
Design Plan

for

Museum of the Person - Indiana

Team Alpha

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Table of Contents

Abstract

I. Project Scope

- A. The Vision
- B. The Mission
- C. The Challenges

II. PRInCiPleS Components

- A. Predispositions
- B. Research
- C. Insights
- D. Concepts
- E. Prototypes
- F. Strategies

III. Findings and Recommendations

- A. One Month Strategies
- B. Six Month Strategies
- C. Six Month to One Year Strategies
- D. One Year Strategies

Acknowledgements

References

- Appendix A: MoP-I Predispositions
- Appendix B: MoP-I Research
- Appendix C: MoP-I Insights
- Appendix D: MoP-I Concepts
- Appendix E: MoP-I Prototypes
- Appendix F: MoP-I Strategies
- Appendix G: MoP-I Snapshot
- Appendix H: Once Upon the Square event

Abstract

New online tools such as interactive maps and personal blogs, new ways to organize information such as tags and RSS feeds, and new distribution methods such as podcasting are redefining the traditional means of storytelling and community-building.

The Museum of the Person (MoP) is a global network that links individuals and groups through the authoring and sharing of their life stories. The Museum of the Person-Indiana (MoP-I) is the MoP nucleus currently in existence in the United States. The creation of the MoP-I website is an initiative making use of advances in technology to enable community-building through emotionally engaging narratives. This design plan explores how individual memories of person, place, and time can be transformed by technology into data and how these data can be used to inform a virtually recreated neighborhood.

Our design plan is presented with the PRInCiPleS framework in mind. Predispositions, research, insights, concepts, prototypes, and strategies of our design system will be outlined.

I. Project Scope

A. The Vision

The vision for this project is to propose key elements that support the efforts of the Museum of the Person-Indiana (MoP-I) to record memories and provide a voice and presence for all people – particularly those people who have lost or seen great changes to their communities. From the proposition of these elements, we hope to see the organization grow and receive more recognition for its efforts to preserve the Bloomington community.

B. The Mission

To develop a design plan that will support the vision of the MoP-I by conceptualizing and providing preliminary prototypes and strategies that can be utilized by the organization in the future. In addition, we will provide a brochure and visual display that communicates the proposed design plan.

C. The Challenges

The team is helping the MoP-I recreate neighborhoods that may have looked different in the past. As time passes, the landscape and names on road signs change, creating new environments. This development creates a complex task for those attempting to bring nonexistent neighborhoods back to life in a virtual space. The changing of a street name can provide difficulties for those trying to attach memories to a specific place. People may share memories about the same place, but may use different names and terminology in doing so.

Another challenge involves both the management of information that the organization will accumulate as well as determining how that information might appear on their website. There is a need to index files and documents in a standardized and intelligible way so that they can be correctly identified later. This will allow users to retrieve information relevant to their area of interest and make sure that it is correctly linked to other related materials.

A third challenge is how to monitor the content of recorded memories. While there will be a strict, posted policy about the deletion of profane text, it is currently unclear how the MoP-I site will handle inconsistent or inaccurate information that may be recorded by users. Individual memories are as unique as the individuals themselves and are also often inaccurate. We will search for a way to balance recording individuals' memories while also allowing comments on the historical accuracy of locations or events.

III. PRInCiPleS Components

The design plan uses the PRInCiPleS framework (Blevis 2004) to provide structure for the project. The capital letters “PRICPS” form an acronym that explains the components:

1. **P**redispositions – Conventional points of view
2. **R**esearch – Published literature and observations
3. **I**nsights – Interpretations of research
4. **C**oncepts – Ideas for changes
5. **P**rototypes – Representation of ideas
6. **S**trategies – Future course of action

A. Predispositions

Predispositions are considered current knowledge references and points of view regarding museums and oral history. They exist without modification or research and are derived from personal experiences from project members as well as general knowledge.

The predispositions for MoP-I heavily focus on how information of the past is displayed. Also, there is a general consensus that memory is both an intangible and tangible asset used to learn about and understand the past.

Please refer to Appendix A: MoP-I Predispositions.

B. Research

The design plan’s “Research” components are the result of information gathered and reviewed on various subjects of interest to the project. After reviewing all resources, information considered to be the most important data points becomes a part of the developed design plan for shared consideration.

In general, research was conducted by the team in areas deemed important to the development of this project: museums, memory, and use of online technologies.

The team has a particular interest in how information is displayed to convey certain messages in museums. It is important to understand how memories are chosen for visual representation and the best method to correctly recreate the representations of locations, moments, and people.

Please refer to Appendix B: MoP-I Research.

C. Insights

Insights stem from the “Ah ha!” moment when things come together. These can be instances when a predisposition is verified by research. These can also be instances a new observation makes sense of an earlier observation. Furthermore, these can be instances of when new ways of visualizing or relating information take shape.

For instance, a question that the project team seems to constantly pose is, “What is community?” The design team found it important to define community because how MoP-I approaches this question can dictate the direction the organization as a whole or, at the very least, the direction of individual projects within the organization. Community may be any one of the areas described in the image below or it may be all of the areas.

What is Community?

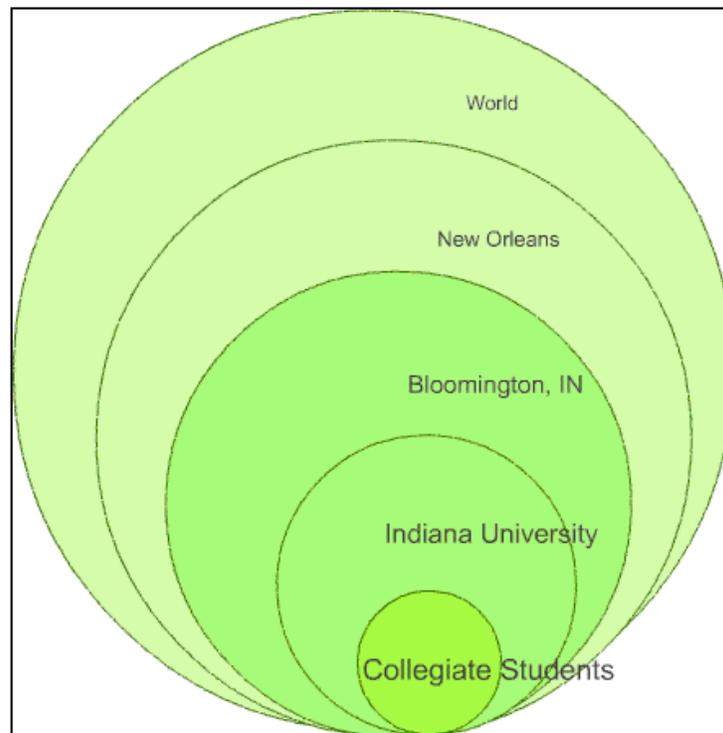


Image by K. VanCuren

Please refer to Appendix C: MoP-I Insights.

D. Concepts

Concepts are various ideas about how a goal or objective might be met. They can also be thoughts on how an organization or entity might proceed in the future. Concepts may be technical or non-technical ideas that stem from brainstorming sessions, conversations with team members, or examples from research.

Some of the ideas for the MoP-I are to promote public exposure for the organization and the gathering of memories. Others support the creation of the virtual neighborhoods for the MoP-I website.

Please refer to Appendix D: MoP-I Concepts.

E. Prototypes

Prototypes are attempts at further developing concepts or other aspects of a project. Prototypes can range from simple sketches of how something might be accomplished to a functional device or activity that is being used to test how well it realizes a concept or other criteria.

