# NO.1 F1.1.1

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| Hello! Thank you very much for participating in this interview, which is intended to understand your acceptance and intention to use Augmented Reality in the Liangzhu Museum in order to further improve our services.  Your personal information will be kept confidential and all data will be used only for the purpose of this study. We will comply with the Statistical Act and the Civil Code in relation to statistical surveys and the protection of personal privacy. If you agree to take this survey, we will continue with this interview. |
| **Interview time： 2022.1.1 Interview locations：Liangzhu Museum** |
| **Recorder：Jia Li** |
| **Age：**≤18□ 19-29□ 30-39 40-49□ 50-59□ ≥60□ |
| **Gender：**Female Male□ Third Gender□ |
| **Code：**F1.1.1 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: I think it's okay, but I think the field of view is too small and it looks a bit blurry, otherwise it's fine.  Q: It looks a bit blurry?  A: It's mainly because the display is concentrated in the middle, so if you move around it's hard to see. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: Yes, I did like it very much, I thought it was very good, but I felt that there was still a lot of room for improvement, for example, I was particularly interested in some of the exhibits, but the explanations were very short; other points were of less interest to me, but it took a very long time to explain. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: Convenient. |
| **Q4、Did you enjoy using AR?**  A: I felt fine, I felt that the problem was still with the exhibition itself, for example after seeing the first and second pavilions to the third pavilion, I felt that the third pavilion became significantly confusing. On the other hand, there was so much content in the exhibition that it took me almost an hour to see the third pavilion, but my limit was only 40 minutes and I needed a break, with no resting place in between. There was also the fact that it had headphones that were not soundproof, so the noise from outside would interfere with my ability to listen to the content. |
| **Q5、Was this AR easy to use?**  A: It's quite easy because it's voice-activated |
| **Q6、Do you think this AR was useful for you?**  A: It's useful, for example, I see a clay pot and I'm interested in it, it's just the artefact and the content of the label next to it that I find it hard to have the interest and patience to understand the story behind it, such as its pattern, AR will express it in an animated way, which is helpful for us to speak about going to museums and getting the most knowledge in the shortest time. |
| **Q7、Will you use similar techniques in other museums in the future?**  A: Well, it would. I think this is quite interesting. |
| **Q8、Were you satisfied with the AR experience overall?**  A: My overall assessment is that it was very interesting, this combination of new technology and culture was a very interesting experience. We all know that large museums can take a long time to walk down and there is no good way to gain knowledge, through these glasses I will get a lot of information. What's even more interesting is that a lot of the knowledge becomes more intuitive compared to the old days when you were shown a big screen. |

# NO.2 M1.1.2

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
|  |
| Hello! Thank you very much for participating in this interview, which is intended to understand your acceptance and intention to use Augmented Reality in the Liangzhu Museum in order to further improve our services.  Your personal information will be kept confidential and all data will be used only for the purpose of this study. We will comply with the Statistical Act and the Civil Code in relation to statistical surveys and the protection of personal privacy. If you agree to take this survey, we will continue with this interview. |
| **Interview time：** 2022.1.1  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18□ 19-29□ 30-39 40-49□ 50-59□ ≥60□ |
| **Gender：**Female□ Male Third Gender□ |
| **Code：**M1.1.2 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: The visual effect is still quite clear, the image in the glasses plays higher than expected, and I also feel a certain sense of stereo, I do not know if it is my illusion, in any case, it feels very realistic. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: I quite like this technology because AR does bring a different feel to the medium than words or pictures can, in a way that words and pictures can't match, to give you a sense of immersion. Like the introduction of some of the activities of some of the people of that era, and some of the details based on archaeological facts put in to make you feel like you're there. For example, the feathers on the crowns of the ancient people represent people of higher status, and the representation of the moat and the construction materials are very well presented in AR.  Q: In other words, do you have a positive attitude towards new technology?  A: Yes, I have an embracing attitude towards new technology. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: It's still relatively convenient, just a simple operation at the front desk, it's just a little slow when there are a lot of people, probably because there are fewer service staff, I've been here before to rent a little more people. |
| **Q4、Did you enjoy using AR?**  A: Uh, the whole process is still relatively pleasant, that is, I feel that the AR glasses and the exhibition can be integrated more naturally, now there are two points, one is to look at the AR glasses, the other is to look at the artifacts, it is this bridging process, or the switching process makes feel a bit tired. Another thing I thought about was whether it was possible to have the kind of exhibition where I could wear the glasses and just look at them and see the exhibition through, without having to go looking for the exhibits; but I also get the point of it, trying to make the exhibition more interesting isn't it? Overall it's quite a good technology. |
| **Q5、Was this AR easy to use?**  A: It's quite simple, because it's controlled by voice, then you scan it with your eyes and aim it at a specific area to activate a video, but I think the sensitivity is a bit lacking. |
| **Q6、Do you think this AR was useful for you?**  A: It works, and as I said before, it puts you in the middle of the action again, a feeling that no ordinary exhibition can provide, for the reasons I mentioned earlier. |
| **Q7、Will you use similar techniques in other museums in the future?**  A: Well, I'll go with that. |
| **Q8、Were you satisfied with the AR experience overall?**  A: Overall I would rate it positively, I would rate it a nine out of ten. |

