



# Strike A Pose

Version 2.0

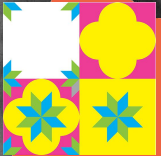
Smartphone app to empathize with culture and create engagement in museums through artworks impersonification

Group 3:

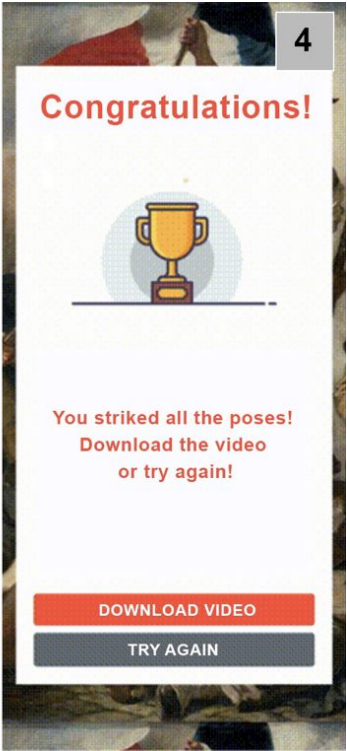
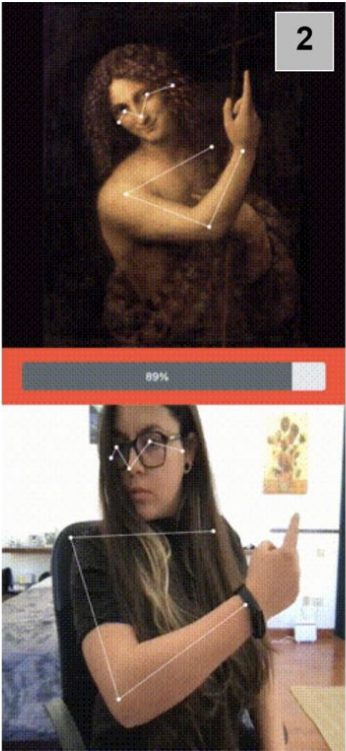
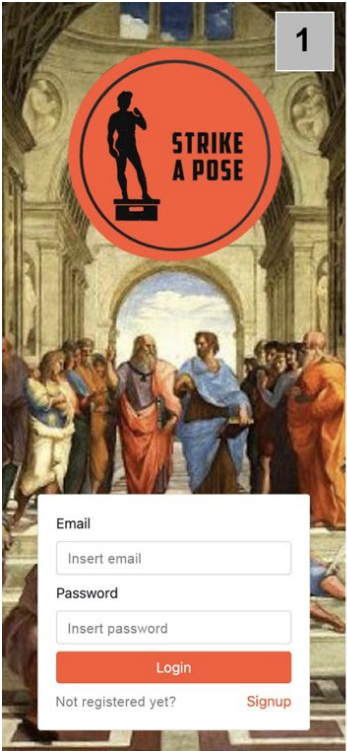
**Elena Spadoni, Tim Schoonbeek, José Juan Reyes Cabrera,  
José Miguel Santana Núñez, Ahmed Elhagry**