Prototypes developed for the MoP-I include sketches for technologies that could be developed for collecting memories, paper prototypes used in our community event, and the initial design of an MoP-I web portal.

Please refer to Appendix E: MoP-I Prototypes.

F. Strategies

Strategies are approaches or actions an organization or entity can take to advance itself. Specifically, these strategies are used to advance the organization or entity in relation to the design plan. Strategies can also be linked to one another to create a strategy system.

For the MoP-I, strategies include suggestions about groups to access for memories, methods for working with community partners, and hosting memory collection events. The strategy system presents a proposed timeline of action for MoP-I.

Please refer to Appendix F: MoP-I Strategies.

Please also refer to Appendix G: MoP-I Snapshot for the overall view of the MoP-I project

III. Findings and Recommendations

The following questions have been posed repeatedly during the course of the project.

- What is Community? (audience)
- What are the incentive for stakeholders?
- How do you define success?

It is not clear that we have reached a satisfactory answer to any of them. However, it has become clear that the members of the MoP-I advisory board will need to reach a consensus on definitions they can work with for the time being.

Until such definitions can be reached, it is our opinion that the MoP-I will be unable to move beyond the nature of the organization as it currently exists. This is not necessarily a bad thing, since the organization is progressing in a generally positive way. If the MoP-I wishes to undertake the larger scale projects that have been expressed in meetings, however, these questions must first be answered. Yet these answers will only provide a part of the puzzle. To maintain their success, the MoP-I must also define what the organization is and what path it will follow.

It is our hope that this design document can provide some guidance on the road ahead. It is to this end that we propose the following milestones.

A. One Month Strategies for MoP-I

- Agree on working definitions
 - Definitions may be changed over time, but a “good enough for now” decision should be made for there to be progress
 - Definitions in questions are for concepts such as “neighborhood” and “community”
- Select one item from the six month strategies to pursue
 - Selecting one item does not limit other items that may be pursued in the future
 - Items that have not been pursued provide the pool for the next selection process
 - New ideas that arise while pursuing one project should be added to the list for future consideration
- Select one item from the one year strategies and pursues it
 - Selecting one item does not limit other items that may be pursued in the future
 - Items that have not been pursued provide the pool for the next selection process
 - New ideas that arise while pursuing one project should be added to the list for future consideration

- Maintain a log of what definitions they are using at any given time
 - Should record why a given definition was selected
 - Should record why a given definition has been retired, replaced or modified

- Maintain a log of what strategies are currently being pursued
 - Should record why a given strategy is being pursued
 - Should record why a given strategy has been retired, replaced or modified
 - Should record the successes, failures, observations, and insights for each strategy

B. Six Month Strategies for MoP-I

- Increasing awareness of the organization and its purpose
 - Through the use of community partners the MoP-I can gain more recognition
 - These community partners could be helpful for memory gathering events, even it is just to serve as a host environment
 - Through the use of local media outlets the MoP-I can gain more recognition
 - WTIU, WFIU, the IDS, the Herald Times, AM1370, B97

- Increases in the number of memory gathering events
 - These events allow for exposure of the MoP-I to more of the public
 - Word of mouth can create further interest and additional turnout in the future
 - Such events also allow for potential community partners to develop an interest and links to the MoP-I
 - The design group is organizing one such event for the MoP-I to help jumpstart this process and provide a potential model to follow for future events

- Refinement of the website
 - The current MoP-I website is limited in its appeal and offerings
 - Some of the technology advancement in this design document could be utilized in effective ways
 - The site is not currently elder friendly even though they have been identified as a key demographic
 - Outside of these special events, there is no general “draw” for other users
 - The current website seems to be something of an virtual island
 - The MoP-I must endeavor to be linked at sites that make sense and might be of interest to similar users
 - E.g. Monroe County Historical Society, various IU departments, city of offices of Housing and Neighborhood Development, etc.

C. Sixth Month to One Year Strategies for MoP-I

- Decide the nature of the organization the MoP-I will strive to become
 - The MoP-I as a volunteer organization
 - Decide on a methodology for recruiting volunteers
 - Decide on a methodology for training volunteers
 - Ways of interviewing
 - Photography
 - Audio/Visual tools for documentation
 - Decide on a methodology for working with community partners
 - The MoP-I as a media organization
 - Decide on a methodology for gathering media
 - Decide on a methodology for editing media
 - Decide on a methodology for broadcasting media
 - The MoP-I as a memory organization
 - Decide on a methodology for storing memories
 - E.g. Digitizing of media
 - Decide on a methodology for the organization of memories
 - How to index memories
 - How to cross-reference memories
 - How to publicize memories

NOTE: It is the belief of the design team that the MoP-I can exist as any of these types of organizations or as one organization that encompasses some or all of the functionality. There are many instances where one function of the MoP-I could easily satisfy the need of another. For example, the volunteers that are recruited by the MoP-I as a Volunteer Organization could be the people who index and cross-reference memories for the MoP-I as a Memory Organization.

D. One Year Strategies for MoP-I

- Building and Branching
 - National projects of interest should be researched and evaluated (e.g. Katrina, Rita, etc.)
 - Local links should be researched and developed
 - Once a local link has been established, then contact should be made to remote locations
 - Modeling and guidance for how to do the same thing there can be provided for the remote location
 - Alternately, a presentation of the established local project could be demonstrated to the remote site as a basis to do work at the remote site.
 - Link the local item of interest with the remote version

- Reflection and critique
 - The MoP-I advisory board will meet to reflect on the progress that has been made in the past year
 - The log should be reviewed and discussed
 - The events held should be reviewed and discussed
 - The strategies pursued should be reviewed and discussed
 - The MoP-I advisory board will agree on any new working definitions for the new year
 - The MoP-I advisory board will agree on any adjustments to or additions of strategies for the new year
 - Existing strategies can be used for new one month, six month, and one year strategies

These milestones cover a lot of ground and will require a fair amount of work in between to be reached. It is our hope that the PRInCiPleS articulated in the appendices at the end of this document will provide help in easing that work. We believe there are a number of ideas presented that could be used as they are or provide inspiration for new possibilities.

One specific item in the milestones and appendices we'd like to address is the holding of additional memory events. Our collaboration with you on the "Once Upon the Square" event demonstrated the power of such events. While it was successful as a one-shot event, it is clear that if such an event is to become a regular occurrence, it could become even more powerful. It is clear more of these events should be a central part of any strategy pursued by the MoP-I. Our accounts, observations, and reflections of the event can be found in Appendix H.

Acknowledgements

We would like to thank Phil Stafford for giving us valuable insights and suggesting various references. In addition to Phil, we'd also like to thank the members of the Museum of the Person – Indiana advisory board for their assistance and resources. We would also like to thank Eli Blevis, Kevin Makice, and Josh Evin for their guidance and support. We would also like to thank the staff of the College Mall for allowing us to hold an event on their premises to test some of our ideas, collect memories, and experience first hand the mission of the MoP-I.