# NO.3 M1.2.1

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| Hello! Thank you very much for participating in this interview, which is intended to understand your acceptance and intention to use Augmented Reality in the Liangzhu Museum in order to further improve our services.  Your personal information will be kept confidential and all data will be used only for the purpose of this study. We will comply with the Statistical Act and the Civil Code in relation to statistical surveys and the protection of personal privacy. If you agree to take this survey, we will continue with this interview. |
| **Interview time：** 2022.1.2  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18□ 19-29□ 30-39 40-49□ 50-59□ ≥60□ |
| **Gender：**Female□ Male Third Gender□ |
| **Code：**M1.2.1 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: I felt the visuals were still spot on (well-placed) and clearer, but I felt uncomfortable at first.  Q: Uncomfortable?  A: Yes, not really used to it to be precise, maybe I hadn't used it before. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: I am rather fond of something new, I had plans to buy Google Glass before, I have no resistance to such new gadgets. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: Well, it just doesn't feel too comfortable in terms of ergonomics, but overall it feels more convenient, especially which can play the previous and next with voice control, and which the shades on the glasses still work quite well.  Q: Is it also more convenient to obtain glasses?  A: Yes, the service desk is clearly located. |
| **Q4、Did you enjoy using AR?**  A: Well yes, compared to going to a normal exhibition before, I think it's a new way of interacting, and this interaction or a way of seeing the exhibition is still very interesting. |
| **Q5、Was this AR easy to use?**  A: It's not easy to get used to at first, but it gets better later on. But it always feels like it's jumping around too quickly, I've just taken a few steps and it automatically recognises another point, but I haven't finished what I've been watching.  Q: Do you mean that the switching is a bit too mechanical and rigid?  A: Yes, it just doesn't feel smart enough. |
| **Q6、Do you think this AR was useful for you?**  A: Well, it's quite helpful. But I feel like it's just an aid, the later ones just want to take the glasses off and take a closer look for myself, because I want to see for myself. Also like I said earlier, I felt the video switch was too raw, it jumped to the next one on its own, it just wouldn't feel my awareness. |
| **Q7、Will you use similar techniques in other museums in the future?**  A: Well, it will, but I hope to improve it further. |
| **Q8、Were you satisfied with the AR experience overall?**  A: Well, overall, I'm satisfied. All aspects are still good, as I said earlier, the video is still very clear, I especially prefer the language control playback, but I also feel vulnerable to interference from surrounding noise, after all, it is a public space. |

# NO.4 F1.8.1

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| **Interview time：** 2022.1.8  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18□ 19-29□ 30-39 40-49□ 50-59□ ≥60□ |
| **Gender：**Female Male□ Third Gender□ |
| **Code：**F1.8.1 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: I felt the video was still quite stunning, especially when the music came on, it actually had stereo sound, it's not a big device and I didn't think it would feel like that. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: I'm ok, I've played VR games in the shopping mall. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: Yes, I saw it when I walked in the door and they showed me how to use it, the voice control is still not difficult. |
| **Q4、Did you enjoy using AR?**  A: It's good, it's not my first time using an AR but it's my first time using it in a museum, but I feel that these glasses are still a bit unnatural to wear, I would feel less comfortable after wearing them for a long time, maybe they are a bit heavy and cause me to sweat and still slip off. |
| **Q5、Was this AR easy to use?**  A: It's easy, it uses voice control, so you don't have to go looking for the buttons. But there were a few times when it didn't recognize my language, I had to say it a few times before it recognised my language.  Q: How many times did it fail to recognize the language?  A: About 2-3 times. |
| **Q6、Do you think this AR was useful for you?**  A: I think it's useful, after all, AR shows things more vividly, which is much more interesting than just looking at the exhibition board. ar has animation and music, which makes people remember the content of the exhibition more clearly, after all, it's not so boring, right? I feel that this has a fun and educational aspect to it, it's fun and you can learn something, which is still good. |
| **Q7、Will you use similar techniques in other museums in the future?**  A: I would, but I think the rent is a bit high, 50 RMB for one visit, which is still quite expensive, I think it would be nice if it was a bit cheaper, right? After all, the museum is free and this is supposed to be a public service project. I don't think the average person who isn't particularly interested in AR would go and spend that kind of money to rent glasses. |
| **Q8、Were you satisfied with the AR experience overall?**  A: It's still good, and the overall feeling is still impressive. |

