

# *A Mobile Guide to California's High Desert*

A photograph of a desert landscape. In the foreground, there is a large, crumpled piece of debris, possibly a piece of a vehicle or a structure, with white, blue, and red paint. In the middle ground, there is a small, dilapidated wooden structure with a gabled roof and a large opening in the front. The background shows a flat desert with sparse vegetation, utility poles, and distant mountains under a clear blue sky.

**Van Erick Custodio  
Sohrob Raja  
Rachel Rose Ulgado**

images photographed by  
James Mann

**You might have seen this...**









**CLOSED**  
BUS. HOURS AM TO P  
EMERGENCY ALL



# Project Description

- "Getting it back on the map"

- Approach

- nostalgia

- technology

- activism/conservatism

- Immersive app that promotes activism motivated by nostalgia through a technological museum

- Artistically attract Appreciation & Awareness







# Preliminary Research

- cameraexperiment.com (Arden Stern, James Mann)
- Looking at similar system designs, apps
  - museum/exhibition applications
  - games, map guides
- Documentary, "Bombay Beach"
- Websites such as [Jackrabbit Homestead](#)
- A road trip to the high desert (this Sunday)
- Figuring out our design methods







# Design Ideas

- Designing within scope (course, expectations)
- Simple: Google Maps overlays (not recommended)
- Medium Difficulty: Forms of Augmented Reality
- "Pie in the Sky": ex. Google's Project Glass







# Experimental Design Methods

- Interviews (6-10 people): ages~35+
  - recruit from local desert enthusiast groups, use email
- Cognitive Walkthrough
  - ex: UCI Libraries usability testing, Camtasia
- Prototyping: low, medium, high fidelity







# Proposed Weekly Deliverables

- Low-fidelity prototypes: sketching, possible paper-prototyping (Week 4 & 5)
- Medium-fidelity prototypes: mockups of system design (Balsamiq), interaction flows (Week 6)
- Interviews and redesign (Week 7)
- Proposed (more concrete) system design (Week 8)
- Functional iPad application





DESERT

SPRING