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Appendix A: MoP-I Predispositions

- Some stories are almost too big to tell
- Museums are stewards of culture
- Museums aren't stewards of culture
- Sometimes others, particularly family, have better memories of our past than we do
- What we remember can include more than what we've personally experienced
- Elders may have difficulty recalling memories
- Elders can serve as a bridge, linking historically separate generations who wouldn't otherwise be able to connect with one another
- Museums are Centers of Learning
 - Manual interactivity=Hands on
 - Mental interactivity=Heads on
 - Cultural interactivity=Hearts on
- History is important
- History is a subjective representation of events
- History is incomplete
- Museums are a social attraction
- Museums are boring
- Oral history lets everyone tell a story
 - Oral history enables people who have been hidden from history to be heard, and for those interested in their past to record personal experiences and those of their families and communities
- Elders have a lot to contribute
 - Oral history is used in community and residential work with older people to encourage a sense of worth and continued contribution to society

- History is more than what is in books
 - It enables us to eavesdrop on events, feelings, attitudes and ways of life which have been hidden from history, and thus create a more vivid and accurate picture of our past
- Memories are understood in a chronological order
- Memories that are not somehow recorded will eventually be lost
- The MoP-I website doesn't stand out
- The MoP-I website doesn't look like it is updated frequently
- The perceived lack of updates may deter users
- The web address of the MoP-I is not distinct or memorable

Appendix B: MoP-I Research

- Survivors of the Shoah Visual History Foundation was established to collect and preserve the testimonies of Holocaust survivors and other witnesses (VHF)
 - 116,000 hours of digitized interview
 - Nearly 52,000 testimonies from 56 countries in 32 languages
- After their families, Americans rank authentic artifacts in history museums and historic sites as most significant in creating a strong connection to the past (AAM)
- Americans view museums as one of the most important resources for educating our children and as one of the most trustworthy sources of objective information (AAM)
- There are 2.3 million museum visits per day, adding up to 865 million visits per year to American museums (AAM)
- Museums rank in the top three family vacation destinations (AAM)
- Humans design “future ruins” to capture and preserve memories, such as trophies, plaques, tombstones, and war memorials (Zerabuevel 1996)
- Days of remembrance
 - We commemorate or “co-remember” events by associating them with holidays (Zerabuevel 1996)
- "They may never know life on the boulevard without good coffee."
 - Big chain stores, historic brownstones and even famous neighbors do not provide the connections that make a neighborhood a neighborhood.
- Social Network Analysis
 - Social network analysis (SNA) is the mapping and measuring of relationships and flows between people, groups, organizations, animals, computers or other information/knowledge processing entities. These analyses could be used to discover emerging sub-communities of interest in a community
- Users can experience the same thing differently and not be negatively affected by it.
 - Some users might experience a historic place in person, another through an online representation, and still another through a verbal recounting.

- Allowing users to see where other users have gone and their interactions, can enrich their own visit.
 - They may wonder why someone else went somewhere, viewed a certain page, listed to a certain memory, etc. and go to look themselves (Chalmers 2004)
- Only 26% of Americans age 70-75 and 17% of Americans age 76 or older go online (Fox 2005)
- As of February 2004, an estimated 22% of Americans age 65 or older had access to the Internet (Fox 2004)
- Between 2000 and 2004, the percent of seniors (65+) online climbed by 47% (Fox 2004)
- Once they have Internet access, seniors are as likely as younger users to go online on a typical day (Fox 2004)
- It is unlikely that the 62% of Americans aged 50-58 who currently use the Internet will stop going online as they age (Fox 2004)
- Connection speed is now a more important predictor of Internet use than years of online experience (Fox, Digital Divisions, 2005)

Appendix C: MoP-I Insights

- Everyone should truly be included
 - People with developmental disabilities have a unique perspective on history. Their memories should not be considered any less valid than those of anyone else.
- Main contributors may have access issues
 - "Declines in working memory may make it difficult for older people to learn new concepts or skills or recall complex operational procedures. Declines in attentional capacity may make it difficult for older people to perform concurrent activities or switch their attention between competing displays of information."
- The past parallels the present
 - The "Memories of our Childhood: The War Children" website, which allows people to capture memories from 1930s Spain, provides links to related information covering the same topics in modern war-affected areas like Bosnia and Rwanda
- A memory is time, location, or person
 - What do you think of when you think of a memory? Located by physical location, time or person?

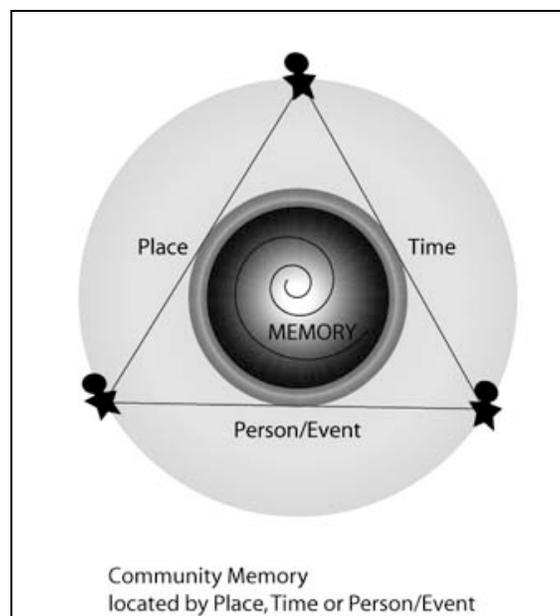


Image by V. Gadey

- Additional visual of “person, place, and time”

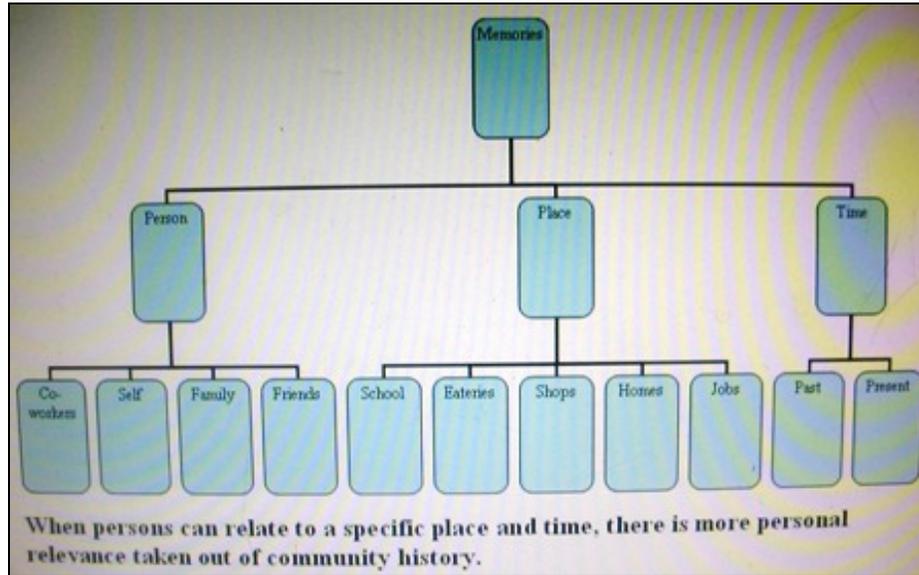


Image by A. Cataldo

- Human-memory and computer-memory. Wow, they are a lot different!
 - Memories, when digitized, undergo a transformation; they become data.
- Meta-data brings meaning to digital memories
 - “To be of utility, data must be accessible; to be accessible, they must be discoverable. Metadata serve as a means to efficiently collect, preserve, manage, access, and disseminate data and information. ”
- Authentic artifacts in history museums create a strong connection to the past
- While the MoP-I webpage isn’t on the IU servers, it’s overall look seems to emulate an IU page (i.e. cream and crimson, similar layout)
- The MoP-I website is not senior friendly (i.e. small fonts, densely packed material).
- The MoP-I website requires a lot of information when posting a story, this may deter users.
- There isn’t a “draw” for users to the site.
- As time passes, there will be more and more Internet users in America over the age of 65

- Students are overlooked as a potential resource
- Students are overlooked as an audience
- The elderly appear to be the focus for MoP-I
- Lost places seem to take precedence over the potential audience.
- One of the three (person, place and time) needs to be stable for memory to be valuable
- There are ways of activating memory, and turn on the 'lightbulb' of memory recall.