# NO.5 M1.8.2

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
|  |
| Hello! Thank you very much for participating in this interview, which is intended to understand your acceptance and intention to use Augmented Reality in the Liangzhu Museum in order to further improve our services.  Your personal information will be kept confidential and all data will be used only for the purpose of this study. We will comply with the Statistical Act and the Civil Code in relation to statistical surveys and the protection of personal privacy. If you agree to take this survey, we will continue with this interview. |
| **Interview time：** 2022.1.8  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18□ 19-29 30-39□ 40-49□ 50-59□ ≥60□ |
| **Gender：**Female□ Male Third Gender□ |
| **Code：**M1.8.2 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: It still feels pretty good, the animation is beautifully produced, the sense of three-dimensionality is relatively strong, and the playback is relatively smooth. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: Do you mean a technique like this? I'm not averse to it, I feel it's quite interesting. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: Yes, just rent it at the counter. And it's easy to use, not too many instructions are needed, a simple introduction by the attendant is fine, but I still wish there was a simple paper instruction, sometimes I suddenly forget how to use it. |
| **Q4、Did you enjoy using AR?**  A: Well, I do think it's interesting, it's more fun than just looking at the exhibition. |
| **Q5、Was this AR easy to use?**  A: I don't think it's difficult, after all, it doesn't need too many complicated operations, just use the voice control. |
| **Q6、Do you think this AR was useful for you?**  A: It was useful, it made the exhibition less boring for me, sometimes you can't have the patience to watch the exhibition, it was interesting to have such animations but I think there was less content, it would have been better if there was more. |
| **Q7、Will you use similar techniques in other museums in the future?**  A: Yes. |
| **Q8、Were you satisfied with the AR experience overall?**  A: It is generally satisfactory. |

# NO.6 M1.8.3

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
|  |
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| **Interview time：** 2022.1.8  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18□ 19-29□ 30-39 40-49□ 50-59□ ≥60□ |
| **Gender：**Female□ Male Third Gender□ |
| **Code：**M1.8.3 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: Visual? The AR is still good, I think the graphics look quite beautiful and the animation is quite good. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: I haven't used anything like this in my life, but I quite like this way of looking at the world, it's an informative way of saying that this technology can integrate information with the living environment, which gives the museum a modern and technological feel. |
| **Q3、Did you find it easy to access and use AR in this museum? Do you find it facilitated to get and use AR in this museum**  A: I saw this advertisement on the museum's WeChat public number, and I still wanted to experience it today when I saw the actual site, but I think the price is quite expensive, 50 yuan feels too expensive, but I just went to experience it with the feeling of trying to see it. |
| **Q4、Did you enjoy using AR?**  A: It's not bad if you enjoy it, after all, you've spent the money, but there's always a psychological gap between the price and the effect the glasses can have.  Q: Can you tell me more about it?  A: The device and the technology are new, but the content is just animation, but the way you watch it has changed. I wish there was something beyond just watching the video, like it would be more interesting if it could talk to me, and I don't think that's a difficult technology to implement, just like Siri. |
| **Q5、Was this AR easy to use?**  A: This is not difficult to use. |
| **Q6、Do you think this AR was useful for you?**  A: It will make me more impressed with some of the exhibits, and it's still useful from that point of view. |
| **Q7、Will you use similar techniques in other museums in the future?**  A: Yes. |
| **Q8、Were you satisfied with the AR experience overall?**  A: It's not bad, after all, it's new equipment and new technology, so I think it's a new experience. |

