

City Tech Fun Facts Finder

An Augmented Reality Treasure Hunt (NEED DESCRIPTIVE TAGLINE)

Team

Emerging Scholars (Current)

Cassidy Crespo: Project Manager, Assets & Branding
Bryan Estevez: Lead AR Engineer, 3D Asset Designer, QA Tester
Angelina Santiago: Lead Researcher/Copywriter, QA Tester
Daniel Greene: Lead Gameplay Designer, QA Tester
Katherine Alas: Assets & Branding
Saria Tabassum: Promotion

Emerging Scholars (Past)

Alyssa Duran
Erickson Diaz
Yiyi Zhong

Faculty Mentors

Prof. Jenna Spevack
Prof. Genevieve Hitchings
Prof. Anne Leonhardt

Membit Team

Jay Van Buren, membit CEO
Danny Greene
Katherine Alas

Final Spring 2024 Tasks for Team!

Bryan

- Update "Facts" on 3D phone assets for each location
- Create remaining Membit locations with updated 3D assets
- Update location titles to follow the naming convention ([see doc](#))
- Update Channel assets to show primary 3D object instead of default info "poster"

Cassidy

- Update info screen channel asset (use Eggventure intro as a guide)
- Replace Branding Channel assets with properly sized versions

Danny

- Help Kathy edit, export and upload How-to video
- Create and upload still How-to channel asset (use Eggventure as a guide)
- Help Bryan with any renaming or updating on the backend

Angelina

- ~~Double check / proofread channel copy~~ Completed ▾
- ~~proofread website copy — make sure copy makes sense in context~~ Completed ▾
- ~~Work with Saria on quiz~~ Completed ▾

Kathy

- edit, export, and upload How-to video

Saria

- ~~Create Gravity forms quiz page~~
- ~~Update footer~~
- Add images/modified poster, how-to video

Project Milestones (in progress)

Launch - Orientation

- Fall Launch for the Orientation Not Started ▾

Soft Launch - August?

- Send video promotions to College, COMD, Voorhees screens
- Send video to College website (Rita/Peter/) Not Started ▾
- Send press release/announcement to Open House coordinators, STAR Office, Communications Office, CUNY?
- Share with friends

Pre Launch

- All testing complete - all bugs fixed
- Finalize promotional materials, ready to send out Not Started ▾

- All 3D assets placed
- All AR posters/plaques placed
- All channel assets finalized
- How-To Video added to Channel
- Channel and all membits are public

How-To Video and Promotion

- Editing complete
- Footage shot
- Storyboard complete
- Website / payoff page completed and linked

User-Experience Testing

- Channel must function well-enough for How to Video shoot
- 3-5 3D assets placed, including 3D phone with location/fun facts, thought bubble with channel title and copy
- 3-5 AR posters/plaques placed
- Channel assets uploaded

Prototype Finished

- All copy, scripts, branding complete
- Poster Locations finalized
- Speech bubble Draft completed
- 3D phone with copy Draft completed
- Location Poster completed
- Locations and Assets Decided
- User experience, assets list defined.
- AR tests completed, problems identified.

Emerging Scholars Deadlines

- Emerging Scholars Poster Completed & Submitted
- Workshops
- Abstract Submitted
- Orientation
- Forms submitted / acknowledgment of receipt

Team Assignments

Team 1: Membit Backend / 3D Assets / Gameplay Design
Bryan / Danny

- ~~Backend tech and protocols~~
- ~~Place and assets / test targets~~
- Explore tools: [Vectary](#), [SketchFab](#)
- ~~3D assets optimized for AR~~
- Create a universal account: Login: City Tech / PW: 10FunFacts!
- Install Assets on site In Progress ▾
- Video, audio, graphic assets optimized for AR
- reorder assets 1-X Not Started ▾
- fix pins Not Started ▾
- Troubleshoot bugs
- Bugs Resolved
- Finalize/cleanup any issues with privacy
- Use shared [Dropbox folder](#) for any assets

Team 2: Research / Copywriting / UX Testing

Angelina

- Research/write fun facts copy (facts for each location)
 - ☰ City Tech Fun Facts
- Research/write copy for script (for audio/video)
- Beta Testing with Students /
- Collect/organize all research and copy

Team 3: Branding/Assets

Cassidy / Kathy

- Create Branding Assets for Membit Channel In Progress ▾
- Create Branding and assets for AR interface, including how-to video, AR Audio / Video Assets - Facts, AR Posters/plaque describing each fact

[Milanote story board](#)

- Copy and graphics vetted
- Promo: shoot video over the shoulder, demonstrating how to find AR assets
- Promo: screencapture video, demonstrating how to find AR assets Not Started ▾
- edit How-to-video for inclusion in channel Not Started ▾
- edit promo video for hallway screens and college website with QR code to download membit and how-to Not Started ▾
- Site Location Print Materials Completed
- Create and print site targets/maps Not Started ▾
- create handout with QR code Not Started ▾