**Tutors:** Paolo Mazzanti, Marco Bertini, Filippo Principi

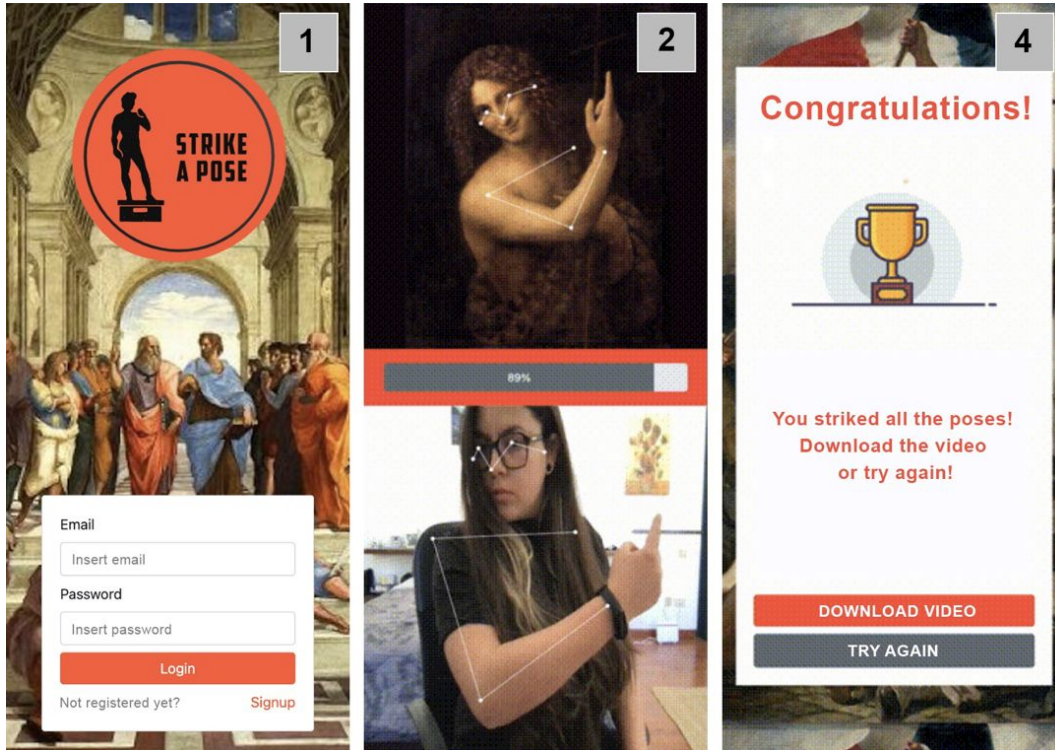
XR&AI SUMMER SCHOOL 2023



# Existing application



# Limitation of the existing application



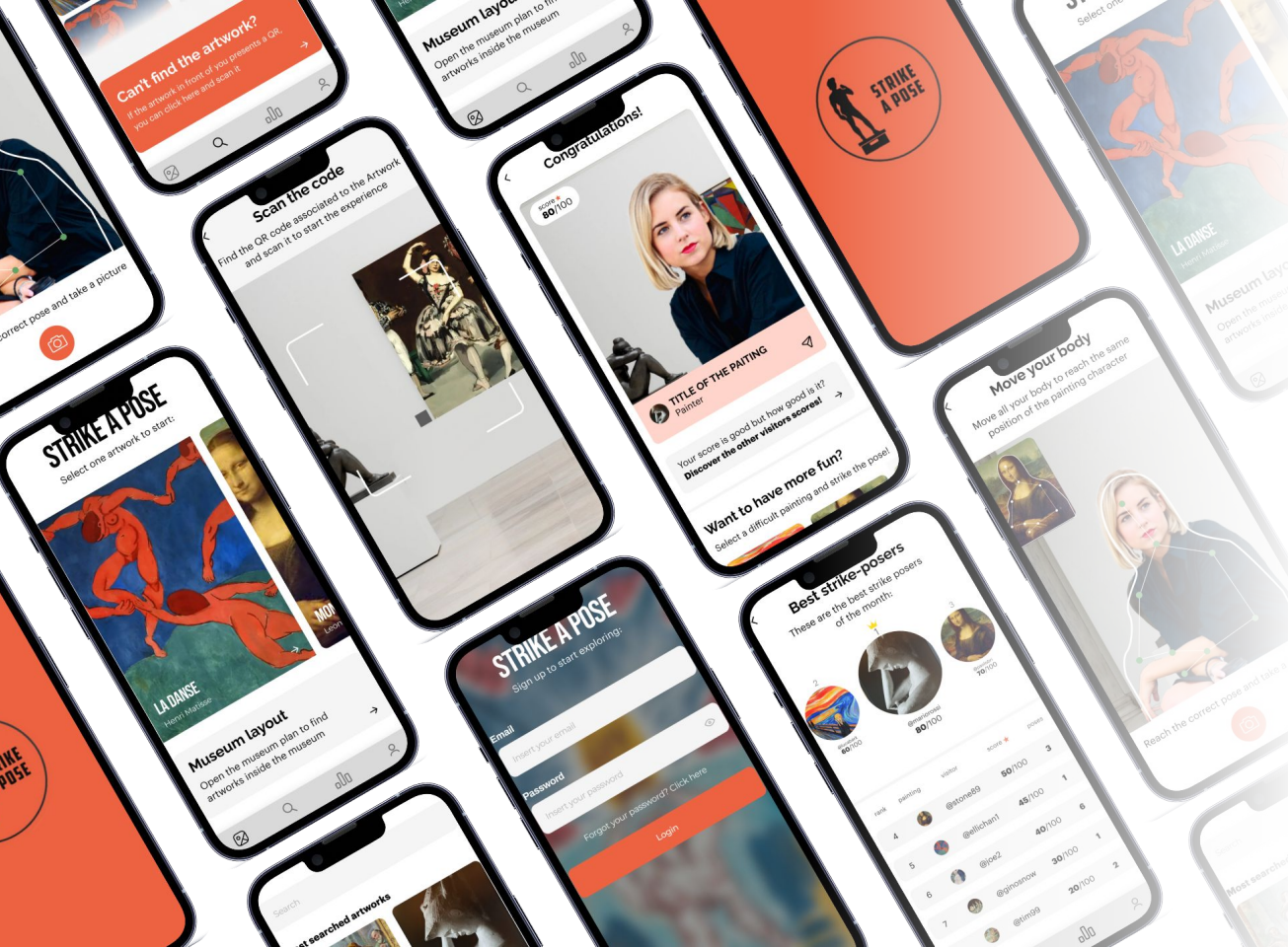
\_Users don't have **instructions** about the actions to perform