# NO.7 F1.8.4

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| **Interview time：** 2022.1.8  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18□ 19-29 30-39□ 40-49□ 50-59□ ≥60□ |
| **Gender：**Female Male□ Third Gender□ |
| **Code：**F1.8.4 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: Well, it's nice. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: It's okay for me, it's something relatively new, I've had less exposure to it in my life, but these types of technologies should all be similar, it's all about bringing the virtual into reality, it's quite interesting. |
| **Q3、Did you find it easy to access and use AR in this museum?**  I think it's quite easy, just scan the QR code at the front desk and rent it. |
| **Q4、Did you enjoy using AR?**  A: The whole thing is still quite enjoyable, but it's not comfortable to wear because I have to wear two glasses and it feels too heavy and I have to adjust it sometimes. But when the playback starts, it's still suddenly a refreshing feeling, but the heaviness still makes me uncomfortable at the back, and I sometimes take it off to rest a bit. Having said that, I feel that the field of vision of these glasses is also not very good and my eyes need to adjust when I take them off. |
| **Q5、Was this AR easy to use?**  A: It's easy to use, it's just that the sensitivity of the video activation and voice recognition is not as good as I thought it would be, and I think that affects the experience, and yes, apart from being heavier this is not very good. |
| **Q6、Do you think this AR was useful for you?**  A: It helped, mainly to add some entertainment to the trip, I guess. Also some of the details I didn't care much about, like the lines on top of that jade axe, it separates the design from the top and it feels very vivid, which makes it interesting to me and I will look at it more closely, it's really hard to notice these details, so I think it still helps me to see the exhibition. |
| **Q7、Will you use similar techniques in other museums in the future?**  A: Yes, but I wish they had improved it to be more comfortable later on, especially for people like us who wear glasses it would have been nice to be more accommodating, or to have the option of using a phone not necessarily glasses.  Follow-up question: Would it be better to use a mobile phone?  A: It would be better for those of us who wear glasses if we could use our mobile phones. |
| **Q8、Were you satisfied with the AR experience overall?**  A: Overall I'm still happy with them, they are very original. I think the glasses are not too comfortable to wear, but they feel cool to wear and feel like a robot. |

# NO.8 F1.8.5

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| **Interview time：** 2022.1.8  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18□ 19-29 30-39□ 40-49□ 50-59□ ≥60□ |
| **Gender：**Female Male□ Third Gender□ |
| **Code：**F1.8.5 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: I feel fine, it looks okay. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: I haven't used similar technology in my life, but I think it's great to use it in a museum, and I can accommodate this way of seeing the exhibition. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: I think it's fine, I initially wanted to borrow the guide and saw that there was a rental counter here, I was rather curious about what these glasses would be like and was keen to try them out. |
| **Q4、Did you enjoy using AR?**  A: I wear nearsighted glasses which makes me less comfortable to wear (AR glasses) and I don't think the glasses consider the experience of those of us who wear nearsighted glasses. |
| **Q5、Was this AR easy to use?**  A: Easy, they have taught how to use it, but at first it is not very coordinated, you will suddenly forget what command control, use it to get used to it. |
| **Q6、Do you think this AR was useful for you?**  A: Do you mean useful? I think it helps a bit, I can get information about the exhibition just by watching the animation, it's quicker than reading the text and looking at the pictures. |
| **Q7、Will you use similar techniques in other museums in the future?**  A: I guess it will go to use. |
| **Q8、Were you satisfied with the AR experience overall?**  A: Well, basically, I'm still satisfied. |

# NO.9 M1.9.1

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| Hello! Thank you very much for participating in this interview, which is intended to understand your acceptance and intention to use Augmented Reality in the Liangzhu Museum in order to further improve our services.  Your personal information will be kept confidential and all data will be used only for the purpose of this study. We will comply with the Statistical Act and the Civil Code in relation to statistical surveys and the protection of personal privacy. If you agree to take this survey, we will continue with this interview. |
| **Interview time：** 2022.1.9  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18□ 19-29□ 30-39□ 40-49 50-59□ ≥60□ |
| **Gender：**Female□ Male Third Gender□ |
| **Code：**M1.9.1 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: Do you mean how visually appealing the animation of the AR is? I thought it was quite nice, the graphics were quite polished, especially the opening animation, that one did look a bit stunning. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: It's hard to imagine. Because I haven't been exposed to too much technology like that now, I'm going to try it out here today on faith.  Q: Do you think these technologies are going to have a positive meaning in life later?  A: If it's useful in life maybe for identifying objects? It's nice to think that you can recognize objects with glasses, so you don't have to worry about not recognizing things. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: Yes. |
| **Q4、Did you enjoy using AR?**  A: Well, it's quite interesting and I think it works quite well. |
| **Q5、Was this AR easy to use?**  A: The language controls I think make this AR a little easier to use and less stressful to use. |
| **Q6、Do you think this AR was useful for you?**  A: Well, it works! Especially for stating things that I find hard to imagine, like the construction of that well, the representation in AR is very visual. |
| **Q7、Will you use similar techniques in other museums in the future?**  A: Well, I should use it. |
| **Q8、Were you satisfied with the AR experience overall?**  A: The experience is still OK. |

