



2020 Presidential Initiative Seed Grant

Five Points to Five Notes Final Report

University of Colorado Denver

College of Engineering, Design and Computing

Comcast Media and Technology Center

Primary Investigator: Kristin L. Wood, PhD, ASME Fellow

I. THANK YOU

On behalf of everyone involved at CU Denver | Anschutz's Comcast Media and Technology team, we would like to express our heartfelt gratitude to CU Interim President Todd Saliman. With your support, our team was able to make vital steps towards creating an application that will foster transformative engagement and place-keeping. With the foundation your generosity has allowed us to build, we hope to reach our goal of creating a platform that seeks to lift the voices of local businesses, artists, and other members of the Five Points community.

II. GRANT ACTIVITIES

Our mission for this project was aimed at fostering transformative engagement and place-keeping by creating a platform and a virtual artistic walk that seeks to lift the voices of local businesses, artists, and other members of the Five Points community. Over the course of 2021, we are thrilled to say we were able to create an alpha prototype focused on highlighting major businesses and public art within the Five Points community. Using a phone application for wayfinding as well as interconnected web experiences for each "stop" of our open-ended tour of the neighborhood, we created a space for the community to interact in novel, informative and exciting ways.

For this prototype, we have highlighted two businesses and two public murals to demonstrate our ideas. The four locations we selected were:

- 1. Coffee at the Point**
- 2. The Black American West Museum (BAWM)**
- 3. "The Denver Legends" Mural, by Thomas Evans (aka Detour)**
- 4. Mestizo-Curtis Park/"Eyes on the Park" mural by Emanuel Martinez**

Each of these locations, or "stops", were selected with a joint effort between the design team as well as our partners in the community. Each stop was filled with 3-5 features designed to entertain, inform, or interact with the user as they explore the space around them. Within these features, we specifically focused on:

Augmented Reality (AR) technology

The cultural significance of 5 Points and its jazz history

Local heroes and public figures (past and present)

Local, black-owned businesses and organizations of importance to 5 Points, and

Public murals in 5 Points created by local, noteworthy Black and Latin(x) artists

III. OUTCOMES & IMPACT

With the help of the Five Points Community and our diverse team of students, we are proud to announce that we have made excellent progress towards creating this cultural placemaking platform.

The following businesses helped our team focus on creating a product that centers itself around Five Points:

Redline

Black American West Museum

Coffee at the Point

Cleo Parker Robinson School of Dance



picture of the BAWM (Black American West Museum)

picture of Denver Legends Mural

On our journey to becoming a go-to conduit and channel where community members are comfortable sharing their stories, our team has made the following achievements:

- Established a 4-phase ideation system that which allowed us to add additional stops and experiences at a quicker and more efficient pace while fostering genuine connection in the community. The system contains the following phases (for more information regarding the Design Innovation Process and Methods, please refer to our DI Handbook.):
 - **Ideation** | Brainstorming, C-Sketching, and Real Win Worth Voting
 - **Prototyping** | Prototyping Canvas, Low-fidelity Prototyping, Mid-fidelity Prototyping
 - **Testing and Feedback** | In-Person testing sessions, Surveys, Interviews
 - **Additions** | S.W.O.T analysis, Brainstorming, 2nd Pass Mid-Fidelity Prototyping

Created stops for 4 locations relevant to the 5 Points Community:

Black American West Museum Stop (Including 3 Stop specific features):

- **Historical Figures** | Pictures and descriptions of historical figures provided by the BAWM are presented here.
- **Scavenger Hunt** | AR tags left near objects of importance within the museum will reveal hints to lead participants to the next AR tag and object.

- **Historical Artist Playlist** | Digitized songs provided by the BAWM will be presented, along with descriptions of their historical significance.
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Coffee at the Point Stop (Including 5 Stop specific features):

- **AR Artwork** | AR tags left on the tables or cardboard sleeves reveal a variety of Art pieces (2D and 3D) with the section.
 - **Calendar** | A local community calendar that includes events hosted at the shop.
 - **Open Newsletter** | A digital newsletter that mimics the shop's physical newsletter/bulletin board.
 - **Playlists** | An embedded Spotify playlist of café friendly songs or playlists.
 - **Shop Menu** | The shop's menu with a link to the order page.
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Eyes on the Park Stop (Including 4 Stop specific features):

- **Sunglasses Selfie Filter** | A camera filter of the same sunglasses in the Eyes on the Park Mural
 - **Doodle Map** | A drawn map of the park including a key and filter to mark out park features such as benches and water fountains.
 - **AR Monsters** | An area for kids to scan AR tags to reveal fun and silly monsters.
 - **Emanuel Martinez Artist Page** | An about page describing the mural artist.
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Denver Legends Mural Stop (Including 3 Stop specific features):

- **The Legends** | Pictures and descriptions of legends displayed on the mural.
 - **Thomas "Detour" Evens Artist Page** | An about page describing the mural artist.
 - **Playlist** | An embedded Spotify playlist with songs created or inspired by the legends depicted on the mural.
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Created visual mockups which will act as the foundation for future features designs including:

Alternative Home Page

Newsletter and Events Page

Map and Menu

Rossinian Events Timeline

Denver Legends Page Alternative Designs

III.1 PUBLICATION AND ADVERTISEMENT

Throughout our iterative process, our team created a landing page to advertise our work to the public:

[https://comcastmediatechcenter.org/five-points-to-five-notes.](https://comcastmediatechcenter.org/five-points-to-five-notes)