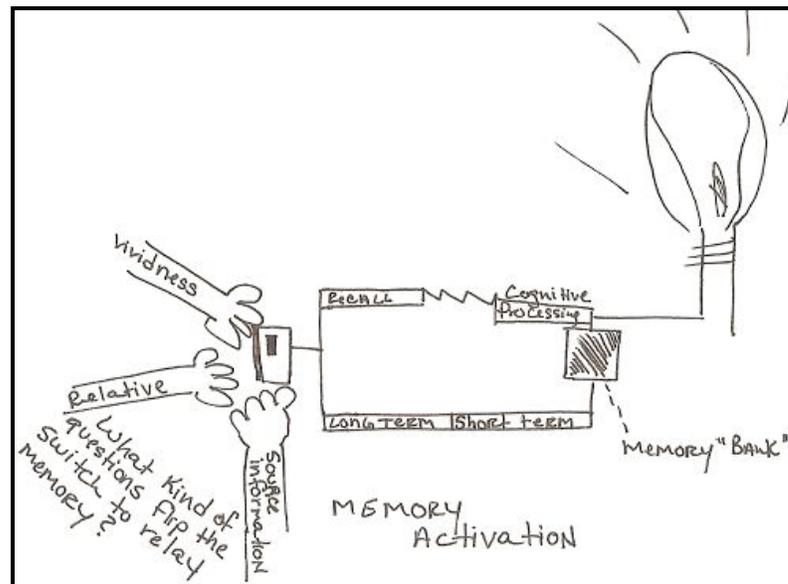


Image by K. VanCuren

Appendix D: MoP-I Concepts

- Retrace the exact steps of historic neighborhoods or locations even if they no longer exist through the use of global positioning data and systems
- The boundless community
 - A combination of Google Maps and genealogy could be used to map out the current location of community members and allow others to see what has happened to them
- "On demand" information for visitors to historical locations from embedded RFID tags
 - Due to the limitations of RFID tags, the information would likely need to be linked to a database
- Overlaying of historical information through augmented and/or mixed reality
 - This could be facilitated through the use of a Heads Up Display by itself, glasses with a HUD, or some type of fuller headset
- Voices from the past via handheld or portable computer
 - Audio clips of people telling their stories based on the location of the user
 - Could also be prompted by the user since the sudden presence of a disembodied voice could be startling
- Gathering the voice of the people
 - Kiosks in public places that allow privacy would allow more people to share their stories and memories
- Stories on the spot
 - The placement of digital records at specific historical locations would allow people to share their memories of a specific place while being there. Such proximity may allow for additional recall that wouldn't be as likely in a kiosk.
 - This could also be attained in the very low tech, yet functional, approach of several pencils and notebooks in a water-tight container at a location
- Surfing through the community
 - The creation of a virtual environment would allow users to tour a community in various incarnations. For example a neighborhood could be modeled at one year intervals and users could then stand in a virtual street and watch the neighborhood change around them.

- Interview fairs
 - A play on the idea of job fairs. Instead of representatives waiting to hear from job seekers they would be present to record stories from participants. Each booth could be a neighborhood association, building owner, historian, etc.
- Story swaps
 - A play on the idea of a swap meet. Instead of swapping goods, participants trade stories with other participants. Could also serve as a community building event.
- A garden of memories: transplanting, harvesting, and planting new memories
 - A specific look at documenting the memories of immigrants or migrants involving where they came from, the journey, and where they are now. This could then also be a generational undertaking to document the memories of their children and the transformative nature of the experience of their parents on their lives.
- Incremental time capsules
 - Not everyone is present when a time capsule is buried, but may still have something to contribute. Providing wireless capabilities or some type of wired conduit would allow others to contribute as they are able. This would require a slight modification to the traditional idea of a time capsule.
- A day in the life of...
 - Expanding on the idea of individual memories could be the development of a typical day that would have been experienced by people at given times in a community's history. This could then allow modern day participants to follow the life of someone for one complete day.
- A day in the life of... with immersion option
 - Building on the previous idea of spending the day in the life of a person from the past could be the addition of tangible elements. They could eat what would have been eaten at the time and engage in traditional pastimes to further add to the experience.
- One place, many access points
 - Multiple representations of a place or memory could be accessible to users for simultaneous experience and interaction. For example, in addition to the real location, there could also be a two dimensional web representation and a three dimensional web representation. That way three people could have distinctly different experiences of the same location/memory. If they have a verbal link, they could then enrich their own experience as well as that of the other users by

sharing the unique information and representations available to them.

- An now back to your regularly scheduled memory
 - Podcasts, partnering with local radio stations
- A garden of memories - alternate option
 - A community garden could be established to allow younger people and elders to work together. During this collaboration they could share stories and memories.
- Mark your calendars
 - On a monthly basis, members of a community could be asked to submit memories that correspond to the holidays that fall within that month.
- The Memory Hotline
 - An automated phone system that allows patrons to record memories at their leisure
 - Could be as simple as a answering machine, but would probably be better as a voice mail system
 - Would have to deal with concerns over message limits since most services tend to limit messages to only a few minutes.

Appendix E: MoP-I Prototypes

- Stories on the spot
 - Sign post and sign with embedded digital recorder

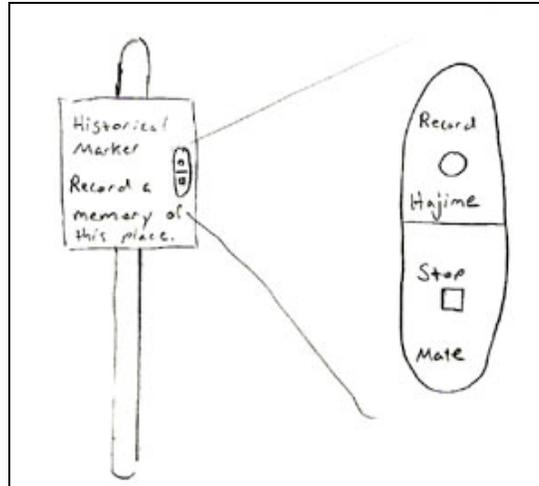


Image by J. Strycker

- Kiosk
 - Simple example of how minimalistic a kiosk or memory room could be

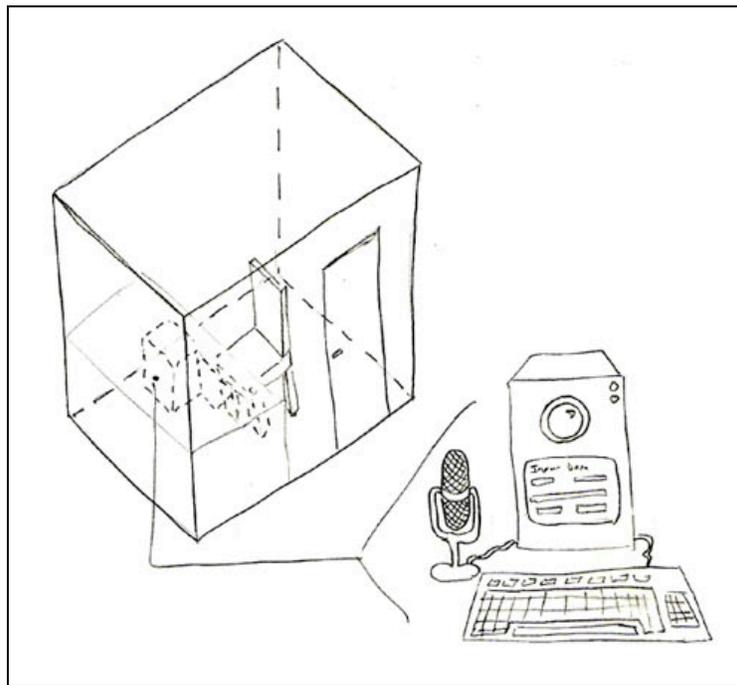


Image by J. Strycker

- Repurposing older handheld or palmtop PCs as audio memory players
 - Only requires on handheld, a set of headphones, and mp3 or wav versions of memories that can be played at the users leisure.
 - Having additional notes and information on the handheld could enrich the experience.