# NO.10 M7.6.1

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| Hello! Thank you very much for participating in this interview, which is intended to understand your acceptance and intention to use Augmented Reality in the Liangzhu Museum in order to further improve our services.  Your personal information will be kept confidential and all data will be used only for the purpose of this study. We will comply with the Statistical Act and the Civil Code in relation to statistical surveys and the protection of personal privacy. If you agree to take this survey, we will continue with this interview. |
| **Interview time：** 2022.7.6  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18□ 19-29 30-39□ 40-49□ 50-59□ ≥60□ |
| **Gender：**Female□ Male Third Gender□ |
| **Code：**M7.6.1 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: The visuals are quite vivid. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: It depends on what the technology is used for, as a game or entertainment I think it's a good technology.  Q: Do you have a positive attitude towards this technology?  A: I am positive, after all, times are moving on. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: I don't find it less convenient. |
| **Q4、Did you enjoy using AR?**  A: Well, it's still good. |
| **Q5、Was this AR easy to use?**  A: It's okay, not too difficult. |
| **Q6、Do you think this AR was useful for you?**  A: It's useful, I think it makes my journey a bit easier and adds some fun. |
| **Q7、Will you use similar techniques in other museums in the future?**  A: I would consider using it, provided it was a little cheaper, $50 is too much and I might be reluctant to rent it if my friend wasn't with me. |
| **Q8、Were you satisfied with the AR experience overall?**  A: It's okay, just too expensive.  Follow-up question: And how much do you think would be appropriate?  A: 20 or 30 RMB I think, 50 is a bit expensive. |

# NO.11 F7.6.2

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| Hello! Thank you very much for participating in this interview, which is intended to understand your acceptance and intention to use Augmented Reality in the Liangzhu Museum in order to further improve our services.  Your personal information will be kept confidential and all data will be used only for the purpose of this study. We will comply with the Statistical Act and the Civil Code in relation to statistical surveys and the protection of personal privacy.If you agree to take this survey, we will continue with this interview. |
| **Interview time：** 2022.7.6  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18□ 19-29 30-39□ 40-49□ 50-59□ ≥60□ |
| **Gender：**Female Male□ Third Gender□ |
| **Code：**F7.6.2 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: Well, it's quite nice, I think it's quite good. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: I accept it, I don't think I have a problem with it, and yes, I think it's quite cool if there is this AR in my life. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: I didn't find it particularly troublesome, except that carrying that battery was a bit heavy and I had to put it in my satchel. |
| **Q4、Did you enjoy using AR?**  I've seen AR glasses in other museums before, like the Terracotta Warriors in Xi'an, and I was using my phone at the time, so I wanted to try out AR glasses too, and overall I think AR glasses are more convenient than phones. But I wish the glasses were a bit more minimalist, the current ones are a bit chunky and look like a special device with people staring at me. |
| **Q5、Was this AR easy to use?**  A: It's not difficult, the voice control is relatively simple, but I would like to complain about the stability of this, it will always be unresponsive and I have to reboot several times, I think the device is not mature enough, this I hope to improve. |
| **Q6、Do you think this AR was useful for you?**  A: Useful and impressive. For example, that rice fossil, if I didn't see it through AR, I might have overlooked its existence, AR will show you its details and relevant information, but the AR content I think is still a bit too little, abrupt feeling, looking a bit unfinished. |
| **Q7、Will you use similar techniques in other museums in the future?**  A: Yes, I will, and I should go back to use it, but only if it's an exhibition that interests me. |
| **Q8、Were you satisfied with the AR experience overall?**  A: I am very satisfied with it. |

# NO.12 F7.8.1

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| Hello! Thank you very much for participating in this interview, which is intended to understand your acceptance and intention to use Augmented Reality in the Liangzhu Museum in order to further improve our services.  Your personal information will be kept confidential and all data will be used only for the purpose of this study. We will comply with the Statistical Act and the Civil Code in relation to statistical surveys and the protection of personal privacy.If you agree to take this survey, we will continue with this interview. |
| **Interview time：** 2022.7.8  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18□ 19-29 30-39□ 40-49□ 50-59□ ≥60□ |
| **Gender：**Female Male□ Third Gender□ |
| **Code：**F7.8.1 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: It was okay, the picture was quite vivid and lively, but it was too small, probably because I was wearing glasses, (AR glasses) looked a bit small when they were too far away from me.  Q: Did you say that the lenses of the AR glasses were far away from you?  A: Yes, that's what I mean, because I'm wearing glasses, I guess. I might consider wearing contact lenses next time. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: It's good, it's very new technology, I think this technology is more and more in the future, I have used VR headset, also wear on the head, but that is purely virtual, and this still feels different, this is more closely connected with our real world. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: I don't think there is anything wrong with simply registering, the attendant I think speaks too fast and with the hall being so noisy it is a bit hard to hear, but by and large it is quite simple and the voice control is easy to use.  Q: How about in terms of getting this equipment?  A: It was fine, the counter was still very visible by the entrance and I was curious about these glasses, I hadn't seen this in other museums and I was fascinated by this. |
| **Q4、Did you enjoy using AR?**  A: I think it's still quite interesting. Why do you say that? I think this makes the museum feel less boring all of a sudden. |
| **Q5、Was this AR easy to use?**  A: It's easy to use, but finding artefacts that can be scanned can be a bit of a struggle, and I'd like to see this improved. On the other hand I find I have to take my glasses off sometimes because it's not so clear when looking at other exhibits and this is also time consuming. |
| **Q6、Do you think this AR was useful for you?**  A: I think it's useful, it will make me discover details that I might have missed when looking at the exhibition myself. Also, the expression is very original and I think I will be attracted to this way, so I think I took this exhibition very seriously. |
| **Q7、Will you use similar techniques in other museums in the future?**  A: I think I will go and use it, I often go to museums, with my friends or family, and I would recommend them to try it too, because this is novel. But I wouldn't recommend this AR glasses for people who wear glasses, it would take away from the experience. |
| **Q8、Were you satisfied with the AR experience overall?**  A: Satisfactory, the experience might be better if you don't wear glasses per se, I guess. |

