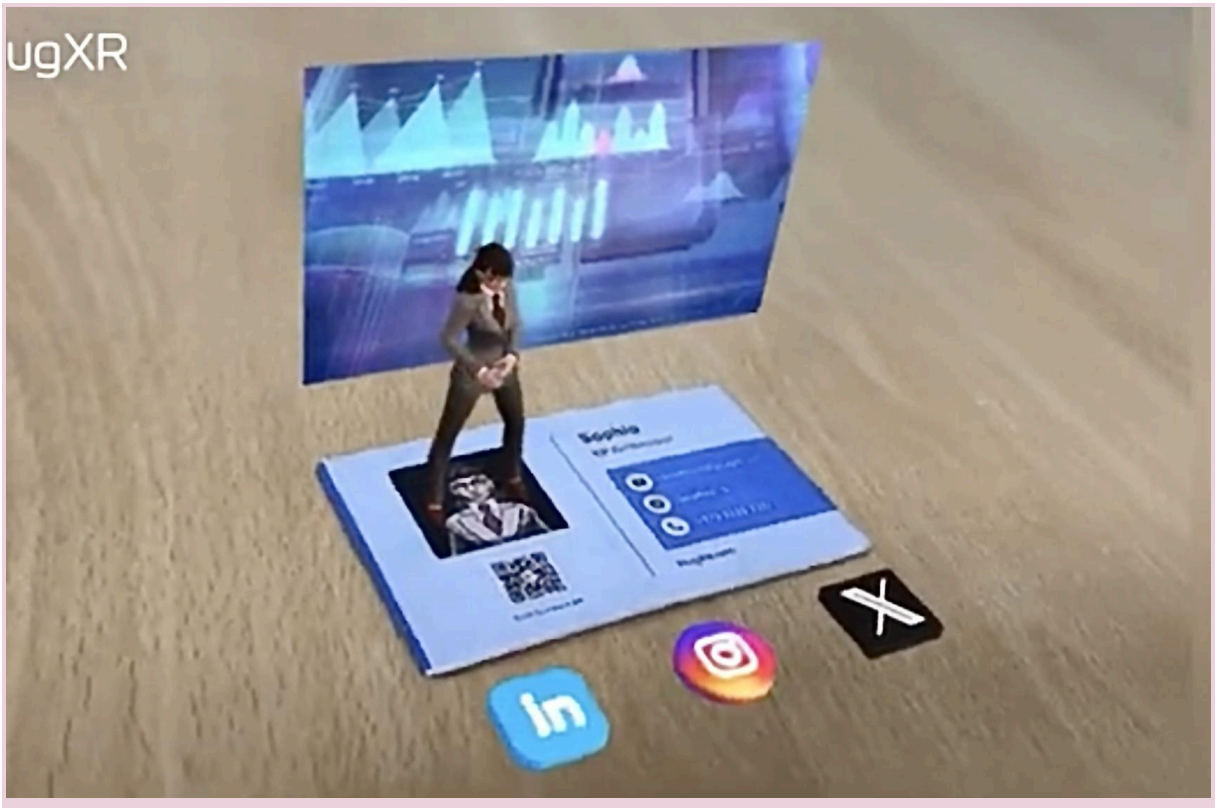
Experiential Design - Ideation Proposal

Ser Chen 0369774
Gunn Joey 0366122

#1 AR Persona Card



Problem Statement:

Traditional business cards are easily overlooked and fail to capture a person's identity, making post-event networking forgettable and impersonal.

Solution:

Use AR to turn business cards into interactive experiences by overlaying digital content that introduces the individual in a more engaging, expressive, and memorable way.

Overview

This app leverages Augmented Reality (AR) to revolutionize professional networking by turning traditional business cards into interactive virtual avatars. Users scan a business card and immediately see a personalized 3D avatar appear, displaying key information like name and title, plus interactive buttons for deeper engagement. A lightweight AI-powered Q&A feature simulates natural conversations with preset responses, enhancing user interaction. The app supports avatar personality customization, allowing different tones and styles per contact. Additionally, a visual networking map offers a spatial way to collect and revisit contacts through a virtual room environment.

