

**ASAPS: Advanced Story
InterActiveUGA**

Elizabeth Dickerson, Patrick Grant, Andrew Lee & Beth Anne Watts

What do you plan to accomplish?

We have noticed that there is a need for a more personalized campus tour. The tour for prospective students does not give an in depth and unique look at the UGA's campus, and this causes new students to be unaware of the benefits that the campus has to offer their specific interests. We plan to introduce an app that utilizes interactive narrative technology to create a unique campus experience based on each user's technology. Our app will ask students questions about what their major is, what they like to do, what they're interested in and more to lead them to different locations on campus. These locations will be unique spots that correlate to the students' tastes and preferences and will create a niche experience at UGA. Overall, this technology will make students feel at home before they even step on campus.

Why is it useful and to whom is it useful?

Our project aims to benefit college freshmen or new students at a university who want a more comfortable and personalized experience from day one. With our technology, students will be able to answer a series of questions that will produce a personalized guide to inform them about areas on campus that would fit their needs better than that of a generic campus tour. This will help new students identify areas that are conveniently located in relation to their classes on campus and help them to meet people with similar interests.

What do you want to do with the technology?

What we want to do with the technology is to give users choices based on their profile. The user begins with a general set of options, and the further the user goes along a certain path, more precise options are given. The user will eventually come to different conclusions that are personalized since it was based upon the user's previous decisions. Right now, the technology is limited to values and variables for each option, but we're hoping to utilize a GPS feature. The GPS feature will allow us to present certain options based on the user's location. For example, if the user was walking towards the biology building, the GPS will locate nearby places that the user might want to visit, like the cafe located inside the biology building.

How do you plan to accomplish these goals?

In order to create an effective personalized tour, we need to research places on campus as well as get an idea of the different personalities on campus. In order to make sure we have a wide range of personalities and majors covered, we will make sample personas. These personas will include information about academic interests as well as information about social life, extracurricular interests, exercise habits and more. We need to make sure that we have enough sample personas to truly make the tour personal. Once we have our personas outlined, we will find students that fit the personas and interview them about their campus experience (where they study, where they eat, useful tips) These tips will provide us with relevant information that we can use to plan the tour and direct users. Once we know the locations on campus that we will use for the tour, we will categorize them depending on which locations and personas they would fit into. This will make an organized list of places to choose from when designing personal tours.