# NO.13 M7.10.1

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| Hello! Thank you very much for participating in this interview, which is intended to understand your acceptance and intention to use Augmented Reality in the Liangzhu Museum in order to further improve our services.  Your personal information will be kept confidential and all data will be used only for the purpose of this study. We will comply with the Statistical Act and the Civil Code in relation to statistical surveys and the protection of personal privacy.If you agree to take this survey, we will continue with this interview. |
| **Interview time：** 2022.7.10  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18□ 19-29□ 30-39 40-49□ 50-59□ ≥60□ |
| **Gender：**Female□ Male Third Gender□ |
| **Code：**M7.10.1 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: The clarity is good, the animation looks fine and professionally produced, and the 3d effects are quite good, with the music and monologues, and the old artifacts mixed in with the scene have a good immersion. I remember the remains of a young woman whose story I would have liked to know, but there was less of it, which I felt was a shame. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: I would use it, I would love to get a VR to play games at home, like Ready Player One, I think we should have less of these in our future lives. I played a shooting VR game once in Wanda (mall) and I found it very interesting, this has a stronger sense of engagement than just mobile games or computer games, that is, you can feel that you belong to this virtual world's, albeit briefly, but decompression. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: I don't feel there is anything inconvenient about it. You can just rent them at the counter and I think it's quite convenient. I noticed the row of glasses at the counter, and to be honest I didn't expect to find such a rental service in a museum before I came, but the price is a bit high I think, after all, the content is still a bit on the low side and there is no more interaction, like I said, the story is a bit thin, if there was more content it would be worth the money. |
| **Q4、Did you enjoy using AR?**  A: I can't say I enjoyed it, it felt like a high-tech experience. And let's not talk about how it felt, but wearing the glasses made me feel like a techie. But sometimes I get so engrossed in the exhibition that I sometimes forget myself and ignore the people around me, maybe because the glasses are so well sealed, I focus on the animation and I bump into people. |
| **Q5、Was this AR easy to use?**  A: I don't think it's difficult, it's quite easy, especially the voice control, this is good, it frees up your hands. |
| **Q6、Do you think this AR was useful for you?**  A: It's useful, I think it's quite useful. This way of seeing the exhibition is unique and interesting, and this way makes me more impressed with many of the exhibits. |
| **7Q、Will you use similar techniques in other museums in the future?**  A: Yes, I would like other museums to offer this, but I would also like to see a more affordable price. I would also like to see more content options, probably because I like history-themed museums, and I would like to see more, so I would like to have a "read more" option. |
| **Q8、Were you satisfied with the AR experience overall?**  A: Satisfied, I am more than satisfied, I feel that this is a melding of modern technology with ancient artefacts, and this feeling of travelling through the world is amazing. However, I hope that this is not purely an animation of information from previous exhibitions, I think it should take advantage of this technology to its greatest advantage, such as a greater amount of information. |