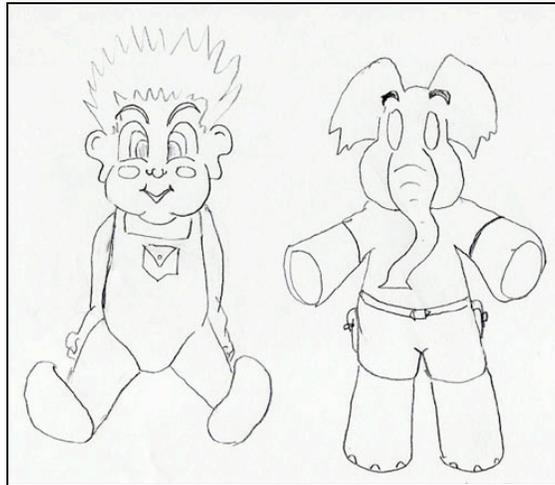


Image by J.Strycker

Internal Schematic View

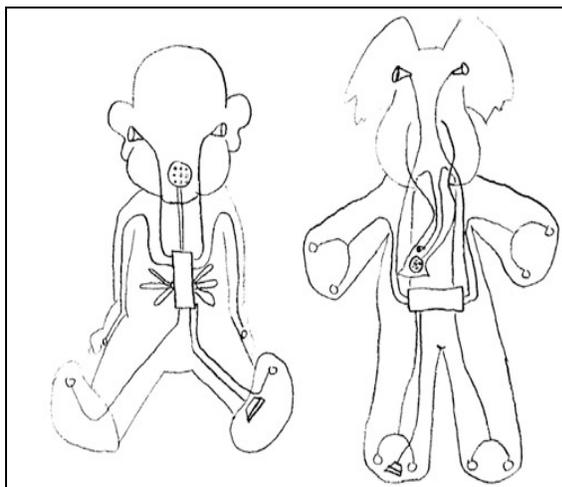


Image by J.Strycker

Explanation of Internal Components

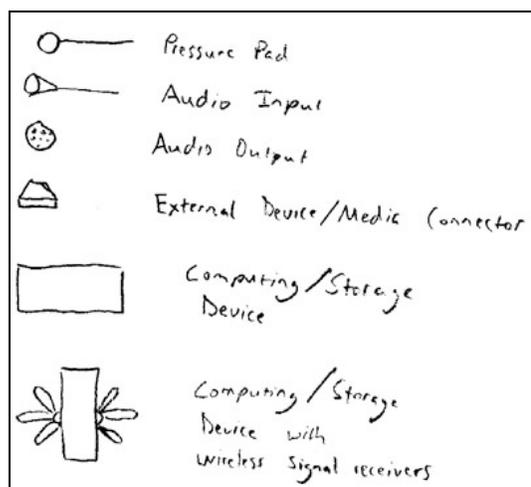


Image by J.Strycker

- Example how artifacts, pictures, art, notes, and narratives could be displayed in a gallery.

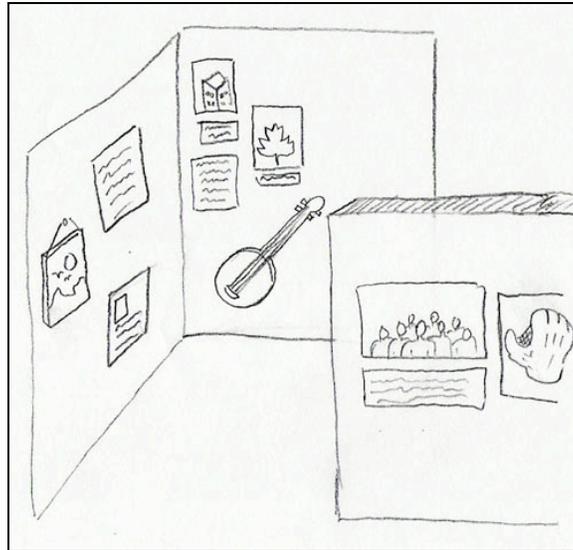
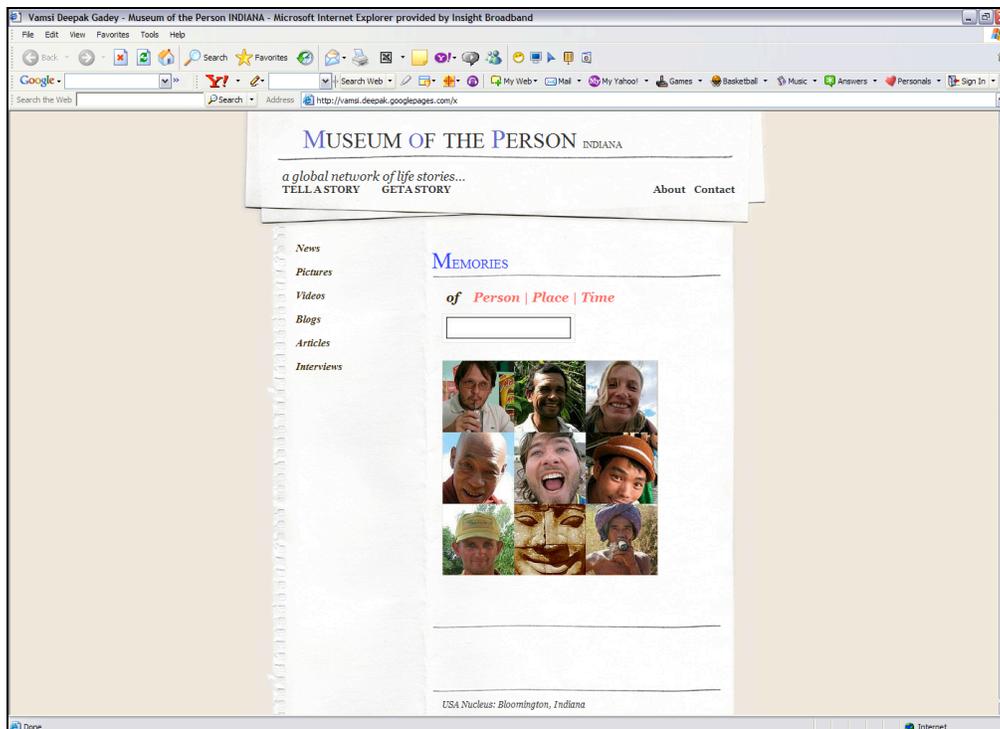
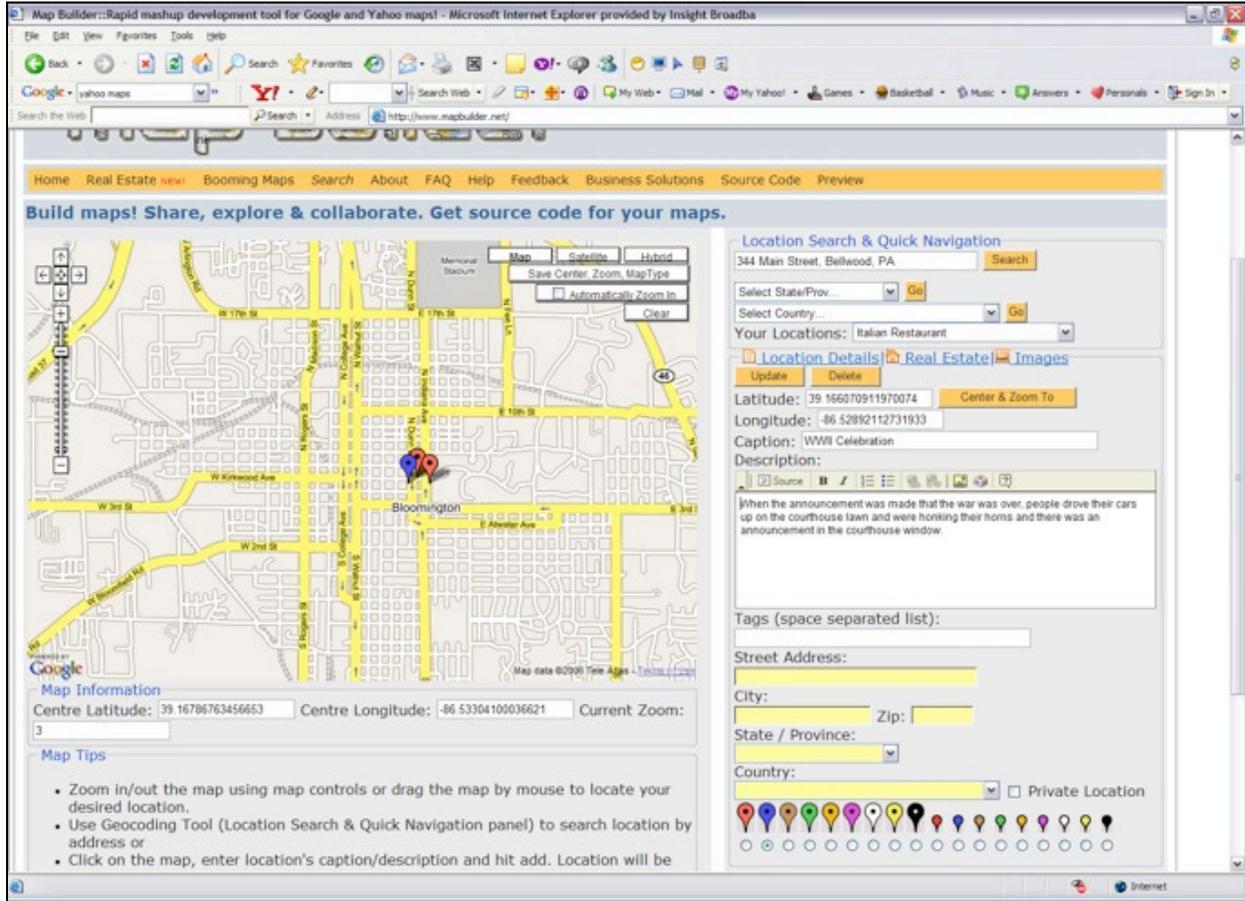


