

Museum

Interaction Design

Client: Bank of America

Date: 24 AUG 2005

Version: V 14

Prepared by: David Sansone

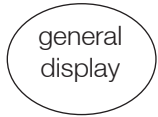
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Interaction Flow

A. touch screen LCD, content drill down via three set periods USER FLOW

DEFAULT PRESENTATION LAYER



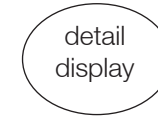
screen state :
On approach the six monitors are playing an attract loop.

Call to action will be accomplished via copy and visual signals

In this scenario the user is drilling down to a variety of content types but within a set-time period per each of the three panels. The three panels represent approximately a 76 year block of time.



INTERACTIVE LAYER



screen state :
loop stops playing

Users will be able to pick content from within the area they are interacting within. The navigation will be a touch screen menu (a.k.a. the timeline) that will span the width of the panel. There will be a limit of three users who can actually interact with the piece at any one time.

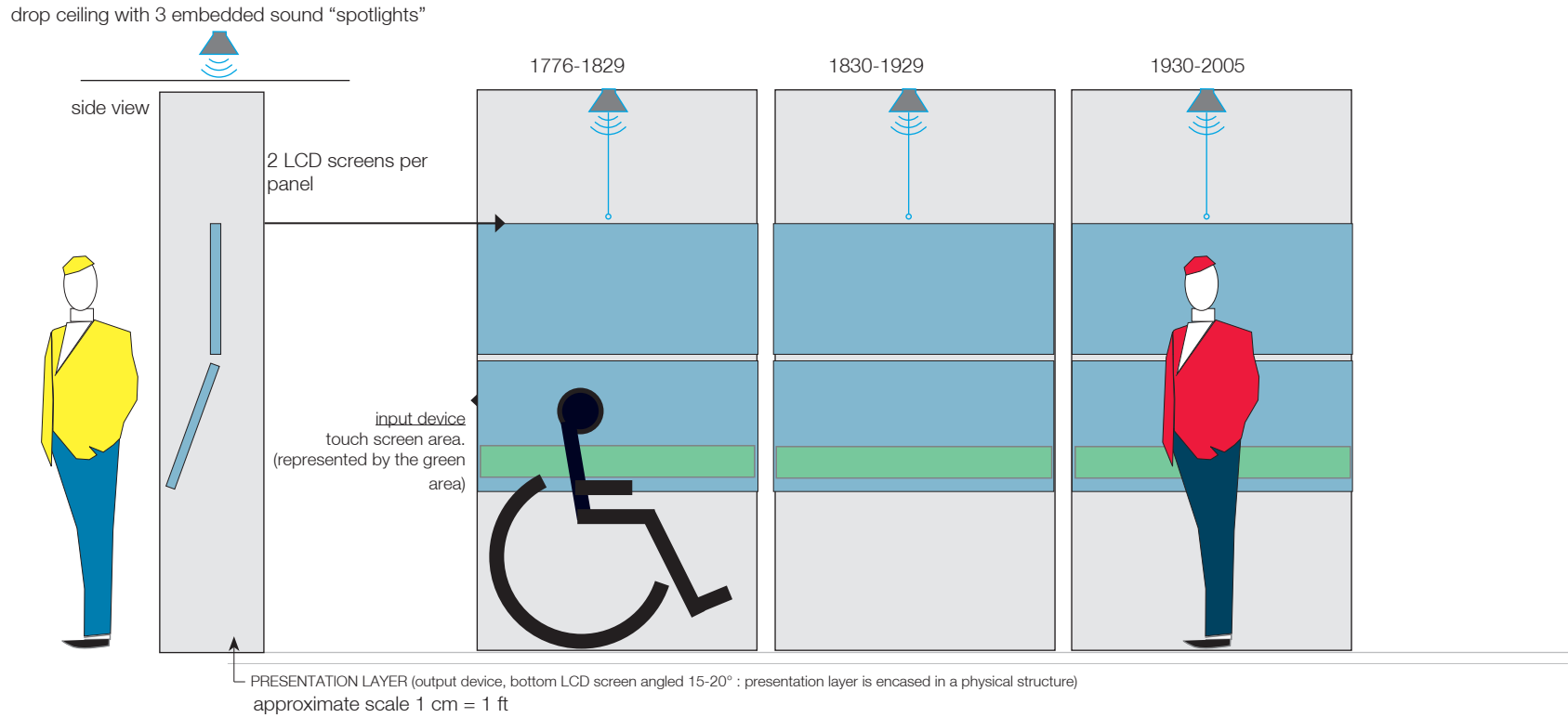
Users will be able to pick content from any part of the timeline section they are within to view.

Physical Layout A

(note not drawn to scale)



