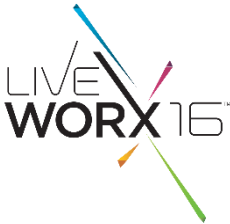


PLEASE DISCUSS WITH YOUR NEIGHBOR



Describe a meaningful AR Experience



What will make your AR Experience?



AUGMENTED REALITY: FIVE STEPS TO SUCCESS

Rusty Abernathy

Director, Global Services

Rob Brisman

Senior Director, Global Services

6/2/16

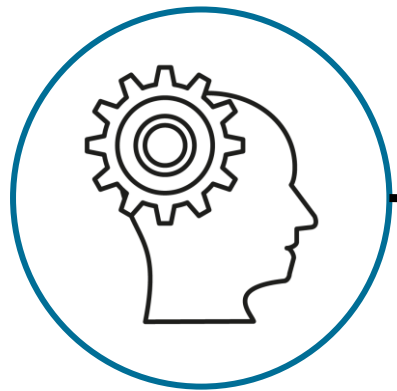
liveworx.com | #LIVEWORX



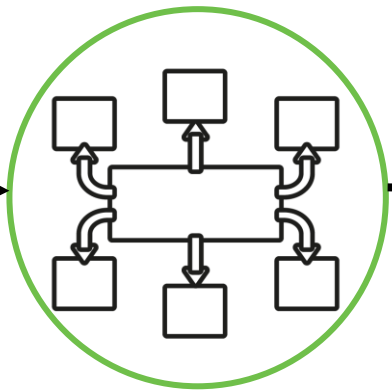
AGENDA

- Sequence to Creating Meaningful AR
- What Makes or Breaks an AR Experience
- Q & A

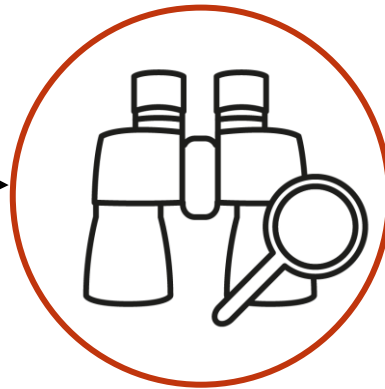
SEQUENCING CREATES MEANINGFUL AR EXPERIENCES



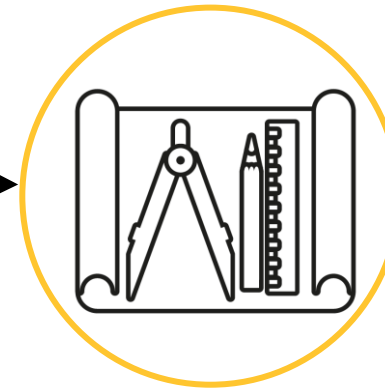
Answering Framing Questions



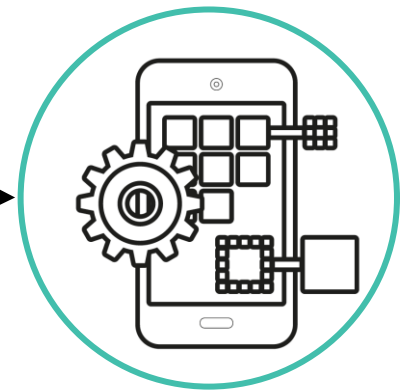
Storyboarding & Design



Gather Data



Mock-up



Application Styling

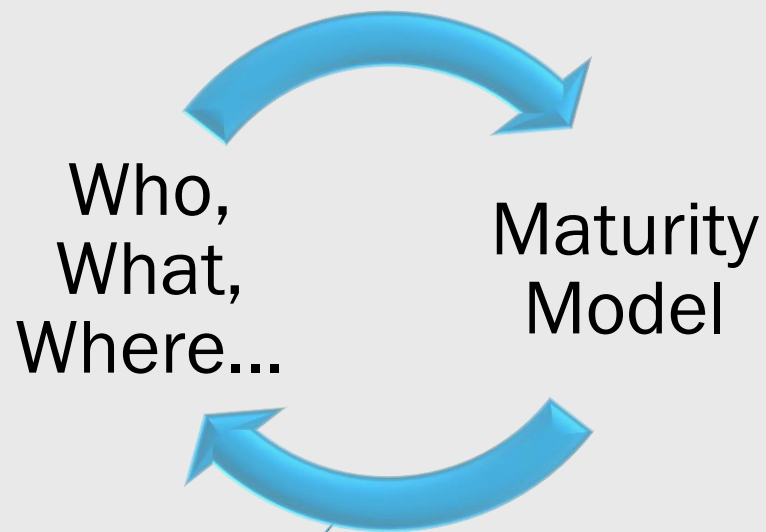


STEP #1 – ANSWER FRAMING QUESTIONS

Who,
What,
Where...

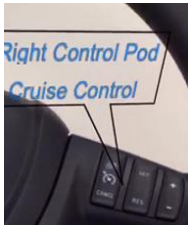
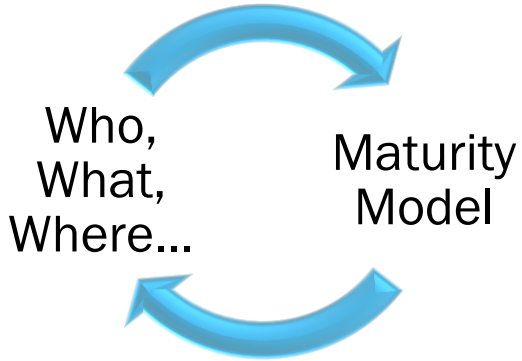
Maturity
Model





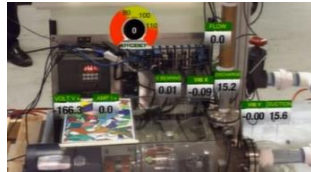
- “Who” is the target user?
- “Why” is this experience interesting and useful?
- “What” is the goal of the experience?
- “What” are the source data required for this experience?
- “How” will the user interact with the experience?
- “How” does the experience change after being used multiple times? (by the same user? Different users? Other factors?)
- “How” does the experience adapt itself in response to the user’s knowledge, background & experience?
- “Where” would someone be using the experience?

