START

USER GUIDE

OVERVIEW

START (Students Taking Augmented Reality Tours) is an augmented reality application available on Android and iOS mobile devices. The application allows users to navigate to curated points of interest at participating colleges and universities. At each location, users can view text, videos, and 360-degree photographs to enhance their experience. The tour content is designed to present students with the information they'd normally receive on a guided tour, plus additional tips about selecting the right postsecondary institution for them.

GETTING *STARTED*

START is available on the Apple App Store and Google Play Store. It is compatible with current versions of iOS and Android. You can find additional information and download links at: k20center.ou.edu/START.
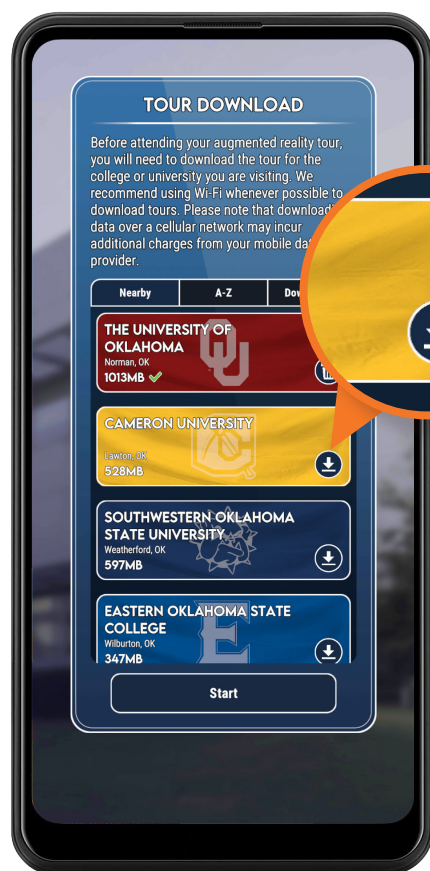
LOCATION PERMISSIONS

To use *START*, users must enable location permissions while using the app. Upon opening *START* for the first time, users will be prompted to enable location permissions. If a user does not grant these permissions to the app, they will be prompted a second time. If they continue to deny location permissions, they won't be able to use *START*. Users who have denied permissions multiple times will need to enable these permissions manually in their device's settings menu.
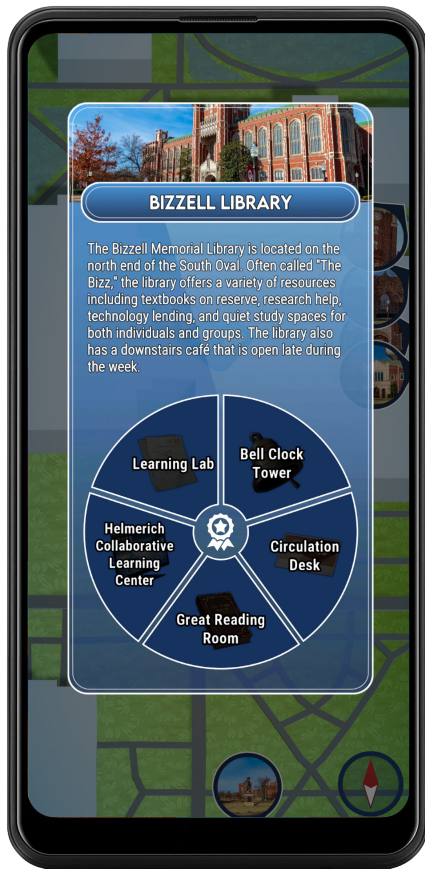
TOUR PACKAGES

To minimize device storage use, the *START* tour for each participating institution is a separate "package" that users will need to download. The downloadable tour packages are relatively large files, so we recommend downloading while connected to a Wi-Fi network. If a user opens the app near your institution, they will be prompted to download the tour package. Users can also download tour packages manually.

ⓘ Tour packages can be deleted to save space on a user's device. If a package is deleted, users will not be able to review landmarks they visited while on campus. However, their progress will remain saved. If the user downloads the tour package again, they'll see the collectibles they gathered previously.

NAVIGATING A *START* TOUR

Landmarks

BIZZELL LIBRARY

The Bizzell Memorial Library is located on the north end of the South Oval. Often called "The Bizz," the library offers a variety of resources including textbooks on reserve, research help, technology lending, and quiet study spaces for both individuals and groups. The library also has a downstairs café that is open late during the week.