Concept

The app transforms static, physical business cards into dynamic, personalized AR experiences by integrating business card recognition with virtual avatar technology. Upon scanning, a digital twin representing the cardholder appears, equipped to answer common preset questions with text and audio, simulating light AI conversations. Each avatar's personality including voice tone and response length is configurable via data packages linked to each card. The app also visualizes your growing professional network in a 3D space, helping users intuitively organize and remember connections.

Target Audiences

1. **Business professionals & salespeople** who attend networking events, conferences, and trade shows.

2. **Event organizers and exhibitors** looking to offer innovative, memorable engagement tools.

3. **Freelancers and consultants** who want to stand out and present themselves digitally with personality.

4. **HR professionals and recruiters** aiming to digitize candidate introductions and maintain rich talent pools.

5. **Tech-savvy millennials and Gen Z users** who enjoy novel ways to connect and share digital identities.

6. **Small and medium businesses** wanting to showcase their teams in a creative, approachable way.

Features and AR Functions

1.Basic AR Business Card Recognition + Virtual Avatar Pop-Up

Feature Points:

- Scan a business card
- A virtual avatar appears along with **name**, **title**, and a button: **"Learn About Me"**
- Tapping the button triggers a **Canvas UI** showing a short profile or introduction

2.AI Q&A Lite (Simulated Dialogue)

Implementation Flow:

- Scan a person's business card → a virtual avatar appears
- Tap "Ask a Question" → a UI window pops up with a few **preset questions** (e.g., "Where do you work?", "What have you been working on lately?")
- Tapping a question triggers the avatar to **respond on screen (text + audio)**
- The answers are **predefined** (not real-time generated)

3.Virtual Avatar Personality Configuration (“Digital Self” - V1)

Feature Points:

- Each business card corresponds to a **separate data package** (e.g., a different JSON file)
- Scanning different people’s cards shows different **avatar appearances** and **response styles**
- You can configure:
    - **Tone of voice** (e.g., playful, formal)
    - **Answer length**

4.Basic Networking Map (Visual Collection of Contacts)

(Note: Not sure if we can implement this technically yet)

Implementation Flow:

- Every time you scan a card → that person gets “saved” into a **virtual room** scene
- Enter the **“Networking Map”** page to see people you’ve met **standing in the space**
- Tap on any person to pop up their profile + **notes section**

Why This Idea Matters

1. **Bridges the gap between physical and digital networking** by enriching business cards with interactive virtual personas.

2. **memorability:** People often forget names and faces after networking events; avatars create lasting impressions.

3. **Simplifies follow-ups** through conversational AI Lite and visual contact organization.

4. **Encourages engagement** with contacts beyond static info, fostering deeper professional relationships.

5. **Personalization drives trust:** Configurable avatars and responses let contacts showcase their authentic style and tone.

6. **Prepares users for the future of digital identity** with “digital selves” that can evolve and grow across platforms.

7. **Supports event and conference experiences** by making networking fun, immersive, and accessible for all skill levels.

#2 PoseAR

Problem Statement:

Many people feel unsure or awkward when posing for photos, especially without guidance, which often results in poor or repetitive pictures.

Solution:

Apply AR to provide real-time visual pose references within the camera view, helping users pose with confidence, creativity, and ease.

Overview

PoseAR is an AR-powered photo assistant that helps users strike the perfect pose by overlaying virtual 3D models in real time. With guided pose categories like fashion, couple, or group shots, plus themed AR filters and backgrounds, users can easily follow along and capture high-quality, stylish photos. Whether you're a casual user or content creator, PoseARmakes posing fun, easy, and creative.

Concept

PoseAR reimagines how people take photos by transforming smartphones into real-time, augmented reality pose assistants. Instead of guessing how to pose, users can follow virtual 3D models in real-time that demonstrate posture, angle, and body positioning. Whether you're shooting alone or with friends, the app provides dynamic AR pose templates, visual and audio guidance, theme-matching filters and backgrounds, and even fun pose challenges to help users capture their best side — anywhere, anytime. From casual selfies to creative photoshoots, PoseAR makes posing easy, expressive, and fun.