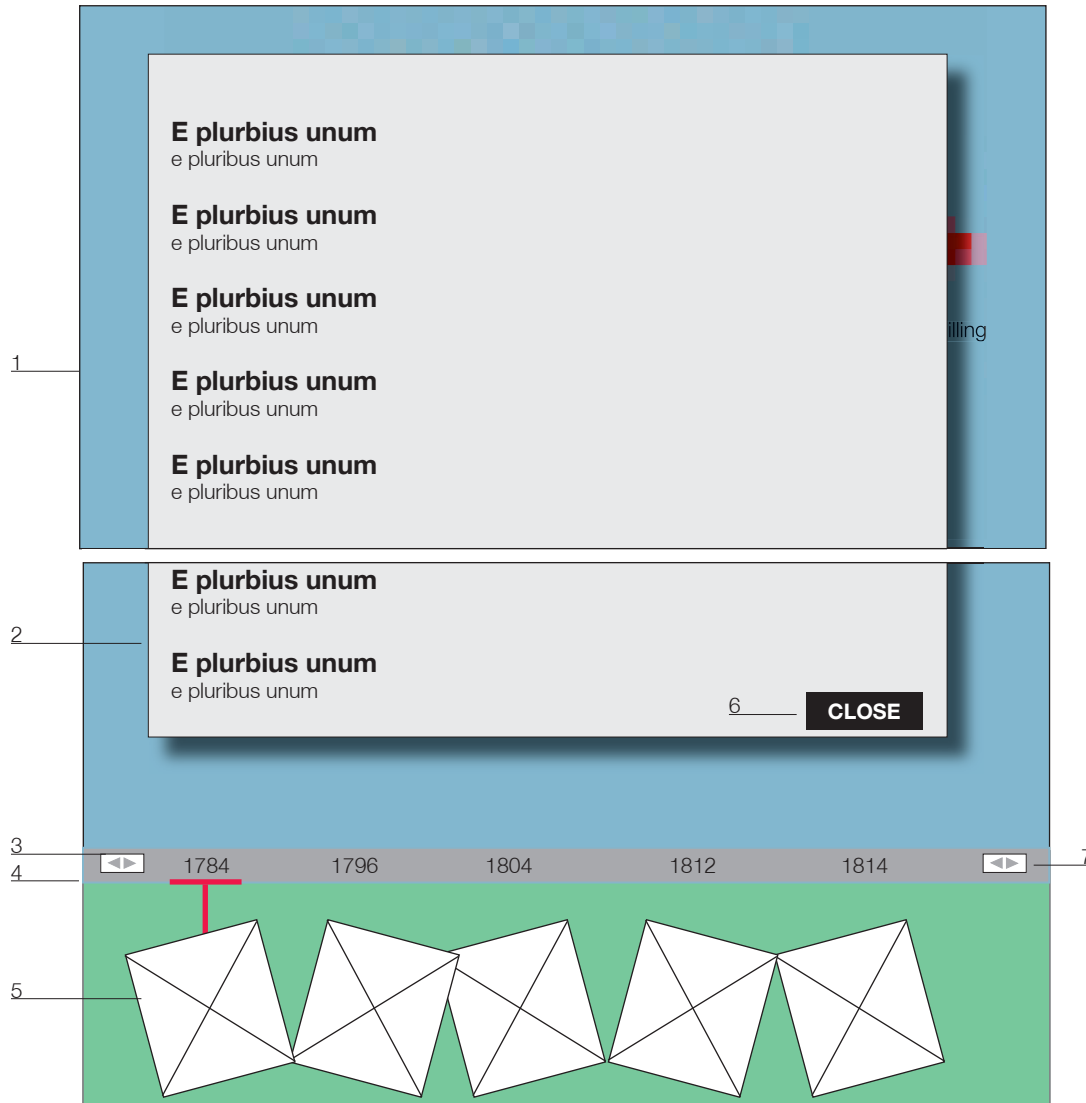
A. touch screen LCDs, content drill down via three set periods PHYSICAL LAYOUT



Touch Screen : Instructions

(note not drawn to scale)

Touch Screen Detail : Timeline Information presented in approximately 76 years segments per panel



NOTES :::

All timeline panels will have a contiguous attract loop running across all three panels. Any user interaction with any of the 3 timeline panels will stop the attract loop. The navigation input is a touch input element physically placed on the LCD screens. Interaction with the touch input element will control menu choices on the LCD screen.

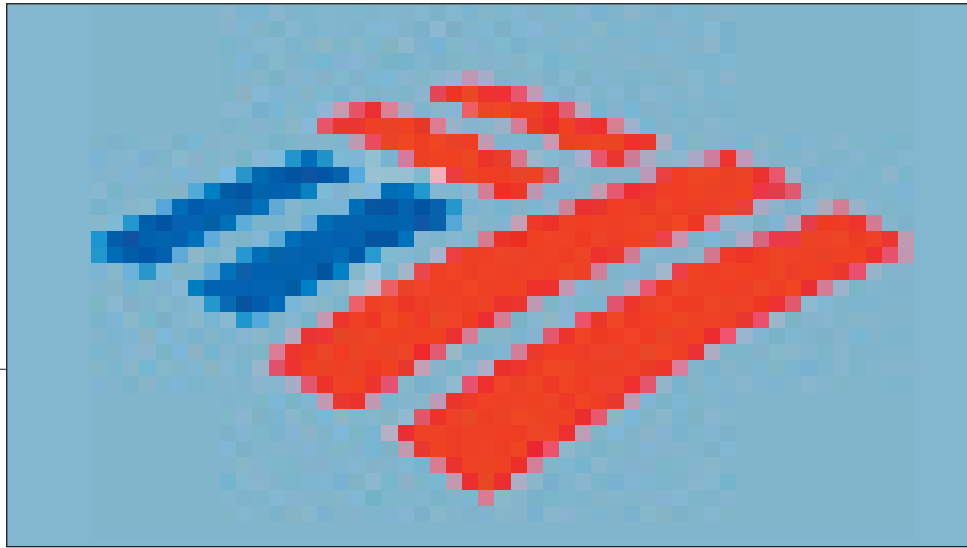
Once the attract loop is interrupted the user will be presented with the instructional copy on how to use the timeline. The timeline will be presented at this time as well. This presentation is an auto play of the dates for a set period. Users may touch any of the dates to get content details. Interaction in the content areas by the user will also trigger any related sound.

1. Content Area of LCD Screen (upper screen)
2. Content Area explanations
3. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards
4. Timeline Navigation : user may use this area to move the timeline as a whole back and forth
5. Timeline Navigation : user chooses content areas here. Historical dates will be presented by graphic elements. Upon choosing one the appropriate date and title will appear on the screen indicating what the user has chosen.
6. Call to Action : close button
7. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards

Touch Screen Detail

(note not drawn to scale)

Touch Screen Detail : Timeline Information presented in approximately 76 years segments per panel

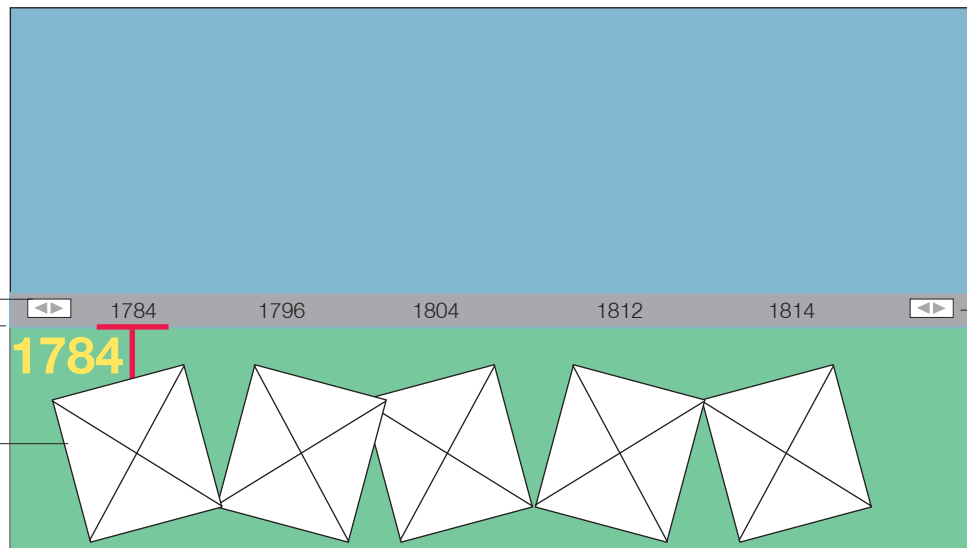


NOTES :::

