



# The Hunter-Holmes AR Experience

## PROJECT PLAN

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# GOALS

## Reach

To utilize Augmented Reality technology to create a historically accurate, immersive iOS application. It will convey the integration of Hunter and Holmes at the university as well as a range of relevant historical events and changes of significance up to modern day. We are striving to integrate different media into this app: photo, video and audio. We wish to convey the importance and sensitivity of these topics while also balancing an entertaining experience for all users. The application demonstrates excellent implementation of AR features, has an intuitive design and works for many locations on campus and around Athens.

## Main

To utilize Augmented Reality technology to create a historically accurate and immersive iOS application, showcasing the integration of Hunter and Holmes at the university. We still strive to utilize different media - photo, video and audio - to convey the historical significance of UGA's integration and its impact up to modern day. We wish to create an educational and entertaining experience for all users. The application demonstrates a good handling of AR features, has an intuitive design and works for a few locations.

## Safety

To utilize Augmented Reality technology to create a historically accurate and educational experience, showcasing the Hunter and Holmes integration at the university and contrasting Athens with its history up to modern day. The application utilizes different forms of media, but it does not achieve the level of immersion required for an outstanding experience. The AR experience only works at one location.

# CHALLENGES

## **Accurate & Impactful Interpretation of History**

If nothing else, the most important aspect of this project is creating a factual and meaningful presentation of the reality Hunter and Holmes lived through. This is considered a challenge due to its high stakes nature. Nothing less than near perfection is admissible to our team in this situation. We will be in constant consultation with our client, Dr. Goetcheus, with respect to this challenge. We plan to work through this challenge by thoroughly researching the history and application of interpretation methods provided by Dr. Goetcheus.

## **Unfamiliar Technology**

Although we are confident in our team's ability to work with Augmented Reality based tools, no member on our team has prior experience with this technology. Through our research, we have found some similar projects utilizing features that resemble what we aim to achieve with our app, but there is no prior project we can use for guidance. We expect some difficulties in maneuvering the technology to create our ideal vision, but we hope with extensive research and collaboration with other team and NMI mentor that we can attain our goal with the final product.

## **Project & Task Management**

For effective organization and task management we are using Slack, Google Drive, and Google Calendars. Each member has all important meetings and events synced across Google Calendars.

# DELIVERABLES

## Tasks and Leads

### Checkpoint 1: 2/5/19

#### 0. Presentation:

Presentation Content: Brittany

Presentation Design: Taarini

Presentation In-Class: All

#### 1. Alpha:

AR Proof of Concept: Ryan

#### 2. Exploratory Research:

Comprehensive Presentation: Brittany

Background Research: Tyree

Formatting & Polish: Brittany

#### 3. Project Plan:

Final Deliverable Map: Taarini

Goal Setting: All

Task Management: Taarini

### Checkpoint 2: 2/26/19

#### 0. Presentation:

Presentation Content: Brittany

Presentation Design: Taarini

Presentation In-Class: All

#### 1. User Research

Research : Taarini

Document: Tyree

#### 2. Beta

Product: Ryan

Tech Demo: Ryan + JT

#### 3. UX Map

Wireframe: Brittany + JT + Taarini

Visual Design: Brittany

Website Beta: JT

### Checkpoint 3: 3/28/19

#### 0. Presentation

Presentation Content: Brittany + Tyree

Design: Taarini + JT

Demo : Ryan

#### 1. Rough Draft 1.0

Final Rough Draft: Tyree + Ryan

Screen Interaction/UX: Taarini + JT

#### 2. Visual Design

Design Page: JT

Brand Guidelines: Brittany + Tyree

Logo: Brittany

#### 3. Website Beta

Website Complete Rough Draft: Tyree + JT

Mobile Optimization: JT + Ryan

### Checkpoint 4: 4/18/19

#### 0. Stage Presentation

Presentation Deliverables: Tyree

Presentation: All (TBD)