Target Audiences

1. **Casual social media users** who want better photos for Instagram, TikTok, or Snapchat
2. **Influencers and content creators** seeking new ways to elevate visual storytelling
3. **Couples and friend groups** wanting coordinated photos on vacations, dates, or events
4. **Photography beginners** who struggle with how to pose naturally
5. **Photographers and stylists** looking for tools to guide their models during shoots

Features and AR Functions

1. **Multi-Style Pose Library**

- Categorized poses: Fashion, Sports, Business, Couples, Fun, Everyday, etc.
- Supports different avatar models based on gender, body types, and age groups
- Each pose includes brief text and voice instructions to guide users on how to pose

2. **Dynamic Motion Guidance**
- Virtual models perform dynamic pose demonstrations
- Users can follow along with step-by-step movements

4. **AR Filters + Background Enhancement**
- Apply AR filters during photo sessions (lighting, color, theme styles)
- Switch virtual backgrounds (e.g., beach, urban street, indoor party)
- Automatically recommend filters and backgrounds matching the selected pose theme

5. **Couples / Group Photo Guidance**
- Pose schemes designed for 2 to 5+ people group photos
- Virtual models demonstrate coordinated multi-person poses

8. **Photo Challenges / Check-in Activities**
- Set daily or weekly pose challenges to encourage users to try new poses
- Users can upload photos to check in and receive community likes and rewards

Why This Idea Matters

1. **Solves a Real Pain Point**

Many people feel awkward or unsure about how to pose. This app provides **visual clarity and confidence** for users who don't know what to do in front of a camera.

2. **Brings Professional Guidance to Everyone**

PoseAR gives **studio-quality posing direction** to everyday users, without needing a photographer or posing coach.

3. **Empowers Creative Expression**

With filters, backgrounds, and themed challenges, users are encouraged to **experiment and express themselves** in playful or artistic ways.

4. **Leverages the Power of AR**

This app blends the **immersive capability of AR** with something highly relatable — taking better pictures — creating a practical, delightful user experience.

5. **Boosts Confidence and Inclusion**

By supporting different body types, genders, and age groups, the app helps everyone feel **seen, represented, and stylish**in their own way.

6. **Viral & Community-Driven Potential**

Pose challenges and photo-sharing build **daily user engagement** and open up strong **UGC (user-generated content)** and **community features**.

#3 AR Virtual Pet

Problem Statement:

People who want companionship often cannot keep real pets due to time, space, or lifestyle limitations.

Solution:

Use AR to bring a virtual pet into the user's real environment, offering emotional connection and daily interaction in a light, manageable way.

Overview

This AR pet app lets users bring virtual pets into their real-world environment using augmented reality. Users can interact with their pets through feeding, playing mini-games, dressing them up, and completing daily care tasks — all within an immersive, playful AR experience.

Concept

The app blends virtual pet companionship with AR technology to create a more engaging, interactive, and emotionally rewarding experience. By integrating pets into users' actual surroundings, it enhances connection and encourages daily positive interactions, combining entertainment with routine.

Target Audiences

1.Pet lovers who want a virtual companion
2.Children and families seeking fun, educational apps

3.Busy individuals unable to care for real pets but want companionship
4.AR enthusiasts looking for creative, lighthearted experiences

Features and AR Functions

1. **AR Pet Placement (Pet in My World)**
   Feature Overview:
   Users can place a virtual pet in the real environment (on a table, bed, floor) and view it through their phone camera. The pet can walk, jump, roll over, or react with facial expressions based on user voice commands.

2. **AR Feeding & Interactive Mini-Games**
   Feature Overview:
   Users can “grab” virtual toys or food and feed the pet by sliding or tapping on the pet in the real scene. After the action, the pet gives feedback such as happy dancing, making sounds, or burping.

3. **AR Daily Check-In Tasks**
   Feature Overview:
   Integrating with the user’s real living space, the app guides users to complete tasks like “taking the pet for a walk” (walking around at home with the pet following) or “morning companionship” (pet appears as a reminder in the morning).

