UXPA 2018

DESIGNING FOR AUGMENTED REALITY
HI! I’M MAGGIE

VP, Associate Director - Experience Design

Co-Founder & Brand Manager
Recent Clients

- Denny's
- Party City
- Planet Fitness
- Dunkin' Donuts
- Bank of America
- Alcon
- Stanley Steemer
- TJX Companies
- IdeaPaint
ALRIGHT LET’S DO THIS
IN THE NEXT 10 MINUTES

Interaction models in AR
Eight design considerations
How to get started
IN THE NEXT 10 MINUTES

Interaction models in AR
Eight design considerations (the good stuff)
How to get started
DESIGN CONSIDERATIONS
DESIGN CONSIDERATIONS

1. Scale
2. Ergonomics
3. Fidelity
4. Access & Orientation
5. Onboarding
6. Mental Models & Spacial Considerations
7. Stickiness
8. Bias
1 **Scale**

How big or small is the experience?

How immersive should your experience be?

Is it self contained or does it interact with the world around it?
2 Ergonomics

How does the physical, spacial interaction work?
How much are you asking of your user?
How much can be reasonably expected?
3 Fidelity

What type of assets will you use?
How realistic do they need to be?
What kind of technology needs to be leveraged?
How will users access your experience?
How does the device orient to the space?
How are users oriented within the space?
Tilt your device slightly forward and try to capture a flat surface through slight movements.
5 Onboarding

How does a user know how to use the experience the first time?

What’s the learning curve like?

What affordances and feedback are you providing?
DRAW SMILE

Draw square smile on your skin
Mental Models & Spacial Considerations

Do web / app principles still apply?

Can / should inspiration be taken from other industries?

Are you designing in 3D instead of 2D?
What purpose does the experience serve?
Why would someone use it the first time?
Why would someone return to the experience?
Who is designing the experience?

Who are you designing the experience for?

Who are you testing it with?
THANK YOU.
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not recommended