# Can you describe the project Beyond 2022 for me?

Ethan:  
So could you describe the uh Beyond 2022 project for me please?

P1:  
Umm. Yeah. So it's it uhh started in 2015 or 2016, no, 2017, 2018. I can't remember. It started a long time ago. I think I put it in in one of your things um but uhh [thinking] umm the building itself burnt down 100 years ago, so it's another centenary project erm like the Seeing Ireland and uhh they want to do sort of find these documents that so each document that was in that archive, um, you know at the time there would be copies of them in in London umm. So it's like 800 years of history or whatever. OK, so you have two buildings and the with a fire break in between, but the firebreak worked the other way in that all the archives went and but the firebreak kept the reading room and it was supposed to work the other way around, because the reading room was where they'd be smoking cigars and stuff. And so for what was in the reading room was a book that showed you exactly what was in the archives, like a kind of a catalogue of everything that was in there, so they know what was in there. And so they were able to start looking at sort of duplicates and stuff in in the National Archives in the UK and and then in Prony, which is the Northern Ireland Archives, which started after partition in 1922. So um the uhh building itself needed to be, so what they wanted to do, Trinity, was was set up a a virtual reconstruction of this space. That not only was was spatial, but also and that you could, they could start finding these duplicate copies or replica copies all around it and and connect them all digitally, ok? So there's a huge big archive project going on on which is a big part of the project. And our side of it was to reconstruct the building and to sort of make it functional in some way or and explore things like VR or AR all that kind of stuff. So um so what we have at, so it went through many different phases and different development phases. What we have now is a fully reconstructed building that's running on the web using Babylon JS as the 3D kind of engine or whatever, and then within that you can access the archives in it, like I mean, you wouldn't really want to if you're archivist, you want to go straight to the document, you don’t want to be playing around with 3D, but you can actually do that umm and then within the within the space, there's kind of interesting little uhh hotspots and stuff about, you know, the history of the building history, the archive, etcetera. And we're currently looking at erm ways of bringing that space into a more, [thinking] to get more traction into it and to have exhibitions in there and kind of, you know, reimagine the space a little bit and make it make it work as a place to go for Irish history so.

# Can you tell me more about the client for this project?

Ethan:  
So you mentioned Trinity is involved, Trinity College in Dublin. So can you tell me more about the client for this project? Their, like, requirements and background and stuff.

P1:  
Yeah. So it was a kind of multi party thing in that it was the history department in Trinity. umm so umm then there was guys in the ADAPT center, the ADAPT center like an innovation type umm It's an innovation sort of hub that that kind of sits in Trinity, but also deals with other universities as well. So it's kind of independent, but their offices are in Trinity so and but they they are kind of to deal with umm uhh so there were the sort of [pause] they were running the kind of technical side of it. umm and the whole big you know, there was obviously a lot of different database type stuff going on for the archive side. umm so there's a lot of sort of innovation going on there. And then they were doing things like um uh, joining up with other projects that were like reading manuscripts, you know, using AI to read manuscripts and stuff. So there's a lot of different sort of things going on. My main client where three people umm [Trinity? Medieval Historian], who is uhh medieval historian in in there. He's the kind of director of the whole project, [Trinity? Medieval Historian]. Then a guy called [Trinity? Modern History Historian], who is his sort of um deputy and he's he's a a [trying to remember] early modern historian. Or sorry, modern history historian. So he knows all about that period of time, when it, when it blew up, and then [Trinity? Medieval Historian] would know about the medieval stuff that's in it. And then uhh project manager [ADAPT Centre Project Manager] from the ADAPT Center. We would have a sort of, he’s a project manager but would know would be dealing with all the technical side and then with us and then with them and so um then we had the then there was like the UK Archives, the Irish Archives and the Northern Ireland Archives and then a host of other ones all around the world, so. But we generally just dealt with those 3. And other than presentations and other stuff, it was generally just those three. There was a guy, [Head Technical?], who was at the beginning of it, who was the head technical guy, um but he died. And yes, that was the first in the first year of it he he actually died, he went on Mount Everest and he died on Mount Everest. So yeah, so it was big news, but umm so you'll see a dedication on the in the virtual space when you go in and there's a little plaque in the wall saying this is dedicated to [Head Technical?] It's quite nice, nice touch. So they're the guys that I was dealing with all all throughout.

# With regards to your client for this project, can you talk to me about who you worked with on their side and your interactions with them during the duration of this project?

Ethan:  
OK so you partially answered the next one. So we talked about who you worked with, but could you tell me your interactions with them during the project? I think you covered it for Theo. I Think. Well, not sure we did it for the others.

P1:  
Umm yeah so umm. [Trinity? Medieval Historian] [thinking], myself. Yeah. [Trinity? Medieval Historian] would be the main guy that I I would deal with from a concept and what we're actually doing kind of point of view. So the two of us would [pause] I’d present stuff to him, and then maybe the others as well. And we just kind of go through different, sort of phases of it. So the first, the first very first thing was to design a logo and a video and a maybe a VR presentation of it of of the model. Uh and reconstruct the model as well, so, and so that was the first iteration, and then you know, as we go along, dinner went through all covered and all that kind of stuff. So it was all. It's been a long project on just every year we were doing bits, so the 30th of June every year and is is when the um is the sort of anniversary of the fire. And so they would always do some sort of presentation. So we we would have something ready for that each year.

# Using Miro board, could you sketch a flow diagram of the steps taken for this project, the way you understand it?

Ethan:  
So, could you make a flow diagram of the steps taken for this project is in the way you understand it.

P1:  
Uhhh blurgh. Yeah. [thinking] Like it never had a plan. It just. Sorry it it would be just be planned each year and then we'd build on that for the next year, so.

Ethan:  
Um how about specifically for the Treasury project. uh that's that's my main focus.

P1:  
umm OK, so. umm there was the reconstruction, OK, digital reconstruction [typing] umm. So for that we need. [typing] Sources. You know, like plans. Photos and that kind of stuff.

Ethan:  
Yeah, we'll we'll focus purely on the virtual record treasury for this, if that's.

P1:  
Yeah, Well, the digital reconstruction is the the record treasury. So we have to, we had to build build the thing, but we had to build it accurate. Umm so it would be like a your regular kind of um uh [thinking] hmm then branding & microsite. There was the beyond 22 project it was called initially and now it's virtual record treasury. Umm Then there was a video. [typing] and VR tour. So this was all done for a sort of a a launch, ok, so that they could get funding and then they got their funding. And then we did a [typing] further reconstruction stuff. Uhhh. Uhhh. We [extended we] brought it into Unity. We did some [pause] [typing] uh concept videos of interaction. So we we we worked out kind of um [pause] You know what way it might work, ok. Umm. Then we we did concept videos of that and then we we like kind of fancy you know 3D sort of renderings like a video animation. Uh, and then we built a Unity uh [pause, thinking typing] concept. Then um then we [pause and thinking]. Design the concept for web, ok um. And there's a huge amount of um [typing] so there was a huge amount of of 3D work that [Unity Developer] did um to make, so first there was design and concept for the web then there was a 3D work for presenting uh on the web. So like a lot of stripping the model down to nothing doing, you know, the sort of shadow maps and all, whatever, All, all the kind of stuff you have to do for Babylon JS. umm, that was a lot of work. You know, kind of stuff that we've never done before, so. Then we, then there was the development side of that [typing]. Uh development, then [Web Developer], working with the 3D model and trying to get it working. Um then creating the CMS for [pause and thinking] for putting content into the space [typing]. Umm. Uhhh more videos and uhhh launch of website or web part. What would you call it? [pause and thinking] [typing] 3D part.