4. **AR Dressing & Furniture Placement**
   Feature Overview:
   Users can create a virtual pet nest in the real space, such as placing a “virtual cat tree” in a corner, or changing the pet’s outfit, seeing the pet’s new look in the real world in real-time.

Why This Idea Matters

1. **Provides Companionship Without Real Pet Responsibilities**
   Allows users to enjoy the joy of having a pet without needing to care for a real animal.

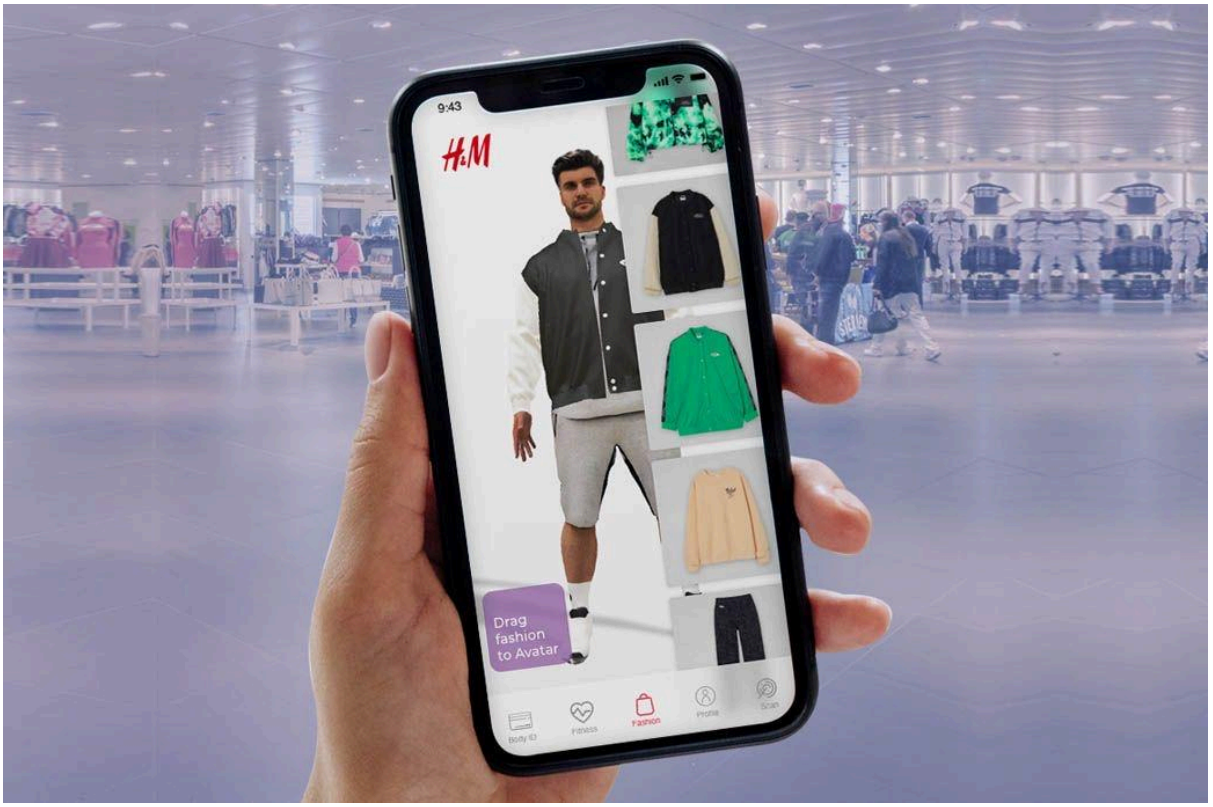
2. **Encourages Daily Engagement and Routine**
   Through AR tasks and interactions, it motivates users to build healthy daily habits.

3. **Promotes Physical Activity and Mindfulness**
   AR activities like “walking the pet” get users moving and more aware of their surroundings.

4. **Utilizes Innovative AR Technology for Emotional Wellbeing**
   Combines cutting-edge AR with virtual companionship to enhance users' emotional connection and happiness in a unique, accessible way.

