Advice to Stakeholders

Freedom Walk App

Prepared By: What You Design (WYD)

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Executive Summary

This document offers the 18th September Project strategic direction with a focus on involving young adults (those between the ages of 18 and 30) with highly emotional, dynamic, and interactive World War II content. A gamified platform allows users to walk around Eindhoven using a GPS functionality and learn about events in the area. Every finished location unlocks a badge which makes users more interested in continuing all of the locations.

Introduction

Purpose of the Document:

This document aims to offer advice on how to implement World War II historical content to effectively engage many young people, with a focus on local (Eindhoven) and global settings.

Background Information:

The 18th September Project aims to preserve and pass on memories of World War II, particularly those associated with Eindhoven and its significant historical events. While young adults and some other people don't really discuss this as much as those who are still in school, we hope that through creating this product, we will help them and others remember the events of World War II and foster an appreciation for our freedom while also keeping in mind that the decisions we make do affect the course of history. Since the number of veterans is decreasing, it's critical to find innovative methods of conserving their stories for future generations.

Stakeholder Identification:

Stakeholders include Stichting 18 September, local government and cultural institutions, educational bodies, young people aged 18-30, and families with historical ties to World War II.

Reasons why they are relevant:

1. Stichting 18 September
   Relevance: Stichting 18 September, the organization that came to us with the subject matter, is focused on preserving and sharing historical remembrance of World War II in the Netherlands. Since their mission and the project's objectives are in line, they are the main stakeholder in charge of the project's final success.
2. Local Government and Cultural Institutions

Relevance: Local government and cultural institutions in Eindhoven play a crucial role in supporting and promoting historical preservation initiatives. Their involvement can provide necessary funding, resources, and official endorsements, enhancing the project's credibility and reach within the community.

3. Educational Bodies
Relevance: Schools, universities, and other educational institutions can integrate the project's content into their curricula, ensuring that young people receive comprehensive and engaging historical education. Collaboration with educational bodies can also facilitate outreach and participation in the project.

4. Young People (Ages 18-30)
Relevance: This demographic is the primary target audience for the project. Young people today have limited exposure to detailed World War II history in their education and are more likely to engage with innovative, digital content. Engaging this group ensures the preservation of historical memories for future generations.

5. Families with Historical Ties to World War II
Relevance: Families with personal or ancestral connections to World War II possess valuable stories and memories that can enrich the project. Encouraging these families to share their experiences can provide authentic, emotional content that resonates deeply with the audience.

Current Situation Analysis

OVERVIEW:

There is a need to reach and engage the young audience that has limited exposure to historical education about World War II. Traditional methods of sharing historical content may not resonate with this demographic due to their short attention spans and preference for dynamic content. It is important for young people to realize and appreciate the feeling of freedom most of us have while also maintaining the thought about the influence some of their choices might have on future generations.

STAKEHOLDER INTERESTS: Analysis of the interests, concerns, and expectations of the stakeholders.

Stichting 18 September: Preserve and disseminate historical memories.

Young People (18-30): Engage with history in a captivating, relatable manner.

Educational Bodies: Enhance historical education through innovative methods.

Families with Historical Ties: Share personal and family stories to keep memories alive.

Data and Evidence: Presentation of relevant data and evidence that supports the analysis.

Recommendations

Summary of Recommendations:

1. Utilize social media platforms like Instagram and TikTok to broaden the scope and audience and inform people about it.

2. Develop the mobile app with interactive features that was created for the project.

3. Implement AR city tours in the mobile app itself.

4. Encourage user-generated content.

5. Implement geocaching and city games with decision-making elements.

Detailed Recommendations:

RECOMMENDATION 1: SOCIAL MEDIA ENGAGEMENT

Instagram/TikTok: Share short, impactful stories and memories, leveraging the emotional appeal of personal narratives and historical events.

Rationale: Social media platforms like Instagram and TikTok have massive user bases and are particularly popular among younger demographics. Sharing short, impactful stories and memories related to World War II can leverage the emotional appeal of personal narratives and historical events. These platforms are highly visual and conducive to storytelling, making them ideal for engaging content.