MATURITY MODEL



2D Overlay

Graphics and information overlaid on camera view



Sensor Overlay

Sensor data overlaid on camera view



3D CAD Standalone

3D Model is projected from ThingMark

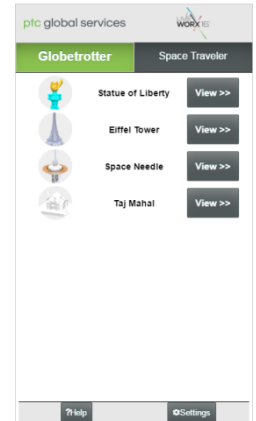


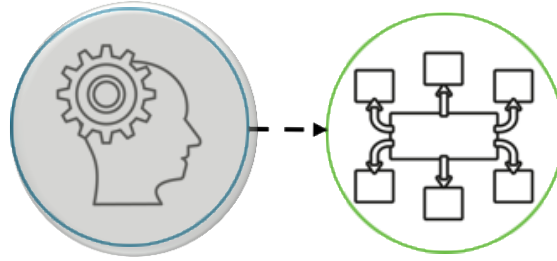
3D CAD Augmentation

3D Model augmentation interacting with physical part

Application

2D landing page links to AR view





STEP #2 – STORYBOARD & DESIGN

- Starting questions
- Create a storyboard
- Design considerations

STEP #2A – DETAILED QUESTIONS



What are the business needs for the experience(s)?

What type of experience?

What is role of the target user?

What is the experience level of the target user?

Are multiple experiences needed?

User Experience

STEP #2A – DETAILED QUESTIONS



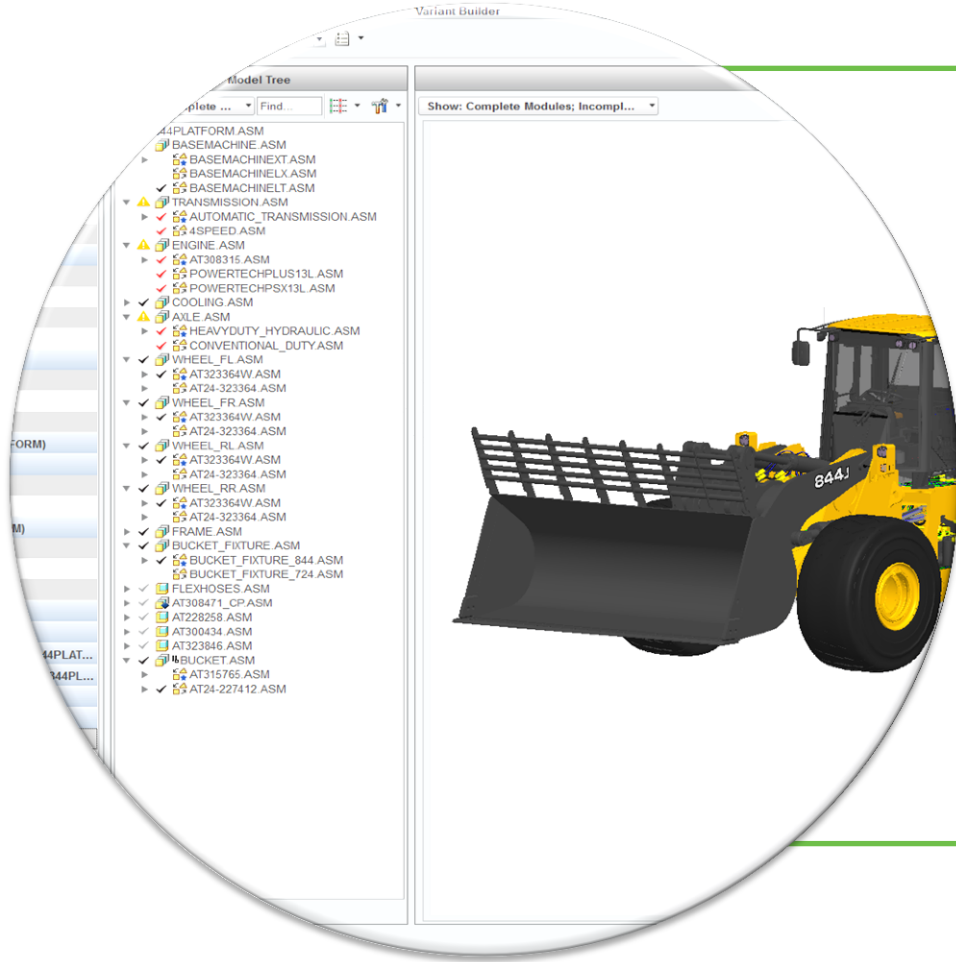
What device will target user be using?

What orientation will experience be used in?

Does experience need to be operated with one hand?

Device

STEP #2A – DETAILED QUESTIONS



Will experience need to display sensor data?

If CAD data, what program is the source?

Will a sequence need to be created?