Idea 4 - Gunn Joey 0366122

Fashion AR – AR Fashion & Beauty Experience



Problem Statement:

Shoppers often struggle to visualize how beauty products or outfits will look on them, especially when buying online, leading to uncertainty and hesitation.

Solution:

Use AR to allow users to preview fashion or beauty items directly on themselves through their mobile device, supporting better decision-making and creative expression.

Overview

Fashion AR is a mobile app that uses augmented reality to let users try on makeup and clothing virtually. Using the smartphone's front camera, users can apply lipstick, foundation, and outfits in real time, like looking into a digital mirror. It helps users experiment with beauty looks, get inspired by fashion trends, and shop smarter — all without needing physical products.

Concept

Fashion AR transforms how people interact with style and beauty by blending technology with creativity. It gives users the freedom to try looks from red carpet events or daily outfits with just a tap. This AR experience encourages confidence and play, while supporting sustainability and self-expression in fashion. It also acts as a digital companion for those who enjoy experimenting with appearance in fun and interactive ways.

Target Audience

- **Beauty and fashion lovers** - People who enjoy cosmetics, skincare, and clothing trends and want to try before they buy or get inspired with new styles.
- **Online shoppers** - Those who often shop from fashion and beauty e-commerce platforms but struggle to choose the right product without trying it on.

Features and AR Functions

1. **Makeup Try-On (Lipstick, Blush, Foundation)**
    - Uses the front camera with face tracking (Vuforia or Unity AR Foundation)
    - Users select a category like lipstick, choose from a color palette, and instantly see it on their face
    - Users can compare before/after, save photos, or share their look
2. **Outfit Try-On (Upper Body Only for MVP)**
    - Uses torso tracking to display a static or animated 3D clothing model over the user's body
    - Users select outfits by category (e.g., streetwear, evening, K-pop), then preview the look live
    - Models can include t-shirts, jackets, or accessories like glasses and hats
3. **BeautyFeed (Trend-Based Suggestions)**
    - Scrollable list of curated looks inspired by Met Gala, influencers, or seasonal trends
    - Each featured look comes with a preset makeup and outfit combo
    - Users tap the look to instantly apply all elements in AR
4. **Color Match Scanner (Back Camera Feature)**
    - Users point their camera at a color source (e.g., a magazine or fabric)
    - The app scans the color and recommends matching lipsticks, eyeshadows, or outfits
    - Ideal for users looking to coordinate their look with real-life colors
5. **Friend Mode (Future Feature Idea)**
    - Lets two users connect in a shared AR session using remote syncing
    - Each user can try on styles together, react to each other's looks, or style one another in real time