P1:  
Some stage we did some AR stuff, can't remember where that was um So like each you know, each year we're present presenting different things, but um uh [pausing and thinking] So I wonder is there? Umm we’ll just look at the Miro board, so you can kind of see where it's come from kind of thing umm.

Ethan:  
OK.

[Long pause while P1 finds what he wants to screen share]

[…]  
  
P1:  
Uh ok. So umm. [pauses] It's kind of a logo ideas first. Then we come up with this, Logo here um. Then did some sort of uhh so there was a part in between where we were just doing the reconstruction. It's probably in one of the very early videos showing how we did the reconstruction and then um so this is 2021 umm this is how we were going to show the archive, you know, folded out. So there's a button you can press where it kind of opens up the entire building into this sort of uhh showing the shelving system. Umm and that you you know you click so actually this is kind of what what happened in the end and we did have a thing where umm we almost had like these drives on the on the uhh shelves where you would access the stuff but we didn't actually go into a kind of shelf mode in the end and but in the video we did we we kind of did a sort of video demo and we kind of showed it like that but in the end it didn't it didn't work out that way and then it was talking to this Mirador thing for showing the the archive material itself. Umm. True [not sure?] why that is different to the other one, didn't seem to be umm. There was a storyboard somewhere where uh. And this, this was an idea for an exhibition they were going to do and. And then this is uh. [pause] Yeah, this is kind of like a a user journey type thing of of where we could put hot spots and stuff like that. And umm these markers um. Oh actually this is yeah, this is this design saying we can have these different [pause to zoom in] things here and we were going to use this area bit more but it didn't didn't work out that way um because this is where you would fill in the form to say I want that archive and they would go into the back to get it. And so this desk here. Um that's the only image we had of the reading room, [by the way?]. And then we had uh. Yeah, this is the idea of this sort of interaction. So we had, we were calling [it] the Doll’s House, the thing where it splits open, then we had an aerial, we need, we needed a few different camera views. Uh, one where you're walking around using these things and then we needed an aerial view so that you could uhh [pause while finding what is wanted] You know, view it more like this [points on Miro]. um because that tells the story, you can tell the story of the whole building, just in a sort of an aerial view. So and then we needed a different camera for this. So we three different types of camera interaction. Which for someone, a 3D person, isn't a big deal, but when you're uh, then translating that to a develop a web developer, they're like uhh, you know, so it's a big jump into the third dimension basically um. Then uhh then this is more later on, more kind of the design stuff like that [Digital Creative Manager], and was doing [underbeath?] how much? [pausing and looking] uh uh, designing the kind of heart spots and stuff like that. Umm. We also had this cross section thing as well, so the whole model is actually split down the middle, but you don't notice that until you split it open um. So now uhh we're talking about doing some other stuff um within it, sort of making it into an exhibition space and all that kind of stuff. So so there's the more recent type stuff um. There was a um there was a good uhh [looking for something], storyboard I wonder is this it?

[…]  
Yeah, so here's like a little storyboard I did. I thought that we could have it kind of color coded and stuff like that for the different things you wanted to do in there. um. [showing storyboard] and that you'd have different types of things on the. So some of this actually became real in that you come back, you come back to the, uh, you've come back to the reading room with your your document, once you've found it there, so I thought. Umm, and then we also had, you know that when you were looking at stuff that I would link in 3D models to do with that kind of thing. So, so uh, it was inspired by this keyboard that I have [laughs]. So yeah, so so that's, um uh. <E: Very interesting> So you kind of seen all the, stop sharing there we go.

[…]  
So it was it was quite organic, the whole thing you know, and we just kept pushing and pushing. And then like, even the like going to the web like we, we did this thing in unity um at one stage we were dealing with a guy they had hired in and he was like, “can we not do it on the web?”. And we were like, yeah, but it will look crap. So we're gonna do it in unity just to show what it could look like. So we we knew we had that, you know, and the and the the Unity version was calling in from the archive and everything like that it was it was getting all the calls in and stuff like that and it was it was really cool. Yeah, but you know, it's been a it's supposed to be as accessible as possible. So it had to be in the web and he was like, can we do it in, you know, uh 3D on the web? And we were like, it's going to look awful. And then when we started looking into it, it started to to work. And so we went way further than we thought we could.

# P1 Beyond 2022 Pipeline

## Stage 1 - Digital Reconstruction - sources/plans/photos

### Describe the beginning of this stage?

Ethan:  
So for the first stage, did digital digital reconstruction, can you describe what happens at the start of this stage?

P1:  
So it it was a standard digital reconstruction. So you assemble all your sources and then you start building from that umm. And we dealt with, we had plans of the, the, the building still exists in some ways um. but we had to build that whole big 5 story thing from plans and we only had one photograph of the interior of it um and then we had only one photograph of the interior, of the reading room as well. And but the reading room was easier because it's still in that building still kind of exists. It's now a courtroom and stuff like that. So um so we did the 1st place we built was the Big 5 story kind of thing the and that was just built in it in Softimage or um Softimage and then 3D Max as well. Um so [Senior Unity Developer] and [Unity Developer] worked on that.

### Describe what occurs during this stage?

Ethan:  
Are there any other tasks that occurred during this stage?

P1:  
Umm yeah. Because as he's doing it I’m, I’m pulling it in to do renders of it for video. So the first stage of the entire project was doing kind of jazz hands to show what [...] Well, like with the reconstruction um and a video saying, “isn't this going to be great?” And then a headset so that the government would go “Yeah, here's a whole lot of money”, so.

P1:  
Um uh, so the video worked on the on the kind of razzmatazz worked to to get them their money for the whole the bigger kind of wider project. So that was the kind of first thing and then umm. Um [pause] then we started reconstructing the reading room as well. Then later on, So sorry, I've kind of jumped through through different things there.

### Describe what this stage ends with / how you know this stage is complete?

Ethan:  
And so how do you know the state is completed?

P1:  
Uh, you have a a a 3D model that they're happy with.

### From Noho, who (job roles) is involved in this stage?

Ethan:  
And from Noho, who's involved in this stage?

P1:  
Uh [Senior Unity Developer], [Unity Developer], Myself.

### From the Client side, who (job roles) is involved in this stage?

Ethan:  
And from the client side, who's involved in this stage?

P1:  
The three guys. So sorry, [Trinity? Modern History Historian]. [Trinity? Modern History Historian] would have been a big part of that. He's he's this sort of modern history guy because he would have known where all the he would have got the all the sources for us.

### Can you describe the tools you used during this stage?

Ethan:  
So can you describe the tools you use during this stage and why? What you used for.

P1:  
erm well [fumbling a bit] all 3D 3D tools, so SoftImage 3D 3DS Max.

Ethan:  
What was the first one? Sorry.

P1:  
SoftImage. So um S O F T I M A G E, so it's since been disbanded.

[…]

Yeah, myself and [Senior Unity Developer] are very old and we use old 3D stuff that used to be cool in the 90s so.

### Would you consider this stage to be “unique” to this project?

Ethan:  
Umm, would you consider this stage to be unique to this project?

P1:  
No, it was a standard digital reconstruction.

### Can you describe the collaboration between yourself and the client during this stage, if there was any?

Ethan:  
And you describe any collaboration between yourself and the client during this stage, If there was any?

P1:  
No, just getting sources of of [Trinity? Modern History Historian], That was about it.

P1:  
wi with any digital reconstruction you're talking to the experts all this time going, We have a problem with this part, You know the staircase doesn't work with that, you know.

Ethan:  
So how would you like communicate to the client [in this – kinda garbled]? It's if it's happening all the time, what was your process like?