\_Users don't have **feedbacks** about the pose performing

\_Presence of **few gamification/engaging** aspects

\_Only **one person** can play at the time

**Goal:** gamification/interaction



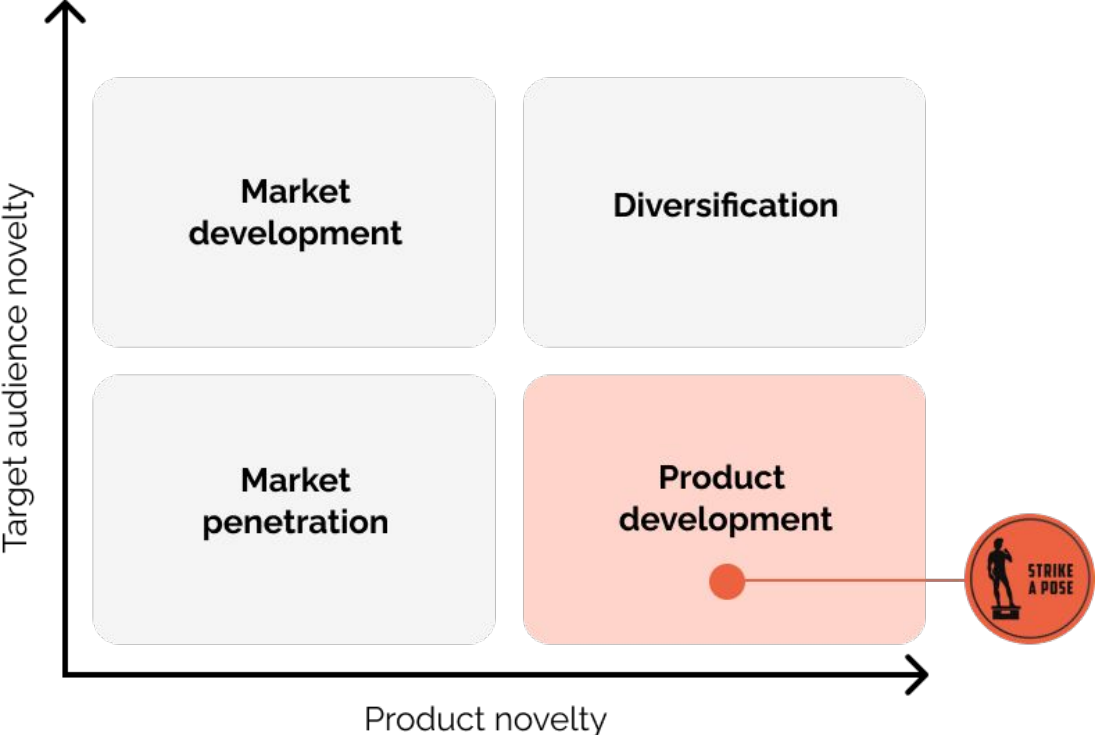
# Version 2.0

Strike a pose

## Key improvements:

- \_Guide the users
- \_Provide constant feedback
- \_Increase the engagement
- \_Create a community

# Position the technology



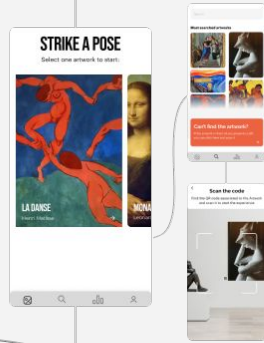
**Target of the experience:**

Alpha generation

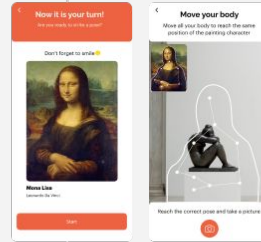
Download the application



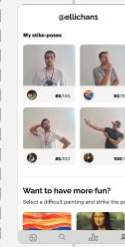
Find a painting in the museum  
Select the painting in the app



Try to Strike a pose with the help of your friend

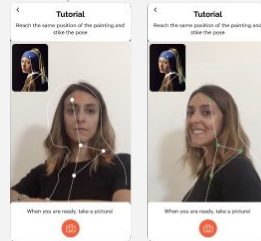


Collect your poses in your profile

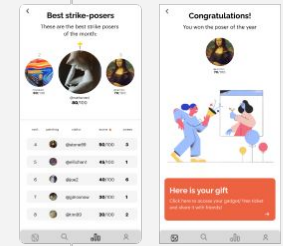


Go to the museum with friends

Video tutorial shows the actions to perform



• Gain a score for your pose  
• Share your picture on social  
• Suggestion of harder poses



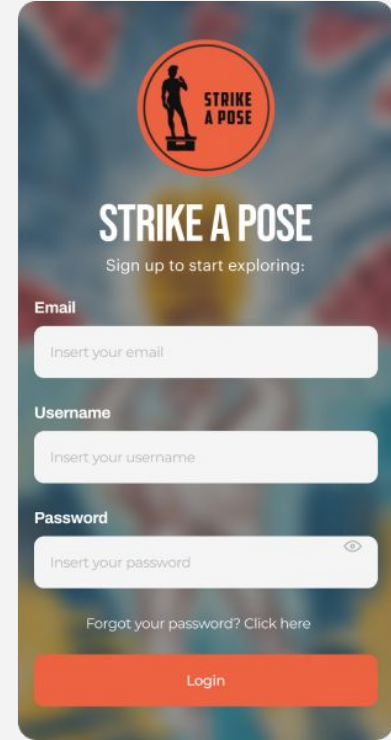
• Check the best players  
• Win a free ticket/gadget

Before the visit

During the visit

Post visit

Download the application



Before the visit

Download the application



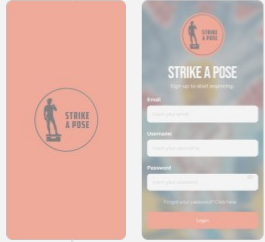
Go to the museum with friends



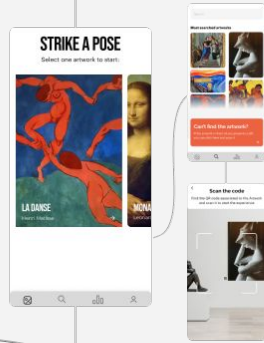
Before the visit

During the visit

Download the application

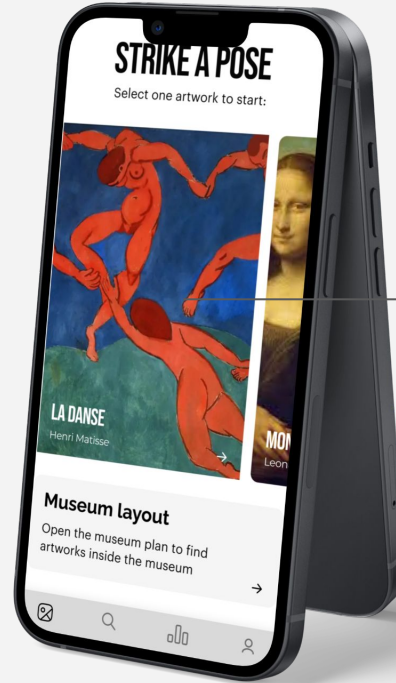


Find a painting in the museum  
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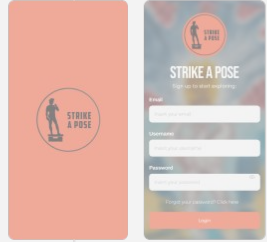
Paintings collected in  
the museum



