

**INTERVIEW GUIDE – GENERAL INTERVIEW (SECTION 1)**

PARTICIPANT \_\_\_\_\_

RESEARCHER \_\_\_\_\_

**A. Story & Plot**

1 Can you tell me what the story you experienced was all about?

2 Was the plot clear to you at the beginning?

3 Is the plot clear to you now?

4 Did you find the story

- interesting?
- exciting?
- Immersive?

5 Was the story easy to follow? Did you have any particular trouble following it?

- difficult vocabulary
- many new names
- quick alternation of unfamiliar subjects
- language (English, not Greek)
- not interesting enough
- distracting surroundings

6 Did you like the fact that more than one characters appeared?

*(E.g., in Horse story, did you like the fact that Hippalektryon, the horse mutant, came in to say his story or would you prefer to have the Horse talk to you about Hippalektryon?)*

*(E.g., in Theseus story, did you like the fact that Miltiades himself, the mysterious rider, came in to say his story or would you prefer to have Theseus talk to you about Miltiades?)*

7 Did the alternation of characters help or hinder the story?

8 Did the story flow or did it feel broken or disjointed at times?

9 Did you find your experience different from museum guides (e.g., audio guides)? In what way?

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**B. Navigation / information**

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- 1 Did you like the provided hints for locating your next exhibit? E.g.,
  - Were they helpful enough? Report particular places where transition to next exhibit was difficult
  - Did you feel like they interrupted the story?

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- 2 Did you like the transition between physical places? Which aspects of the transitions worked / did not work for you? E.g.,
  - Did you find location movement too big?
  - Were you annoyed by the fact that you were bypassing exhibits
  - Did you like moving around in search of a particular exhibit?
  - Would you've liked to increase or decrease the number of physical transitions?
  - Were you bored between transitions? Where there any places that you think you stayed for a long time? Which ones and why?

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- 3 Were there any places you would like to spend more time at?
  - Would you've liked to be provided with more info on a subject or/and an exhibit?
  - Would you've needed some more time for observation?

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- 4 Did you like being told what to do or would you've preferred to find your own way and the system give you information when you arrive at an exhibit that you have chosen?

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- 5 Would you mind moving back and forth in the gallery to locate particular exhibits? Or would you've preferred a linear route through the gallery?

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- 6 Did you stop to observe additional exhibits between location transitions or did you strictly follow the path suggested by the narrators?

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**C. Screen vs. Physical Space**

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- 1 Did the visual material presented on your screen help you get into the story? Did it hinder the experience or enhance it?

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- 2 Did you like the accompanying visuals on the iPad? Did the images relate to what you were hearing?

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- 3 Would you've liked more or fewer visuals?
  - Throughout?
  - Only at certain points? (which ones)

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- 4 Did you like switching your focus from exhibits to screen?

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- 5 Did you find it easy to understand when visual material was displayed on your screen? Would you've liked some form of indication to look on your screen? e.g. audio beep, mobile vibration, etc.

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#### **D. User Interface & Usability**

- 1 How was the user interface? E.g.,
- Attractive
  - Modern
  - Simple/complicated
- 2 Did you notice any errors?
- 3 Could you hear the audio at all times?
- 4 Would you have preferred to use headphones?
- 5 Could you see the text and images well enough?
- 6 Did you feel that you were in control of the experience?  
(did you feel that you could / could not keep up?)
- 7 Did the technology do what you expected it to do?
- 8 Did you know how to use the ipad? Were there any problems?  
(too heavy, bulky etc.)
- 9 Would you've preferred to have experienced this on a smart phone instead?  
*Do you think that it would've been a different experience?*

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#### **E. Pre and Post visit**

- 1 Would you've liked to be provided with the story in textual form?
- 2 Would you've liked to be provided with supplementary information about the characters?
- 3 Would you've liked a souvenir of your experience?  
*such as a comic strip with all the characters (heroes, gods, monsters, animals etc.) in the story?*

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#### **F. Social aspects**

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- 1 (if individual) Did you like that this was an individual experience?  
Would you have preferred to have a shared experience (with someone else)?

(if shared) How did you feel about sharing the experience with your  
[child/parent/friend/sibling]

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### **G. Overall**

- 1 Overall, which aspects of the experience worked for you?  
How? *Give examples*

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- 2 Was there something that you (absolutely) disliked?
- Boring/Not interesting story
  - Bad audio/visual presentation of story
  - more details
  - fewer details

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- 3 Can you think of ways that the museum storytelling experience may be improved?
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*Provide description of 1-2 navigation approaches we can think of and ask user feedback on each (regarding both effectiveness and implications on story flow)*