After the user has made their first choice the interface will default to a "manual" mode. At that point they control the interface via the touch screen element. They are now able to access the content at their own speed. These inputs allow the user to drag the timeline to the left and the right. Users trigger content for a specific date by choosing the date they wish to see, at which time the specific content appears in the large LCD screen directly in front of the user.

This page represents the user picking a specific date and the content associated with that choice.

1. Content Area of LCD Screen
2. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards
3. Timeline Navigation : user may use this area to move the timeline as a whole back and forth
4. Timeline Navigation : user chooses content areas here. Historical dates will be presented by graphic elements. Upon choosing one the appropriate date and title will appear on the screen indicating what the user has chosen.
5. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards



Touch Screen Detail : content choice

(note not drawn to scale)

Touch Screen Detail : Timeline Information presented in approximately 76 years segments per panel

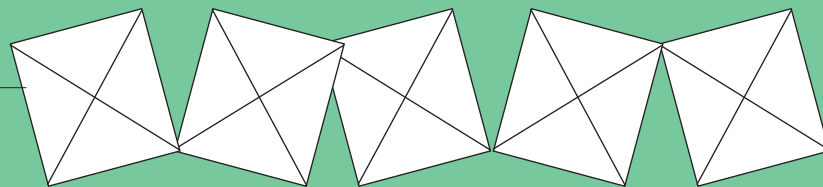


Here the user has made a navigation choice and the user is present with relevant content. The page also reflects secondary navigation links within the text that would appear on screen.

1. Content Area of LCD Screen (upper LCD Screen)
2. Secondary Navigation element
3. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards
4. Timeline Navigation : user may use this area to move the timeline as a whole back and forth
5. Timeline Navigation : user chooses content areas here. Historical dates will be presented by graphic elements. Upon choosing one the appropriate date and title will appear on the screen indicating what the user has chosen.
6. Content Area of LCD screen (lower LCD screen)
7. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards

The 'currency of progress' for the young nation was capital and banking itself. Trade and Shipping were also crucial to the developing economy.

Prior to gaining independence, the colonies were forbidden to have **banks or to issue money**. The establishment of banks meant that America could begin to have a complete, independent economy.



Touch Screen Detail : content choice tertiary

(note not drawn to scale)

Touch Screen Detail : Timeline Information presented in approximately 76 years segments per panel

1784 - "About Currency"

British law effectively forbade the establishment of banks in the colonies and also forbade the export of British coinage from Britain.

Despite the prohibitions, in 1652 Massachusetts began minting Pine Tree schillings - the first coin minted in North America.

Other colonists turned to the nearest thing to an international monetary standard then in existence, the Spanish dollar which accounted for half the coinage in circulation in the colonies. The other half was a primarily a mixture of British and French coins brought by travelers.

Colonists looked for other substitutes including "commodity money" - wampum, tobacco etc.



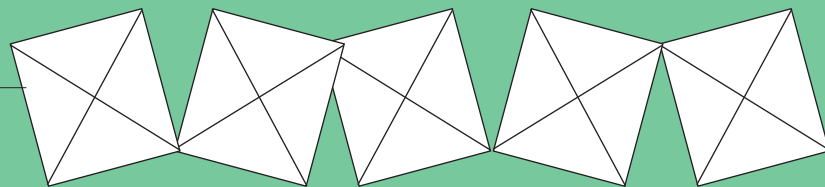
Example of a Pine Tree schilling

The first paper money in the colonies was bills of credit issued in Massachusetts in 1690 to pay for troops to fight against the French in King William's war. This was the first paper money issued in the Western world.

Banknotes redeemable in gold on deposits in the banks began to be issued in England at the turn of the century but with no banks, the colonists couldn't use banknotes.

PREV | NEXT

1784 1796 1804 1812 1814



Here the user has made a navigation choice and the user is presented with relevant content. The page also reflects a tertiary navigation link presenting "Fun Facts" to the user.

1. Content Area of LCD Screen (upper LCD Screen)
2. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards
3. Timeline Navigation : user may use this area to move the timeline as a whole back and forth
4. Timeline Navigation : user chooses content areas here. Historical dates will be presented by graphic elements. Upon choosing one the appropriate date and title will appear on the screen indicating what the user has chosen.
5. Call to Action : Fun Fact Presentation. This is supposed to represent a "tab", the icon should have a subtle movement to it to draw the viewer's attention. Possible response to interaction with this "tab" would be pull me. Resulting information will be a presentation of "Fun Facts".