P1:  
um just just meeting them more or video calls and just going through the different things um.

Ethan:  
The topic of the day basically.

P1:  
Sharing screens, all that.

Ethan:  
So it's just sort of like standard online meeting stuff, OK.

P1:

Yeah

## Stage 2 / 3 - Beyond 2022 - Branding & Microsite / Video and VR tour

### Describe the beginning of this stage?

Ethan:  
So for the beyond 2022 branding and microsite stage, can you describe what happens at the start of this stage?

P1:  
erm so. Well, there's just a standard logo that need to be done. I showed you the kind of early drawings for that, and so then then we have to do it a proper logo then and then we built a microsite for it and and [Writer 2] who was our writer at the time, was involved in getting the story right. You know, just kind of coming up with. So the script for the first video is always crucial in the you're defining what the projects about or or it's it's it's ambition or whatever so, umm, so the branding microsite and the video are all sort of part of the same thing and.

### Describe what occurs during this stage?

Ethan:  
Umm can you describe are there any other tasks that occurred during this stage?

P1:  
There was nothing special, oh the tasks were like script writing for video, creating the video, designing logo, designing the brand, the branding like color scheme, all that kind of stuff and then making the micro site. So designing that, developing it, dealing with the client and what they want on it.

### Describe what this stage ends with / how you know this stage is complete?

Ethan:  
And then can you how do you know that this stage is complete?

P1:  
umm because there was a launch, uh, where we had to do, where we to show everything and that's when it's complete.

Ethan:  
[…] deadlines.

P1:  
So just at the launch, OK. We also had a VR tour then as well. So using the Oculus Rift, I think at the time or maybe it was a Vive, no it was a rift um and we had um [thinking and laughing] we [had] to present it to the British ambassador, and because the British archives were big part of it, whatever. So we to present it to all the all those guys and the British ambassador um but uh. Yeah, so every everyone thought it was cool so. […] And more importantly, the government thought it was cool. So they funded, funded the rest of it.

### From Noho, who (job roles) is involved in this stage?

Ethan:  
So from Noho, who's involved in this stage?

P1:  
Um so that stage up until the first demo, there was myself, there was this designer called [Designer] and there was [Writer 2] who was writing the stuff. There was [Senior Unity Developer], who is making the the stuff then(?) For the VR part, I think [Unity Developer] was bringing it in. [Unity Developer] and [Senior Unity Developer]were working on the VR side as well. Um and [Project Manager] was the project manager and yeah, there was probably a whole lot of different people.

### From the Client side, who (job roles) is involved in this stage?

Ethan:  
And from the client side, who's involved in this?

P1:  
So it's the three guys mainly. […] Ah no actually, sorry, it was four guys because then at that time. [Head Technical?] was was around as well, so he's the guy who died later. um so then there was launched so that that was, that was the finish of that.

### Can you describe the tools you used during this stage?

Ethan:  
Uh, so I don't think I caught you, but in what tools you said you used because that's that real quick. [Teams kinda garbled this but it doesn’t matter]

P1:  
So for the video, we're all Adobe type stuff, we used SoftImage for rendering the pre stuff, we use unity for the VR stuff. Then we also use 3D Max because [Unity Developer] is 3D Max. And um uh then yeah, just the Adobe suite and you know. And it was Oculus Rift, I'm not sure which one it might have been the first first release, not sure.

### Would you consider this stage to be “unique” to this project?

Ethan:  
um, would you consider this stage to be unique to this project?

P1:  
The VR side, yeah.

### Can you describe the collaboration between yourself and the client during this stage, if there was any?

Ethan:  
Uh, and can you describe any collaboration between yourself and the client during this stage, if there was any?

P1:  
Uh the the You know they're involved in all the different decision, so yeah, there was a lot of toing and froing with them, but.

Ethan:  
Ok, and what's the nature of the like, the back and forth. Was it like how did you? Is it still meetings or anything specific that you would do for this stage or?

P1:  
Nothing really. Just, you know, meetings in person or or online and and just showing, you know, videos and 3D models and all that kind of stuff and.

## Stage 3 Clarification - Video and VR tour

Ethan:  
So then for the uh VR and video, video and VR tool […] could you describe what happens at the start of this stage?

P1:  
Oh, sorry, I was talking about the video on VR tour and all of that.

Ethan:  
So did you just did so the the Beyond2022 branding, microsite, video, vr where they, did you say they were like, did you combine the two?

P1:  
Yeah, there were all sort of mixed in together.

Ethan:  
Okay, It's all sorta the same. OK, cool. So we can just, I think that makes sense for those two are tied together then so.

P1:

Yeah, because we’re all just going for a uh big launch, you know. Um ah. The VR was only at that launch, you know. It was also sorta under laboratory conditions, so it wasn't like released as a thing or anything like that. It's just a demo.

Ethan:  
OK, can I ask real quick, is there a reason why you've got these big gaps between these stages?

P1:  
umm because after the that video and VR tour was for that whole thing there, that was for one launch and then then for the next thing we did further work on the reconstruction. [pause] We brought it into unity and um see, I'm not sure I I actually can't remember the different sequences of things, but I do remember that there was a second phase then that where we built the reading room in in more detail and stuff like that so.

## Stage 4 - Further work on Reconstruction Brought into Unity

### Describe the beginning of this stage?

Ethan:  
So, but the further work on reconstruction stage, can you describe what happens at the start of this stage?

P1:  
Yeah. So that was, uh, that was building the reading room, which [Unity Developer], no [Senior Unity Developer] did. And then [Unity Developer] brought it into unity and then we were kind of lighting stuff within unity and kind of getting much nicer renders out of it. Uh.

### Describe what occurs during this stage?

Ethan:  
um, did any other tasks occur during this stage?

P1:  
Umm, no. I mean, it was. Yeah, it was more unity work and a different way of looking at it. So it was now real time model rather than doing pre rendered stuff out of SoftImage or 3DS Max. So and so the model needs still going on in 3D Max and Softimage, but the the rendering output is now in the real time unity OK. And also we were there was new lighting stuff coming into unity at the time, I think, I/it [?] was making everything look really nice so.

### Describe what this stage ends with / how you know this stage is complete?

Ethan:  
And how did you know that the further work on reconstruction stage is completed?

P1:  
Umm, well again, we had a launch to kind of show off um stuff, but yeah, it was it was once once we were satisfied that the reading room looked cool um [laughs].

### From Noho, who (job roles) is involved in this stage?

Ethan:  
So and then from Noho, who's who's involved in this stage?

P1:  
[Unity Developer], [Senior Unity Developer], myself/ [thinking] Probably [3D Artist] as well, he's always involved in anything 3D as well, so.

### From the Client side, who (job roles) is involved in this stage?

Ethan:  
And then from the client side, who's involved in this stage?

P1:  
Uh Just the three guys again and yeah.

### Can you describe the tools you used during this stage?

Ethan:  
Can you describe the tools you used during the stage, what you used them for and why?

P1:  
And uh, so we've the two 3D programs, SoftImage and 3D Max. The reason we're using two is just because the two different operators and uh substance painter for texturing materials and then unity, the and then I I realized [Art Director] actually would have been involved because he was starting to do concept videos for the interaction. Uh. And then uh, yeah, that's it really.

### Would you consider this stage to be “unique” to this project?

Ethan:  
And then would you consider this stage to be unique to this project?

P1:  
Umm [thinking] Yeah, it was [thinking]. There was, no it wasn't our first big reconstruction in Unity. [pauses] Just the scale of everything that's it was, its much bigger than what we've done before and that sort of ambition was a bigger than before.