Expected Impact:

- **Increased Awareness:** By utilizing platforms with high engagement rates, more people, especially younger generations, will become aware of the World War II's history specifically in Eindhoven and its significance.
- **Emotional Connection:** Personal stories and emotional narratives can create a deeper connection with the audience, making history more relatable and memorable.
- **Viral Potential:** Engaging content has the potential to go viral, spreading awareness far beyond the initial follower base.

RECOMMENDATION 2: INTERACTIVE PLATFORMS

Website/Mobile App: Create an interactive platform where users can explore different outcomes based on their choices, like interactive documentaries or visual novels.

Rationale: Interactive platforms like websites or mobile apps let users explore different historical outcomes based on their choices, like interactive documentaries or visual novels. This form of engagement is more immersive and educational, allowing users to actively participate in learning.

Expected Impact:

- **Enhanced Learning Experience:** Interactive elements can make learning about history more engaging and memorable.
- **Critical Thinking:** Users can gain a deeper understanding of the dynamics and consequences of historical events by exploring multiple outcomes.
- **Extended Engagement:** Interactive platforms can keep users engaged for longer periods compared to passively receiving information.

RECOMMENDATION 3: IMMERSIVE EXPERIENCES

VR Experiences: Develop VR content that allows users to experience key moments of World War II.

Rationale: Virtual Reality (VR) can provide a highly immersive experience, allowing users to "step into" key moments of World War II. This can be a powerful tool for education and empathy-building for the audience.

Expected Impact:

- **Immersive Education:** VR can create a deep sense of presence and understanding of historical events.
- **Emotional Engagement:** Experiencing events in VR is more likely able to create strong emotional connections and a lasting impression on people.
- **Broad Accessibility:** VR experiences can be accessed by a wide audience, including those who might not be able to visit physical locations.

AR City Tours: Use AR to show historical events and how these places looked like during the war at significant locations throughout Eindhoven.

Rationale: Augmented Reality (AR) can overlay visuals and historical data onto the existing surroundings, creating tangible references to the past at important sites in Eindhoven.

Expected Impact:

- **Contextual Learning:** AR can provide context-specific information, enhancing the learning experience for the audience.
- **Tourism Boost:** Innovative AR tours can attract tourists that are interested in history and technology to Eindhoven, creating a boost in the tourism industry.
- **Interactive Exploration:** Users can explore at their own pace, making the experience more personalized and engaging.

AI Generated Audio: Use AI generated audios to tell the stories and other sound effects of each location both along the way and at the location itself to help create a more impactful experience.

Rationale: AI-generated audio can provide detailed narrations and sound effects, enhancing the storytelling aspect of historical tours and experiences.

Expected Impact:

- **Rich Narratives:** High-quality audio storytelling can make historical events livelier and more interesting rather than just reading it yourself.
- **Accessibility:** Audio content can be accessed easily, allowing for flexible learning and exploration which could also be applicable for people with low vision or similar disabilities.
- **Enhanced Experience:** Sound effects and narrations can significantly enhance the immersive quality of VR and AR experiences.

RECOMMENDATION 4: USER-GENERATED CONTENT

Encourage users to share their family's war memories through social media or interactive platforms.

Rationale: Encouraging users to share their family's war memories can create a rich, community-driven archive of personal stories and experiences. This not only diversifies the narratives but also fosters a sense of personal connection and community involvement.

Expected Impact:

- **Diverse Perspectives:** A wide range of personal stories can provide a more comprehensive understanding of historical events.

- **Community Engagement:** Encouraging user participation fosters a sense of ownership and connection to history.
- **Preservation of History:** Personal stories and memories contribute to the preservation of history for future generations.

RECOMMENDATION 5: GEOCACHING AND CITY GAMES

Create geocaching games where players make decisions at historical sites, combining AR to visualize historical contexts and outcomes.

Rationale: Geocaching games and city games can combine the fun of treasure hunting with educational elements, using AR to visualize historical contexts and outcomes at historical sites. While trying to collect badges that come with the accomplishments along the way as well.

Expected Impact:

- **Engaging Education:** Gamified learning can make history fun and engaging, especially for younger audiences.
- **Active Participation:** Players are actively involved in learning, which can enhance retention and understanding.
- **Cultural Tourism:** These activities can attract tourists and locals alike, promoting cultural heritage and history in an interactive and fun way.