6. Calls to Action : these text links will appear if there is more than one page of content in the interface

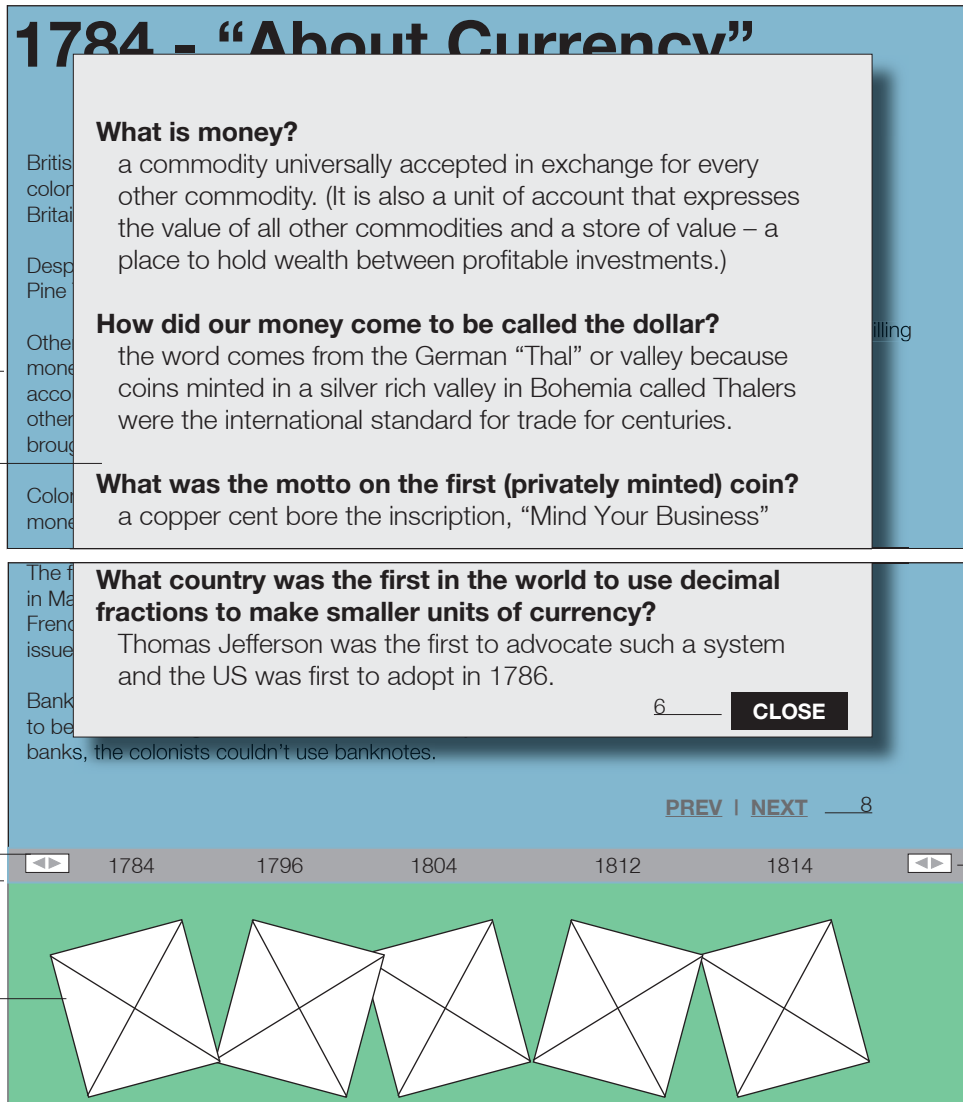
NEXT : will appear on the first page of a content flow if there is more than one page

PREV : will appear after the user has gone to a second page of a content flow that will allow them to return to the first page.

OUR RECOMMENDATION AT THIS TIME IS TO LIMIT SECONDARY CONTENT TO TWO PAGES, MAXIMUM.

7. Content Area of LCD screen (lower LCD screen)
8. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards

Touch Screen Detail : Timeline Information presented in approximately 76 years segments per panel



Here the user has made a navigation choice and the user is presented with relevant content.

1. Content Area of LCD Screen (upper LCD Screen)
2. Content area for Fun Facts Presentation area : body copy
3. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards
4. Timeline Navigation : user may use this area to move the timeline as a whole back and forth
5. Timeline Navigation : user chooses content areas here. Historical dates will be presented by graphic elements. Upon choosing one the appropriate date and title will appear on the screen indicating what the user has chosen.
6. Call to action : close button for "Fun Facts" presentation area
7. Content Area of LCD screen (lower LCD screen)
8. Calls to Action : these text links will appear if there is more than one page of content in the interface

NEXT : will appear on the first page of a content flow if there is more than one page

PREV : will appear after the user has gone to a second page of a content flow that will allow them to return to the first page.

OUR RECOMMENDATION AT THIS TIME IS TO LIMIT SECONDARY CONTENT TO TWO PAGES, MAXIMUM.

9. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards

Touch Screen Detail : Video

(note not drawn to scale)

Touch Screen Detail : Timeline Information presented in approximately 76 years segments per panel

1784 - "About Currency"

British law effectively forbade the establishment of banks in the colonies and also forbade the export of British coinage from Britain.

Despite the prohibitions, in 1652 Massachusetts began minting Pine Tree schillings - the first coin minted in North America.

Other colonists turned to the nearest thing to an international monetary standard then in existence, the Spanish dollar which accounted for half the coinage in circulation in the colonies. The other half was a primarily a mixture of British and French coins brought by travelers.

Colonists looked for other substitutes including "commodity money" - wampum, tobacco etc.



Example of a Pine Tree schilling

The first paper money in the colonies was bills of credit issued in Massachusetts in 1690 to pay for troops to fight against the French in King William's war. This was the first paper money issued in the Western world.

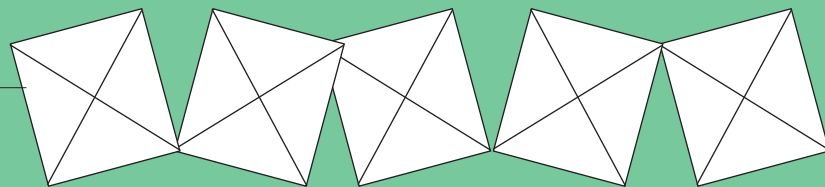
Banknotes redeemable in gold on deposits in the banks began to be issued in England at the turn of the century but with no banks, the colonists couldn't use banknotes.



5 [watch the video](#)

PREV | NEXT 6

2 3 <> 1784 1796 1804 1812 1814 ><



Here the user has made a navigation choice and the user is presented with relevant content. The page presents a navigation link presenting video to the user.

1. Content Area of LCD Screen (upper LCD Screen)
2. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards
3. Timeline Navigation : user may use this area to move the timeline as a whole back and forth
4. Timeline Navigation : user chooses content areas here. Historical dates will be presented by graphic elements. Upon choosing one the appropriate date and title will appear on the screen indicating what the user has chosen.
5. Call to Action : Video link. Video may appear in the upper or lower portion of the screen
6. Calls to Action : these text links will appear if there is more than one page of content in the interface

NEXT : will appear on the first page of a content flow if there is more than one page

PREV : will appear after the user has gone to a second page of a content flow that will allow them to return to the first page.