### Can you describe the collaboration between yourself and the client during this stage, if there was any?

Ethan:  
Uh, can you describe the collaboration between yourself and the client during this stage, If there was any?

P1:  
Again, similar to, you know before it's just reconstruction stuff, so getting material off them and making sure they're happy with it.

## Stage 5 - Concept videos of interaction

### Describe the beginning of this stage?

Ethan:  
OK, so if you hop on to the concept videos then, so can you describe what happens at the start of this stage.

P1:  
Uh, so you saw the sort of storyboard I had, uh. So that was the sort of concept. So that's me, just with a pen and paper, trying to figure out how it might work and then I I talked to [Art Director] with my crappy little storyboard and he goes hmm and then he goes off and makes something uh like it. But as we're going along, we figure out some things will work, some won't, and then he develops it from an art, art direction point of view, a lot, lot better um. uh and. Yeah, So then we had this video, that kind of. It was pre rendered in in 3D Max. um and that kind of showed the interaction that we wanted wanted to get out of the application no matter what it was. OK, so so was like when you walk into the building, you go here and you were able to learn about the building, but also you were able to query, uh, the whole um archive and then once then it comes back to you and it tells you what shelf it's on and all that kind of stuff. You go to that shelf and then you can bring it back to the reading room. So just kind of like the interaction, the real interaction back in the 19th century, so, um or the early 20th century. So um it was to kind of mimic that, but obviously that you don't have to walk up lots of stairs and stuff like that, you can jump around. And then also showing the the sort of knowledge graph of when you when you click on it, when you query the database that we could illustrate all the things that it's linked to, which was a bit ambitious just for them [laughs].

Ethan:  
As long as it works, it's still like it looks like it works, so that's good.

P1:  
Yeah, visualizing knowledge graphs is always a nightmare.

### Describe what occurs during this stage?

Ethan:  
Uh, any other tasks that occurred during the concept videos of interaction stage?

P1:  
No, no. A lot of toing and froing with the client, like trying to explain the concept with the client and them being happy, kind of, you know, we're all, myself and [Trinity? Medieval Historian] are kind of [pausing], you know, figuring that out kind of going how is this going to work? [No?], because it's a It's there wasn't a a blueprint for it other than the actual building itself, in the early 20th century, so.

### Describe what this stage ends with / how you know this stage is complete?

Ethan:  
And then how do you know that this stage is completed?

P1:  
Um we have a video that they're happy with. Like would a video demo, you're just trying to get across the ambition. You've no idea whether things are going to work or not, so.

### From Noho, who (job roles) is involved in this stage?

Ethan:  
And then from Noho, who's involved in this stage?

P1:  
Myself, [Art Director] and [Senior Unity Developer] [something garbled].

Ethan:  
Sorry, did you just say another name? I didn’t quite catch?

P1:  
[Senior Unity Developer] and and probably [Unity Developer] as well. So [Art Director], [Unity Developer], [Senior Unity Developer], myself.

### From the Client side, who (job roles) is involved in this stage?

Ethan:  
And from the client side, who is involved in this stage?

P1:  
Uh, the three guys again.

### Can you describe the tools you used during this stage?

Ethan:  
And can you describe the tools used during the stage, what you used them for and why?

P1:  
Uh 3D Max mainly and unity, so we're going back to a pre rendered thing even though we have it in unity but, you know, he's [Art Director]’s an art director whose, you know he wants must be able to do stuff quickly. So he's using 3D Max to do that

### Can you describe the collaboration between yourself and the client during this stage, if there was any?

Ethan:  
So can you describe the collaboration between yourself and the client during the stage please?

P1:  
Yeah, it was good. uh yeah, I just kind of figuring figuring this stuff out myself and [Trinity? Medieval Historian] and then and the others and then I there was a couple of meetings with a lot of the very techie kind of guys in ADAPT, sorry, Like these are like professors of informatics and shit like that so […] so it's like uh I was going in with my jazz hands and showing them a keyboard, you know, a synthesizer going “I want the design to be like this” and they're going “what?” [laughs] […] The idea that idea in that synthesizer is that there's only three colored buttons that that the form a lot of the function. OK, so you only have, sorry, there's four buttons and you always know what the buttons are going to do in different cases and and we wanted that we wanted with such a complex thing that we want to try and simplify it down to. It didn't quite work, but, um that was the idea.

## Stage 6 – Build Unity app of concept

### Describe the beginning of this stage?

Ethan:

For this built a unity app of concept stage. Could you describe to what happens at the beginning of this stage please?

P1:

Um so we decided um. That our best way of of sort of demoing what we wanted to do was to build it in unity, because that's what we're we're sort of used to, uh rather than trying to [pause] um er, build it in for the web or whatever. So we did at that stage. I don't even think we could have made it for the web or whatever. We didn't think it was possible, blah blah blah. So we we just said we will sort of make something much quicker in unity and that will be our sort of our our sort of um proof of concept and also it will be an application within itself. So [Senior Unity Developer] made something that that um looked really cool and worked and he was also able to, so one of the key things was that it would query query the um the uh treasury. You know, the kind of the [slight pause] archive, you know, that they had. Um so it was querying all that and bringing this stuff back with into a unity scene. So that was kind of the kind of cool bit. There was also lots of stuff that we could do and usually that that, you know, um, like making it look cool and all that kind of stuff. So so that's what we did um.

### Describe what occurs during this stage?

Ethan:

Can you describe any other tasks that occur during this stage?

P1:

Um. So. It was really just um. Just a lot of unity work, so you know the model was already made and all that kind of stuff. So it was just making, I think it was lit in unity as well already. So it's it's a matter of [Senior Unity Developer] doing a lot of kind of, you know, clever [slight pause] development work within unity. Um there was probably a bit of tooing and froing with designers and stuff like that. Um [pause and drinking] also while we were doing it, we go, oh, yeah, he go. Yeah, I can I can do this. Then we go OK yeah, that's cool. [Well] then, you know, so we were kind of designing the user journey as we're working within unity. as well. So.

### Describe what this stage ends with / how you know this stage is complete?

Ethan:

So how would you know that this stage is complete?

P1:

{pause while munching a biscuit] So we [pause for same reason?] We just keep making prototypes as EXEs [pause] and then we presented to the client going [pause and hand motion - back and forth palm down?] this is it. um [pause] and sort of proved that it worked and it was really cool and we had it on a touch screen and stuff so.

Ethan:

There's a lot of just the client’s happy with it?

P1:

Yeah. Yeah.

### From Noho, who (job roles) is involved in this stage?

Ethan:

And from Noho, who was involved in this stage? You mentioned [Senior Unity Developer] and some designers. was anyone else involved?

P1::

[Long pause and some munching] [Unity Developer]. So [Unity Developer] would have done a lot of the um modelling work and stuff like that and lighting and stuff. So [Unity Developer], [Unity Developer] is kind of like a a big part of the Vertical Record Treasury project. So.

Ethan:

[…] So it's just you. Sorry, were you and you, [Unity Developer] and [Senior Unity Developer] or?

P1:

Myself. [Senior Unity Developer]. [Unity Developer]. [Art Director] did a lot of the sort of initial [slight pause] design stuff, but then he kind of stepped out of it a bit. um. Then we would have had interface stuff with um. Then there would have been UM interface stuff done by either [Art Director] or [Digital Creative Manager]. I can't remember as long time ago.

### From the Client side, who (job roles) is involved in this stage?

Ethan:

And then from the client side who's involved in this stage.

P1:

[pause and munching] Um. It was always those three guys. The three clients. […] No, they introduced a a kind of technical guy then. Who come from the computer science department in Trinity. Sorry, no, he was actually, he had been in Trinity, and then he was working for. What was that VR manufacturer? Um European one that went bust. Sounded like a cocktail. [To carry your] or something like that.