# NO.14 F7.10.2

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| Hello! Thank you very much for participating in this interview, which is intended to understand your acceptance and intention to use Augmented Reality in the Liangzhu Museum in order to further improve our services.  Your personal information will be kept confidential and all data will be used only for the purpose of this study. We will comply with the Statistical Act and the Civil Code in relation to statistical surveys and the protection of personal privacy.If you agree to take this survey, we will continue with this interview. |
| **Interview time：** 2022.7.10  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18□ 19-29 30-39□ 40-49□ 50-59□ ≥60□ |
| **Gender：**Female Male□ Third Gender□ |
| **Code：**F7.10.2 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: The visual effect is quite good, quite nice. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: I don't think it's okay if we're talking about using it in life, I'm not averse to using these technologies, the point is what can they be used for in life? I can't think of a use for them at the moment other than gaming. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: Well, it's very convenient. |
| **Q4、Did you enjoy using AR?**  A: It's not bad, I think I'm still not too comfortable wearing them, maybe because I'm wearing two glasses, they pinch my face a bit, maybe I'm not used to them. Also, the headphones are open and I feel like I have to turn them up to cover the noise, but I'm also afraid that people will hear me. |
| **Q5、Was this AR easy to use?**  A: Nothing difficult. |
| **Q6、Do you think this AR was useful for you?**  A: It's better to say it's useful than to make seeing the exhibits a little bit special, I guess, which makes the museum more playable. But I think the focus of a museum is still on the exhibits, on the exhibitions, and this kind of technology is an aid, it can't replace the actual exhibits in a museum, and that's where the real value of a museum lies. |
| **7Q、Will you use similar techniques in other museums in the future?**  A: It depends, probably. |
| **Q8、Were you satisfied with the AR experience overall?**  A: Well, satisfied. |

# NO.15 M7.15.1

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| Hello! Thank you very much for participating in this interview, which is intended to understand your acceptance and intention to use Augmented Reality in the Liangzhu Museum in order to further improve our services.  Your personal information will be kept confidential and all data will be used only for the purpose of this study. We will comply with the Statistical Act and the Civil Code in relation to statistical surveys and the protection of personal privacy.If you agree to take this survey, we will continue with this interview. |
| **Interview time：** 2022.7.15  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18 19-29□ 30-39□ 40-49□ 50-59□ ≥60□ |
| **Gender：**Female□ Male Third Gender□ |
| **Code：**M7.15.1 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: Visual? If we are talking about the visual effects, I think the animation is still a bit too raw and the voice is too official and formal, but the 3d effect is still quite realistic, and that light effect opening animation in there is quite a good performance, with that music a bit shocking. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: Yes. The technology is quite new, we have heard of similar games before, but unfortunately we have never actually played them. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: It's quite easy. |
| **Q4、Did you enjoy using AR?**  A: It's okay, I haven't used AR before, but it's not as good as I thought it would be.  Q: Can you be more specific?  A: Firstly, the glasses are too heavy, they are not very comfortable on the bridge of the nose and the battery is a bit heavy. Secondly, the field of view of these glasses is rather small, I don't like this field of view very much, very small, and I feel that there is a problem in recognition, the activation animation is not very bright, the light blocker is clearer, but it will also affect my movement, if not put down a bit unclear, in short, a bit of a dilemma. Finally, I feel that the activation of the AR screen is a bit delayed or unresponsive, which also affects me. |
| **Q5、Was this AR easy to use?**  A: Nothing difficult I think, easy language commands. |
| **Q6、Do you think this AR was useful for you?**  A: I think it is useful, if it wasn't for the glasses I probably wouldn't have looked so closely, and the AR glasses would have evoked a desire to look closely at the exhibits and I would have played them over and over again and would have looked more closely. |
| **7Q、Will you use similar techniques in other museums in the future?**  A: Yes, I should use it in the future, if I see this in other museums. |
| **Q8、Were you satisfied with the AR experience overall?**  A: It's OK, I feel fine. |

# NO.16 F7.15.2

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| Hello! Thank you very much for participating in this interview, which is intended to understand your acceptance and intention to use Augmented Reality in the Liangzhu Museum in order to further improve our services.  Your personal information will be kept confidential and all data will be used only for the purpose of this study. We will comply with the Statistical Act and the Civil Code in relation to statistical surveys and the protection of personal privacy.If you agree to take this survey, we will continue with this interview. |
| **Interview time：** 2022.7.15  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18 19-29□ 30-39□ 40-49□ 50-59□ ≥60□ |
| **Gender：**Female Male□ Third Gender□ |
| **Code：**F7.15.2 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: It's good, it looks good. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: I think I'm still OK, it's good to get a little familiar with this new stuff, mainly because it's rare to come into contact with it in normal life. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: There's nothing inconvenient about it, right? Just go straight to the counter, and it's fine if you have someone to guide you on how to use it. |
| **Q4、Did you enjoy using AR?**  A: Yes, a very novel experience, I've only seen similar ones online and on TV before, using it myself just doesn't feel quite the same, especially as the animation works better than expected. |
| **Q5、Was this AR easy to use?**  A: Nothing difficult, it's just that sometimes the things you want to recognize don't always activate the animation and you need to try a few more times. |
| **Q6、Do you think this AR was useful for you?**  A: It's useful, it's much more interesting to watch AR animation than just looking at the exhibits, it gives me a sense of freshness. |
| **7Q、Will you use similar techniques in other museums in the future?**  A: Yes, I would use |
| **Q8、Were you satisfied with the AR experience overall?**  A: Very satisfied. |