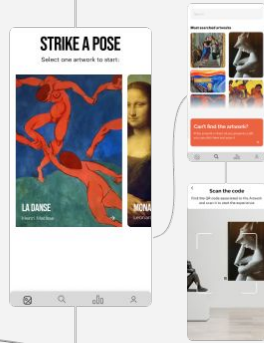
Before the visit

During the visit

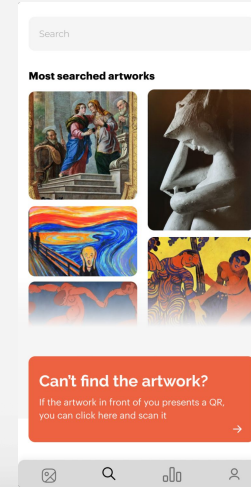
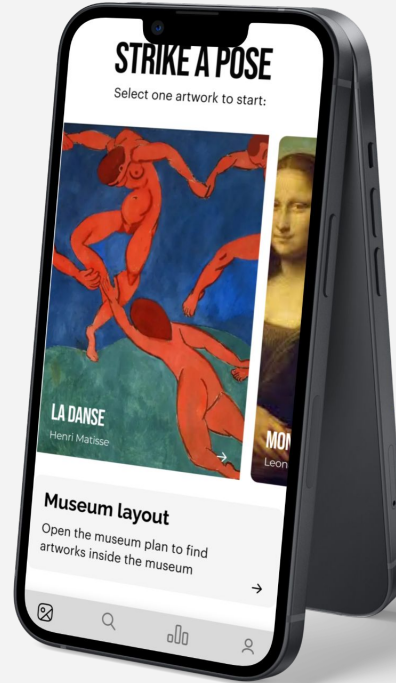
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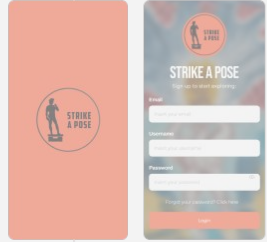
Go to the museum  
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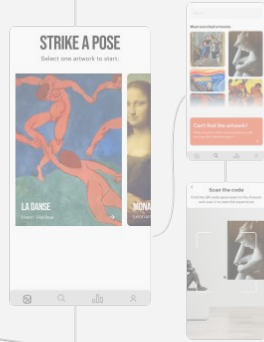
Before the visit

During the visit

Download the application

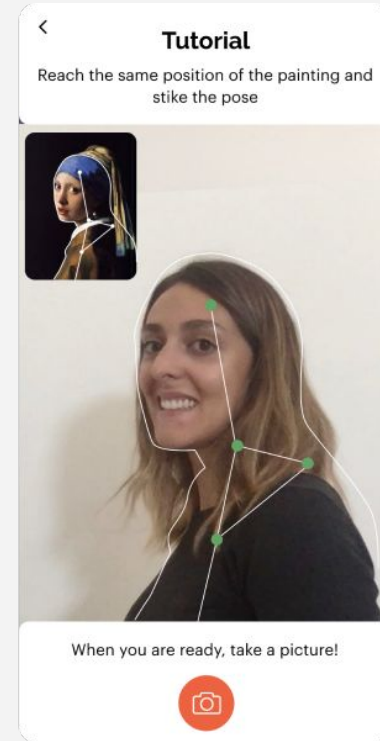
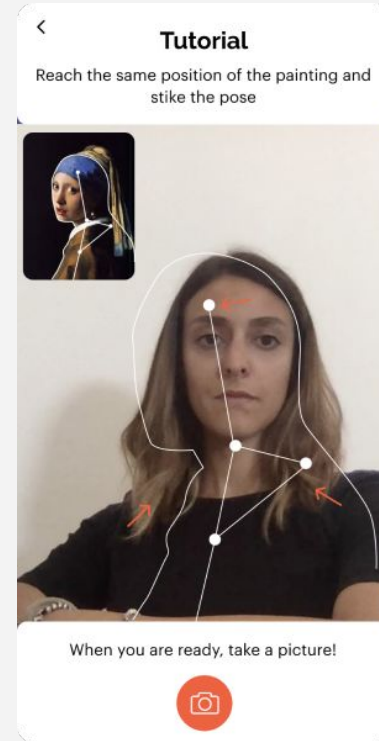
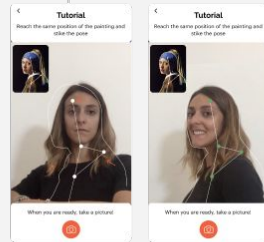


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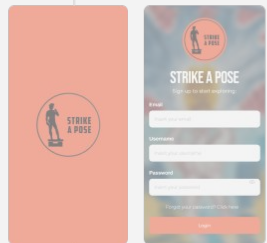
Video tutorial shows  
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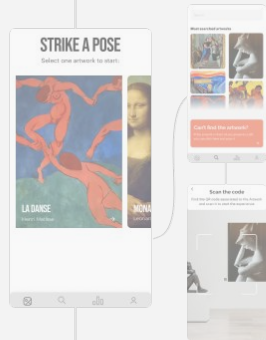
Before the visit

During the visit

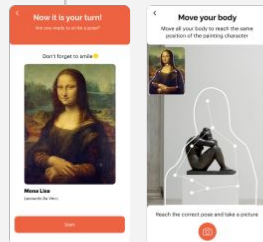
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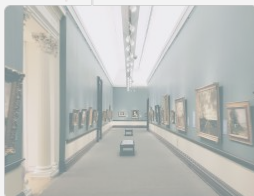
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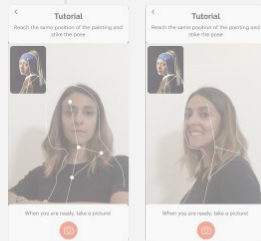
Try to Strike a pose with the help of your friend



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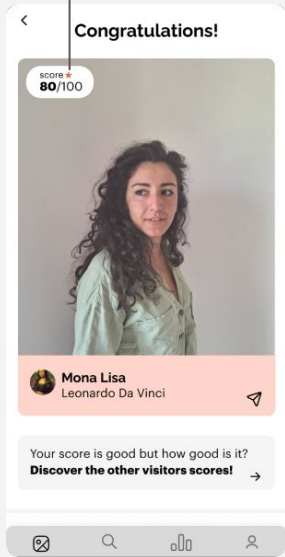
Go to the museum with friends