Image by J.Strycker

- Snapshot of a possible website design for MoP-I.



- Electronic map prototype for collecting memories



Appendix F: MoP-I Strategies

- Organize and facilitate a workshop
 - Workshop for all the members of the "Museum of the Person" committee.
 - Review and affirm the predispositions, research, and insights, spend some time on the concepts : reviewing the entire list, adding others that may be offered, breaking into smaller groups perhaps to then more fully describe each concept.
- Testing and gathering
 - Demonstrating a kiosk at two potentially rich learning-sites: College Mall and the Bloomington Adult Community Center, (or "BACC", the Senior Center).
- Create multiple “entry points” for users
 - International Student experience at IU
 - Elder memories of locations/communities
 - Other memories of locations/communities
 - Lost communities
 - Relocated communities
 - Local school alumni
- Methodology for working with community partners

The structure of the organization...

1. ...as a VOLUNTEER Organization
 - Training
 - Interviewing
 - Photography
 - AV Equipment
2. ...as a MEDIA Organization
 - Gathering Media
 - Editing media
 - Broadcasting media
3. ...as a MEMORY Organization
 - Storing memories
 - Digitizing
 - Organizing memories
 - Index & cross reference
 - Publicize memories
 - Event – “Once Upon the Square”

- Location: Bloomington Mall on a Saturday afternoon
- Simulate the Bloomington town square
- The event set-up would resemble the square as much as possible
- Utilize existing MoP-I materials
- Various methods of data collection
 - Interview
 - Audio
 - Video
 - Photograph
 - Writing
- Word of mouth to Digital map
 - After the event, the memories collected will be used to develop an interactive map for the MoP-I website.
 - Google map

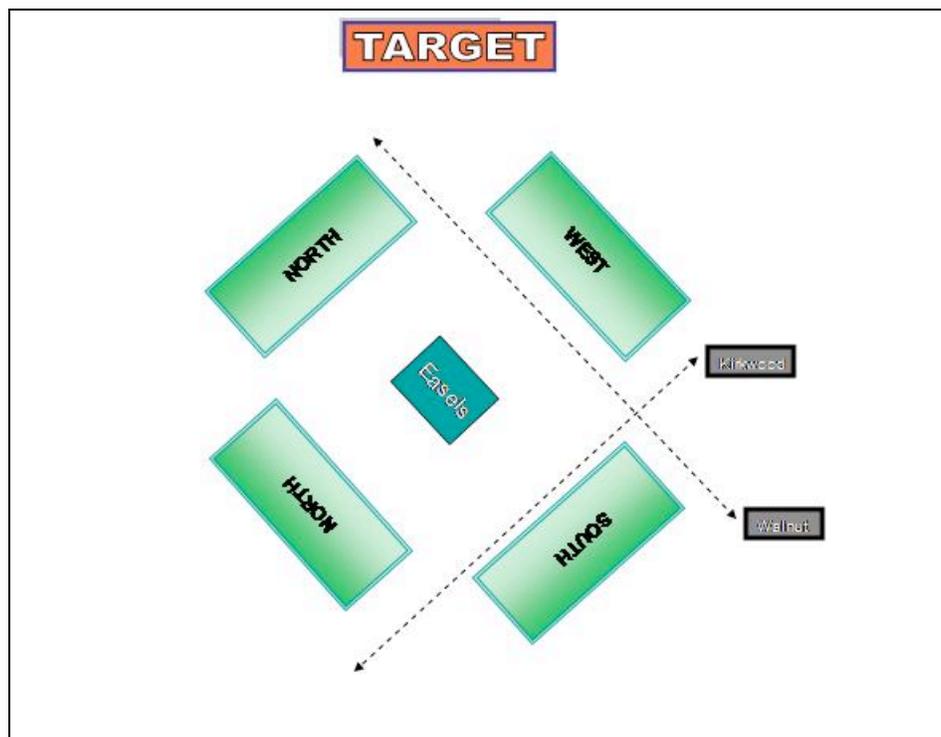


Image: Event set-up by K. VanCuren

- Community Exposure
 - Annual event
 - “Once upon the Square”
 - Connection
 - Website
 - Provide a link with various non-profit organization’s website
 - Heraldtimes.com

- Bloomingpedia
 - Indiana Daily Student
 - Local public radio
 - Local public TV
- Website prototype – Redesign a replacement
 - Wireframe
 - Main page
 - Relation to Brazil's structure
 - Google map
 - Memories from “Once upon the Square” event
 - Paper Prototype
 - Portal
 - Instructional site
 - Capability to download various files
- Have memory events on a reoccurring basis
 - If such events are to become part of people's routines then they must have a regularity to them that people can rely on.
 - Such reliability adds power to word of mouth and limits the risk of alienating potential users
 - For example, a user may be excited by the possibility of sharing but then be upset when they find that it is a one-time only event or only occurs yearly.
- A redesign of the current MoP-I website
 - Have a similar design compared to the original MoP website
 - Include ways of integrating the site for more people to learn about MoP by including a like to the site from other non-profits, local online newspapers and event schedules

Personas were created to have a sample of people who may visit the MoP-I website. Personas represent the major reasons why people would want to visit this site: A) Sharing (System-Input) and B) Searching (System-Output).