Data

STEP #2A – DETAILED QUESTIONS



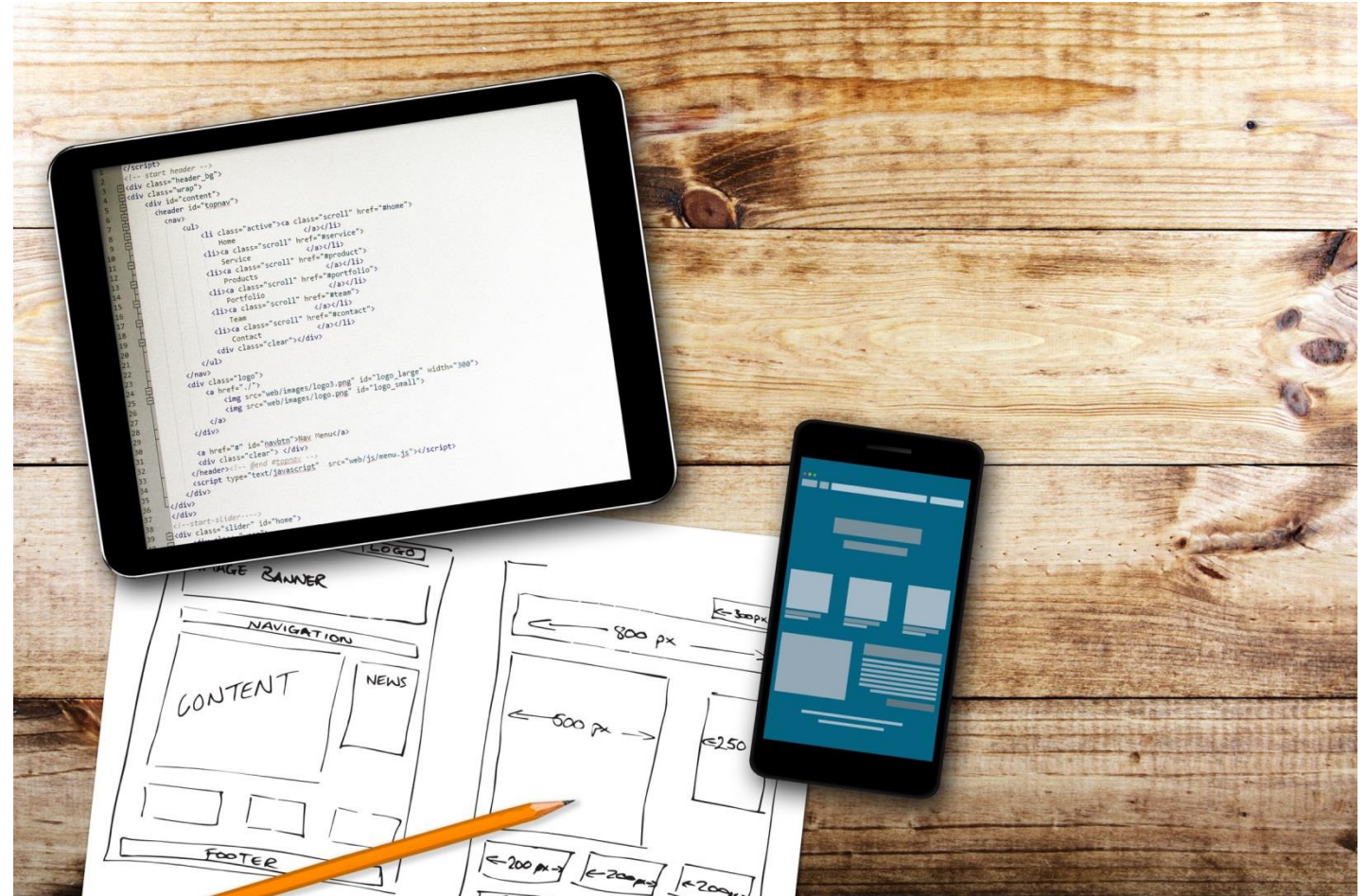
Will experience need to display text information?

What types of controls will be needed on experience?

AR Experience

STEP #2B – CREATE STORYBOARD

- Identify key “scenes”
- Identify any instructions to be displayed
- Identify all data sources