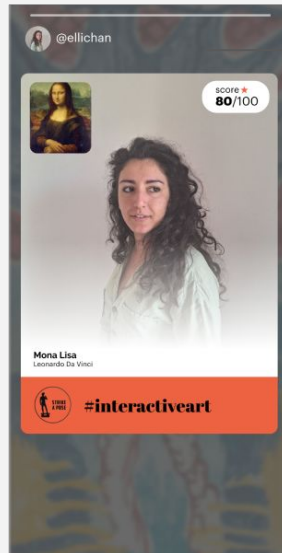
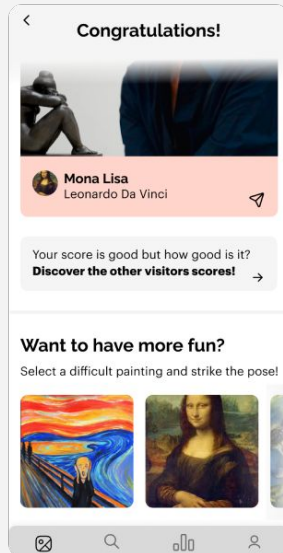
Before the visit

During the visit

## Personal score

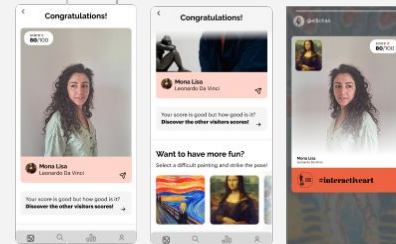


Before the visit



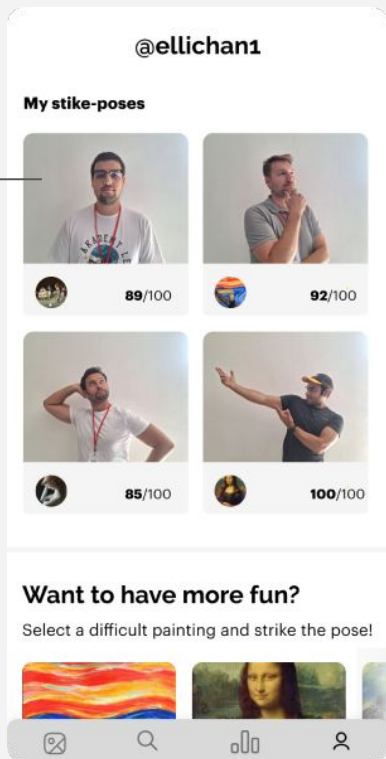
During the visit

## Social media sharing



- Gain a score for your pose
- Share your picture on social
- Suggestion of harder poses

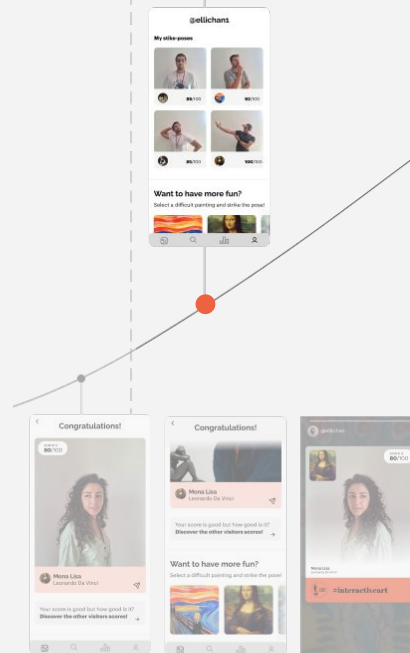
## All your poses



Before the visit

During the visit

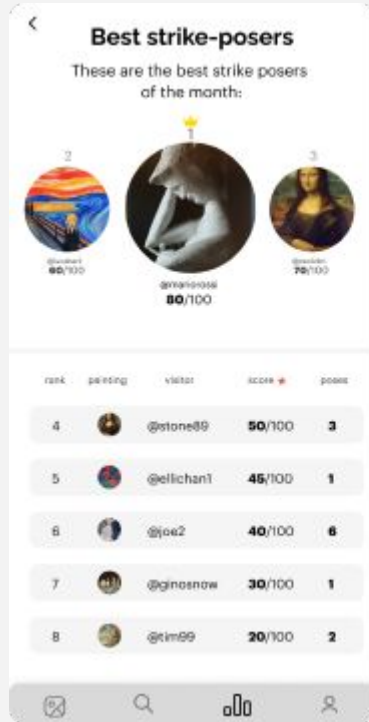
Collect your poses in your profile



- Gain a score for your pose
- Share your picture on social
- Suggestion of harder poses