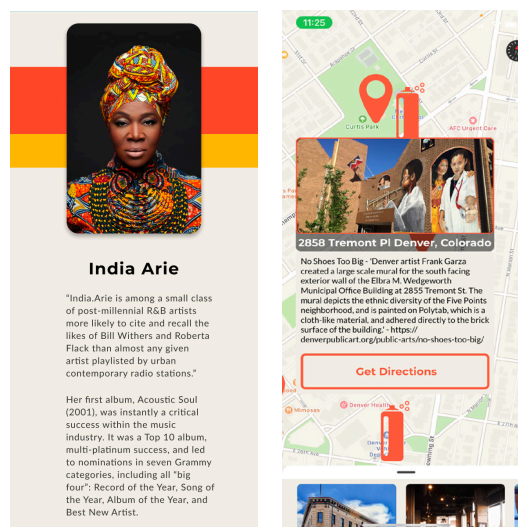
The website includes a project breakdown page, a comprehensive guide to inform our stakeholders of the project's process, and a presentation which has been used to help showcase new feature and design updates to the community.

IV. CHALLENGES AND LESSONS LEARNED

During the course of this project, our team aimed to work alongside community members in order to ensure we were engaging with local voices. However, with the Covid-19 pandemic and digital communication creating accessibility barriers, it was this goal that we found the most challenging. While our team was able to interact with business owners and receive direct feedback, we found it difficult to gather large enough groups to feel confident in our connection to the community's interests.

In our project's next phase, we are aiming to directly address these issues by reaching out and working directly with our community liaisons. With the help of further funding, we will also be able to widen the accessibility of our prototype in order to send it out to as many community members as possible for testing and feedback. With these steps, we will be able to not only widen our testing pool and also ensure that the final product we create is catered to the Five Points community.

Examples of mockups set for future designs.



IV. CHALLENGES AND LESSONS LEARNED

In closing out this current phase of our project, we have organized and documented our reflections, lessons learned, and additional ideas that we did not have time to include. We hope that the future design team of this project will be able to first implement these design changes as well as adding the final features or activities to the app.

Further community testing of the alpha prototype as well as achieving a more direct connection with the community are areas to pay close attention to moving forward. While connections with businesses and individuals were successful, maintaining established communication channels was somewhat of a challenge. We hope that having a more direct connection with Five Points will remedy those problems. As a measure to assist future designers, we have created a survey intended to be taken by the community at large when testing our current alpha build of the prototype. We hope this will allow the next team to begin feedback sessions immediately as well as start communications between the two parties from the get-go.

We also hope that we can receive more content from business owners associated with each stop we highlight. Some of these activities, such as the Scavenger Hunt made for the Black American West Museum, have been conceptualized, tested with a random object and ID Scan, and shown to the business for feedback. We hope that further development and communication with local businesses will allow us to create these features with appropriate content tailored to their individual businesses.

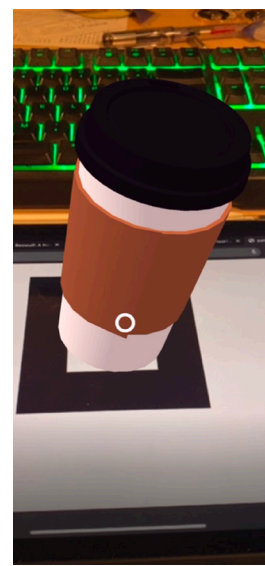
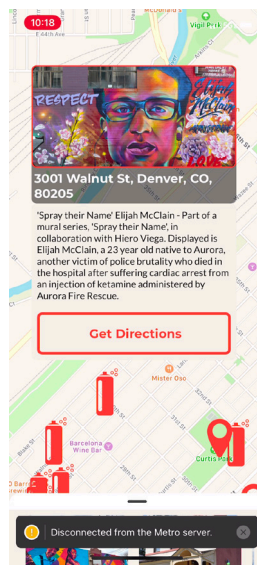
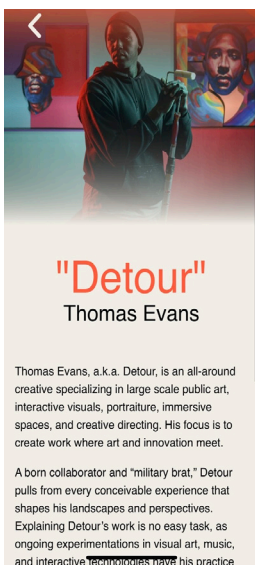
VI. FINANCIAL INFORMATION

Presidential Initiative Seed Grant Budget: \$20,000

\$17,779 – Staffing CU Denver Students, Faculty Mentors

\$2,221 – Community engagement activities, creating written and digital feedback systems, ground canvassing

Operating at the forefront of CU Denver | Anschutz’s efforts to collaborate with and drive investment in the Denver community, the CMTC reached out to several organizations known for supporting innovation, public art, and cultural development. The pioneering nature and creative design of the Five Points to Five Notes project resulted in a generous contribution of \$25,000 from the Bonfils-Stanton Foundation (BSF). BSF is renowned for its support of cultural organizations and demonstrated their vision and commitment to invest in initiatives that enhance the values, spirit, and diversity of Denver’s cultural community. In addition, as November 2021, a matching grant has been awarded from the National Endowment for the Arts (NEA), in the amount of \$20,000. The title of the NEA project grant is "community co-creation of a virtual arts and history walk in the River North District of Denver." Other organizations who are considering significant support for the Five Points to Five Notes are RiNo Arts District, and National Endowment for the Arts, and National Endowment for the Humanities. Once additional support has been identified Students, faculty, and staff at the CMTC are looking forward to advancing into the next phase of development.



mockups for various prototypes and features of the 5 points app