7 OUR RECOMMENDATION AT THIS TIME IS TO LIMIT SECONDARY CONTENT TO TWO PAGES, MAXIMUM.

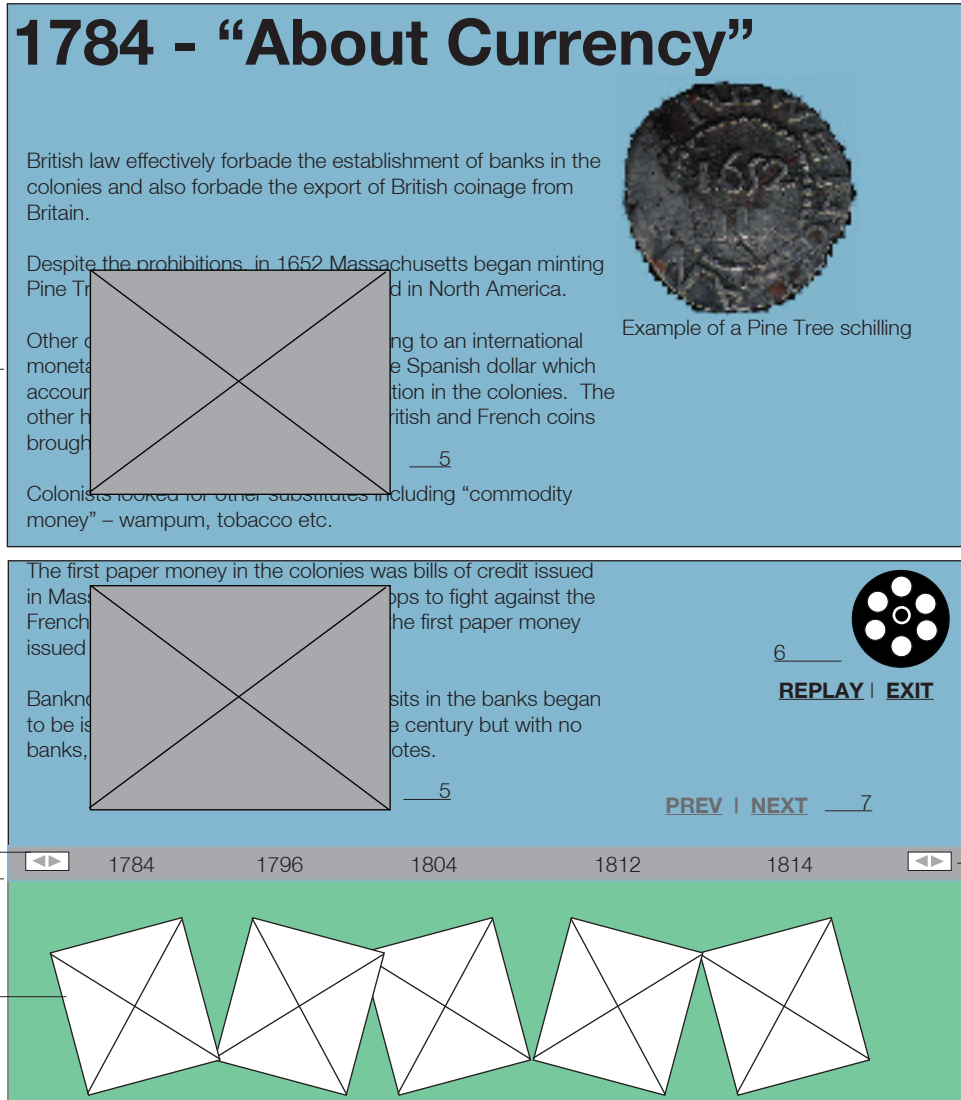
7. Content Area of LCD screen (lower LCD screen)

8. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards

Touch Screen Detail : Video Low Resolution

(note not drawn to scale)

Touch Screen Detail : Timeline Information presented in approximately 76 years segments per panel



Here the user has made a navigation choice and the user is presented with relevant content.

1. Content Area of LCD Screen (upper LCD Screen)
2. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards
3. Timeline Navigation : user may use this area to move the timeline as a whole back and forth
4. Timeline Navigation : user chooses content areas here. Historical dates will be presented by graphic elements. Upon choosing one the appropriate date and title will appear on the screen indicating what the user has chosen.
5. Video Interface. NOTE : there will be no scrubber*. The two placements of the video on this page does not represent two pieces of video playing at the same time, it was done to reflect that the video may be placed at the top or bottom half of the LCD screens.
6. Call to Action : Video link. Video will be presented in two modes. Low resolution may appear on either the lower half or upper LCD screen. High resolution video will take over the entire area of the upper screen.

The following controls should appear after the user has chosen to play a video.
 REPLAY : will replay video
 EXIT : will close the video interface

7. Calls to Action : these text links will appear if there is more than one page of content in the interface
 NEXT : will appear on the first page of a content flow if there is more than one page
 PREV : will appear after the user has gone to a second page of a content flow that will allow them to return to the first page.

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8. Content Area of LCD screen (lower LCD screen)
9. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards

* **scrubber** : industry term for default video interface, usually characterized by a stop and play function, rewind, fast-forward and sound control. We are not including a scrubber because the video will be relatively short, and in some cases the user would not be able to reach the video if it is on the upper display. Video controls will be limited to "REPLAY" and "EXIT" and a progress bar.

Touch Screen Detail : Timeline Information presented in approximately 76 years segments per panel

1784 - "About Currency"

British law effectively forbade the establishment of banks in the colonies and also forbade the export of British coinage from Britain.

Despite the prohibitions, in 1652 Massachusetts began minting Pine Tree schillings - the first coin minted in North America.

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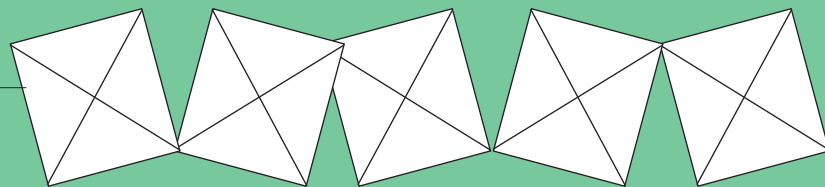
Example of a Pine Tree schilling

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Banknotes redeemable in gold on deposits in the banks began to be issued in England at the turn of the century but with no banks, the colonists couldn't use banknotes.