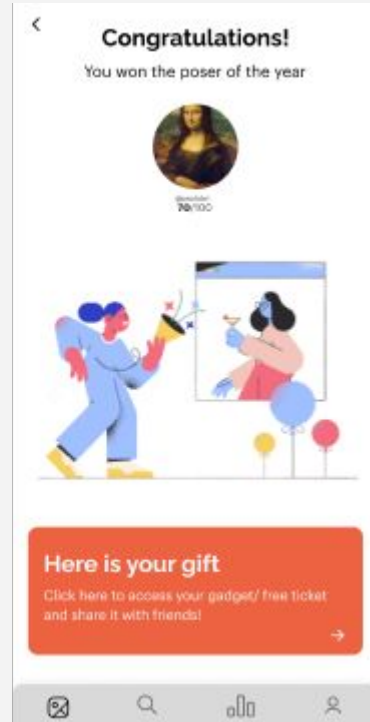
Post visit

## Create a community



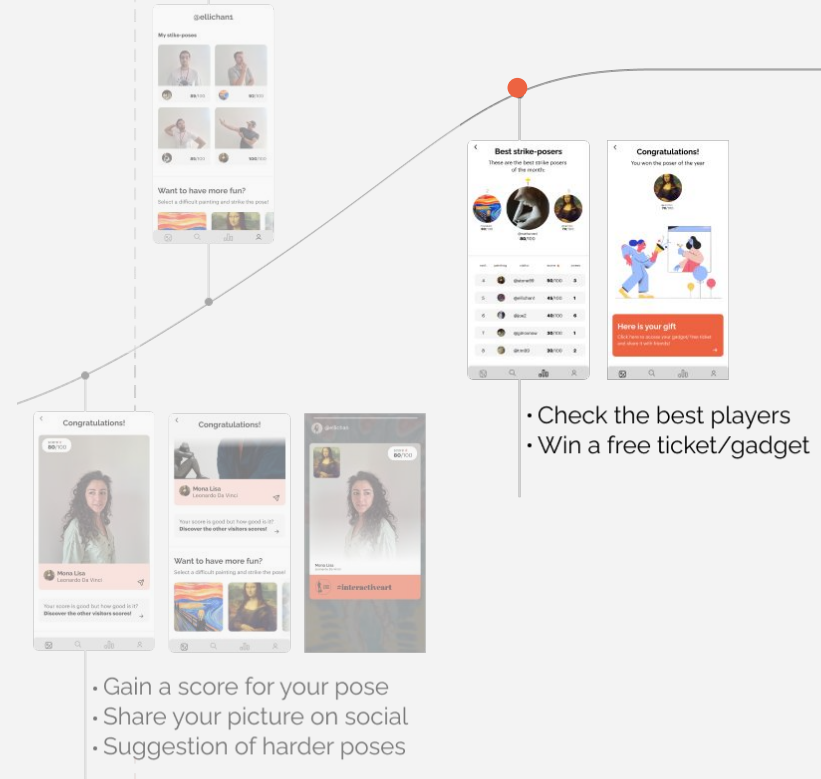
Before the visit

## Win a prize



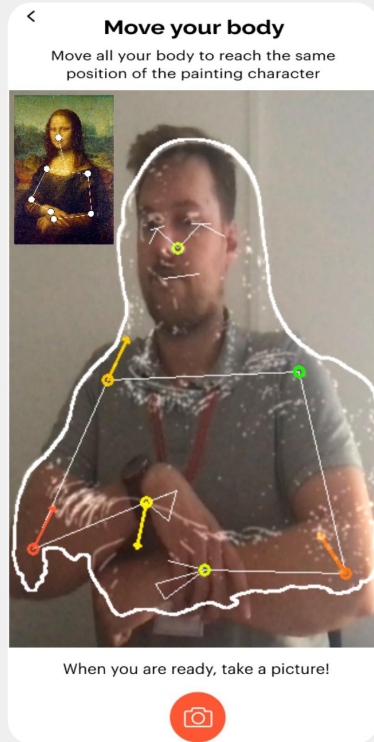
During the visit

Collect your poses in your profile



Post visit

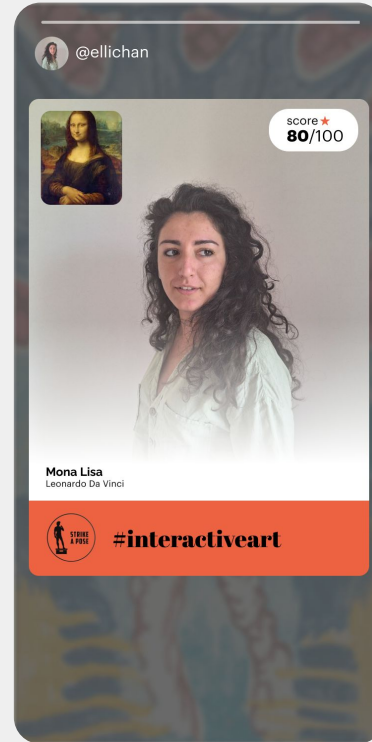
# Application flow example



Pose fit



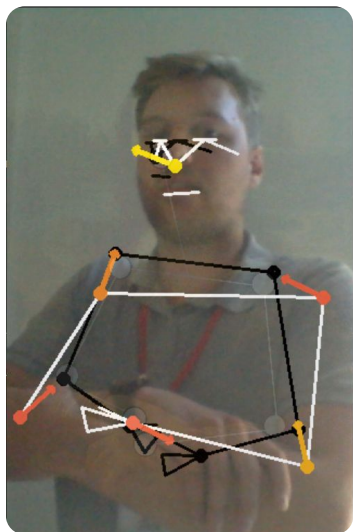
Get your score



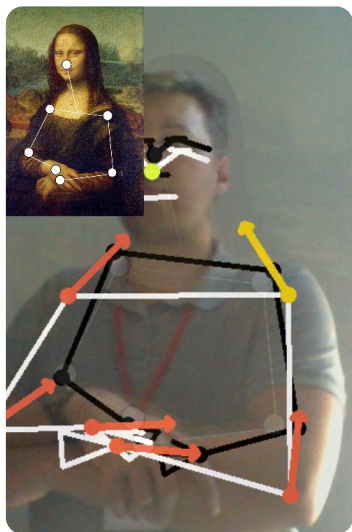
Share on social

#interactiveart

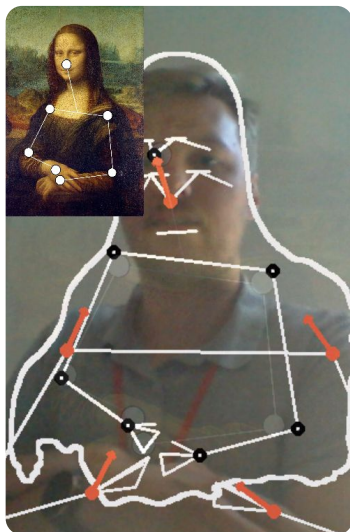
# Testing and iterating



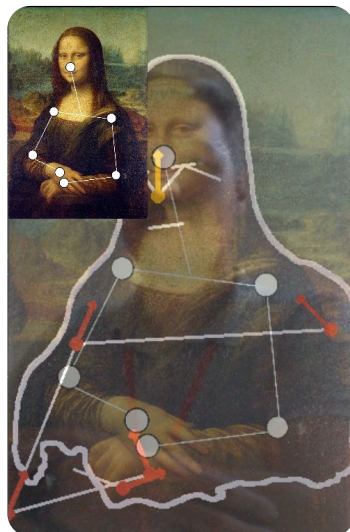
