# Augmented Reality for Political Future

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London

Loves arts, music, travel, and her smartphone. Cares about people and environment.

| | Before | | During | | | After | |
|---|---|---|---|---|---|---|---|
| **ACTION** | **1. downloading the app** | **2. getting notification** | **3. consuming media content** | **4. researching** | **5. feedback** | **6. sharing with social network** | **7. moving to next location** |
| | **DOWNLOAD** a Mobile Augmented Reality System (MARS) before going out for a visit to Tate Modern | **WALK** toward to Tate Modern in the Bankside area of the London Borough of Southwark for the "Living Cities" exhibition<br><br>**GET NOTIFICATION** from her smartphone when she is near the Bankside Power Station | **STOP** to read the MARS content that relates with a policy of modern art | **FIND** one issue on the policy that needs more information<br><br>**SEARCH** online on her smartphone; **EXCHANGE** messages with her friends who support the candidate on social networking sites; **CALL** and **TEXT** her family members for more information | **RATE** the media content<br><br>**TAG** the "FEEDBACK" button on the right bottom corner<br><br>**LOGIN** her Twitter account<br><br>**WRITE** her comments to the candidate to question about the issue | **LOGIN** Facebook and share her experiences of MARS with some selected friends who she knows also support the candidate | **WALK** toward to the River Thames<br><br>**TO LEARN** more about the candidate's environmental policy for the river |
| **GOAL** | | | | | | | |
| social | Some family members and friends of Emily told her about the MARS that will allow users to find a political candidate's policies to special locations | | | family members and friends | | family members and friends<br><br>One of her friend tells her that there is another hotspot at the River Thames about water pollution policy on Facebook | |
| local | home, friend's gathering places, family parties | <br>Tate Modern outside | <br>Tate Modern outside | <br>Tate Modern inside | <br>Tate Modern inside | <br>Tate Modern inside | <br>River Thames |
| mobile | | | | | | | |
| **TOUCH POINTS** | happy to learn the MARS | exciting about the "Living Cities" exhibition | confusing about the unclear information | getting more information from online and offline | | wanting to find out if other hotspot has a better policy | |
| **SATISFACTION LEVEL** | | | | | | | |