**INTERVIEW GUIDE – PERSONALIZATION INTERVIEW (SECTION 2)**


PARTICIPANT \_\_\_\_\_

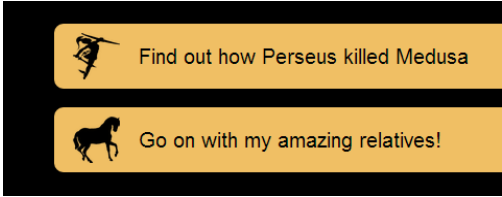
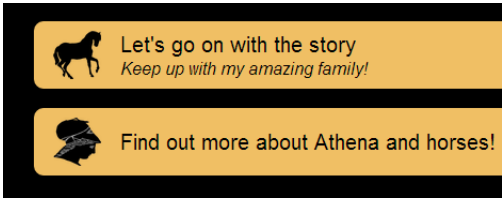


RESEARCHER \_\_\_\_\_

#	Question	Evaluation Method & Audience	Evaluated Aspect: STE policies and Adaptation	Priority
	Did you like the fact that menus were provided during the story? Would you prefer to reduce or even omit menus? Please explain your choice I want to have control over my experience I want to relax and follow the story without taking any decision Menus interrupted my experience Other: ...	Interview, All, Nikos	Menus – Preference on Level of control	High
	Did you notice that the order of choices changes in menu after visiting related items? Do you like this or does it confuse you? Would you prefer the visited items to disappear from menu after being visited instead?	Interview, All, Nikos	User Friendliness of Menu adaptation policies	High
	Does the order of choices in the menu influence you in your choices? Would you prefer a more evident highlighting of the top choices?	Interview, All, Nikos	Effectiveness of P. Ranking application in menus	High
	Would you like a “Tell me More” option, enabling you to explore additional side-stories (maybe from different characters)?	Interview, All	STE policy – Dynamic BPs and Menu appearance	High







#	Question	Evaluation Method	Evaluated Aspect: Personalization /Adaptation	Priority
	Can you please rate the following subjects in a scale from 0 to 5? Gods and heroes Animals	Interview, All, Nikos	Preference on Subject	High




Monsters Everyday life Athletics Social structures, laws and politics Art Engineering			
Select which type(s) of info you want to be included in your story Mythological info Real facts Can you please rate them in a scale from 0 to 5?	Interview, All, Nikos	Preference on Type Of Info	High
In what way do you prefer to participate in CHESS experience? <b>As a spectator?</b> E.g. Read a person's diary / Let a hero describe you his life and feats <b>As a participator?</b> E.g. Train to be an archeologist / Help a hero achieve his goal <b>As a contributor?</b> E.g. Take pictures, create your own myths and drawings to make a newspaper article uncovering the hidden aspects of Acropolis Museum! Can you please rate these roles in a scale from 0 to 5?	Interview, All, Nikos	Preference on User Role	Low
Do you prefer script pieces having <b>Tight, Loose or No connection to museum exhibits?</b>  For instance, the following story piece has <b>No connection</b> , since there is no referenced exhibit:  <i>"We also had distant cousins that were half-horse and half-men. They were called <b>Centaurs</b> and they were fierce creatures that loved war and merry-making, often at the same time. Not all of them were ruthless beasts though. One of my distant Centaur cousins, Chiron, was very wise. He was even the teacher of Asclepius, the very first doctor, the one all doctors swear by to this very day."</i>  The following story piece has a <b>loose connection</b> to Pegasus exhibit:  <i>"Isn't <b>Pegasus</b> stunning? No wonder he's so famous. He's a gorgeous snowy white flying horse, the son of the god of the sea and of a – well, isn't it hard to believe that his mother was a monster? ... Pegasus got a job on Mount Olympus, bringing lightning and thunder to Zeus, the king of the gods. At some point in his career, Pegasus was captured by the Greek hero Bellerophon, and together they had all sorts of intrepid adventures. "</i>	Interview, All	Preference on Exhibit-focus	Very High

<p>On the contrary, the following story piece has a <b>tight connection</b> to the 4 horses exhibit:  <i>"Aren't we gorgeous? We come from a chariot, which is a horse-drawn carriage specially made for racing and warfare. <b>This is part of the decoration of a temple and there once was a rider behind us, probably a god, which is now lost.</b> You know, gods never rode on horseback, only in chariots – it's more dignified really. "</i></p>  <p>Can you please rate the three types of script pieces in a scale from 0 to 5?</p>			
<p>Which of the following aspects is more important to you for choosing a story, and in what order?  Subject (e.g. Gods and heroes, Animals, Monsters, Everyday life, Athletics, etc)  Type of Information (e.g. myths, real facts)  Visitor role in the story (e.g. spectator, participator, contributor)  Tight/Loose connection to the exhibits  Is one of the above aspects significantly more important than the others?  Please comment...</p>	Interview, All	Relative Importance of script features	High
<p>If you were presented with a script piece that you didn't particularly like, would you skip it or wait for it to finish, hoping that the next ones would be more to your liking?</p>	Interview, All, Nikos	Potential of Behavior Feedback	High
<p>Would you like it if a hurry button existed to ask the system to shorten the remaining experience?</p>	Interview, All, Nikos	Potential of User Feedback on Amount of Info	High
<p>If menus weren't provided, would you want to experience EVERY possible sub-story or would you like the system choose SOME for you?  IF SOME: Which ones?  I want to hear all the details when something closely matches my interests  I want to hear just what is necessary to get the greater picture/feeling from the museum  I want to hear many sub-stories, but I don't want to deepen into specific ones!  I want to hear things that the museum/society regards as of significant value  I want to hear things my friends have liked in their past visits</p>	Interview, All	Preference on Amount of Info, Depth of Info, Breadth of Info Ant, grasshopper, fish, Expert Rank, Social Rank	High