- Could use screen sharing or avatar mirroring

Why This Idea Matters

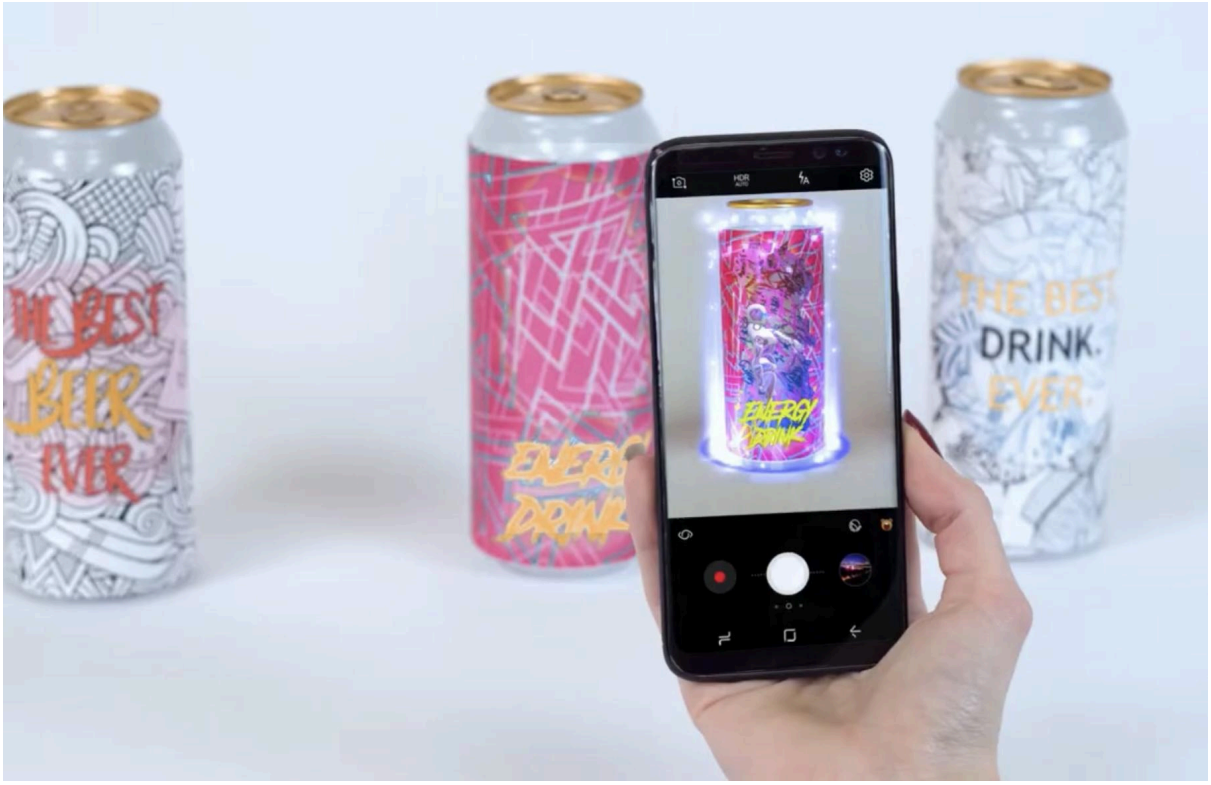
1. **Helps users make faster, smarter choices when shopping**
    - Instead of guessing if a lipstick color or shirt will suit them, users can preview looks instantly. This reduces decision fatigue and saves time.
2. **Supports sustainability by reducing returns and waste**
    - When shoppers can try products virtually, they're less likely to buy the wrong size, color, or shade — leading to fewer returns and less environmental impact.
3. **Boosts confidence and self-expression**
    - Users can safely explore bold styles or subtle changes before trying them in real life, which can help them feel more confident in their looks.
4. **Provides an inclusive platform for all users**
    - The app can support different skin tones, face shapes, and fashion styles, making beauty and fashion accessible to more people.
5. **Connects users to real-world trends in a fun way**
    - By featuring Met Gala, K-pop, or TikTok-inspired looks, users feel connected to global fashion culture and can recreate iconic styles instantly.

References and Inspiration

- **YouCam Makeup** - Offers advanced AR makeup try-ons, used by cosmetic brands for e-commerce
- **Maybelline Virtual Try-On (Malaysia)** - Offers a user-friendly AR experience for trying various makeup products, allowing users to see how different shades look on their skin tone.
- **L'Oréal Paris Virtual Makeup Try-On (Malaysia) -** Utilizes ModiFace technology to provide realistic makeup simulations, helping users experiment with different looks before purchasing.
- **Zara AR App** - Fashion retail AR experience allowing users to visualize clothing in stores
- **Sephora Virtual Artist -** A mobile feature that lets users try on lipstick, eyeshadow, and foundation using AR. It helps shoppers see how products look on their face in real time and gives personalized recommendations. It also includes tutorials to guide users in applying makeup.

Idea 5 - Gunn Joey 0366122

Recycling Waste AR – Interactive AR Guide for Proper Waste Sorting



Problem Statement:

Recycling can be confusing due to unclear rules about how to sort or prepare items properly, leading to incorrect disposal and contamination.

Solution:

Leverage AR to guide users by recognizing common waste items and overlaying clear, step-by-step recycling instructions within their physical context.

Overview

This app uses augmented reality to teach users how to recycle everyday waste correctly. By scanning items like newspapers, cans, bottles, or glass, the app shows step-by-step AR animations explaining how to prepare these items—such as washing, folding, or squeezing them. It also guides users on which recycle bin to use and provides easy-to-understand recycling tips.