Ethan:

No, I can't say I've heard of that one.

P1:

Anyway, he was he was working for there and then he came they got him into look at this. And he did a lot of, sort of, so he was kind of part of their team. But he knew exactly what we were about. And, you know. So he was...

Ethan:

Uh, do you know what his like, job title was or? Or if you could just like if if you sort of give them like a […] I'll work it out.

P1:

Going to. I'm gonna try and remember his name. His I can't remember his name. Uh [Senior Unity Developer]. [Senior Unity Developer] might remember. He then went off to Volograms, which is like a volumetric capture kind of company. He's a clever kind of computer science kind. And so what, what he did once, once we had the Unity app concept done, he then looked at, um, how can we make this happen in Babylon? So he did some very rudimentary kind of playing around in Babylon. Um and he said, you know, this could happen on the web and we're kind of going anything he was doing looked really awful. So we're going [makes a noise mimicing unsure] so like was very cool what he was doing. But it was, it just didn't look the lighting was crap and everything like that so. So um. But that's sort of what what his journey started with that. And then um he was obviously doing other stuff with them as well. So he was then became there was kind of four people to talk to all the time, rather than three.

Ethan:

OK, [save this in new past introduced]. OK, that was like umm The Babylon person, basically.

P1:

Yeah, he was kind of computer sciencey guy um.

### Can you describe the tools you used during this stage?

Ethan:

Can you describe the tools you used during this stage and then what you would have used them for and why?

P1:

For the unity stage, just unity. Unity yeah.

[…]

Ethan:

Unity, OK. Was there anything else or is it just unity?

P1:

Probably 3D Max as well. Then if [Senior Unity Developer]is involved, there's usually a bit of SoftImage in there as well. So.

### Would you consider this stage to be “unique” to this project?

Ethan:

And then would you consider this stage to be unique to This project at all?

P1:

Um. No, I mean essentially we're making an application in unity, so it's not unique. What was done within the application is is unique obviously, but.

Ethan:

Yeah, but like the wrapper around that application is it's, UM, you've done a lot of unity basically, right?

P1:

Yeah.

### Can you describe the collaboration between yourself and the client during this stage, if there was any?

Ethan

[…]And can you describe the collaboration between yourself and the client during this stage, please?

P1:

Just. Uh, yeah. It's just the same collaboration as always, just showing them stuff as we go along. You know, they feed back into it and you know, we make things happen so.

Ethan:

Yes, the like the usual sort of back and forth over like. You use your communication channels, I guess. Yeah. Yeah. And then just like the iterative design again.

P1:

So because it was uh, .EXEs that we were showing, uh, we probably did a lot of sort of videos of them to show. The then. You know for on showing stuff and presentations. It's easier just to kind of shuttle through a video.

Ethan:

Yeah, you'd have to worry about a live demo going wrong

P1: exactly.

## Stage 7 – Design and Concept for Web

### Describe the beginning of this stage?

Ethan:

So this design and concept for web stage could you describe to me what happens at the beginning of this stage please?

P1:

So [pause]. That was [pause] um. There's been, sorry, the the project went over so many years and so many different things and I'm trying to remember which [...] Yeah. So I was like, how do we how do we make this work for the web so and and what is the experience when you go there? So there was a lot of toing and froing and probably some storyboards um but we kind of had a [pause] Some of that, probably the Unity app was was sort of like a [slight pause] This is kind of the [pause]. This is what it should be. This is aspirational as to what you should get on the web.

Ethan:

OK. So it's actually like. You said it's a transfer sorta stage.

P1:

Yeah. So, so um yeah and then um. [pause] I can't remember when we decided [pause]. It was one of these projects where you're kind of as as different things happen. The nice thing about it is you play around with stuff and you go, oh, we can do that and then suddenly that becomes a big part of the design and big part of the journey. User journey.

### Describe what occurs during this stage?

Ethan:

And are there any other tasks that occurred during this stage?

P1:

erm so.

Ethan:

Apart from like this experimenting stuff.

P1:

Well, [Unity Developer] had to really bring his model down to nothing. In terms you know, make it as light and as possible. So what do you call that? Whatever the word is for making something complicated simple.

P1:

Ethan:

Optimization? Reducing poly count? […]

P1:

Optimization. Yeah, optimization. Yeah. So optimising the models, optimising the lighting and textures and baking and all that kind of stuff to just make it look cool um.

Ethan:

Yeah. It's like you said, to get the unity look in a lighter package, you said, right?

P1:

Exactly. Yeah.

### Describe what this stage ends with / how you know this stage is complete?

Ethan:

Then how do you know that this stage is complete?

P1:

We have a good looking 3D model to play with um.

Ethan:

Good looking model looking, ok. And is that a good looking model itself? Or is that? Like it's a good looking model and then it's in Babylon as well and?

P1:

Yeah, sorry. Good looking model in Babylon. Sorry. Being presented in Babylon um that, you know, we go oh, that looks amazing. So now we need to make an [interactive] erm

Ethan:

So the whole experimenting phase is done…

P1:

I'll split these into different things, but really they're all kind of happening at the same time.

Ethan:

So it's done when you have a nice model in Babylon. Basically?

P1: Yeah

### From Noho, who (job roles) is involved in this stage?

Ethan:

So from Noho, who's involved in this stage? You said [Unity Developer] already.

P1:

And [Unity Developer], [Unity Developer], [Unity Developer] and [Web Developer] are the are the key people at this stage. [Senior Unity Developer] and myself are are there , as well, but really, it kind of transfers from [Senior Unity Developer]'s land and unity to Babylon stuff and [Unity Developer] and [Unity Developer] is the key key person there.

Ethan: OK, so [Unity Developer] and [Web Developer] and then you two and then you and [Senior Unity Developer] are involved as well.

Ethan:

And then this is where [Senior Unity Developer] hands off to someone else basically, right?

P1:

Yeah.

### From the Client side, who (job roles) is involved in this stage?

Ethan:

Then from the client who's involved in this stage.

P1:

The clients are just looking on going. Yeah, that looks great guys.

Ethan:

Yeah. Yeah. So it's just, yeah. So they just, they just, they just, they're the same people or they're just like.

P1:

Same same people all the way through. We we're only dealing 3 three people and then one guy disappears. Sorry, one guy comes in and then he disappears again. Yeah, and he's the guy who said I should do this […] in sorry, there was a period where we had to choose between 3JS, Babylon and there was something else, can't remember, but we settled on Babylon anyway.

Ethan:

Yeah. So that it's the all the clients are involved again, but they're sort of, like in the back with like [thumbs up].

P1:

Yeah.

### Can you describe the tools you used during this stage?

Ethan:

Then can you describe any tools used during this stage and what you used them for and why?

P1:

Whatever. Whatever the guys use. Babylon stuff.

Ethan:

Babylon stuff, OK.

P1:

And then, web stuff whatever. Whatever. You know, mystery, mysterious things they use there.

Ethan:

Whatever black magic they're using.

P1:

Yeah. And then Unity obviously for baking stuff, you know, he was using the bakery stuff and all that.

### Would you consider this stage to be “unique” to this project?

Ethan:

Then would you say that this stage is unique to this project?

P1:

Um [drawing out the yeah] yeah, yeah, well, well, it was unique for us at the time. We'd never done a Babylon job before, so.

Ethan:

Yeah, it's unique at the time because it's a new piece of, like you say. there's a new piece of tech so it's a lot of "oh shiny and play with it", kinda thing.

P1:

Yeah. And then [pause] I've I've literally just spent the last two hours with Alan trying to light a scene in Babylon in code and it's an absolute nightmare. So.