<p>During the experience, did you change your mind as to how much content you would like to see?</p> <p>Did you start (skipping side stories)/(getting interested in side stories)?</p>	Interview, All	Preference swift during visit	Medium
<p>At the first menu,</p> <div data-bbox="180 422 678 617">  </div> <p>Did you like choosing it or would you prefer to have skipped it and why?</p> <p>IF <b>NOT</b> SELECTED: Why did you skip it?</p>	Interview, All, Nikos	P.Score & Rank evaluation	High
<div data-bbox="180 751 678 947">  </div> <p>Athena's relation to horses?</p> <p>Would you prefer to have skipped it and why?</p> <p>IF <b>NOT</b> SELECTED: Why did you skip it?</p>	Interview, All, Nikos	P.Score & Rank evaluation	High
<div data-bbox="180 1100 678 1316">  </div> <p>seems to be most promising?</p> <p>Why?</p>	Interview, All, Nikos	P.Score & Rank evaluation	High
<div data-bbox="167 1440 794 1673">  </div> <p>interesting the sub-stories you joined?</p> <p>Can you rate them in a scale 1 to 5?</p> <p>IF <b>NOT</b> SELECTED: Why didn't you join sub-story X?</p>	Interview, All, Nikos	P.Score & Rank evaluation	High



<p>IF PRESENTED: At some point the Horse talked about the prize of Panathenaic games:</p>  <p><i>“And if you're wondering where they stored all that oil, the answer is they didn't. They sold it abroad and made loads of money. You see, there was a special law that said that Panathenaic prize oil could only be sold abroad - that's why nowadays archaeologists all over the world dig up so many ancient Panathenaic amphorae, the special jugs decorated with a picture of the actual event for which the oil was a prize.”</i></p> <p>Did you like to hear this additional info or would you prefer to have skipped it &amp; why?</p> <p>IF <b>NOT</b> PRESENTED: When the Horse talked about the prize of Panathenaic games, he mentioned that the prize was 5 tons olive oil. Would you like to know where they stored all that oil?</p>	Interview, All	P.Score & Rank evaluation	medium
<div data-bbox="167 814 777 980">  Find out more about the origins of Olympics! Follow the fascinating story about the birth of the famous Olympic games          Let's go on with the story Keep up with my amazing animal fellows!       </div> <p>At the fifth menu, IF</p> <p>SELECTED: Did you find interesting the side story about the Origins of the Olympics or would you prefer to have skipped it and why?</p> <p>IF <b>NOT</b> SELECTED: Why did you skip it?</p>	Interview, All, Nikos IF	P.Score & Rank evaluation	low
<p>When the Horse talked you about Medusa, a corresponding image was displayed on your screen. Choose the image(s) you would like to be displayed and rate the in a scale from 1 to 5:</p> <div data-bbox="276 1281 898 1707">    </div>	Interview, All, Nikos	Preference on ArtType	High
<p>When the Horse talked you about Centaurs, a corresponding image was displayed on your screen. Choose the image(s) you would like to be displayed and rate the in a scale from 1 to 5:</p>	Interview, All, Nikos	Preference on ArtType	Medium

	  			
	Does the selection of image affect your experience?	Interview, All	Importance of Image features	High
	To see how an exhibit looked like in the past, would you prefer to use Augmented Reality application or to have the appropriate picture be displayed on your screen? Why?	Interview, All, Nikos	Relation to Technology Skills	Low
	Would you like to include more interactive pieces in your experience? What types would you include? Games (e.g. Paint the statue, make you own myth, ...) Quizzes (e.g. guess the name of the god based on hints) Augmented Reality applications (e.g. check how colors / exhibit looked like before losing its parts)	Interview, All		Low
	Would you like it if menu items had a duration estimation label? Would you take it into consideration when selecting the menu item?	Interview, All	STE, Menu Presentation, TM	low
	Would you want the system to “shorten” the upcoming story when it estimates that you don’t have enough time (based on your provided visit duration)? Do you want to be notified/asked about this?	Interview, All	Time management policies	low