A) For Sharing:

Mrs. Linda Anderson is in her late seventies. She is originally from Kentucky, but she spent over fifty years of her life in Bloomington. She met her husband at IU, and all her kids went to IU. A perfect Hoosier family, huh? Linda was blessed with a grandson (a fifth-one) last year, and her family recently got together for Thanksgiving.

This event turned out to be a memorable one, since lot of interesting conversations came up. There were people from all ages in her family now - including the beautiful, new-born Richie. Stories from her childhood, and from her children's childhood came about. From civil-war to Britney Spears, there was everything on the dinner-table with the turkey.

Now, she is not into the diary-writing routine, but she definitely wants to share and preserve her memory of this event, and along with it - all the other recursive memories.

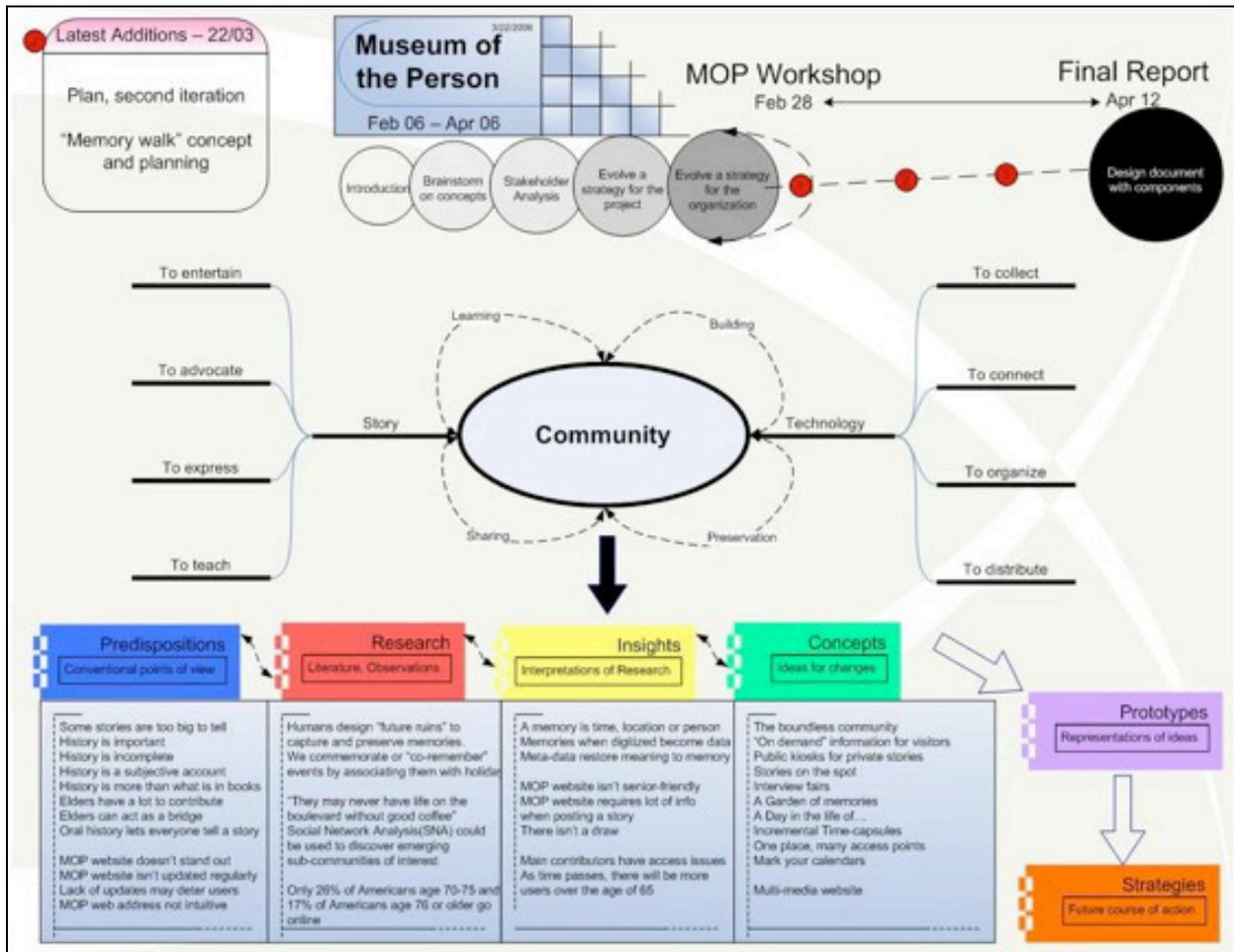
B) For Searching:

Mrs. Linda Anderson is in her late seventies. She is originally from Kentucky, but she spent over fifty years of her life in Bloomington. She met her husband at IU, and all her kids went to IU. A perfect Hoosier family, huh? Linda was blessed with a grandson (a fifth-one) last year, and her family is getting together for Thanksgiving.

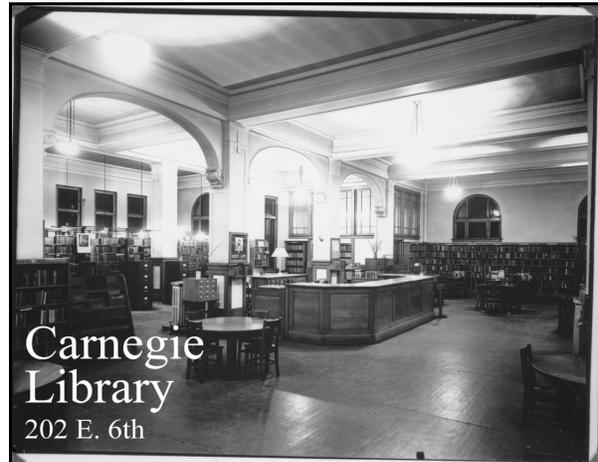
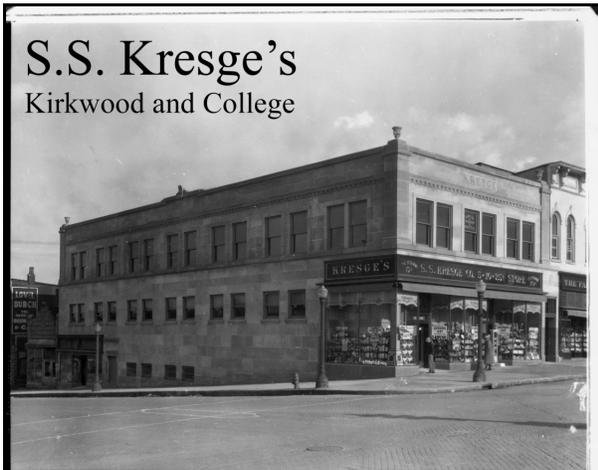
Surely, she is pretty proud of her turkey and mashed potato. But, she wants this event to be a much more memorable event, and wants to share as many stories with her grandchildren as possible. Stories from her childhood and from her childrens' childhood would probably be a very good thing to come up with. However, apart from a few family pictures and memorabilia, she doesn't have much to show.