Implementation Plan

Action Steps:

1. Social Media Strategy: Develop and execute a content plan for Instagram and TikTok and other social platforms that are currently most used.

2.Interactive Platform Development: Design and build the website or mobile app.

3. VR and AR Development: Create immersive experiences with a focus on historical accuracy of the World War II that happened in Eindhoven specifically.

4. User Engagement Campaigns: Launch campaigns to encourage the sharing of personal stories and the use of the mobile app itself, creating more awareness at the same time.

5. Geocaching Game Design: Implementing geocaching and decision-making games in the development of the mobile app itself.

Timeline:

Proposed timeline for implementation.

- Month 1-3: Planning and initial development.

- Month 4-6: Content creation and platform development.

- Month 7-9: Testing and refinement.

-Month 10-12: Launch and promotional campaigns.

Risks and Mitigation Strategies

Identified Risks:

Some of the potential risks associated with the recommendations could be:

- **Technical Challenges:** Potential difficulties in developing VR/AR content. Due to lack of content and such. Also, not many developers can implement such functionality.
- **Engagement Risk:** Difficulty in capturing and maintaining audience interest.

Mitigation Strategies:

Proposed strategies to mitigate these risks.

- **Technical Support:** Engage experienced developers and use reliable technology platforms. Collaborate with companies trying to preserve the memory (they have access to photos etc.)
- **Engaging Content**: Regularly update content and use feedback to improve engagement. Incorporate social media.

Expected Outcomes

Short-Term Outcomes:

Immediate effects and benefits of implementing the recommendations.

Immediate Effects:

- Strong emotional engagement through personal stories and narratives leading to impactful learning experiences.

- Quick generation of community involvement and shared ownership of historical content.
- Potential for viral content spread, expanding reach and impact and a rapid increase in public awareness of cultural heritage and World War II history.
- Enhanced user engagement and public engagement with interactive historical content and gamified learning experiences.
- Immediate educational benefits through active participation and critical thinking exercises.
- Attraction of tech-savvy users and younger demographics through VR and AR experiences.
- Immediate attraction of tourists interested in innovative historical tours.

Benefits:

- Enhanced connection with younger audiences.
- Creation of a diverse and rich archive of personal war memories.
- Strengthened online presence and community engagement.
- Improved knowledge and comprehension of historical events.
- A longer engagement with the content and increased user interest.
- Broadened accessibility to historical education through modernized technologies.
- Enhanced empathy and understanding of historical events.
- The attraction of both tourists and locals to historical sites helps boost local tourism and economic benefits.
- Promotion of interactive and fun learning methods.

Long-Term Outcomes:

Long-term impacts and benefits of implementing the recommendations.

Long-Term Impacts:

- Sustained interest in World War II history through continuous content sharing creating an ongoing community engagement in cultural heritage preservation.
- Development of a robust digital archive of personal war memories that enhances the understanding of historical events through interactive learning.
- Strong, engaged online communities centered around historical narratives.
- Deep emotional connections with history formed through VR and AR experiences.
- Significant impact on cultural tourism and the appeal of historical sites.

- Establishment of interactive, location-based learning as a powerful educational tool.

Long-Term Benefits:

- A valuable educational resource for future generations.
- Increased community involvement in promoting and preserving cultural heritage through documented personal stories.
- Ongoing public engagement and discourse around historical events.
- Progressive educational tools that adapt to new learning styles attracting a broader audience, including traditionally less interested demographics offering deeper historical understanding.
- Increased historical literacy and critical thinking skills among users.
- Sustained growth in tourism, boosting local economies.
- Preservation of historical sites and local heritage through increased interest and investment.
- Growth of educational tourism through immersive learning experiences.

Conclusion

Summary of Advice:

The 18th September Freedom Walk Project has the potential to significantly engage young people by using innovative, interactive, and emotionally compelling methods to share World War II memories.

This document aims at explaining the process we have taken to create the product as well as steps one must take to improve the current state of the app. Implementing the recommendations we shared above will help ensure the preservation of these important stories for future generations.

CONTACT INFORMATION

F. van Dijk: f.vandijk@stichting18september.nl