STEP #2B – STORYBOARD SAMPLE

User presses Play button

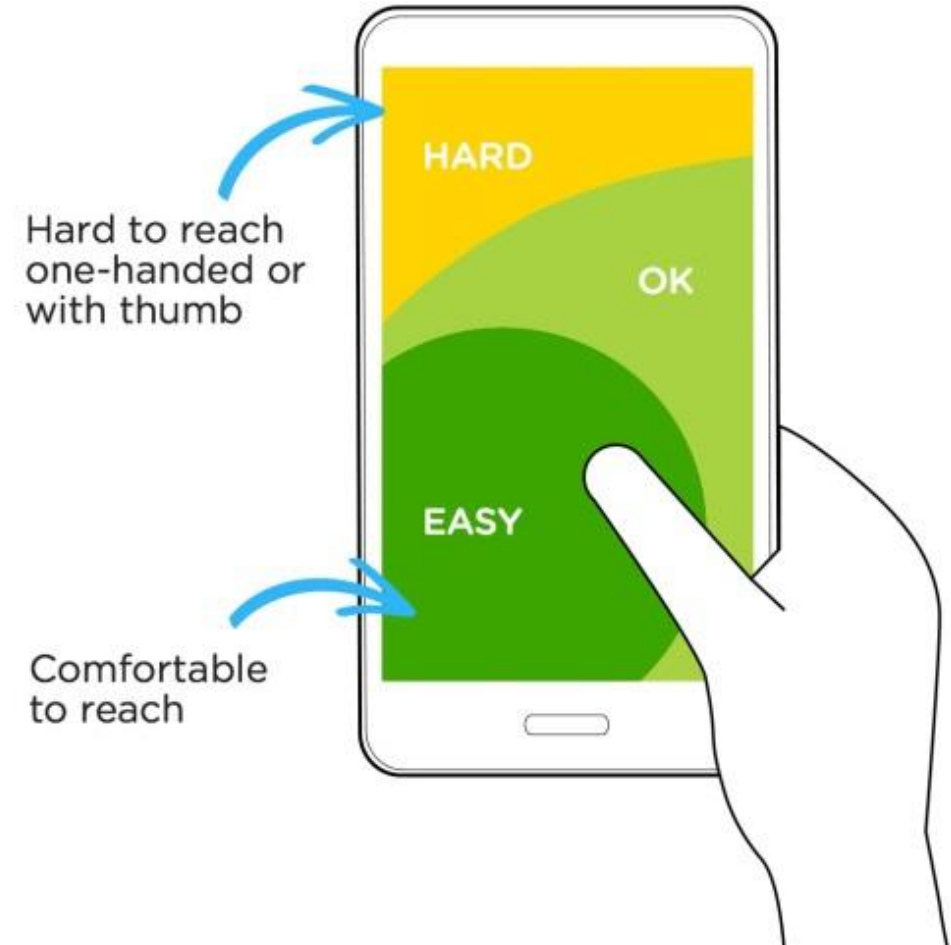
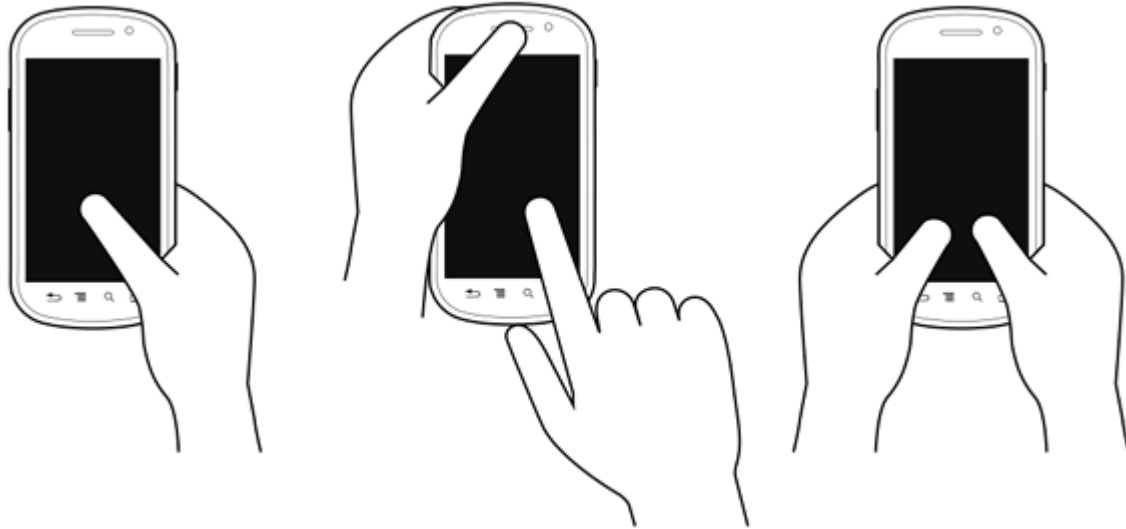
- Turn remote over
 - Enable Next and Previous buttons
 - Disable Play button



User presses Next button
(press next between each step)

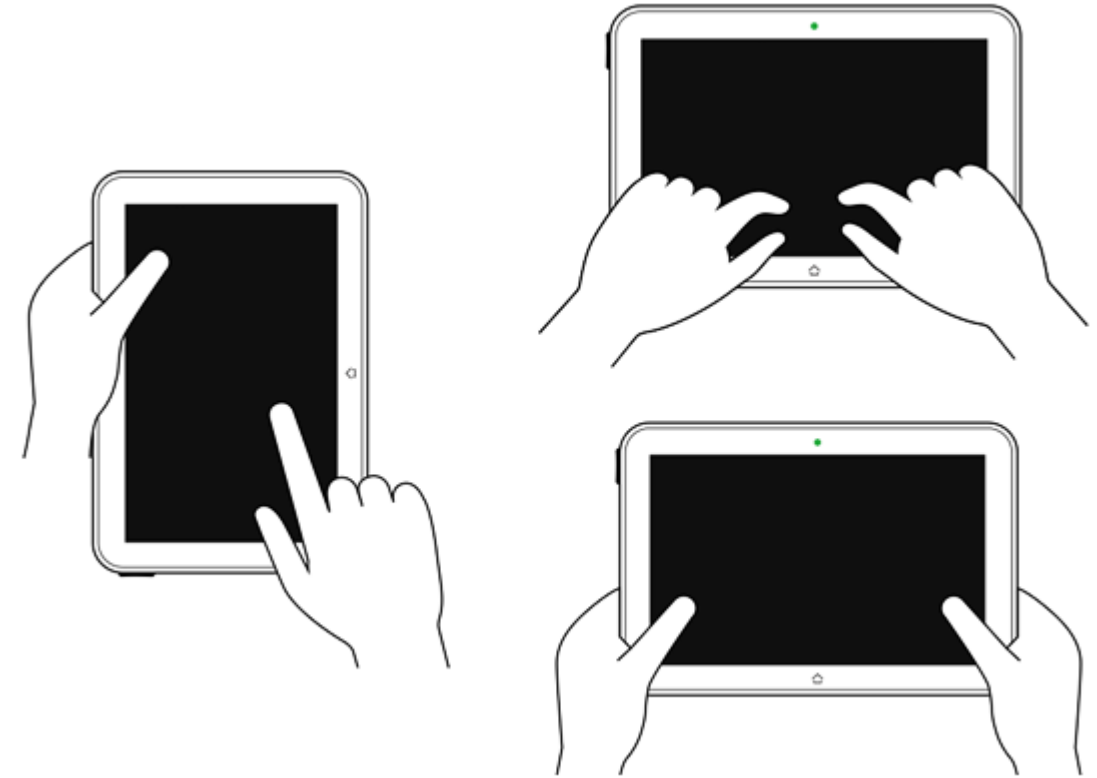
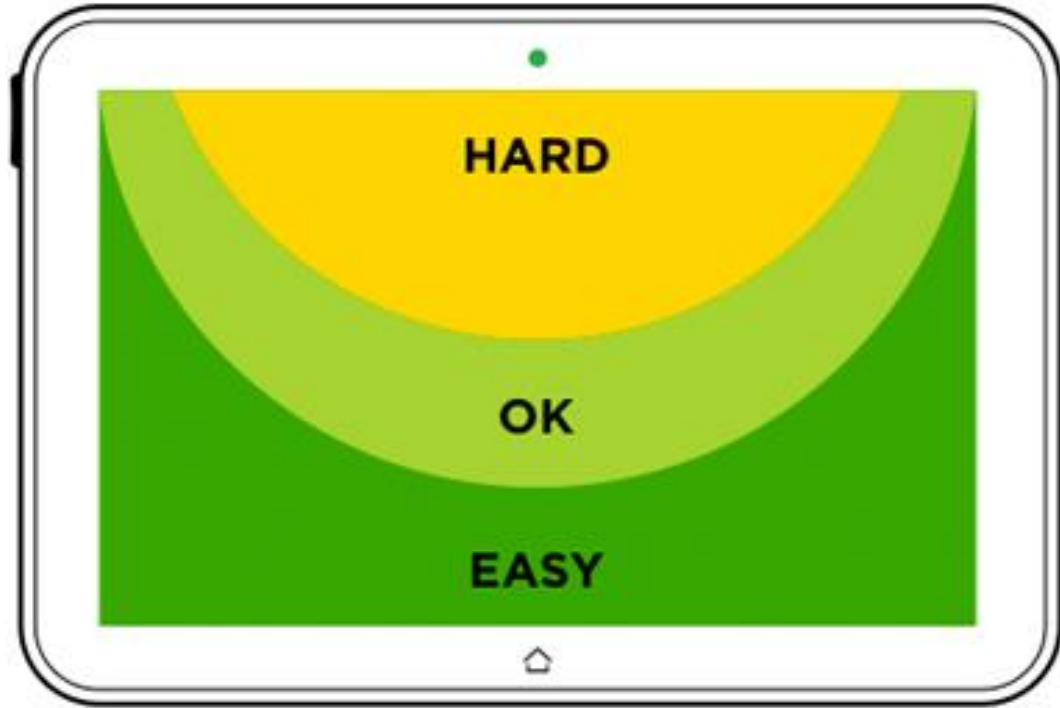
- Remove battery cover
- Remove one battery
- Remove other battery
- Replace first battery
- Replace second battery
- Replace battery cover
- Turn remote back over
 - Disable Next and Previous buttons

