

Simplified Mobile AR Platform Design for Augmented Tourism

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Abstract : This study outlines iterations of designing mobile augmented reality (MAR) applications for tourism specific contexts. Using a design based research model, several cycles of development to implementation were analyzed and refined upon with the goal of building a MAR platform that would facilitate the creation of augmented tours and environments by non-technical users. The project took on several stages, and through the process, a simple framework was begun to be established that can inform the design and use of MAR applications for tourism contexts. As a result of these iterations of development, a platform was developed that can allow novice computer users to create augmented tourism environments. This system was able to connect existing tools in widespread use such as Google Forms and connect them to computer vision algorithms needed for more advanced augmented tourism environments. The study concludes with a discussion of this MAR platform and reveals design elements that have implications for tourism contexts. The study also points to future case uses and design approaches for augmented tourism.

Keywords : augmented tourism, augmented reality, user experience, mobile design, e-tourism

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