- send handout to printer Not Started ▾
- Refer to [Assets section of Creative Brief](#) for references. Including [City Tech Branding Guide](#)
- Put all assets in progress and final in shared [Dropbox folder](#)

Team 3a: Promotional Website/Social Media/Outreach

- Create OpenLab Site to promote project and expand on the Fun Facts Not Started ▾
- Define purpose of site to support AR Fun Facts Finder Membit channel and prizes
- Create Promotional materials for social media, Press Release, City Tech screens Not Started ▾
- Interface with college / orientation / etc - Peer Mentors / FYPrograms

Creative Brief

Project Title: City Tech Fun Facts Finder

Tagline: An Augmented Reality Experience (something more descriptive?)

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 MembitTM, “a geolocative 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.

Abstract / Poster

Emerging Scholars Abstract and Poster (FA23)

- City Tech Fun Facts Finder - Abstract / [Final Poster](#)

Attitude/Style/Tone:

Casual, fun, engaging.

Objective/Purpose:

To create an AR experience that introduces prospective and new students to a fun AR activity on the physical campus and introduces them to places they might not be aware of.

Target Audience:

Incoming students, students looking to apply to City Tech, and current students and faculty wanting to experience AR.

User Experience

Description: (how does user discover and engage?)

Visitor User Flow / Game Play

1. User will download the Membit application for either IOS Apple App Store or android Play Store (QR Code)
2. Upon app launch, view list of all the public and private channels in the area
3. Click on "City Tech Fun Facts Finder" channel
4. See intro screen with introduction
5. Click to view button
6. See how-to video and list of locations
7. Click on each location to view and check off all locations found
8. What happens next???

ADD Win conditions here...

User Experience Testing


COMD Fun Fact Finder

- Step 1 head to one of the areas with a FFF POSTER
- Step 2 Scan the QR code to download membit
- Step 3 Open membit and navigate to the FFF channel
- Step 4 Tap the Channel
- Step 5 Read the graphics before accessing the channel
 - (possible recommendation simplify the channel info screen)
- Step 6 Tap one of the membits
- Step 7 Find the poster location of the membit
- Step 8 Line up the poster with the image on the screen
- Step 9 View the membit
- Step 10 Read the thought bubble
- Step 11 Look for the Big Phone
- Step 12 Find the fun facts
- Step 13 Screenshot finding the poster
- Step 14 Find all the FunFact Around the different campus
WIN!!

Current Issues/ Possible issues

- When going to the cafeteria lineup area, the lineup image was difficult to find. Solution try to get an item that can assist with the lineup and make it obvious like the cafeteria door.
- The pop-out graphic in the membit should be simple with easy instructions.
- Placing membits in the selected areas where wifi would be strongest to try avoiding loading problems.

Link to testing doc..

 Video.mov - The video is of me acting as a user going through the steps of downloading membit getting access to the channel and finding the location. Scanning it and viewing the membit.

- Note the distance how far you can stand to have the poster and something that can help the user find the lineup

 screen-20240314-031603.mp4

Usability Issues List:

Copy

City Tech Fun Facts & Script- Copy - Angelina

AR Assets / Copy

AR Unique Location Posters

These graphics will overlay or sit next to the IRL posters on the wall. They will display the Location name and the Fun Facts for each location (ie: Library). The copy may also give a clue about the big 3D payoff (ie: find the giant Library book).

To give these graphics some solidity, we might put them on a 3D “plaque”

AR Audio / Video Assets (FUTURE)

To support the AR poster which presents the “Facts” about each location, a video with a student introducing the Location and reading the Facts, could be added.

3D Assets / AR User Design

- Speech bubble at each location with branding
 - City Tech Fun Facts Finder (Branding) <<< Danny you can use the branding from the poster or other channel assets.)
 - Move your phone around in this area to see if you can find the hidden object and learn more about City Tech.
- Phone at each location with branding , title , and unique facts for each unique location
 - City Tech Fun Facts Finder (Branding)
 - City Tech Library - Fun Facts:
 - The Library at City Tech is a great place to conduct research, study, and find resources.
 - The City Tech Library is also a great place to find out about databases and the best ways to research information.
- Unique 3D asset at each location

MEMBIT Channel Copy, Assets, and Specs

Name & Organize Channel Assets in Dropbox!

<https://www.dropbox.com/scl/fo/9a8ttbirj8fi0xqtkniik/h?rlkey=nkxuwy6uxe89notxuwv4aydmk&dl=0>

- Channel Info Screen
- Menu Button
- Header
- Video Button
- How to Video
- Hunt incomplete button
- Hunt complete button

Channel Info Screen:

414×680px jpg or png - (can be longer, will scroll)

Welcome to City Tech's Fun Facts Finder!