PREV | NEXT



Here the user has made a navigation choice and the user is presented with relevant content. The page presents a navigation link for audio to the user.

1. Content Area of LCD Screen (upper LCD Screen)
2. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards
3. Timeline Navigation : user may use this area to move the timeline as a whole back and forth
4. Timeline Navigation : user chooses content areas here. Historical dates will be presented by graphic elements. Upon choosing one the appropriate date and title will appear on the screen indicating what the user has chosen.
5. Call to Action : Audio link.

The following controls should appear after the user has chosen to listen to an audio component.

REPLAY : will play audio segment

EXIT : will stop audio if being played

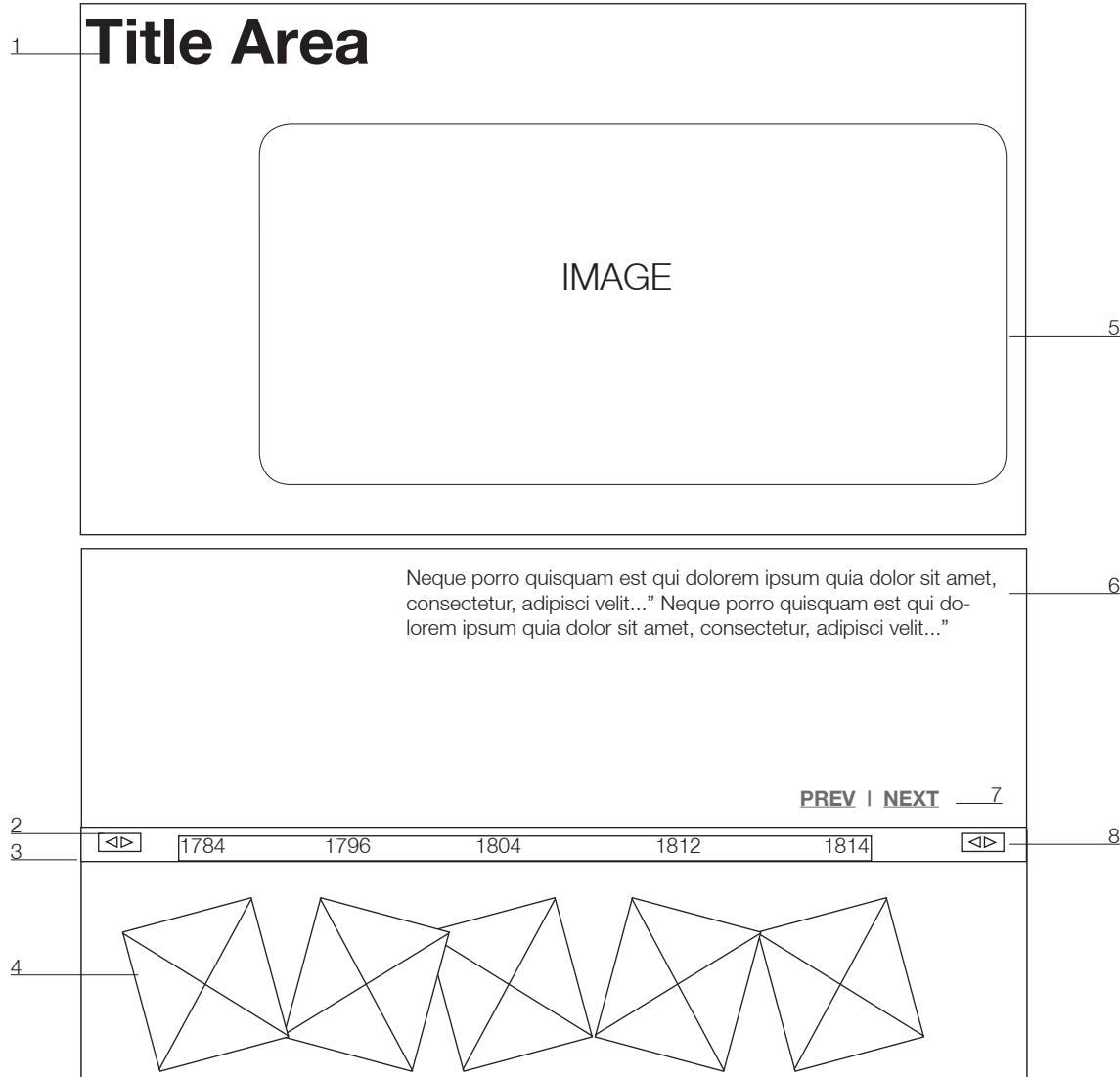
6. Calls to Action : these text links will appear if there is more than one page of content in the interface
- NEXT : will appear on the first page of a content flow if there is more than one page
- PREV : will appear after the user has gone to a second page of a content flow that will allow them to return to the first page.

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7. Content Area of LCD screen (lower LCD screen)
8. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards

Appendix A

Template : Copy & Image



NOTES ::

1. Copy : Title
2. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards
3. Timeline Navigation : user may use this area to move the timeline as a whole back and forth
4. Timeline Navigation : user chooses content areas here.
5. Image
6. Copy : body copy
7. Calls to Action : these text links will appear if there is more than one page of content in the interface