Learning Lab

Bell Clock Tower

Helmerich Collaborative Learning Center

Circulation Desk

Great Reading Room

Points of Interest

ETHAN | Student Tour Guide

Looking for a peaceful place to s
Great Reading Room. This bea
of the library. Take a seat besi
windows or at one of the 28 t
Room is special, because th
hold theses a d dissertatio

Reviewing Collectibles

COLLECTIBLES

▼ BIZZELL LIBRARY

▼ BUCHANAN HALL

▼ CATLETT MUSIC CENTER

▼ COPELAND HALL

▼ COUCH AND WALKER CENTERS

▼ CROSS VILLAGE

Important areas on campus—such as buildings, quads, and monuments—are designated as **landmarks** within *START.* Each landmark contains between one and five points of interest.
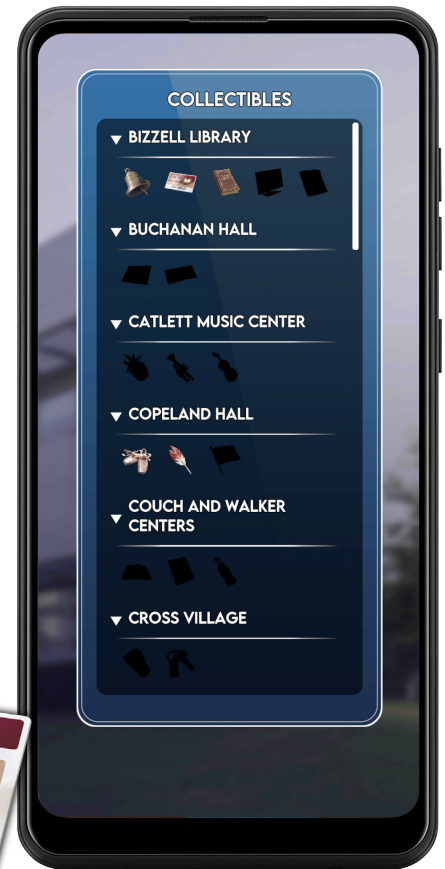
Points of interest contain 360-degree photographs and text content. Some points of interest also contain videos. After a user has viewed the content for a point of interest, they'll receive a **collectible**.

Collectibles are badges that indicate how much of your campus a user has visited. *START* users will be able to review their collectibles and the points of interest associated with them at any time after they've concluded their tour.

Many users won't be able to tour your entire campus during their visit. Others may want to review the tour later. To finish or review a tour, users can access the **collectible screen**.

This screen allows users to see what collectibles they've acquired. Users can also view each campus landmark, regardless of whether they visited it during the tour.

INDIVIDUAL AND GROUP TOURS

SELF-GUIDED INDIVIDUAL TOURS

The most common use for *START* is self-guided tours. *START* allows guests to explore your campus, learn about your institution, and discover the places that are most relevant to them. Promoting *START* for this purpose will allow you to host more campus tours than available tour guides could otherwise facilitate.

Once guests have installed *START*, have guests download the tour package for your institution. If guests are already on campus, the application will prompt them to download the tour package. We recommend using Wi-Fi rather than mobile networks. This will speed up the download and avoid any charges from mobile carriers.

GROUP TOURS

START can be used to enhance guided tours. START is particularly useful for viewing areas that guests may not have direct access to during the tour, such as dorm rooms, athletic facilities, and labs containing expensive equipment.

SHARED DEVICES

You may prefer to have participants use institutional devices instead of downloading the application on their personal devices. If you are using institutional devices, be sure "community device mode" is enabled. This can be found in the application's options menu.

Enabling this option prevents the application from saving the user's progress. This ensures the next tour group will have the same experience as the first!