Discover locations throughout the City Tech campus and learn the fun facts about each location.

1. Click view to get started.
2. Select a clue from the list and find the location.
3. Look for the poster, and use your phone to line up the target image.
4. Click "HERE" to reveal the hidden 3D object and fun facts about each location

Watch the how-to video first!

Menu Button:

City Tech's Fun Facts Finder

382×150px - keep all text in a narrow band in the center so it will be readable in ipad.
jpg or png

Header:

City Tech's Fun Facts Finder

400×58px (best to be white on clear) png

Video button:

How-To-Video (Watch First)

382×250px jpg or png

How to Video:

512×1080p mp4 (edited)

This is your chance to introduce the channel, tell people how it works and explain to them what they should do inside the channel. ie: explain the scavenger hunt. (this could be similar to the promotional video with a few tweaks)

Hunt incomplete button:

Find City Tech's Fun Facts!

keep words in center 700px wide by 75px tall - 72dpi jpg or png

OPTIONAL – tell people there's a scavengerhunt

Hunt complete button:

keep words in center 700px wide by 75px tall - 72dpi jpg or png

Your City Tech's Fun Facts Finder experience is complete!

This project was created by the the AR Emerging Scholars: Cassidy Crespo, Bryan Estevez, Angelina Santiago, Daniel Greene, Katherine Alas, and Saria Tass with contributions from Alyssa Duran, Erickson Diaz, and Yiyi Zhong under the guidance of Prof. Jenna Spevack and membit CEO, Jay Van Buren.

Click here to learn more about this project and to claim your prize!

Prize Screen

414px wide by 680 tall - 72dpi jpg or png

OPTIONAL - tells them what they won– can link to prize URL

Asset References

Membit channel Graphics Specs & example:

https://docs.google.com/document/d/14EId7KW9QNx6NxfDE-UD2GxLZAle7n7Bsq_TEUaKe0Q/edit?usp=sharing

COMD Eggventure Dropbox with finished pngs and PSD assets for reference:

<https://www.dropbox.com/scl/fo/ys0p9vj624x6a166fibn0/h?rlkey=gf50vs4ij2gcq7wd34ot9zbif&dl=0>

Eggventure Thumbnails for reference:

<https://www.dropbox.com/scl/fo/w8busfc5xy7cusj8xl43/h?dl=0&rlkey=89msegl8s1nnjoukjmliqa05c>

Eggventure How-to Video:

<https://www.dropbox.com/s/v89jgul72t4qlcc/HowToChannelVideoV2.mov?dl=0>

Promotion

Generic Target Poster (same for all locations)

At each location, user discovers 8.5x11 poster with Project Title, branding, brief description, instructions, and QR Code to download membit.

Note: Once in Membit, user will see content unique to that location. See Assets.

Announcement/Promo Copy:

(sample from last project)

Join the COMD Spring Eggventure in AR!

Brought to you by the COMD Futures Emerging Scholars, this treasure hunt uses augmented reality (AR) and the AR application Membit. [Download the app](#) on your phone and discover the ten virtual eggs hidden throughout the COMD Pearl Hallway!

Contact [COMD Futures Collaboratory](#) for more info.

Promo Project Description:

(sample from last project)

Welcome to COMD Spring Eggventure at City Tech! This treasure hunt uses augmented reality (AR), and the AR application Membit. Download the app on your phone and locate the ten virtual eggs hidden throughout the COMD Pearl Hallway.

Video Promo Examples from Eggventure:

(These were published on the COMD displays and the campus displays)

COMD Screens Promo: <https://youtu.be/-yjuKYgGes0>

City Tech Screens Promo: <https://youtu.be/QyvDRaEDO-M>

QR Code Generator:

<https://me-qr.com/qr-code-generator/store>

Specifications for City Tech Digital Signage Content

Landscape monitors: 1920 pixels wide by 1080 pixels height or
1.77 aspect ratio
Portrait monitors: 1080 pixels wide by 1920 pixels height or
0.56 aspect ratio
File Type: Jpeg or Png
Use PowerPoint if there is more than one image file.

If video mp4 formatting is preferred over .mov.

See [“formatting for content” doc](#) from Rita/CIS.

The displays are available to disseminate digital communications to the College Community. As we work with the Communications Office on finalizing a policy on how to submit content, in the interim, please submit a Grouplink ticket requesting to post content on the displays. Note that the content should be approved by your Dean, Director, Chair or VP, can be published on 1 or all displays and should be suitable for the display(s) you want to publish on.

The [formatting for content](#) is different for the different displays.

