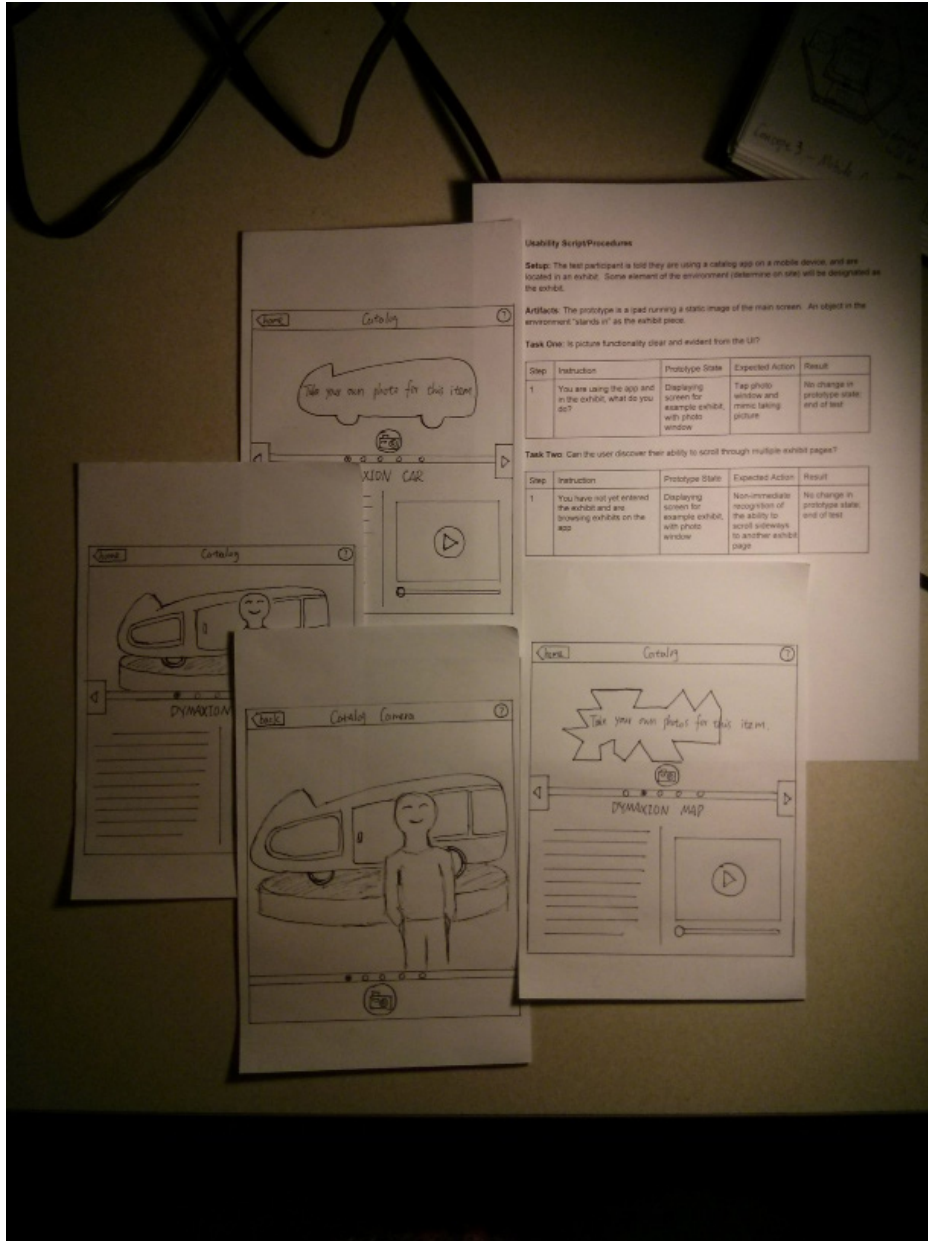
Participants were given two tasks centered around the following:

- / Picture functionality
- / Navigation clarity

Results

Overall, the tests were a success, however, there were a few issues. Participant 1 had some issues surrounding the picture functionality (he did not try to take a picture at all). Participant 3 had issues with the navigation. She did not notice the arrows at first, instead she attempted to find a “back” button in the upper left corner. After she noticed the arrows, it soon became apparent that her mental model did not match our expected results. She assumed the arrows would lead to a second page of material on the current piece. In reality, the arrows lead to information on different pieces in the exhibit.

