

SCIENCE+  
MEDIA  
MUSEUM

# Augmented *Reality*

An Innovative Experience for Trend-Aware Audiences

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**Mohammed Awaís**

# Feedback & Adjustments

- Positive response to AR concepts.
- Focus on applying AR to specific museum exhibits.
- Loved the concept of character-based tours and child-friendly activities
- Acknowledged budget and licensing challenges.

# Feedback & Adjustments

- Use Wallace and Gromit as central AR guides, leveraging the museum's existing license.
- Introduce other UK-based characters like Horrid Henry, Danger Mouse, Hacker T Dog, and Mr. Tumble for diverse, engaging content.

Updated Idea



# Wallace & Grommit Concept

- Why Wallace and Grommit?
  - Leveraging the existing licensing agreement with Wallace and Grommit aligns perfectly with the museum's goals by providing recognizable, engaging characters at a minimal cost.



# Wallace & Grommit Concept

- This approach reduces the financial burden of securing new licenses while tapping into characters already beloved by audiences, ensuring high relatability and appeal for trend-aware visitors. These characters are part of British pop culture, making them relatable and fun for a trend-aware audience.



# Wallace & Grommit Concept

- The existing licensing agreement minimizes costs while ensuring wide appeal.

# Proposed AR Features

- Wallace explains the science behind the exhibits in a quirky and educational way.
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- Gromit uncovers hidden details with humor and animated surprises.
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- Hands-on AR activities, like inventing gadgets with Wallace, connect visitors to museum themes.



## Proposed Characters and Roles:

Horrid Henry: Adds playful, mischievous scavenger hunts to engage kids.

Danger Mouse: Offers spy-themed adventures that thrill older children and families.

Hacker T Dog: Brings humor and relatable commentary for older kids and teens.

Mr. Tumble: Creates inclusive, fun activities for younger children and special needs audiences.

## Cultural Significance:

Local characters resonate with UK audiences and offer unique content for international visitors seeking British charm.

These characters align with trend-aware preferences for fun, culturally rich, and accessible experiences.

# Localised UK Characters





# Child Friendly Activities

## AR Trails and Quests:

Create engaging challenges where kids use AR to solve puzzles and unlock special content, like virtual badges or prizes.

## Interactive Learning:

Bring exhibits to life with AR animations that show how artifacts were used in the past.

Include mini-games that teach scientific concepts in fun, digestible ways.

## Appealing to Trend-Aware Families:

These activities are interactive, tech-driven, and highly shareable—ideal for families who value creative, memorable outings.

# Feasibility & Budgeting

## Cost-Effective Strategies:

Use platforms like Adobe Aero or Reality Composer to create affordable, high-quality AR experiences.

Partner with local universities or startups to develop prototypes and share resources.

## Phased Implementation:

Start small with key features, like Wallace and Gromit AR guides.

Gradually expand based on audience feedback and available funding.

## Focusing on Trend-Aware Priorities:

Budget-friendly yet cutting-edge solutions ensure that the experience aligns with tech-savvy audience expectations.





# Benefits of the Updated Plan

## Enhanced Visitor Engagement:

AR storytelling captivates trend-aware audiences with its unique and interactive approach.

## Broad Appeal:

Families, children, tech enthusiasts, and tourists will all find value in the personalized and shareable experiences.

## Scalability:

The phased approach ensures flexibility and the ability to grow based on audience preferences and funding opportunities.

# Conclusion & Next Steps

- **Reiteration:**
  - Augmented Reality can modernize the museum and captivate trend-aware audiences with creative, interactive experiences.
- **Next Steps:**
  - Develop initial prototypes for Wallace and Gromit AR features to showcase potential.
  - Explore partnerships and funding opportunities to support phased development.
- **Call to Action:**
- Invite feedback and collaboration to refine and enhance the project, ensuring its success with trend-aware audiences.

# AR AS A TOOL

At a glance | Reiteration

# MODERNISE

At a glance | Reiteration

# Enhance the NSMM Experience

At a glance | Reiteration

*Thankyou!*

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**Mohammed Awaïs**

**Augmented Reality**