Interactive Persepolis
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Project definition: Defining an Interactive system for persepolis historical site in order to give the tourists a unique and personal experience during their visits of the site.

Current Problems:
1) Number of Tourguides
2) Brochures general information about the site
3) Limited experiments
4) Information Stands
5) Number of visitors During the high Season
Studies have shown that visitors remember:
- 10% of what they hear
- 30% of what they read
- 50% of what they see
- 90% of what they do

Interpretation is a communication process designed to reveal meanings and relationships of our cultural and natural heritage, through involvement with objects, artifacts, landscapes and sites.

Persepolis located in 57 km north-east of Shiraz, Iran. About 518 B.C., Darius the Great (522-480 B.C.), who ruled over a world empire with solid cultural institutions and containing many of the civilized nations of the ancient world.

The legacy of physical artifacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations.

There are three basic rules for any successful TIS:
1) Every channel has its specific function.
2) All channels are related to each other.
3) All channels used by visitors are distinct from each other.
Our defined Design Process: Data gathering...... Analyzing ...... Transforming into Design language...... Data Classification ...... Conception ...... Envisioning ...... Selection ...... Prototyping ...... User test ...... Framing ...... Verification ...... Evaluation ...... Visualization......
Design Scenario:

Jenny is a 26 years old PhD student in Philosophy with a passion for Art and Architecture and she is also an amateur astronomer. She travels a lot and has good knowledge of working with computers and digital media. She likes to listen to music as she works and is always curious about history. She is professional runner. And she loves photography. She is a very social girl and she has written email every day to her friends since she started her journey.

*The project will be explained through our imaginary character, during her visit of Persepolis.*
Interactive Persepolis

Existing Technologies
Similar Projects
Interpretive Planning
Cultural Heritage

location based systems?
location aware systems?
Head-mounted displays?
GIS?
GPS and Wi-Fi?

Mahmoud: Info for TIS Technologies

reminder
iTACitus
Google it!!!

Ali:
Interface!!!

Device??
What else could it be???

reminder
Deadline:
2 Dec 08

Mahsa: Product Designer

L&D
User Experience
5 senses
Do 90%
See 50%
Read 30%
Hear 10%

Personal & Unique experiment

Design solution
To give tourists a unique experience in their visits we designed a package which consists of a smart T-shirt as a gift and a portable tour-guide which will company them through their visits in Persepolis.
The T-shirt is an interactive medium, with the site map on it and the ability to record the path which Jenny passed by during her visit using O-LED and GPS. Therefore she can remember her journey to Persepolis. She can also show her friends the path that she went through during her visit and explain to them her personal experiences.
Interactive Persepolis

It is a multifunctional guide helping the user to be interactively informed using progressive disclosure.

The portable device is an intelligent guide which can help, inform, entertain and interact with the user during visit.
How it Works

- She rents the device (and gets a smart T-shirt as a gift) for 30$.
- She personalizes the device based on her interests.
How it Works

Interactive Persepolis

Initial setting of the device
How it Works

Welcome Jenny,
I'm your personal assistant, you can always find me on the Right above corner of your page. It will be my honor to help you.

Start my tour

General map of Parse
Each icon is belong to one palace

Personal Assistant
Movie Clip
Story
Back
Forward / Next
You
Compass

Loading please wait

Help menu
Interactive Persepolis

How it Works

Drag and Drop the icons on page

Detail view of Jenny's position

Highlighting Jenny's interests

Here is the Apadana palace. It was built by Darius the Great in 510 B.C. It is one of the biggest Palace in Perse. More