STEP #2C – DESIGN EASE OF USE



Source: LukeW Ideration and Design <http://www.lukew.com/ff/entry.asp?1649>
<http://www.lukew.com/ff/entry.asp?1927>

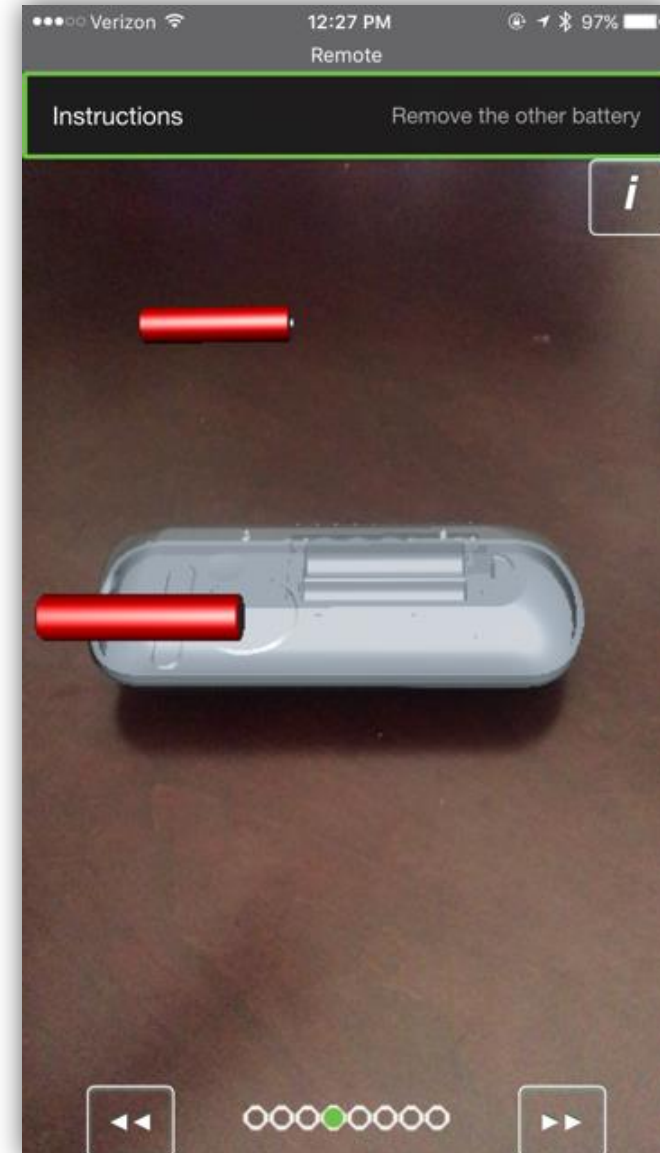
STEP #2C – DESIGN EASE OF USE



Source: LukeW Iteration and Design <http://www.lukew.com/ff/entry.asp?1649>
<http://www.lukew.com/ff/entry.asp?1927>

STEP #2C – “NO UI IS THE NEW UI”