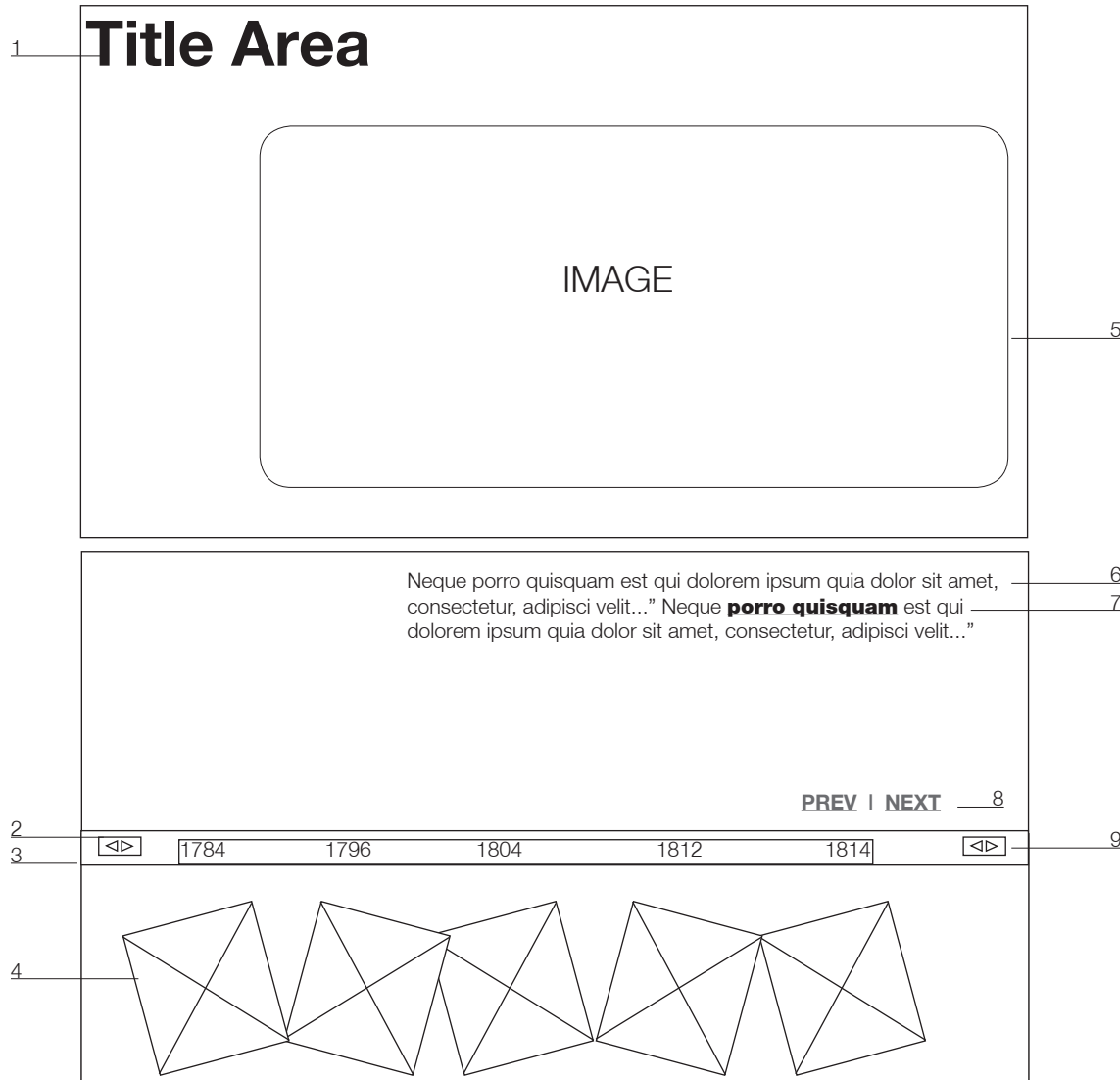
NEXT : will appear on the first page of a content flow if there is more than one page

PREV : will appear after the user has gone to a second page of a content flow that will allow them to return to the first page.

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8. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards

Template : Copy, Links to Secondary Content & Image



NOTES ::

1. Copy : Title
2. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards
3. Timeline Navigation : user may use this area to move the timeline as a whole back and forth
4. Timeline Navigation : user chooses content areas here.
5. Image
6. Copy : body copy
7. Copy : hyper link to secondary content
8. Calls to Action : these text links will appear if there is more than one page of content in the interface

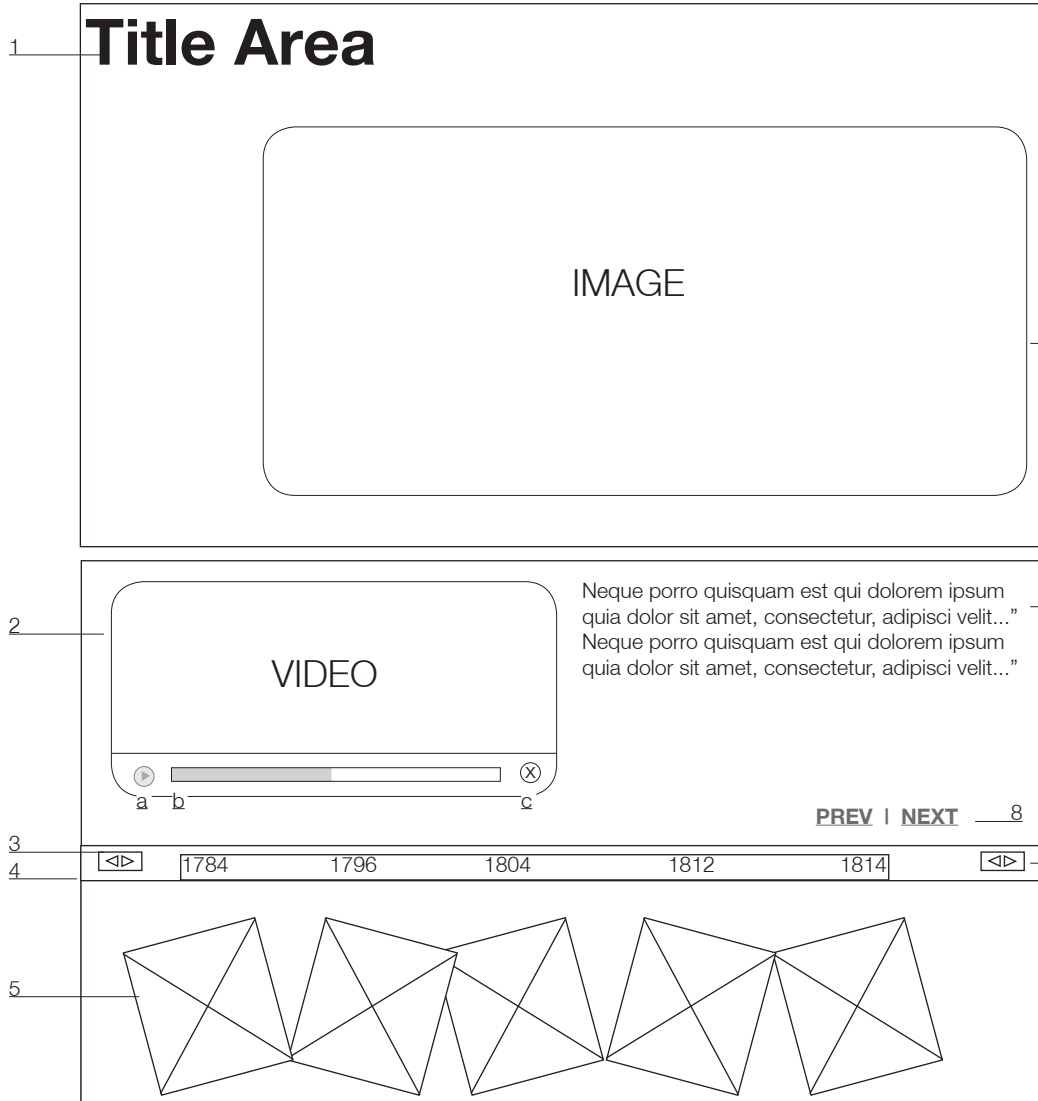
NEXT : will appear on the first page of a content flow if there is more than one page