Now, she has an idea: she could bring up numerous interesting places and people of those golden days, and possibly conduct a few games, but she doesn't really know where to go, and whom to contact.

Appendix G: MoP-I Snapshot



Appendix H: Once Upon the Square Event



Images contributed by Mathers Museum and mounted for display at Once Upon a Square Event

Contributor: Angela Cataldo

I had a couple chances to physically talk with people that stopped by our event in the mall. I found out about a gentleman that was stationed around here for the Navy, and his accounts of the Square and Bloomington in general. I also was able to talk with a very funny older gentleman that told of his younger days on the square, and the pranks he would play on people. Both persons expressed that the pictures displayed brought back a lot of memories, and seemed to be appreciative of our team having the event.

Observations

The elderly in the mall seemed to respect the physical space of our event a lot more than persons in their 20's that would just walk right through the event's space. The elderly crowd made up the majority of persons visiting the event and sitting down and

asking questions of the group. Some people seemed to give our event suspicious looks, maybe because they were confused about what the event was all about. People in general really seemed to enjoy looking at the pictures and reflecting on some of their memories (of those actually stopped at the event).

Reflections

I really think we should have done something a little more broad than just the square, like showing pictures and sharing memories of Bloomington in general. Most people that I talked to seemed to go off on a tangent and talk about other places in Bloomington, not just places on the square, although square pictures elicited many or all of the responses. I also think that maybe the mall was not the best place for the event, and possibly downtown Bloomington, physically on the square, would have helped spark more of an interest in the event. All in all though, I believe our group found a lot more of what goes into the collecting and preservation of memories.



One participant signing a release form while another is interviewed.

Contributor: Kimberly VanCuren

Insights:

- Many people said that they had pictures to share, but didn't know how to get it to the MoP-I.
- People wanted the event to take place more than one day.
- Some people didn't want to approach the event, but were interested in sharing their memories anonymously.
- There were moments where people would point to a part of the event (a certain location on the square) and reply that a certain building used to be at that 'side of the square.'

- Different people at different times of the day would share the same memories.
- People would rather talk and spend more time speaking out loud about their memories than write them down.



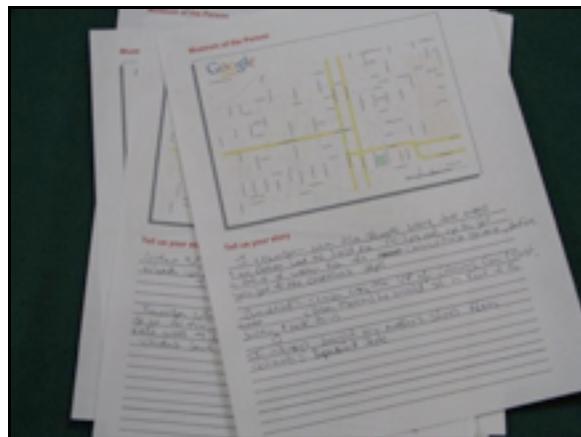
Street signs and photos of Bloomington used to physically recreate Town Square.

Contributor: Laura Lloyd

Observations and Insights:

- Someone has to go first
 - When soliciting memories on a public worksheet, someone on the team should enter the first memory so that members of the public aren't intimidated to be the first person to do so
- Some wanted to take the google map with them so that they could think about their memories and mail their responses later
 - Should have address for MoP-I printed on cards to hand out for those who do want to mail in memories or pictures
 - How likely is it that they will do so?
 - Would rather take a chance by sending a sheet with them than risking getting no response at all
- If recording memories with another person – particularly orally – they will question one another's accuracy
- Some people give the impression that their memories aren't as important as others'
 - This is especially the case if their memories are more recent:
 - "I don't have any memories. I've only lived here seven years."
 - This comment was repeated, nearly verbatim by others who had lived in Bloomington for 20 and 32 years as well

- Perhaps using black and white photos of the Square led people to believe that we only wanted *old* memories
- People often had memories of other parts of Bloomington, but not the square
 - Should encourage people to share any memories – regardless of how closely they meet the parameters of the memory collecting event
 - Don't want participants to feel discouraged, embarrassed, or as though their memories are unworthy of sharing
 - Use techniques to guide memories back to event topic, if possible
 - Allowing free flow of memories may give ideas for other memory topics or lead the participant back to the topic at hand in a natural way
- If memories are particularly emotion-inducing, participants may want to share in private
 - People don't like to cry in public
 - People crying in public don't like their pictures taken
- Even in a location where we thought respondents would be likely to stop and talk (i.e., the mall), they often appeared to have an agenda, some keeping their heads down so as to avoid talking with us
- Those with similar interests may want to partner for such events
 - Bud, who has been collecting veterans' stories, was excited to bring materials about his project and said he would let people know about MoP-I
- Some are interested in reading and hearing others' stories, but do not want to contribute their own
 - Good to have the option of the listening station
 - Include more print materials with stories
 - Maybe these are people who will decide to contribute later
 - Encourage them to contribute when ready, reminding them that others may want to hear their stories



A pair of participants sharing their memories; completed memories recorded on paper maps.

Contributor: Jesse Strycker

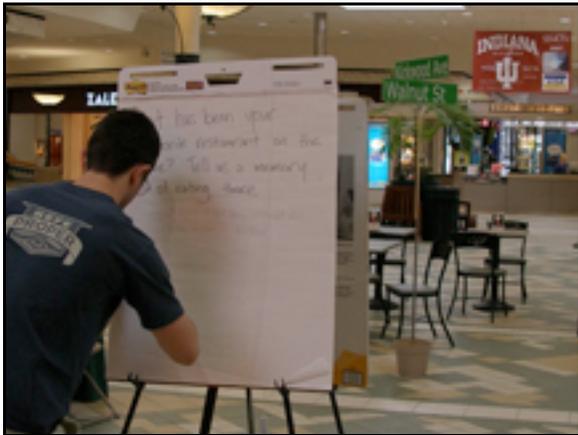
Observations, Insights, and Reflections:

While the event attracted a reasonable number of people, it did skew more towards elders. I saw many people that looked to be under 30 who would casually glance at the pictures and then keep moving through, while those who appeared to be over 60 would pause and talk. Those who fell in between would do a little of both. Teens didn't seem to pause any longer than necessary to give a quizzical look and then continue on their way.

I believe future events may need to incorporate larger visuals, color images, and find ways to make the space more approachable. We had a very nice presentation with everything, but that also may have lent a certain level of formality to the event that was off putting to some and kept them away. It also seemed like some people circled more than others and may have participated if we had gone out and talked with them.

I interviewed one visitor for quite some time and when she'd get a little off track I would ask her questions about the tangents. Just because certain memories weren't directly related to the square, didn't make them any less interesting or valuable.

I think if we could have advertised this event in more venues, we could have had a much larger turnout. However I think there could also be a lot of possibilities with having this be a traveling event or display. A smaller version could easily be taken to multiple sites around town.



Collecting memories on favorite restaurants and a participant getting ready to listen to already recorded stories.