Ethan:

So I can barely do it with a functioning UI, so good luck.

P1:

Yeah, it's like anyway, it it's more to do with the scene that was designed rather than. Anyway, look, it's it's a long, long story, but It's still very you know, clunky and awkward. It feels like you're in the 19 early 1980s, nineties or something. Uh. Which is my my kind of territory anyway. So yeah, so so that's. Yeah. So that's that bit.

### Can you describe the collaboration between yourself and the client during this stage, if there was any?

Ethan:

OK. And then you said the clients was sort of just like watching from the back. So what is any other sort of collaboration between yourself and the client, in this stage?

P1:

No, I mean like it's it's even beyond me. The Babylon stuff. So the clients [don't have a clue] so

Ethan:

There's no real collaboration apart from just like

P1:

No, they can't say ohh, you know, they're not gonna say oh, you know, the they're not gonna have an opinion on, you know, that kind of stuff. That's our territory.

P1:

Ethan:

Yeah, like you said just they're just Like watching what you do and

Ethan:

P1: Yeah.

Ethan: So like being kept up today essentially just from [watching along?]

P1:

Yeah. Now remember, this is all in, so all these things here, you know development and interaction, you know, they're all kind of happening at the same time. So, sort of so, so they're they are commenting on interactions and all that kind of stuff. So, so that's all.

## Stage 8 – Development of 3D Interactions on the Web

### Describe the beginning of this stage?

Ethan:

So could you describe what happens at the beginning of this stage?

P1:

So we have we have a 3D model on the web, this is When when is this three years ago? [underbreath figuring out a date] Wait 24. Two or three years. Ago. So even since then people are are more used to moving around in 3D. Now we're all 3D native. So we just kind of wander around 3D models all the time. But when you're talking to a history department and a university, they're not, they're not so up on how to navigate a 3D model and generally they're working with really terrible resolution on a terrible laptop and they're trying to do in Internet Explorer or something like that so. There was a bit of hand holding going, you know, to say you move and then it was quite clear that we needed some very basic navigation stuff. So we put in basic, you know, this is where little arrows around. So there's arrows on the floor everywhere. So you when you click on the arrow you go there. Now, anyone who's technical will be doing WASD stuff or or arrow keys or whatever to move around. But for the um The less technically whatever literate people they were just using those those arrow keys, and we had nice little camera interactions between when you go from one arrow to the next um. We also had to have we had this kind of scene where you clicked on a thing and the whole model opens up to reveal.

Ethan:

Yeah, you called it the dollhouse, right?

P1:

The dollhouse, yeah. So that was like a big [slight pause], big deal. Um didn't think we could do that. I think we said it as a joke. Wouldn't be cool if it opened up. And then [Unity Developer] just went and did it, [Unity Developer] and [Web Developer] went and did it and like "woahhh". And so that was. So that's the kind of thing that was happening, so. That was a big moment for them because the whole crux of the project is that: The place went on fire or whatever, and and the the the fire break between the two buildings Saved the reading room and just and it just so the reverse happened to what it was designed for. But that the key document that was saved was a document that says this is exactly what we have lost basically [...] And that document. Yeah, that document has a a design that shows in these bays and it's all split out like that and says these are the bays and this is what's in each bay. Whatever. Whatever. So. So that 3D thing of it's just spanning out like that works not just as a cool thing, it's it's actually it's. It's the kind of ,uh, It's the central thing to the entire project or whatever because it's showing exactly what is where in that building and what was lost so. um and the fact that we were able to connect to go into one of those bays and then connect with the actual documents that are online within their, the bigger project of them. Restoring all these things you know was a was a big a big kind of big deal, basically.

### Describe what occurs during this stage?

Ethan:

And can you describe any other tasks that Occurred during this stage for me? If there is anything else.

P1: Yeah, there's a lot of lot of you know getting [Web Developer] to, you know, explaining XYZ to [Web Developer] and stuff like that and him doing, you know, kind of cool stuff within it and trying stuff out and you know, there was just a lot of lot of fun being had. We also had three different sort of camera setups so one on the ground, looking around, normal, sort of, um you know, like a game user type moving around. Then we had a sort of helicopter one and then we had one for the opened up things. So that was three different camera setups that it has to jump between in like, so there was a lot of kind of new stuff that would have been normal within the unity kind of thing for us, but this is all on the web and and kind of um jumping between all those different things and a lot of kind of loading sort of issues as well that we have to just disguise and stuff like that and then the whole model is actually split in half, so. It's kind of mirrored and then it splits open so yeah.

### Describe what this stage ends with / how you know this stage is complete?

Ethan:

Then how do you know that this development of interaction stage is complete?

P1:

Um it's just kind of part of the whole thing. You know, if once they're happy with the interaction, then. It goes lives, you know, so.

### From Noho, who (job roles) is involved in this stage?

Ethan:

Then from Noho, who's involved in this stage?

P1:

Myself, [Web Developer] and [Unity Developer].

### From the Client side, who (job roles) is involved in this stage?

Ethan:

Then from the client side, whose involved in this stage. Is that the you said, It's like the four guys all the way through from?

P1:

Yeah. Well at this stage, probably the other guys gone. So it's back to the three main guys um. And they would have, you know, a good um [pause]. Two of them are are kind of historians and the other guys who kind of project manager within a sort of innovation thing, so. UM [pause]. The [pause]. Some of them are showing it to archive-y type people and historians and then uh, [ADAPT Centre Project Manager] and the ADAPT Centre has shown it to you know, really technical guys. So yeah, we're getting we're getting two totally different things back, one going: Yeah, when I was, you know, guys who were using the wasd and exploring all different parts of the building that the other guys didn't know even how to access and all that kind of stuff. So we're getting quite technical stuff back and then also, kind of, It didn't work on Professor Whatever's you know, Internet Explorer on ancient [...] Yeah [laughs]. So yeah, so we're getting, we're getting that kind of feedback and and also just in how they're, how they're moving around the space as well.

### Can you describe the tools you used during this stage?

Ethan:

OK. And can you describe the tools you used during this stage and what they were used for and why?

P1:

Um. It's just Babylon and and and just code kind of stuff so um uh. That's all really.

### Would you consider this stage to be “unique” to this project?

Ethan:

And then would you just consider this stage to be unique to this project?

P1:

Uh again, this is, I suppose, unique to us and that we we hadn't done this before, you know, on the web. We've done this lots of times in unity and stuff like that, but [And the word]

P1:

Ethan:

it's the first time, at least at the time, doing it on the web, then right?

P1: Yeah.

Ethan: Could you said seeing Ireland followed this one that you've done it again, but at the time it was unique, right?

P1:

Yeah, this was our foray. Uh. Also, there wasn't. that stage, It was not. There's nothing online. There's, there's that there. Still isn't anything like it really. You know, it's kind of [weird?]. Quite a unique project.

Ethan:

It's very big, unique project. Yeah and it's a really cool project.

### Can you describe the collaboration between yourself and the client during this stage, if there was any?

Ethan:

[…] And then you talked about your collaboration already. Was there any other collaboration between yourself and the client that you haven't yet mentioned that you can remember?

P1:

No, not really um. The guy, the guys that I'd showing it to, loads of different people all the time. So as, you know, in different. it's constantly just being developed and built on and so you know they're showing it to government ministers or, you know, different universities around the world and stuff like that. Conferences and all that kind of stuff. So.

Ethan:

When you say the guys, you mean the Trinity guys, right?

P1:

The Trinity guys. Yeah. So. So they're constantly coming back going. Ohh. Uh. You know, I showed it to whatever and it's amazing, but then they suggested blah blah blah and all this kind of stuff. So.