ⓘ When facilitating a group tour, it is important to give participants extra time to explore and interact with the application.
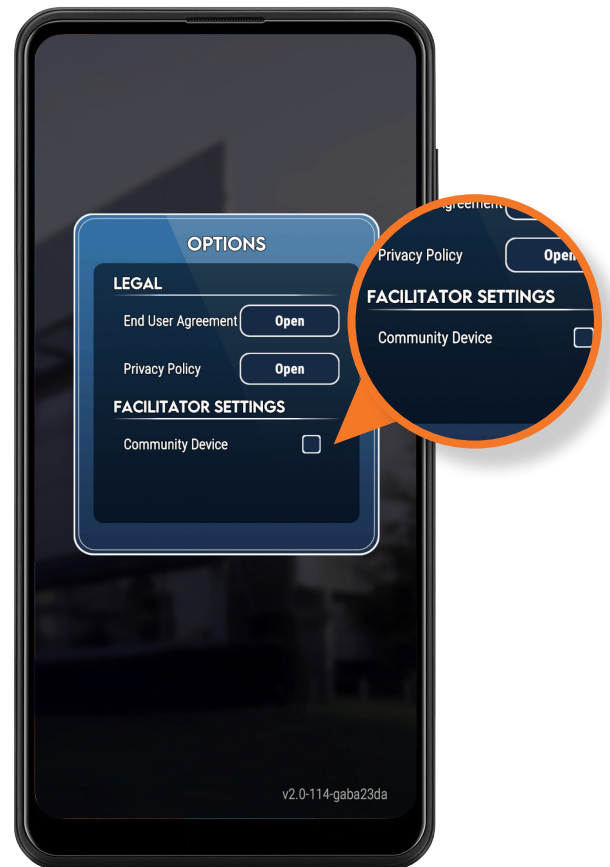
PROMOTING *START*

START houses augmented reality tours for many regional colleges and universities. We encourage each participating institution to share *START* with prospective students. To help you do so, the K20 Center has created the following style guide and sample copy. Feel free to use the content provided in this section on your website and in other promotional materials.

STYLE GUIDE

The following style guide is provided to help you match the *START* style to marketing materials.

Header Font: Lemon Milk Regular

Body Font: Roboto Condensed Light

Blue 1: 4691d2

Blue 2: 264169

Blue 3: 182944

Orange 1: da8b4a

Orange 2: f47726

Logos can be downloaded at: k20center.ou.edu/start/brandings
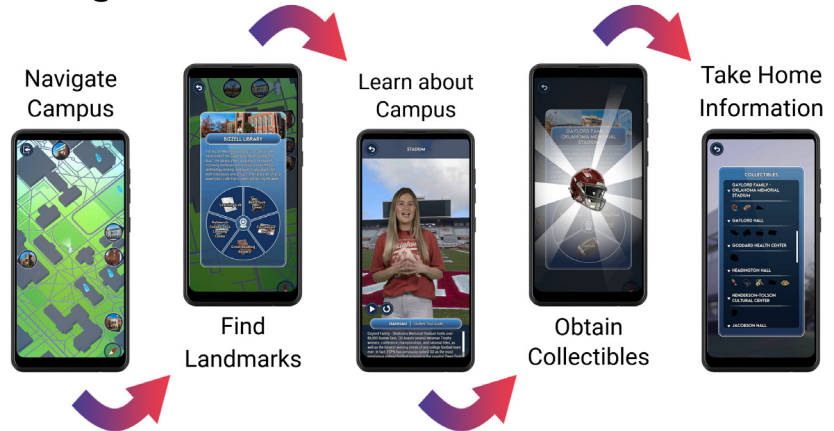
SAMPLE WEBSITE COPY

START is an augmented reality app that helps prospective students tour university campuses and learn more about college life!

Students can learn about different departments and majors, as well as resources such as admissions, financial aid, and housing. Students can also discover unique points of interest and things to do around campus.

Using START

Navigate Campus

Find Landmarks

Learn about Campus

Obtain Collectibles

Take Home Information

START is available at no cost on the Apple App Store and Google Play Store. Simply download the app on your mobile device, then download the [University name] tour package from within the app. When you arrive on campus, the app will help you navigate to each stop on your campus tour.

START was developed by the K20 Center's Game-Based Learning (GBL) team at the University of Oklahoma. For more information, visit k20center.ou.edu/START.

SAMPLE PRESS RELEASE COPY

The K20 Center's Game-Based Learning (GBL) team at the University of Oklahoma has launched *START (Students Taking Augmented Reality Tours)*, an augmented reality app that helps prospective students explore university campuses and learn more about college life.

The app's development was sponsored by four grants: GEAR UP for the FUTURE, GEAR UP for MY SUCCESS, GEAR UP O+K=C, and Oklahoma GEAR UP.

Students can use the app to learn about different majors, departments, and programs, as well as helpful resources such as financial aid, housing, and student life. Students can also discover unique points of interest and things to do around campus.