- Make content the star
- Decide which actions are the most important
- Don't play hard to get
- Consider text part of the UI



STEP #2C – UI DESIGN GUIDE



- Keep user informed with good visuals
- Speak users' language
- Be consistent

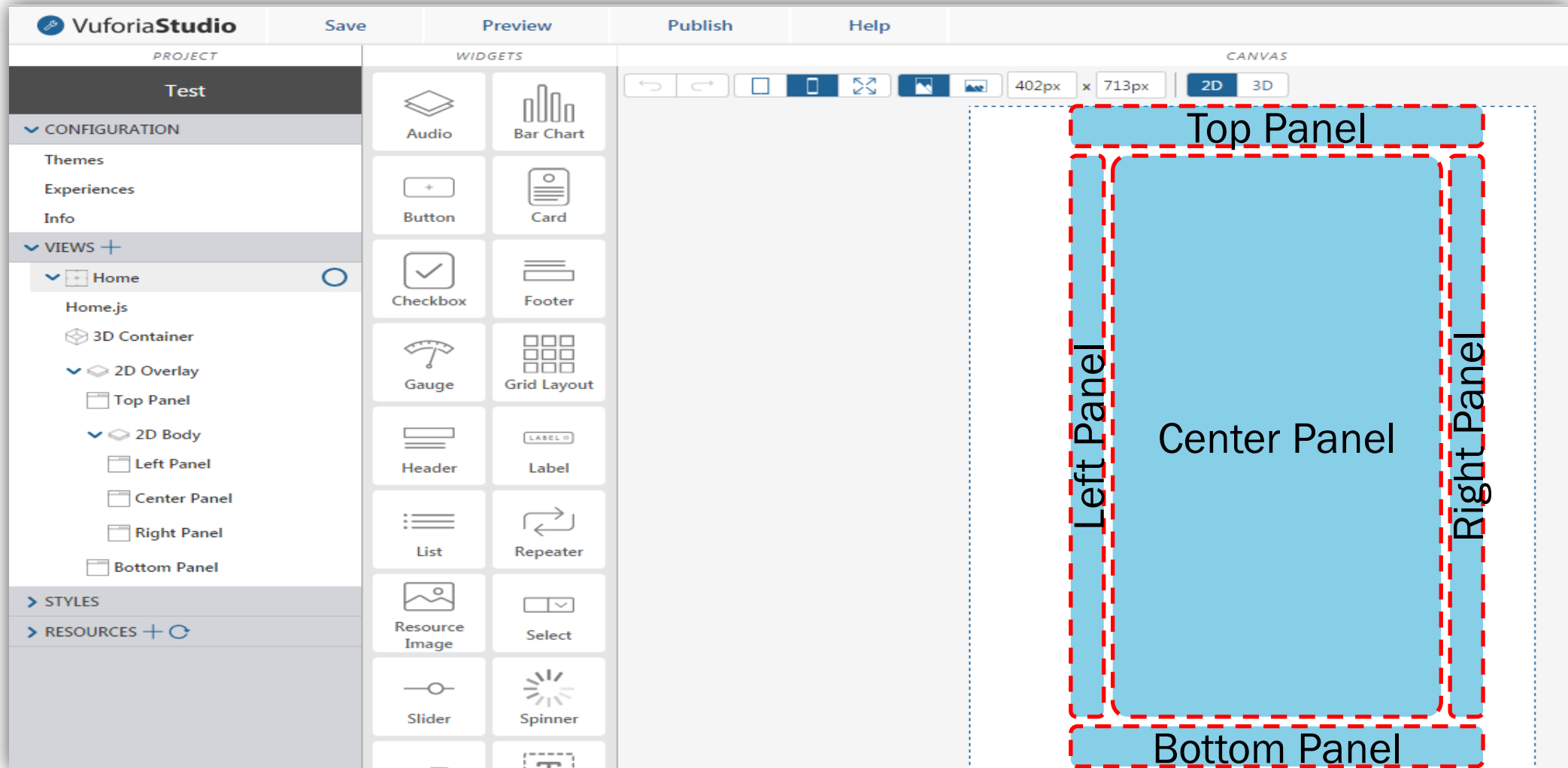


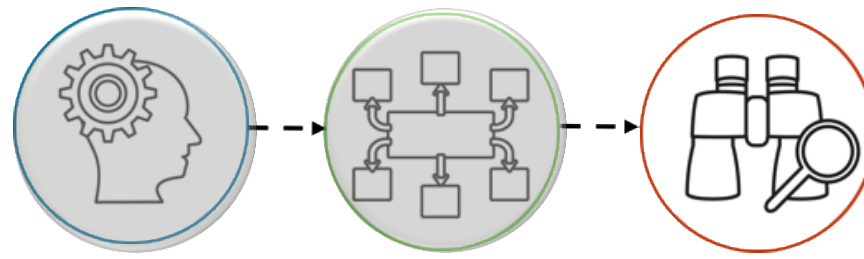
Information Display Toggles



Disassembly Sequence Play

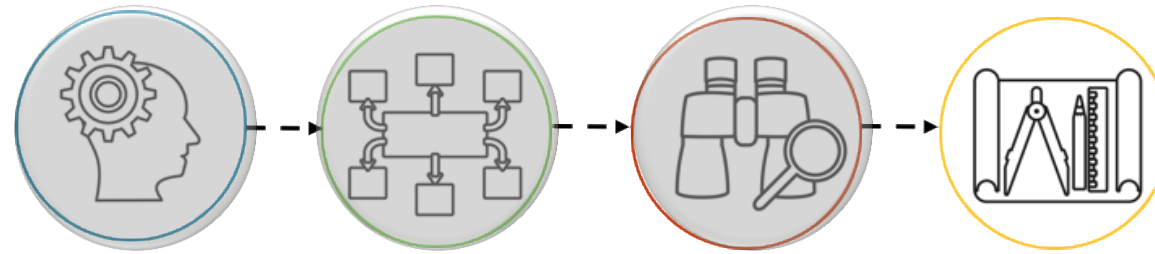
STEP #2C – VUFORIA STUDIO - 2D OVERLAY UI





