

Metropolitan Museum of Art Mobile Treasure Hunt
Case Study Spurred by Paul Revere
Created by: Time Traveler Tours, LLC

UX DESIGN: The mobile Treasure Hunt described below will operate on a loop that will contain the following component parts:

- **Treasure Hunt Prompt** = Magnifying Lens Image + Text
- **Interactive Feature** = Image Recognition: Treasure hunters will use the built-in camera feature of their device to verify their findings as well as advance the app to the next feature.

NOTE: I chose Image Recognition as the interactive feature to trigger app advancement for two reasons:


- I noticed that the cellular signal was spotty within the Met, making geo-location technology unreliable.
- I am not aware whether or not the Met is equipped with iBeacons.


I thought it safest, in this case, to harness the power of the device's built in camera to enable the app to respond to the user's actions. With Image Recognition, we can program the application to recognize a certain object – for example, Paul Revere's spurs – from several vantage points. The user need only point the camera toward the object to trigger a positive response from the app, in this case to advance the program to the next feature.

- **Story + Corresponding Image(s)** = Audio Narration + Text (read-along) Option
- **Content-based Extension Game** = For example: Multiple Choice, Yes/No Answer, Keyboarded Answer, Roulette Wheel, Riddle, Puzzle, Drag & Drop, etc.

NOTE: One Time Traveler Tours & Tales value-add is that all gaming features included in our treasure hunt apps are educational. It is our promise that games will always enhance story content, they will compel users to reflect on and extend their understanding of the historical, artistic, and/or cultural significance of the treasures and artifacts included in each treasure hunt tale and tour.

- **Interactive Feature = Personal Gallery Curation:** Treasure Hunters will take a picture of each object they find. These images will be automatically saved and stored in their built-in photo gallery for later use at the Museum (TBD in collaboration with the museum). For example, the resulting montage of images may be used to collect a prize at the museum store at the end of their visit; to collect a badge to be redeemed at their next visit; or to join an online community linked to the museum website in which they may interact with museum content at home and win further badges and rewards. The camera action will trigger the app to respond, resetting the loop to commence the next Treasure Hunt prompt.
- Repeat loop with next object, story, extension activity, etc.

| Treasure Hunt Prompt | Image | Audio w/text (read-along option) | Interactive Feature | Extension Game |
|--|---|----------------------------------|---|----------------|
| <p>In the exhibit called Arms and Armor, look for a paired item that appears to not quite belong.</p> <p>Hint: they were made by the hands of a famous 18th century American patriot and Revolutionary War hero who was an exceptional horseman.</p> <p><i>When you think you've found these treasures, point your camera at them to check that you are correct.</i></p> |  | | | |
| | | | <p>Image Recognition: User points camera at object for verification</p> <p>[If not the right object, the app will prompt the user to try again.</p> <p>If the right object, the app advances to the Audio/ text-option feature:]</p> | |

| Treasure Hunt Prompt | Image | Audio w/text (read-along option) | Interactive | Extension Game |
|----------------------|--|---|-------------|----------------|
| |  <p data-bbox="422 846 835 932">Paul Revere, 1768, by John Singleton Copley, American, 1738–1815) Courtesy of Boston Fine Arts Museum</p> | <p data-bbox="863 285 1432 496">The art and craft of working or “smithing” silver can be traced to the most ancient civilizations. During the Middle Ages (5th to the 15th century), silversmiths in Europe and England made everything from household items, such as cups and cutlery, to jewelry as well as the arms and armor you’ve seen in this exhibit.</p> <p data-bbox="863 537 1409 716">Medieval silversmiths were considered artisans. Their skills were very important to royal and noble households, and for this reason they held a position in society above common laborers. They guarded this status quite jealously. They were not about to give it up.</p> <p data-bbox="863 756 1432 935">To protect themselves from competition, and to establish things like pricing and quality standards, they organized into groups, called guilds. The guild system worked very well for centuries. But over time the same traditions the guilds championed stood in the way of innovation and change.</p> <p data-bbox="863 976 1432 1219">Silversmiths passed on their knowledge, skills, tools, and techniques to the next generation through apprentices: young men, often from the same family, who learned the trade from their elders and, in turn, passed it onto the young people who came after them. You knew the family of smiths responsible for a particular work by the stamp typically struck into the object or by its design.</p> <p data-bbox="863 1260 1419 1406">We know that the animal-headed pommels on the hangers you see displayed here were popular among wealthy early-American colonialists. We can use these designs, therefore, to date these swords to the pre-Revolutionary War Colonial America.</p> | | |

Hangers and decorative smallswords such as these were worn as status symbols by the wealthy. They also served as personal side arms and as tools for skinning and cutting.