START uses a gamified approach to campus tours by allowing students to explore campuses independently and collect badges as they visit campus landmarks. The app provides a 3D map that displays the user's current location. It also includes engaging descriptions, high-quality videos, and 360-degree images.

START is available at no cost on the Apple App Store and Google Play Store. The app currently includes downloadable content for Cameron University, Southwestern Oklahoma State University (SWOSU), Eastern Oklahoma State College (EOSC), and the University of Oklahoma. Check back often, as additional schools will become available as development continues.

The K20 Center for Educational and Community Renewal, located on the University of Oklahoma Research Campus, is a statewide education research and development center that promotes innovative learning through school-university-community collaboration. For more information, visit k20center.ou.edu.

LEARNING EXTENSION ACTIVITIES

Tour facilitators may want to enhance the experience of prospective students by adding supplemental activities to the tour. This section provides three sample activities that can accompany *START*. These activities will help participants improve their recall, clarify their priorities, and share details that other participants might have missed.

VIRTUAL SCAVENGER HUNT

A virtual scavenger hunt can motivate participants to explore more of the campus, or it can be used to direct participants to specific locations. Before they embark on the *START* tour, give participants the following survey. Have them explore campus and *START* with the goal of answering as many questions as possible.

Group Scavenger Hunt Survey

Using *START*, discover each of the following about the college/university you've visited.

1. Name of the college/university:
   _____

2. College/university location (city and state):
   _____

3. Public or private? Circle all that apply.
   - Public
   - Private
   - Liberal Arts
   - Research
   - Historically Black College and University (HBCU)
   - Regional
   - 2-Year
   - Ivy League
   - Hispanic-Serving Institution (HSI)
   - Career/Vo-Tech Center

4. Mascots are animals or symbols that schools invent or adopt to represent their values. They are often used to generate spirit at sporting events. What is the name of the school's mascot?
   _____

5. What are the school colors?
   _____

6. What types of degrees are offered by the school? Circle all that apply.
   - Certificate
   - Associate
   - Bachelor's
   - Master's
   - Doctoral

7. Each college has a minimum grade point average (GPA) that you must have to be accepted. What is the minimum GPA for freshman admission at this school?

_____

8. What are some of this school's student clubs? What makes them interesting?

_____

9. What sports does this college/university offer?

_____

10. When you go to college, you can often live on campus. Does the college/university offer on-campus housing (residence halls, dorms, etc.)?
    • Yes
    • No

11. How many students attend this college/university?

_____

12. How much are the undergraduate tuition and fees for one year at this college/university?

13. Student support services are resources that help connect students—academically, financially, socially, mentally, and emotionally—to the campus. These resources can help you determine if this college/university is a good fit for you. Does this college offer support services (tutoring, counseling, a writing center, academic advising, career center, etc.)?
    • Yes
    • No

14. What part of campus seemed the most enjoyable? Why?

_____

15. Who is the college/university president?

_____

16. What is one interesting fact you learned about the campus?

_____

17. List any other interesting facts you would like to share:

_____

MAP MY TOUR

For this activity, participants will take on the role of a campus tour guide. Give each participant or group a campus map. After completing their START tour, participants will choose the four campus locations they feel are most important for prospective students to visit. Participants will mark those locations on the map and draw a tour route between them.

Sample handout copy:

> Be a campus tour guide! Now that you have visited campus using START, choose four locations on campus that stood out to you. Explain why the locations are important for a student to visit when touring the campus.

BE A RECRUITER

For this activity, prospective students take on the role of a college admissions recruiter. This can be done individually or in groups. Each participant or group will create and share a six-slide presentation about the college/university.

Sample handout copy:

> *Role:*
> Pretend you are an admissions recruiter for the college/university you visited using START. The job of an admissions recruiter is to inform students about the college and convince them to attend by highlighting the benefits of the campus.
> *Task:*
> Create a six-slide digital presentation that includes the best features of the college/university. You want to persuade students to attend the college, so make the presentation as appealing as possible.

UPDATES AND SUPPORT

For help, advice, or to report a bug, please contact us at the K20 Center. We understand that campuses are constantly evolving. If a tour location moves or changes, let us know so that we can update the tour accordingly.

Scott Wilson
K20 Associate Director of Innovative Learning
scott.wilson@ou.edu
(405) 325-1267

Javier Elizondo
K20 Game-Based Learning Director
elizondoj@ou.edu
(405) 325-0832