\_arrow feedback



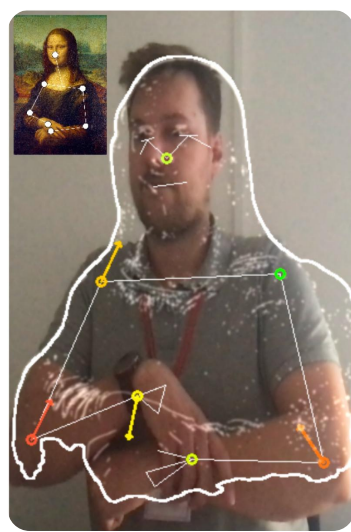
\_painting in view



\_pose goal outline

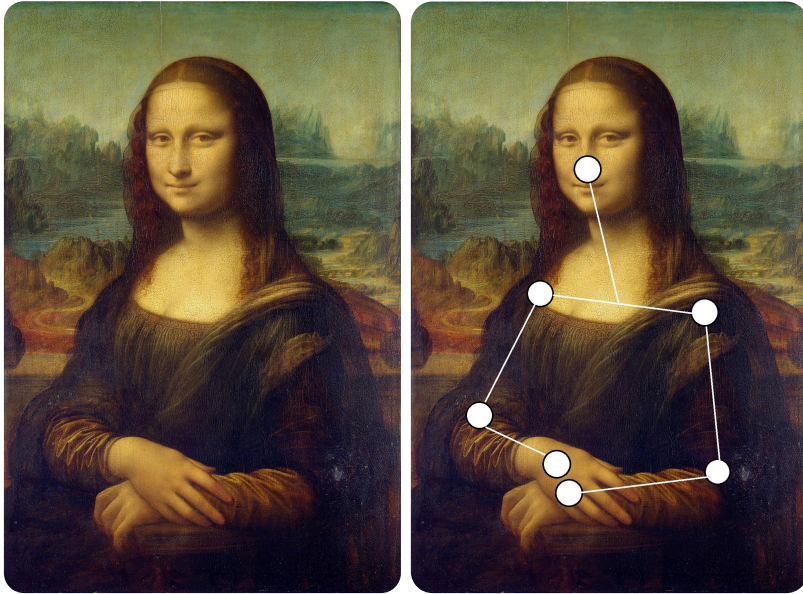


\_skeleton

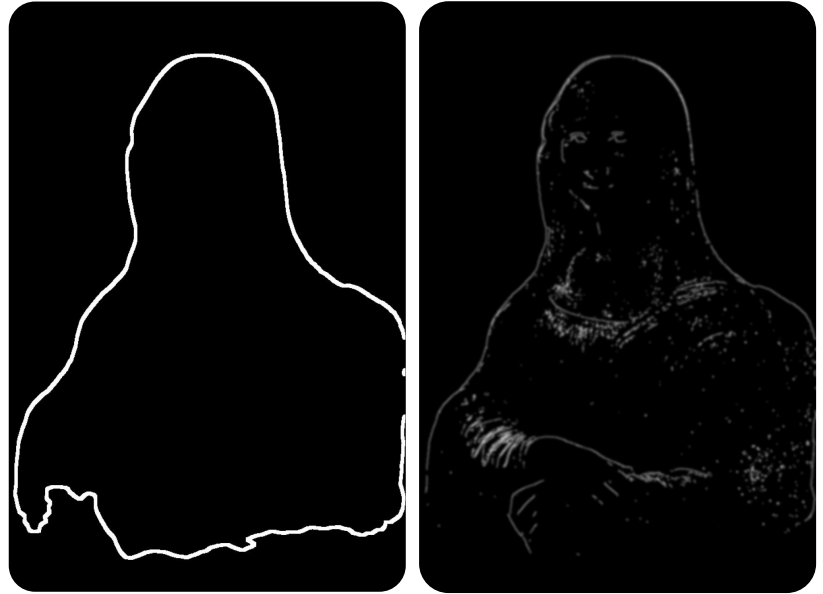


\_pose ghost features

# Automatic artwork importing workflow

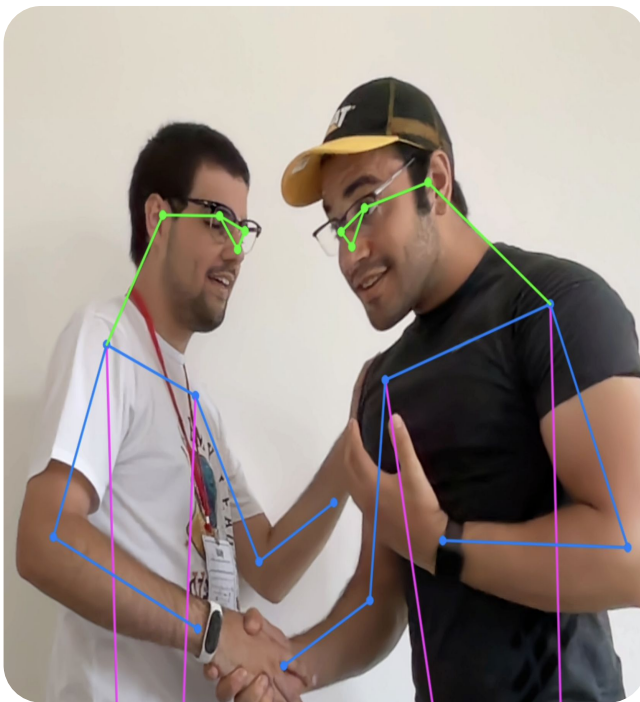
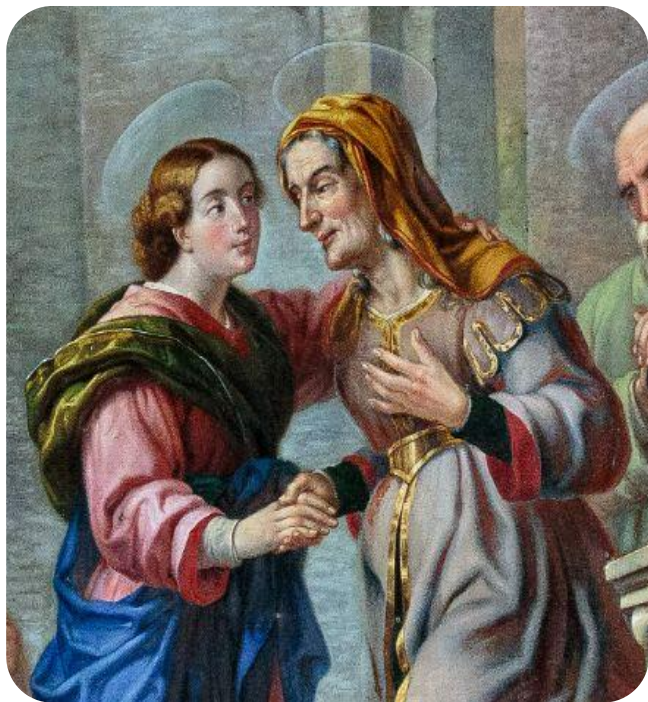


Pose extraction

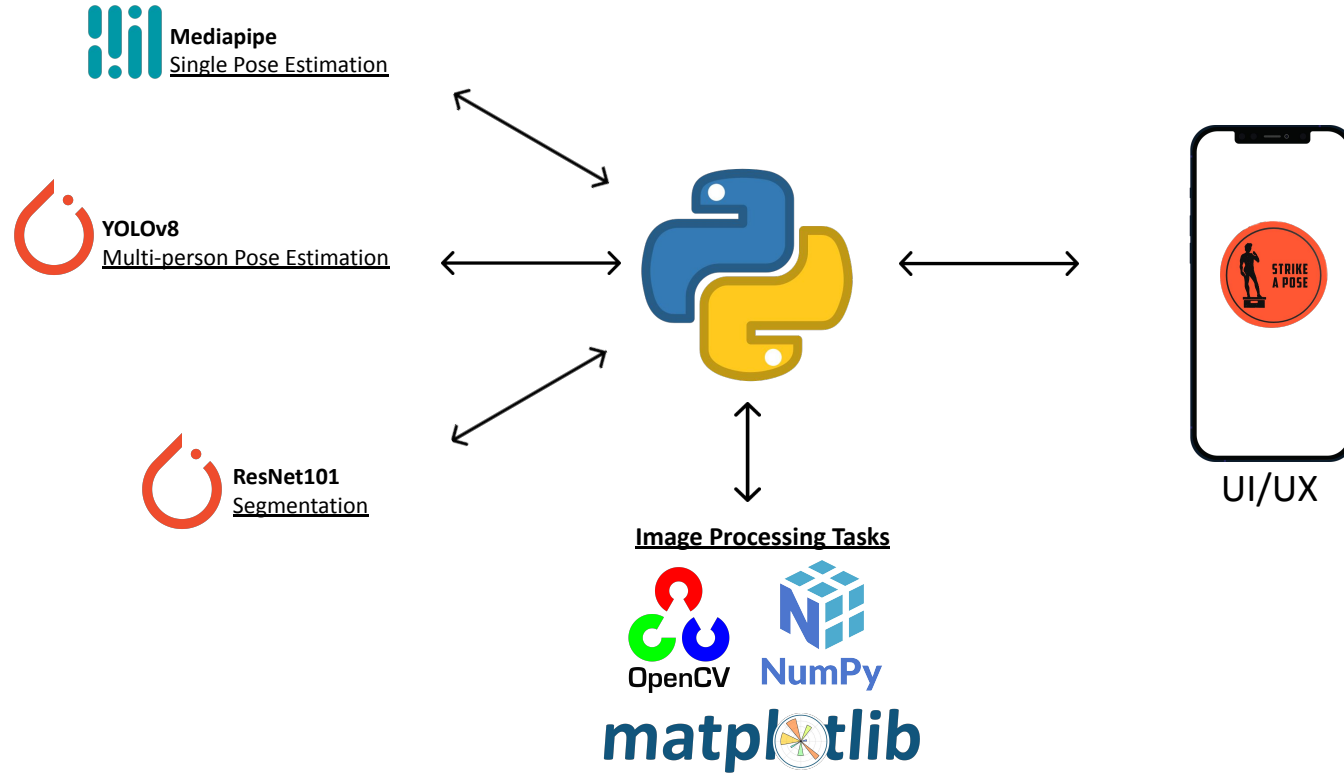


Guidelines extraction

# Additional feature: multi-person pose



# Prototype Technical Components



# Limitations of Our Application

\_Inclusivity of many body dimensions

\_Considering unrealistic poses of non-humans, animals, etc

\_Not deployed on the phone yet

\_The leaderboard isn't implemented yet

\_Additional features are implemented, but they aren't integrated yet

# Future development

\_User testing

\_Implementation of the smartphone app version

\_Add the new designed features

Business Model / Marketing Strategy / Launch Plan / Funding Requirements

# Demo time!



## Group 3:

Elena Spadoni,

Tim Schoonbeek,

José Juan Reyes  
Cabrera,

José Miguel  
Santana Núñez,

Ahmed Elhagry