Ethan:

Yeah, yeah. OK. So a lot of they, I guess collaboration by proxy through them, that's quite interesting. Yeah, like the university or wherever there's feedback through Trinity back to you, that's quite an, that's quite cool.

P1:

Yeah. Like the iterate, iterate iteration of it, like the iterative stage, this is this is a unique project also in that it's more it was more like an EU project in that you're yeah, except at the end you actually have there's something there. You know that that is going on um which I know, EU projects should be like that, but anyway the the um. We we're just fiddling around with stuff and then each every every January the 30th, we have to present something really cool, or whatever and then [unintelligible] keeps keeps building and building, and we were fortunate in that it it It all worked [laughs] out very well. Um so we were kind of going, oh, well, what do we do now and blah, blah blah. So.

## Stage 9 - Creating CMS for putting content into space

### Describe the beginning of this stage?

Ethan:

Could you describe what happens at the beginning of this stage for me?

P1:

So it was : [Web Developer], wouldn't it be cool if we could use our cross culture timeline back end thing manager to annotate these spaces. You know, that the guys can write their content like they would for a timeline, except it appears in the 3D space. Now we we've kind of discussed this as we were going along and we thought it would be cool um and then [Web Developer] built up a thing and then uh we initially had to define where where the objects were, where the hotspots were within the space. So um. Now actually recently we, we have it that you can actually within the manager, just put in the XYZ coordinates of where it should should be and make your own hotspot which is cool. So. Um. So that was cool. And then bringing them through that and kind of going this is the [pause] this is how the hotspots work within that space and then they they kind of there was a lot of collaboration there and them going: We really just want to show images, so it should be so they kind of redesigned the way we had our hotspots within the manager <Ethan : Some more co-design.> initially appear to the user. And so from feedback from them they they kind of improved on on what we had. So that then we started using that for our timelines then as well, so and. So and and then how the kind of story they wanted to tell within that as well. So there's a lot of tooing and froing and that and then. But then really they did write all the content within those things and put in the images themselves. I'd have to jump in every now and then go you can't put that [laughs]. That images is uh 16 megabytes? No way, so. […] Uh, so. That kind of. Yeah, that's. That was cool having having that back end in it as well. It just meant that they could plod around, you know, making hotspots themselves and messing around with that then

Ethan:

Just sort of start watching what this. [...]So it started off as like a: hey, wouldn't this be cool if this works sorta thing?

P1:

Yeah. And then gradually [Web Developer] got you know a few different things going and then we redesigned the the hotspot pages whatever, but the the manager side was was quite. He also kind of came up with this thing that when you when you clicked on a hotspot, the camera would move there but it wouldn't move to exactly the point of the hotspot, because then you'd be on top of it, so it would move to uh, you know, 5 in X away from the thing. And then we'd have to have a rotation value for that. So you were able to put that into the [pause] Into the thing for the hotspot, say I want my camera to be here when you see that thing, so that that was quite quite cool and that kind of uhm and then the thing was, wouldn't it be cool if we could actually just make the hotspots within the space ourselves and tell it where to go and which we we are doing at the moment with our virtual well one. So.

### Describe what occurs during this stage?

Ethan:

Can you describe any other tasks that occur during this stage?

P1:

Any tasks? Uh. Uhm so there was [Web Developer] making the back end thing. There was a kind of redesign of the hotspots. And then there was telling them how to use it and then them using it.

Ethan:

So like just re-, the redesign, the teaching, and then OK cool […]

### Describe what this stage ends with / how you know this stage is complete?

Ethan:

[…] Then how do you know that this stage is complete?

P1:

Uhm that the client is able to use it without ringing us every five minutes.

### From Noho, who (job roles) is involved in this stage?

Ethan:

[…] and then from Noho, who's involved in this stage?

P1:

Myself, [Digital Creative Manager] and [Web Developer]. [Digital Creative Manager] from a designing the hotspots point of view. [Web Developer]'s a big part of that, you know, obviously.

Ethan:

So you said yourself, [Digital Creative Manager] and [Web Developer].

P1:

Yeah.

### From the Client side, who (job roles) is involved in this stage?

Ethan:

And then from the client side, is it still just the three guys now?

P1:

Yep.

### Would you consider this stage to be “unique” to this project?

Ethan:

And would you consider this stage to be unique to this project at all?

P1:

At the time. Yeah. Yeah, everything in this. These are all firsts for us. So although we've done CMS you know, we we were using the manager that we used with curators before on the timeline. This was doing it well, yeah. So this was doing it within a 3D space. So it was. It was kind of different.

### Can you describe the collaboration between yourself and the client during this stage, if there was any?

Ethan:

Then can you describe any more collaboration between yourself and the client during this stage if there was any more?

P1:

A lot of collaboration there just on on what they wanted within those hotspots and

Ethan:

Yeah. And then the co-design aspect.

P1:

Questioning the kind of we were we were saying this is our out of out-of-the-box solution for the what the hotspots would look like and they questioned that and and we all made it better together so.

Ethan:

Yeah, there's some amazing code design, yeah.

P1:

Yeah, exactly.

Ethan:

Yeah, that's great.

## Stage 10 - More videos and launch of web 3D part.

### Describe the beginning of this stage?

Ethan:

The more videos and launch of the web 3D epoch could you describe to me what happens at the beginning of this stage please.

P1:

So that's me, uh, on my holidays in France on a laptop doing a whole load of videos to try and get them ready for [laughs] launch.

Ethan:

So just getting videos ready when you're supposed to be relaxing?

P1:

Exactly. And dealing with [Unity Developer] and [Web Developer] going: ohh it's all broken. Ohh, it's all fixed. Ohh It's all broken.

Ethan:

Sounds about right.

P1:

Yeah.

### Describe what occurs during this stage?

Ethan:

OK. Are there any other tasks that occurred during this stage?

P1:

A lot of videos so [pause]. Sorry, not a lot of videos, kind of one thing that we do all the time with these type of projects is we we have good videos throughout the project. That they can be showing to people you know, at launches and stuff so. For example, the Minister for whatever the hell, will probably not use the site, but we'll have seen the video and we'll be able to wang on about it to someone else going: Isn't it amazing? And but really all they've done is watched the video um so and then sign a check. Crucially sign a check for more development, and then for that project. And so, so those videos are really key. Like you know yourself, the the video is It's great. You know, they they don't, for the people that are funding stuff they aren't really going to be playing around with the thing themselves in in great detail and and for launch events. Obviously videos are are crucial as well. So and then, but obviously you have to have the 3D working, sorry the website working properly and all that kind of stuff so.

Ethan:

Yeah. So making videos, sorting the website out is what you're saying for tasks that […] So the tasks that occurred was, so the videos that would be shared around and then the website you said as well for the launching, is that right?

P1:

Yeah.

### Would you consider this stage to be “unique” to this project?

Ethan:

Then how do you know that this? Sorry.

P1:

How do I know it's it's finished? Well, the launch happens.

Ethan:

The launch the yeah, the launch happens and it's all good.

P1:

And it's on TV and all that kind of stuff. Yeah, so.

Ethan:

Yeah. So yeah, I said the typical launch event and you, lack of a better just dust your hands of it and then you got the next year to work on something?

P1: Yeah, yeah.

### From Noho, who (job roles) is involved in this stage?

Ethan:

And then from Noho who's involved in this stage, you said that you would do the videos and then [Unity Developer] & [Web Developer] uh alternating breaking, fixing.