# NO.17 F7.23.1

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| Hello! Thank you very much for participating in this interview, which is intended to understand your acceptance and intention to use Augmented Reality in the Liangzhu Museum in order to further improve our services.  Your personal information will be kept confidential and all data will be used only for the purpose of this study. We will comply with the Statistical Act and the Civil Code in relation to statistical surveys and the protection of personal privacy.If you agree to take this survey, we will continue with this interview. |
| **Interview time：** 2022.7.23  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18 19-29□ 30-39□ 40-49□ 50-59□ ≥60□ |
| **Gender：**Female Male□ Third Gender□ |
| **Code：**F7.23.1 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: I feel OK, but a bit too closed.  Q: Closed?  A: Yes, it just feels like the field of view with swimming glasses on and I have my nearsighted glasses, which makes the field of view even narrower and a bit darker. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: In life? It's hard for me to imagine how to use it in life yet. It might make life a bit more interesting if it's like identifying objects in a museum. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: Well, I think it's more convenient and easy to get started. |
| **Q4、Did you enjoy using AR?**  A: It's not bad, it doesn't feel very comfortable with two pairs of glasses on, it's a bit more of a burden on the face. And the playback occasionally fails, I don't know what it is, but it will make me give up on the recognition, but after a while over it recognizes it successfully again, a bit weird. |
| **Q5、Was this AR easy to use?**  A: Nothing difficult, right? You can control it with your voice. |
| **Q6、Do you think this AR was useful for you?**  A: It's still useful, this technique makes the exhibitions more lively, I quite like it. |
| **7Q、Will you use similar techniques in other museums in the future?**  A: It will, I guess, but I wish the AR glasses were better for people with nearsighted glasses, like it's a bit bigger, don't they have those goggles that go over the top of nearsighted glasses? Maybe it would get heavier though. |
| **Q8、Were you satisfied with the AR experience overall?**  A: Well, it's okay, I probably don't like wearing two glasses like that, like I said earlier, it takes away from my experience. |

# NO.18 F7.23.2

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| **Purpose：**  To understand visitors’ acceptance of Augmented Reality technology in Liangzhu Museum. |
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| Hello! Thank you very much for participating in this interview, which is intended to understand your acceptance and intention to use Augmented Reality in the Liangzhu Museum in order to further improve our services.  Your personal information will be kept confidential and all data will be used only for the purpose of this study. We will comply with the Statistical Act and the Civil Code in relation to statistical surveys and the protection of personal privacy.If you agree to take this survey, we will continue with this interview. |
| **Interview time：** 2022.7.23  **Interview locations：**Liangzhu Museum |
| **Recorder：**Jia Li |
| **Age：**≤18□ 19-29 30-39□ 40-49□ 50-59□ ≥60□ |
| **Gender：**Female Male□ Third Gender□ |
| **Code：**F7.23.2 |
| **Questions and Answers** |
| **Q1、Do you think AR is visually beautiful?**  A: I feel the visuals are still pretty good, very sporty and quite nice. |
| **Q2、Is it easy for you to embrace the latest digital technology like AR in your life?**  A: It's okay, I'm not averse to these technologies. I did use AR, it was all mobile apps, I saw it for the first time in a museum and it was AR glasses, I was more curious, what would be the effect of AR glasses, I was satisfied with the effect of using it, I didn't expect it to be this kind of animation, it gave me a new experience of the museum. |
| **Q3、Did you find it easy to access and use AR in this museum?**  A: Well, it's easy, just register and they will teach you how to use it, it's very simple, just use the language control, the commands are also very simple, simply teach it and you will know. |
| **Q4、Did you enjoy using AR?**  A: I thought it was okay, I felt the experience was interesting, I haven't used these high-tech glasses before, but it seemed like it was just animation and nothing more, which made it feel technologically advanced, but the thing that was playing was also animation, which was a little disappointing to me. |
| **Q5、Was this AR easy to use?**  A: It's easy, as I said earlier, they can teach you how to do it, it's not difficult to operate. |
| **Q6、Do you think this AR was useful for you?**  A: Well, it's useful, it more or less adds to the fun of watching the exhibition, and knowledge is always more interesting when it's shown in animation than static artefacts. Don't we all watch more videos these days? This one doesn't take long to play, it's similar to a short video. |
| **7Q、Will you use similar techniques in other museums in the future?**  A: I think I’ll; I feel like it might be the way forward for museums, but I'd like to see more of it in the future so it doesn't seem like a big deal. |
| **Q8、Were you satisfied with the AR experience overall?**  A: It's quite good, I think the experience is good. |