From the 1600s, Europeans began immigrating to the new world. Some fled religious or political prosecution. Others set out find their fortune. Among them were silversmiths wishing to ply their trade in a world free of guild restrictions.


One such individual was Apollos Rivoire, a Frenchman. Upon arrival in the New World, he Anglicized his name to Paul Revere.



He passed both his name and his trade as a silversmith to his eldest son. When Paul Sr. died in 1754, Paul Jr. took over the Revere silversmith shop in the area we know today as Boston's Back Bay. He was only 19.


Young Paul was highly skilled and very proud of his work, as you can see from this portrait by American painter John Singleton Copley. Before the famous midnight ride that marks the first instance of armed combat in the American Revolution, Revere had already created many custom objects for Boston's wealthy merchants. These included fine bowls and teapots – such as the one Revere cradles in his hand in this painting – belt and shoe buckles as well as the ornate spurs on exhibit here at the Met.

Following the war, Revere continued to build on his reputation as a master craftsman. He expanded his scope to include other metals, like copper and iron, and thus Revere the entrepreneur and industrialist was born.

By the turn of the 19th century, he and his sons were well-known casters of church bells. Many Revere bells can still be heard today.

| Treasure Hunt Prompt | Image | Audio w/text (read-along option) | Interactive | Extension Game |
|----------------------|---|----------------------------------|---|---|
| |  | | | <p><i>Could it have been possible that Paul wore these spurs on the evening of his midnight ride to Lexington and Concord on 18 April 1775?</i></p> |
| | | | <p>Hot Spot: Yes or No Touch Answer</p> | <p>If user answers Yes: <i>Probably not. If you look at the spurs closely, you can see they are not actually an exact pair.</i></p> <p>If user answers No: <i>You're probably right! If you look at the spurs closely, you can see they are not actually an exact pair.</i></p> |
| | | | <p>Gallery Curation</p> <p>Take a picture of Paul Revere's spurs – or a selfie with them in it – and collect a reward or badge at the Museum shop upon completion of this Treasure Hunt.</p> | |

| Treasure Hunt Prompt | Image | Audio w/text (read-along option) | Interactive | Extension Game |
|--|---|--|---------------------------------|----------------|
| <p>Look for a painting that immortalizes the midnight ride of Paul Revere. You will find it in the Modern and Contemporary Art collection.</p> <p>Hint: You've got the name of the painting already, right here in the palm of your hand.</p> <p><i>When you think you've found the painting, point your camera at it to check that you are correct.</i></p> |  | | <p>Image Recognition</p> | |
| |  <p>The Midnight Ride of Paul Revere, 1931, by Grant Wood, American, 1892-1942), The Metropolitan Museum of Art</p> | <p>Dramatic recording of the 1861 poem, "Paul Revere's Ride," by Henry Wadsworth Longfellow.</p> | | |

| Treasure Hunt Prompt | Image | Audio w/text (read-along option) | Interactive | Extension Game |
|----------------------|---|----------------------------------|---|--|
| |  | | <p>Multiple Choice Q&A with programed hot spot</p> | <p>Which of the following ideas contained in Longfellow's famous poem is not historically correct:</p> <ol style="list-style-type: none"> 1. The midnight ride took place on the 18th of April, 1775. 2. Revere deserves sole credit for reaching Concord in advance of British soldiers. 3. A lantern signal from Boston's North Church tower indicated how the British troops were advancing on Lexington: one lantern if they marched by land; two lanterns if they took a shortcut across the Charles River, "by sea." <p>Answer: 2</p> <p>If user response is not correct: <i>Try again!</i></p> <p>If user is correct: <i>That's right! The success of the midnight ride was thanks to three riders (as well as other riders whose names do not survive history).</i></p> |

| Treasure Hunt Prompt | Image | Audio w/text (read-along option) | Interactive | Extension Game |
|---|--------------|---|---|--|
| | | | | <p><i>These were Paul Revere, of course; William Dawes, who set out from Boston at the same time as Revere, though along a different route; and Samuel Prescott, a doctor who happened to be in Lexington that night and who took over for Revere when British officers caught and detained him at gunpoint.</i></p> <p><i>Of the three riders, only Prescott arrived at Concord in time to warn the American militiamen of the arrival of British troops.</i></p> <p><i>Why Concord? That's where the colonial militia's cache of armaments was hidden!</i></p> |
| | | | <p>Gallery Curation</p> <p>Take a picture of Grant Wood's "The Midnight Ride of Paul Revere" – or a selfie with it – and collect a reward or badge at the Museum shop upon completion of this Treasure Hunt.</p> | |
| <p>Continue with next Treasure Hunt loop</p> | | | | |

