



**S.M.A.R.T ATTRACTION PROTOTYPE
DEVON HOUSE, JAMAICA**

**SIMONE HARRIS & LLOYD LAING
CULTURAL THEORISTS**

EXISTING VALUE PROPOSITIONS



86% of respondents believe that Devon House is an important part of Jamaica's cultural heritage.

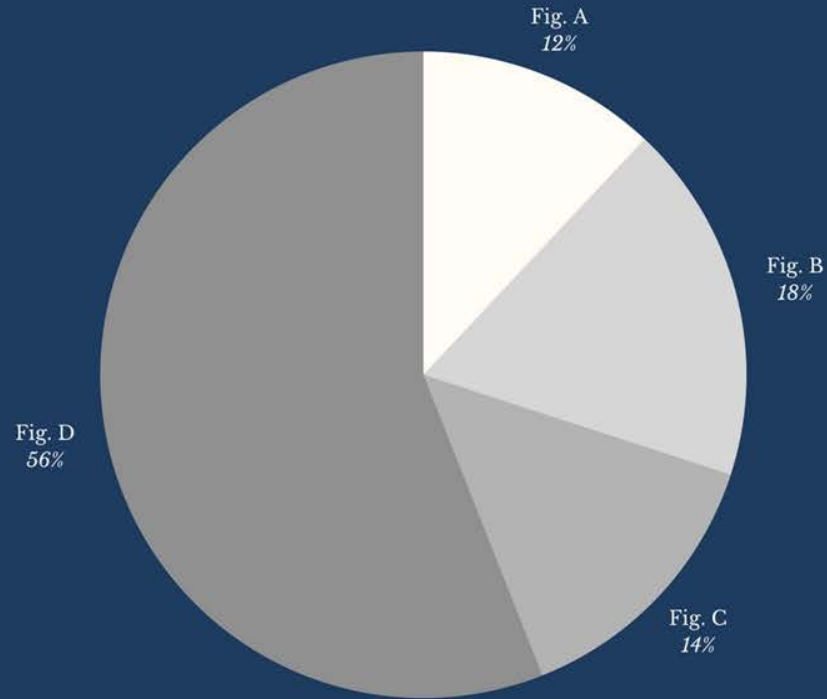
Devon House Visitor Profile

Fig. A | 55+

Fig. B | 14-21

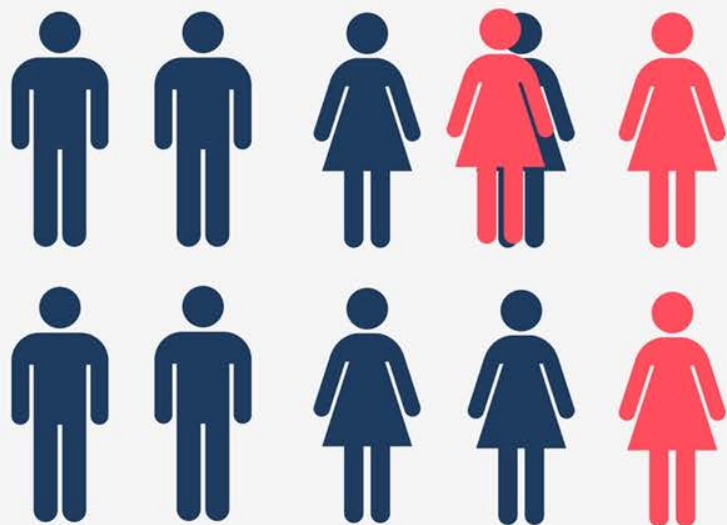
Fig. C | 35-54

Fig. D | 22-34



*Based on the 2017 Survey
conducted by Jamaica Data Mining Project*

MILLENNIALS



87% HAVE
PHONES
ALWAYS

80% FIRST
THING
CHECKED
EVERY
MORNING

APPROACH



RESEARCH

56% of respondents were 22-34 years of age. Of this age grouping, 53% were female and 62% were male.



ANALYTICS

68% indicated interest in an interactive tour experience incorporating Augmented Reality



DEVELOPMENT

The use of S.M.A.R.T technology to augment the current Devon House Tour Experience.



BETA TESTING

Deployment in Devon House using SMART Enhancements.

S.M.A.R.T

SMART MOBILE AUGMENTED REALITY TOURISM

Mobile Apps

- Communication
- Discovery
- Knowledge Sharing

QR Codes

- Infotainment
- Infonomics
- Gamification
- Content Vector

AR & VR

- Visualization
- Immersion
- Gamification

PROCESS



DATAMINING

New Data Research,
Collection, & Analysis

REIMAGINATION

Visualization using
multimedia content

INTEGRATION

S.M.A.R.T
Augmentation

PROTOTYPE

Mobile App

- Knowledge Sharing
- Discovery
- Gamification

QR Codes

- Content Vector
- Infotainment Hub
- Virtual Guide

**Augmented
Reality**

- Gamification
- Immersion

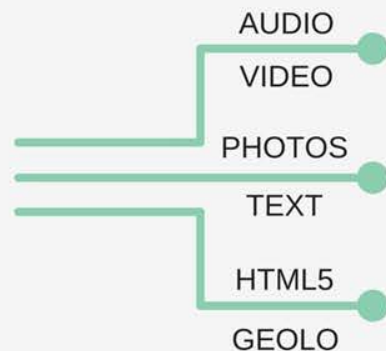
HOW IT WORKS



DOWNLOAD APP
IOS & ANDROID



QR CODE
INTERFACE



CONTENT
DELIVERY



BENEFITS OF A S.M.A.R.T PLATFORM



Enhances the socio-cultural value of Devon House among visitors and locals.



Serves to safeguard its utilitarian relevance in an ever-evolving digital age.



Digital enrichment would be appreciatory to its tour experiences

Infonomic Analysis Predicts a 12-20% Increase in Foot Traffic

Reimagining Devon House

A CONCEPT MAP

TOUR AUGMENTATION

- QR Code Augmentation
- Gamification
- Infotainment

GASTRONOMY ENHANCEMENTS

- Digital Menus
- Loyalty Card Program
- Digital Coupons

ADDED EXPERIENCES

- Virtual Guided Botanical Tour
- Artificially Intelligent Agents
- Interactive Chronometer

RETAIL

- Hyperlocalization
- E-Commerce Enhancements
- Push Notifications