Include in the [Grouplink ticket](#) the [name\(s\) of the display](#) (it can be 'All'), the actual media and the duration (if duration is not provided, the content will only be published for 2 weeks).

Prof. will submit Ticket via: <https://cunyithelp.cuny.edu/>

Meeting Minutes

3/21/24

- **Cassidy**
 - update channel infographic + reach out to vanessa student life again
- **Angelina**
 - ~~promo copy for socials~~, communication dept. at college, ~~general promo (website)~~, ~~copy for video tutorial~~
- **Research Certificate + DropBox:**
 - https://www.citytech.cuny.edu/research/docs/CITI_RCR_Certification.pdf
 - <https://www.dropbox.com/request/OGhvp8CDZwl8EVVRM7ml>

https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.com%2Fv3%2F_https%3A%2F%2Fwww.dropbox.com%2Frequest%2FOGhvp8CDZwl8EvvRM7ml_%3B!!O_uxFMb7JX5lyXsN!q59fnlhCFBzhIT2U6H4sQDrJ1wGwRfyIE3IV5IDU0Il_iugTDNedxIMpvuN2eTEvv52N7eLtavHBSTtrxBA5ipe3s67Rmyqzbnqd11zejBZJsQzQhdj2Ew%24&data=05%7C02%7C%7Ce2ce3a9bb89a441aca7708dc47430309%7C252ec9a0a12c49f9ba6628624defd571%7C0%7C1%7C638463600334875669%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=KxaxsVkw6hy5VWs3x3TnAXr%2FJ202UEdwKoUfUALq4%3D&reserved=0

- **Daniel**
 - ~~update channel assets (in dropbox label 'channel assets updated)~~
 -
- **Brian**
 - When Saria is done with mockups, place in phone asset
- **Saria**
 - place individual png in [dropbox](#)
 - create copy for speech bubble (**orbitron** title **Arial** for body copy) refer to [channel graphics](#)
 - place credits for art on website
 - for website: consider adding navigation to department sites, map, join the ESP team. Also consider using OpenLab for site
- **Kathy** - Place video how-to storyboard in [Dropbox](#)
 - Revise storyboard
 - important task (pov on phone) + what you actually see (OTS shot)

3/28/24 Thursday (Jenna, Angelina, and Cassidy)

Angelina

- ~~use as few as possible in a efficient way (for Promo Copy)~~
- ~~consider merging 2 sentences together without overwhelming the reader~~
- ~~Write in 9th grade level~~
- Connect with **Kathy** regarding script for her storyboard
- Hold on to cited facts for future use

Cassidy

- Look for another QR code without ads (check Excel qr) or ask Brian
- Touch up info screen(handouts dropbox)
- Meet next friday at 11am (mention monday)

4/11/24

Angelina

- Do a walk-through for each location

Brian

- Place objects in Membit
- Double check location names (make sure they're the same on all channels)

- Get cap for bookstore
- Edit Speech double add words
- Add screens to phone models
- Copyright

Danny

- Set City Tech login as admin for the channel
- Replace updated assets (Cassidy will contact you)

Cassidy

- Resize assets “congratations”

Kathy & Saria

-record on wednesday 4/17

Questions for Jay:

- Does the user have access to the 3D assets? Can they create egg membits? Do we want that?
- What happens if they press the M button or the + while viewing an egg membit?
- Should we uncheck the following in the backend?
 - Allow nowbit creation
 - Allow thenbit creation
 - Allow 3dmembit creation
- How/when do we make it public?

ARCHIVED

1. Voorhees Amphitheater: Ghost (haunted hotel), Melpomene masks
2. Voorhees FabLab: Robot
 - ~~a. Voorhees 2nd Floor Printing Lab: Printers/Computers~~
 - ~~b. Voorhees Ground Floor CNC Room: CNC Machine~~
3. Namm Registrar: Cap and gown,
4. Namm Financial Aid Office: Pile of cash,
 - ~~a. Namm Cafeteria: Slice of pizza, Knife / Fork~~
5. Library Building City Tech Library: book,
6. Library Building Student Help Desk (in PDC): Handshake, people shaking hands, big resume,

- ~~a. Library Building Student Success Center:~~
- 7. Academic Building Gym: Weights
 - ~~a. Academic Building Cafe: Coffee cup~~
- 8. Academic Building Wellness Center: bandaids, medical sign, drawers over the counter meds, emotional support, eye glasses ???, stethoscope
- 9. Pearl Building COMD Hallway: drawing tablet with apple pencil either on desk or floor propped up
 - ~~a. Pearl: DNA Center~~
- 10. General Building Computer Lab G608: Big Printer or Laptop
- 11. General Building Bookstore: City Tech hoodie, Baseball cap!
 - ~~a. General Building Children's Center: Doll, plastic train,~~