PREV : will appear after the user has gone to a second page of a content flow that will allow them to return to the first page.

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9. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards

Template : Copy, Video & Image



NOTES ::

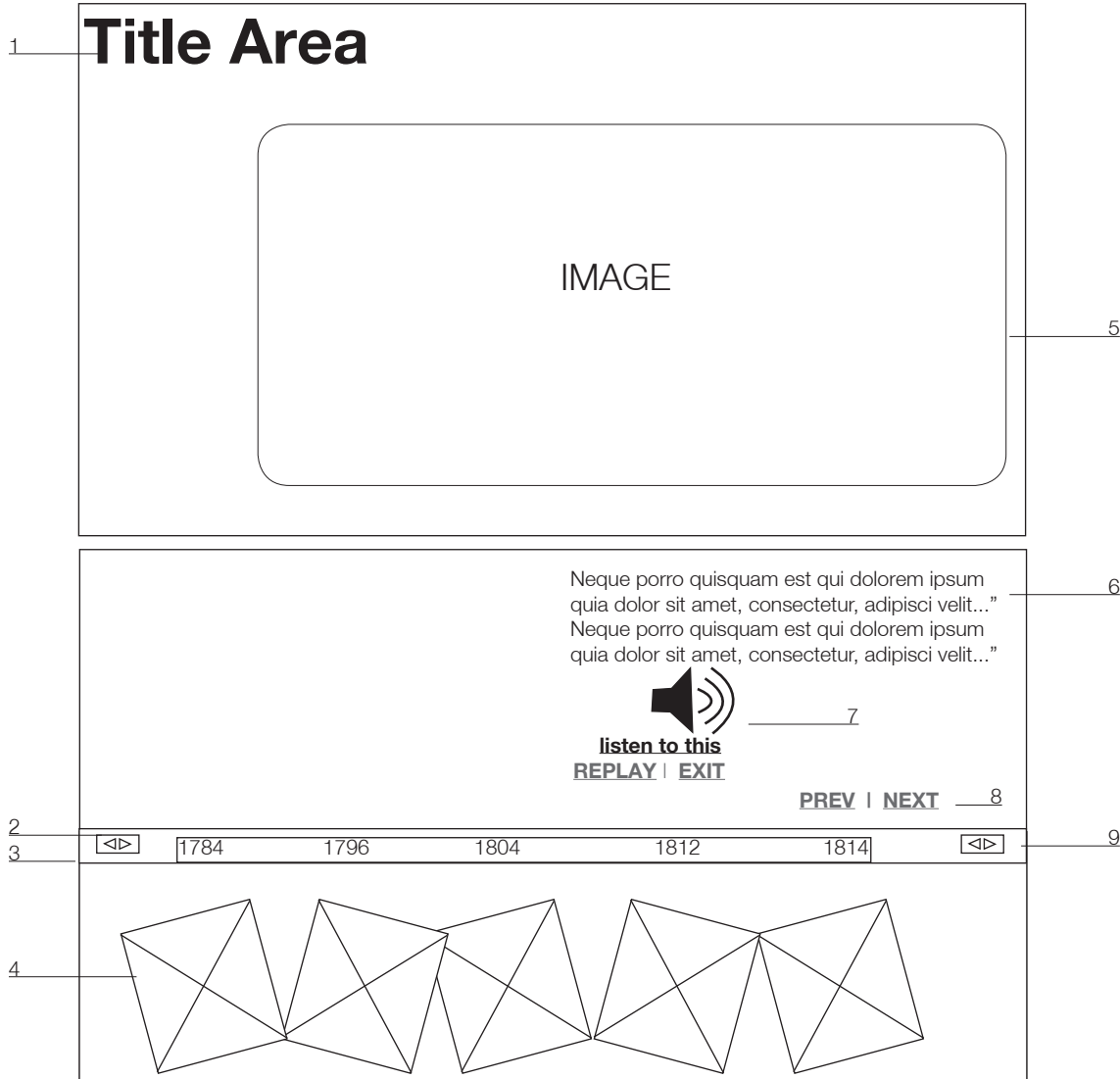
1. Copy : Title
2. Video Interface
 - a. Replay Toggle
 - b. Progress Bar
 - c. Close Button
3. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards
4. Timeline Navigation : user may use this area to move the timeline as a whole back and forth
5. Timeline Navigation : user chooses content areas here.
6. Image
7. Copy : body copy
8. Calls to Action : these text links will appear if there is more than one page of content in the interface

NEXT : will appear on the first page of a content flow if there is more than one page

PREV : will appear after the user has gone to a second page of a content flow that will allow them to return to the first page.

OUR RECOMMENDATION AT THIS TIME IS TO LIMIT SECONDARY CONTENT TO TWO PAGES, MAXIMUM.
9. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards

Template : Copy, Video & Image



NOTES ::

1. Copy : Title
2. Timeline navigation : toggle, allowing user to move timeline dates backwards and forwards
3. Timeline Navigation : user may use this area to move the timeline as a whole back and forth
4. Timeline Navigation : user chooses content areas here.
5. Image
6. Copy : body copy
7. Audio Link
8. Calls to Action : these text links will appear if there is more than one page of content in the interface

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