P1:

[Unity Developer] and [Web Developer] are worrying about the website and breaking it and and all that kind of stuff. Um then I'm doing some videos. um. hmm. Is there anything else? Not really. I kind of did all the videos myself so that even yeah, so there wasn't really. There might have been, yeah, if anyone's in the office, I would be like, stick on a Quest headset there and I'll take a video of you and stick it in the

Ethan:

OK. Primarily you 3 by the sound of it.

P1:

Yeah. Yeah.

Ethan:

Yeah. And then whoever is unlucky enough to get caught with the headset on.

P1:

Exactly. Yeah. Yeah. Or yeah. Or, you know, hold this camera while I play with it on my phone or something. And so. I'm. I'm trying to think, was there any other crucial bits? Yeah, we we were probably firing in like renders and high res stuff for print and all that kind of stuff for them and all that kind of stuff. So just general getting all the stuff together for them.

Ethan:

For the launch, right?

P1:

Mm-hmm.

### From the Client side, who (job roles) is involved in this stage?

Ethan:

Then from the client side, who's involved in this stage, just the three again? or is anyone else involved?

P1:

The three guys.

Ethan:

Just the 3 guys again.

P1:

Just the three.

Ethan:

Yeah.

### Can you describe the tools you used during this stage?

(Missing)

### Would you consider this stage to be “unique” to this project?

Ethan:

And then would you consider this stage to be unique to this project?

P1:

No, no. There's always a launch and there's always a panic. Yeah. The worst is when they launch before you're actually due to finish it., like.

Ethan: Surprise! Ahh

P1:

[Unsure -then they follow the self, could be mentioning a soft launch?] go and you go hmm.

### Can you describe the collaboration between yourself and the client during this stage, if there was any?

Ethan:

And can you describe any other collaboration between yourself and the client during this stage?

P1:

Um so. No, not really. Um [pause and thinking] I think for the final launch it was just videos that we did, but before we had done like touch screens and AR stuff and all that kind of stuff. But umm for this I think it was just a video so.

Ethan:

Just sending videos.

P1:

Yeah.

Ethan:

And you said that you sending them videos and renders as well. Yeah, so screenshots renders all that kind of stuff. um. uh. [pausing] Yeah, I do remember doing a lot of it in France. um. But I was at the event, so I must have. They must have had to have the videos a couple of weeks before the event.

# Would you describe any of these stages as a bottleneck?

Ethan:

Would you describe any of these stages as a bottleneck?

P1:

[Pause and thinking] Not really. Because it went over such a long period, you know, I I don't think there was any like there was obviously moments where like, oh, nothing works and But there was no like, oh, we're waiting on a model to come in or we're waiting on, rhere was so many different things to do and so there was never really.

Ethan:

Yeah, things are progressing in parallel, I guess?

P1:

Yeah. So sometimes like in our projects, we might have a bottleneck where we're waiting for a script or something like that. but no, not a not on this. It was all. It's it's a very unique project. Um. Can you say very unique? It's a unique project like you, you've seen it you know like there isn't really anything like it and it's very hard to kind of you know compare it to anything, yeah. Well, I suppose maybe the Seeing Ireland was similar in in some ways, but um the so this is like, you know, the VR sort of side of it is part of a bigger a much bigger project where they're, you know, doing all sorts of other cool kind of stuff, you know, like UM. Uh. You know, machine learning of of just, you know, reading, you know, recognising scribes, handwriting and being able to translate it, you know, into normal searchable texts, all the all the, all this, all these, all these other mini projects going on at the same time and data visualisations of different things. So so it's really, really interesting project as a whole, not just the side that we worked on.

# Do you think any of these stages could be modified with the addition of a different tool or piece of technology?

Ethan:

And do you think any of these stages could be modified with the addition of a different tool or a piece of technology?

P1:

Babylon could probably do with a whole load of stuff.

P1:

Ethan:

What sort of stuff?

P1:

Sorry I have it in my mind because of like stuff that we might have seen probably um. Or. Better documentation so that you can from your editor that you can get it onto the web easier the the whole 3D going to the web side is is, you know total cowboy land at the moment nobody knows what's going on.

Ethan:

So those stages in general, I guess. P1: Yeah. Yeah. Ethan: yeah. So some kind of tool to assist with.

P1:

Yeah, like I was quite um when we were talking about the building the Unity app of the concept everyone was going. Why would you do that? And then also have to do it on the web? And so I was like, because we want to we want to use the best tool that we have to make something cool and then use that as our aspirational thing. So. There was a lot of question marks over that initially and they're kind of going, this is wasted work, but I don't think it was. I think it was. It was good to do, you know.

Ethan:

Yeah, I completely agree.

P1:

Yeah, cause you get caught in the weeds of of of other stuff you know and at least use something. There you go. It should look like that.

Ethan:

[unsure - If you would like], it will look like this. But then it'll be on the website eventually, sorta thing. yeah, I think that's a really good idea. [laughs]

P1:

Yeah [laughs] so um.

Ethan:

So just coming back to what you mentioned about the sort of the Babylon stuff stage being modified, what sort of thing would you want for that, what sort of like tool? And what benefits do you think that could bring?

P1:

[longer pause] I think. From from the meeting I've just had with [Web Developer], we're looking at Babylon Editor, which is like a 3D sort of programme on the web. Which would be like something I'd be more used to. And then we're just looking at his code. And the two things aren't corresponding to each other, so I don't know. So there seems to be a lot of stuff between those two things that need needs to happen that is is easier for every[one?].

Ethan:

So some kind of like middle ground between the technical and non-technical?

P1:

Yeah. And there are middle grounds. they're not. So. We looked at stuff at uh this XR conference in Vienna. I was walking around with [Senior Unity Developer] and we I went oh, wow, look at this. This is like the perfect [pause] thing between you know, our 3D lives and getting it into 3D on the web. And it was designed by a guy who's who came from a 3D background so, but then when we went to use it a few months ago, we found that it it couldn't handle. so the guys were saying that it didn't handle different UV textures or something like that. They [did] huge problems with it. And then we explored loads of different so people have made these tools, but they they don't go far enough for the likes of [Unity Developer] and [3D Artist] and [Senior Unity Developer] and [Art Director], who were all very serious 3D guys, who can you know who wanted it a particular way, um. So yeah, Babylon editor probably is is maybe the best thing that's out there, but from working with [3D Artist] and [Web Developer] on it, it's a bit of a nightmare. [Unity Developer] has gone off into lots of great work in that and and then he's actually using copilot. He's getting involved in the code end of things, but it just seems to be very , sort of, you know, cowboy land, you know, it's like this new area that lots of things. Lots of improvements and technologies could come in and and make it better. Um also another thing that happened on this recent project was that within the browser, so you have your 3D environment in the browser. When you go into the Quest and open up a browser, there's just a little button at the bottom that says VR, and then you're in the space, but it's run from the browser. It's kinda of and it's just a bit of code that you put with it. Um. So that was that was a really interesting sort of area. So getting your metaverse or whatever that is on the web and desktop into a VR thing, just using the exact same model without any fiddling around. It was kind of cool.

Ethan:

That sounds interesting. Yeah, definitely. Sounds cool. I'll try that one.

P1:

Yeah [laughs], do. So if if you um.

Ethan:

Probably [laughs]

P1:

With the vision, the Apple one that comes out, they'll kill it. Anything that works in the browser, they'll kill. So. But I found that I found that mind blowing in that we didn't have to have two different models. One for VR and one for web. That we were just using [the same thing]

Ethan:

Yeah. Yeah, makes definitely makes it a little easier. Yeah, OK.

P1:

And it looks super in in the headset.

Ethan:

Yeah, definitely learn BabylonJS to give that one try that sounds really interesting.

P1:

Yeah, yeah.