

City Tech Fun Facts Finder

An Augmented Reality Experience

Emerging Scholars

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Abstract

The purpose of this research project is to introduce new students to important campus locations and bring more unity between the different majors at City Tech by creating an Augmented Reality(AR) scavenger hunt. This will allow students to have a better understanding of the variety of buildings and services at City Tech. AR is an emerging medium that superimposes digital content over a user's view of the real world. In our research, we will utilize the AR application Membit™, "a geolocate augmented reality (AR) storytelling platform," developed and co-founded by Jay Van Buren. We will explore the user experience, focusing on how AR interactions can help to engage people with real-life physical locations.