STEP #3 – GATHER DATA

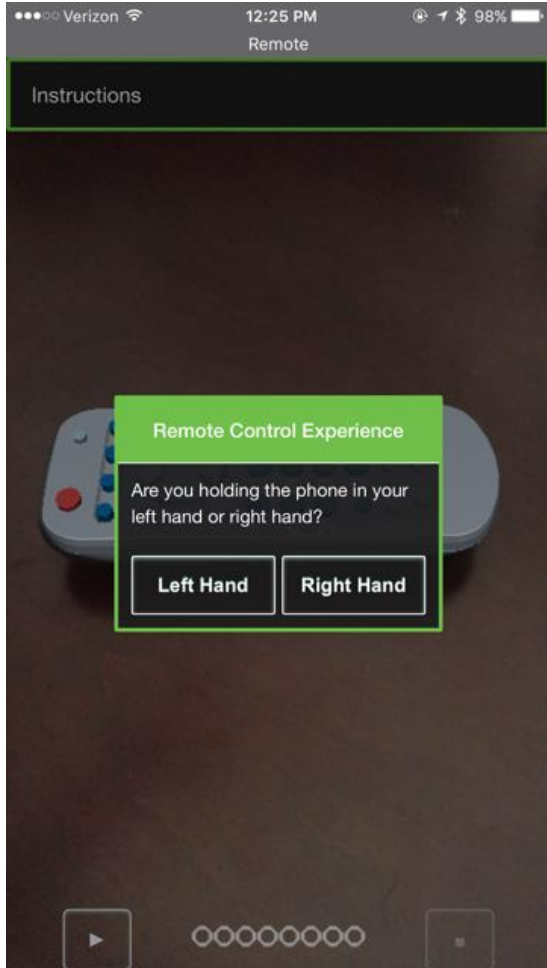
- Physical Object
- CAD Models
- Graphics
- Input Sources (sensors)



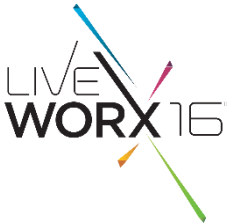
STEP #4 – MOCK-UP



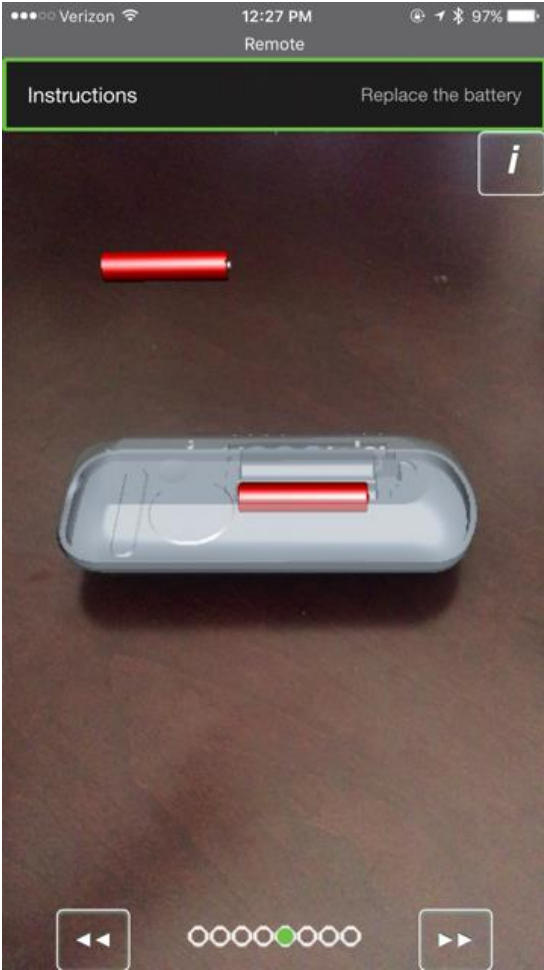
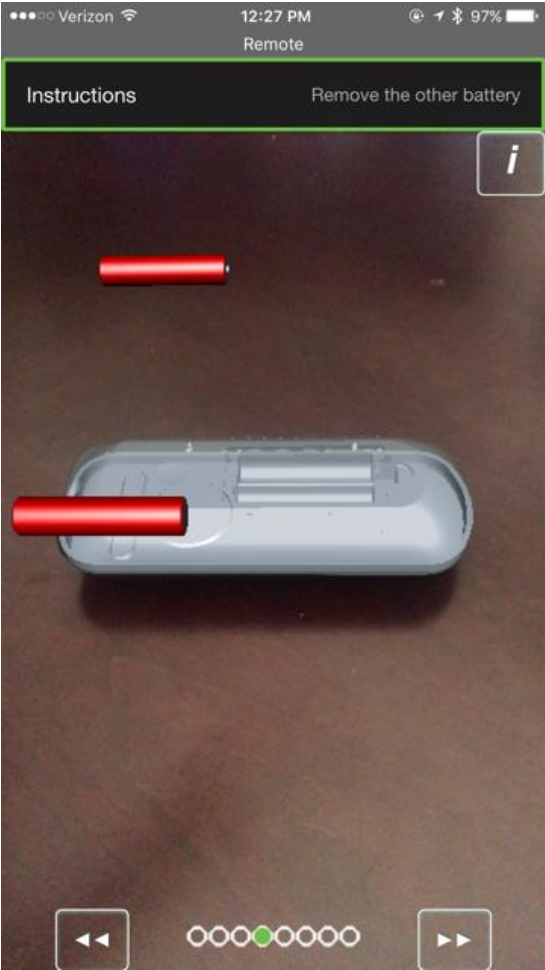
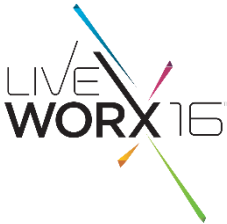
STEP #4 – SAMPLE MOCKUP