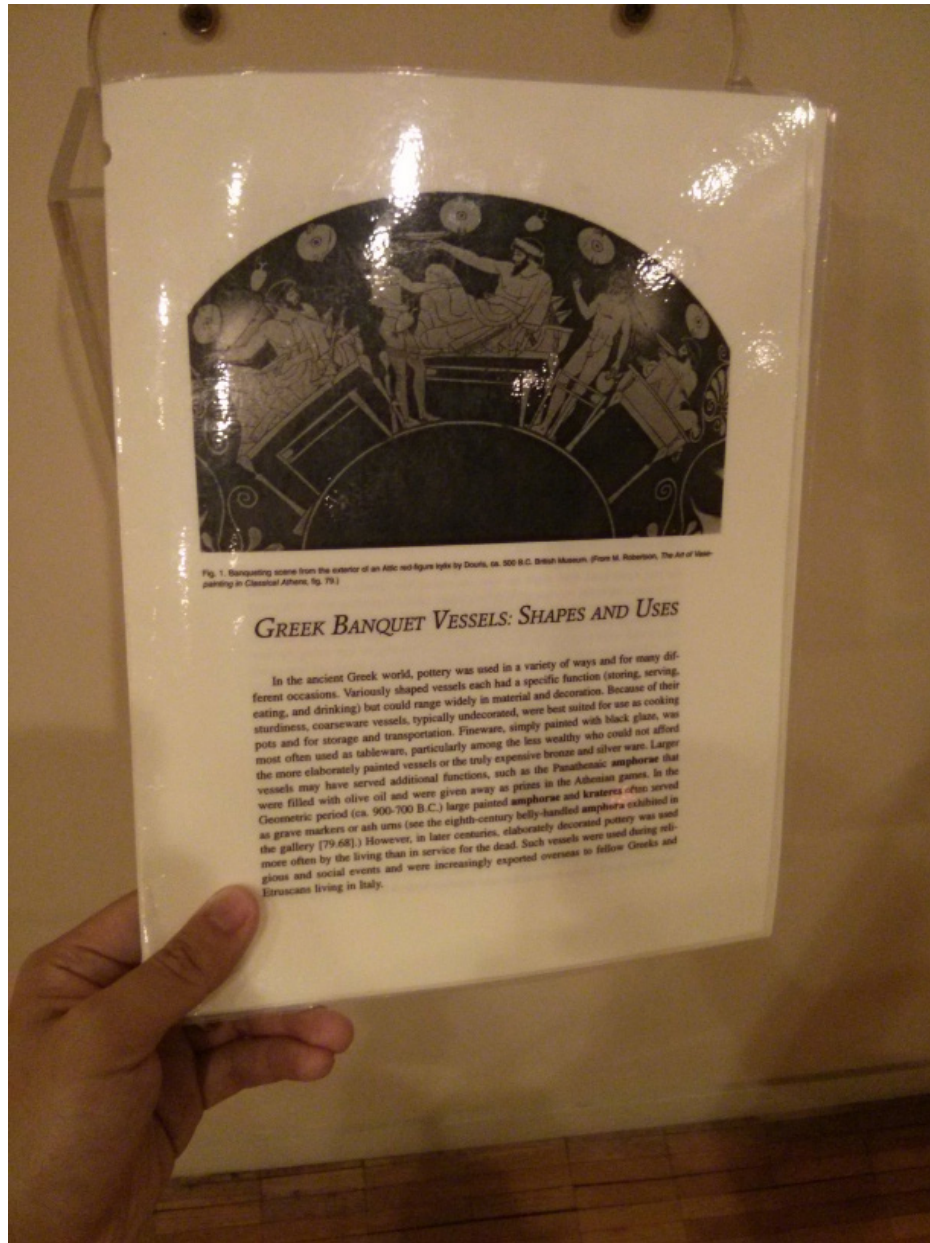
Usability Test



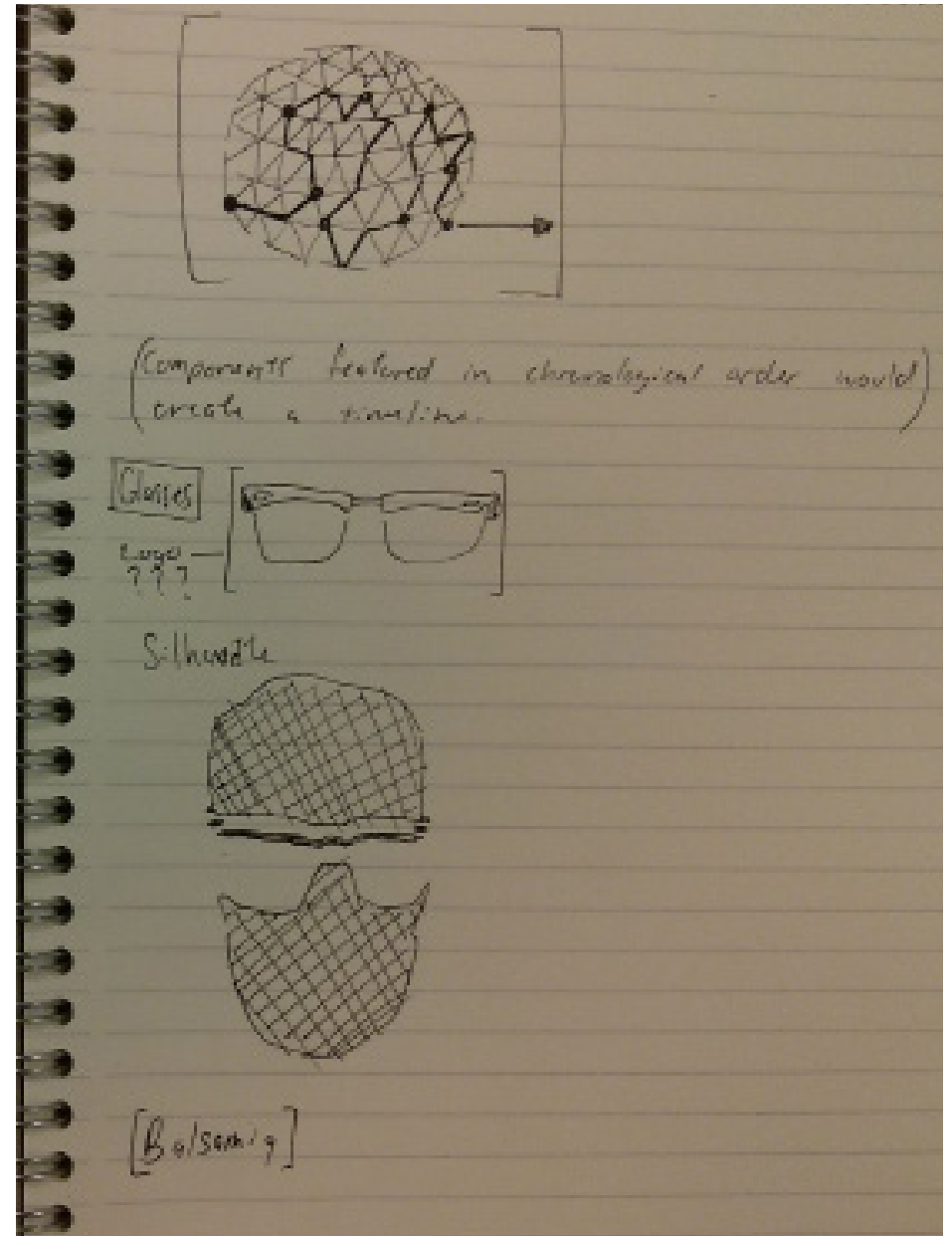
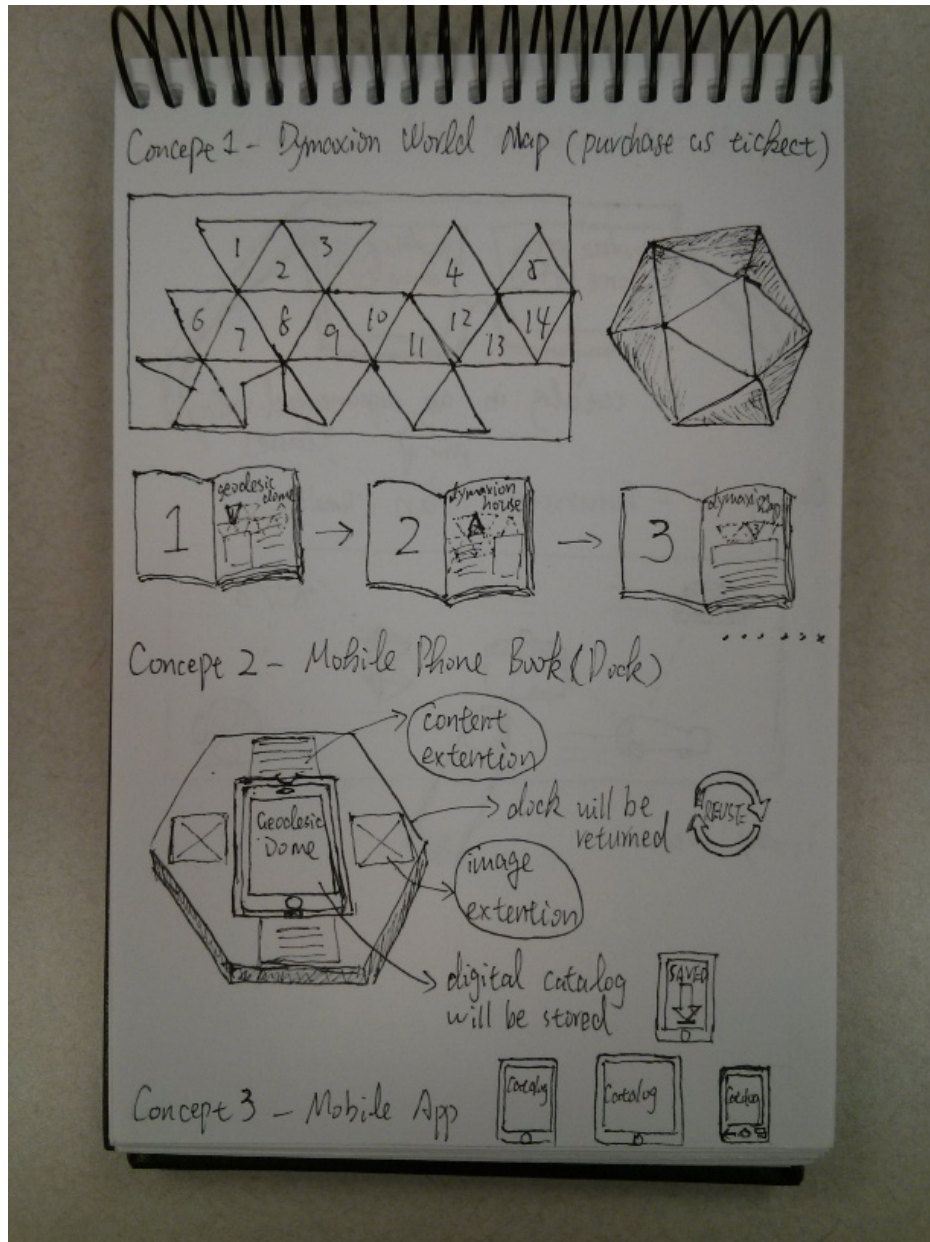
Design Process



Onsite Observation



Sketches/Initial Designs



Catalog Exemplars

Showcase of 70 Creative Booklet and Catalog Designs for Your Inspiration

<http://www.icanbecreative.com/70-showcase-of-creative-booklet-and-catalog-designs-for-your-inspiration.html>

IKEA'S Interactive Catalog (packed with videos for reader's phones)

<http://www.psfk.com/2012/07/ikea-interactive-catalog.html>

AR Experience Report : Interactive Catalog

<http://ael.gatech.edu/mrdesignclass/tag/interactive-catalog/>

Pingo Doce - Interactive Catalogue

<http://www.behance.net/gallery/Pingo-Doce-Interactive-Catalogue/635868>

Beck Designs Interactive Folding Brochure

<http://www.youtube.com/watch?v=ora7zc9fZ4E>

Univ. of Virginia Art Museum Interactive iPad Museum Catalog

<http://www.youtube.com/watch?v=5QtziLbl2og>

<http://uvam.arqball.com/>

Museum of Fine Arts, Boston

<http://www.mfa.org/explore/interactive-tours>



Screenshot of Fluidbook's interactive catalog

<http://www.fluidbook.com/en/Overview/>