#### 1. Final 1.1

Viable Product Feature: Ryan + JT

Website Updates: JT

#### 2. Launch + Social Deliverables

Product Social Launch: Taarini

App Store Launch: Ryan + JT + Tyree

Product Creative: Brittany

Website Update: JT

#### 3. Resume

Resume: All

### Final Deliverables: 4/27/19

Operational Project: Ryan

One-Pager + Poster: Brittany

Project Trailer: JT

Project Website: JT

Stage Presentations: Tyree

Booth Presentation: Taarini

Final Peer Evaluation: All

# BREAKDOWN

## Future Responsibilities with Deadlines

### Dates

Now - 2/21

Now - 2/21

### Due 2/26

2/27 - 3/21

2/27 - 3/26

### Due 3/28

3/29 - 4/12

3/29 - 4/12

4/12 - 4/18

### Due 4/18

### App Development: Ryan

1. Get app to work at one location: The Arch
2. Video and image pop ups that can expand for options of archives to explore
3. Beta
4. Incorporation of audio that is triggered by location
5. Cohesive video integration with reality
6. Rough Draft 1.0
7. Work on the functionality of multiple locations
8. Assign selected media to each location
9. Perfect app
10. Final 1.1

### Historical Research: Tyree

Now - 2/19

Now - 2/19

Now - 2/19

Now - 2/12

2/12 - 2/18

2/19 - 2/21

### Due 2/26

Now - 3/5

1. Dig deep into digital archives for videos and photos to use in the app
2. Find relevant events that match with locations on campus
3. Select media for The Arch geo-location: layout media files in a document with descriptions
4. User research: create survey
5. User research: give survey
6. User research: analyze results
7. User research
8. Select media to be included in the app for other locations: layout media files in a document with descriptions and what location each goes with (geo-location)

### Technical Research: JT + Ryan

Now - 2/21

Now - 2/21

Now - 2/21

Now - 2/21

Now - 3/7

TBD

1. Basic AR
2. Object-based activation
3. Geo-based activation
4. Pop ups that can expand for options of archives to explore
5. Audio, video and photo incorporation information
6. Further tech research: TBD

# BREAKDOWN

## Future Responsibilities with Deadlines

### Dates

Now - 2/12

2/12 - 2/21

**Due 2/26**

2/28 - 3/19

2/28 - 3/7

2/28 - 3/7

2/28 - 3/7

3/8 - 3/21

3/8 - 3/21

**Due 3/28**

4/2 - 4/18

**Due 4/27**

Now - 2/21

Now - 3/7

Now - 3/14

**Due 3/28**

3/7 - 4/27

3/29 - 4/16

4/17 - 4/23

**Due 4/27**

### UX Product Design: Taarini

1. Process Flows
2. Create wireframe of user map
3. UX Map
4. Work with Ryan to implement

### Website: JT

1. Wireframe - 2/28 (visual layout)
2. Figure out where we will host website / make account and domain
3. Collect content: pool written and visual media
4. Work on website
5. Mobile optimization of site
6. Rough draft
7. Edit website
8. Final

### Design: Brittany

1. Logo design
2. Brand guidelines
3. App face design
4. Visual Design
5. Apply design to all materials and presentations

### Trailer: JT

1. Create promo video
2. Edit video
3. Trailer

# BREAKDOWN

## Future Responsibilities with Deadlines

### Dates

Now - 4/27

4/2 - 4/11

4/2 - 4/11

4/12 - 4/18

4/16 - 4/25

**Due 4/27**

### Stage Presentation: Taarini + Brittany + Tyree

1. Format slide decks for each checkpoint
2. Script
3. Presentation materials (slide deck)
4. Edit materials
5. Rehearse presentation
6. Presentation

### Booth Presentation: Taarini + Brittany + Tyree

4/2 - 4/11

4/2 - 4/11

4/2 - 4/11

4/12 - 4/16

4/16 - 4/25

4/2 - 4/16

**Due 4/27**

1. Booth design plan and create
2. Presentation materials (poster + one-pager)
3. Booth script
4. Edit materials
5. Rehearse presentation starting 4/16
6. (Ryan) Create experience for our booth location or video to share (TBD)
7. Presentation