STEP #4 – SAMPLE MOCK-UP



STEP #4 – SAMPLE MOCK-UP



STEP #4 – SAMPLE MOCK-UP



STEP #5 – APPLICATION STYLING

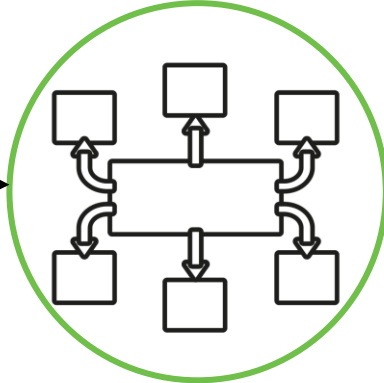


- Use Cascading Style Sheets (CSS) to improve the look and “feel”

REVIEW AR STEPS



Answering Framing Questions



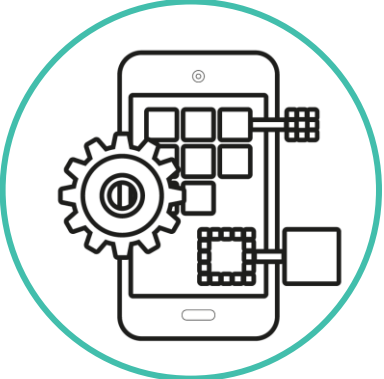
Storyboarding & Design



Gather Data



Mock-up

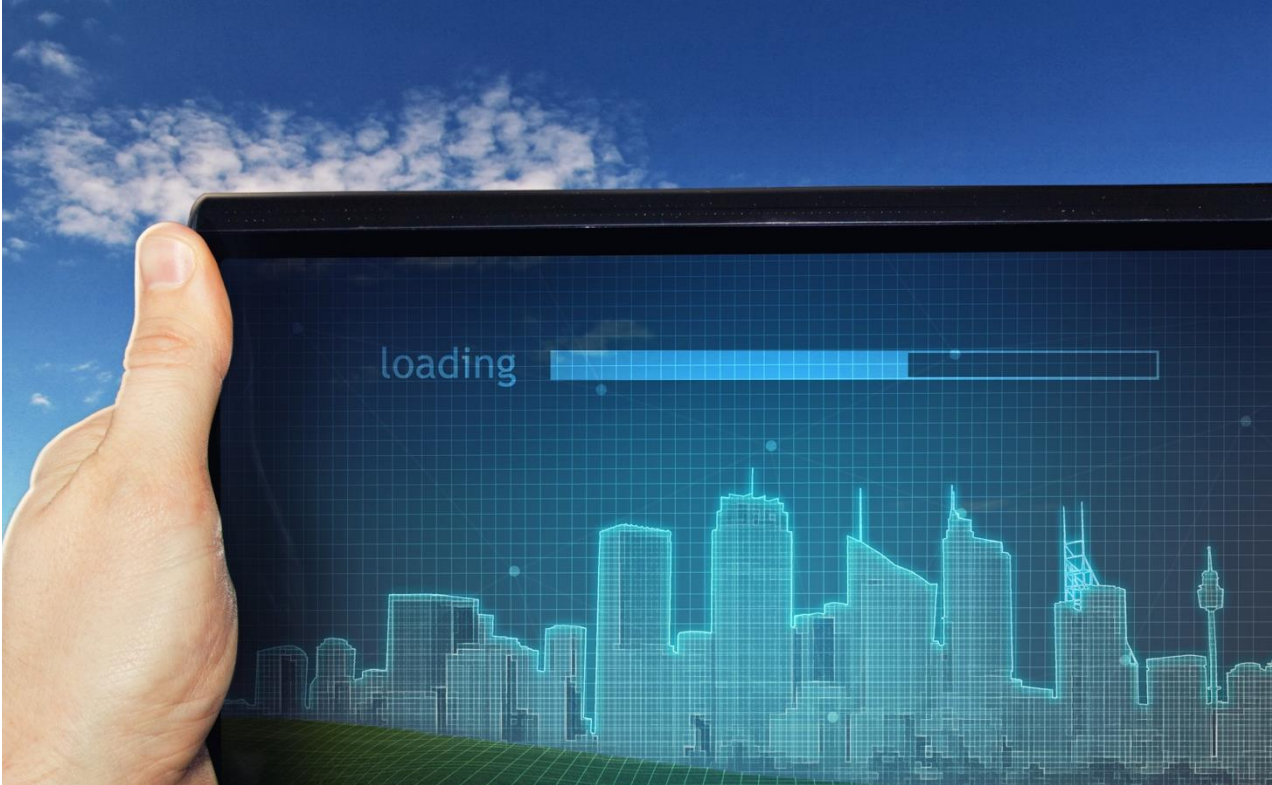


Application Styling

LET'S DISCUSS AGAIN...



Describe a meaningful AR Experience



What do you think will make or break your AR Experience?

QUESTIONS?



The image features several colorful geometric shapes, primarily triangles and lines, scattered across the white background. A large, multi-colored triangular shape is prominent on the right side, composed of various shades of blue, green, yellow, orange, and purple. Several thin, colored lines (blue, pink, green, orange) radiate from the center of the text area. The text 'LIVE WORX 16™' is the central focus, with 'LIVE' in a thin, outlined font and 'WORX 16™' in a bold, solid black font.

LIVE
WORX 16™

TAKE A FRESH LOOK AT THINGS

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