Concept

The app makes recycling simple and fun by turning it into an interactive experience. It helps reduce confusion around sorting waste, making sure users know exactly how to handle and dispose of their recyclables. Through clear visual guides and educational content, it encourages responsible recycling habits that protect the environment and improve community waste management.

Target Audience

- Everyone who wants to recycle better
- Schools and Communities

Features (AR Functions and How to Use Them)

1. **Waste Item Recognition:** Users scan waste items (paper, cans, bottles, glass) using their device camera; the app identifies the item and triggers relevant AR content.
2. **Step-by-Step AR Preparation Guide:** The app overlays animations showing how to prepare the item for recycling (e.g., rinse bottles, fold paper, squeeze cans). Users can interact by tapping or dragging the AR object to practice these actions virtually.
3. **Recycling Bin Instructions:** Displays the correct bin color and type for disposal, with local recycling rules integrated for clarity.
4. **Educational Tips and Facts:** Pop-up cards provide brief, impactful information on recycling benefits and environmental impact, reinforcing the importance of correct habits.
5. **Progress Tracker (Optional):** Keeps track of user interactions and recycling practice, rewarding users with badges or points to motivate continuous engagement.

Why This Idea Matters

- Reduces mistakes in recycling, lowering contamination and increasing recycling effectiveness
- Educates users on proper waste preparation, which helps recycling facilities process materials efficiently
- Makes recycling more approachable for all ages with engaging, easy-to-follow AR demonstrations
- Supports local recycling policies by giving users specific, actionable instructions
- Raises environmental awareness by showing the real impact of proper waste management

Encourages sustainable habits that contribute to reducing landfill waste and conserving resources

References

- **Recycle Coach:** Provides local recycling rules and schedules in an easy-to-use app.
- **iRecycle by Earth911:** Offers information on recycling centers and accepted materials.
- **Google Lens:** Demonstrates effective use of image recognition and AR overlays.
- **WWF AR Campaigns:** Uses AR for environmental education and awareness.
- **Litterati:** Engages communities through gamified litter collection and tracking.
- **Trash Hack:** Employs AR to show waste's environmental impact, encouraging better habits.

Idea 6 - Gunn Joey 0366122

6. *AR Sleep Story Viewer*

Problem Statement:

Young children often find it hard to settle down at bedtime, and traditional routines may not hold their attention in today's tech-driven world.

Proposed AR Solution:

Introduce AR storytelling triggered by physical objects to create gentle, immersive bedtime experiences that support relaxation and imaginative wind-down.

Overview

The AR Sleep Story Viewer is a calming augmented reality app created for children's bedtime routines. By scanning a bedtime-related object such as a book cover, moon sticker, or soft toy tag, children can unlock gentle 2D animations and peaceful audio stories. The app brings quiet storytelling to life, helping children relax, engage their imagination, and fall asleep more easily.

Concept

This app turns physical bedtime items into magical AR gateways to relaxing story experiences. It helps children wind down by offering short, illustrated tales with animated elements and soft narration or ambient music. It blends traditional bedtime routines with light, educational AR, making nighttime routines more comforting and interactive. It gives parents a creative tool to help ease children into restful sleep.

Target Audience

- Parents with young children who enjoy bedtime stories
- Preschools and childcare centers looking for educational sleep aids

Features (AR Functions & How to Use Them)

1. **AR Image Trigger:**
    - Child scans a moon-themed sticker, book cover, or plush toy tag to start the stor
    - (You can use Vuforia image targets like printed cards or stickers)
2. **2D Animated Story Scenes:**
    - Calm 2D illustrations gently move (e.g., twinkling stars, a floating cloud, blinking owls)
    - Looping, soft animations suitable for winding down
3. **Audio Narration & Soundscapes:**
    - Optional voice narration reads the story aloud in a soft tone
    - Background ambient sounds (rain, forest, lullabies) enhance the experience
4. **Story Progression by Tap or Timer:**
    - Tap to go to next “scene” or let it auto-advance slowly over time
5. **Story Themes:**
    - Short calming tales: “The Dreaming Star”, “The Owl Who Couldn’t Sleep”, “Moonboat Adventure”
    - Stories focus on gentle emotions, wonder, and nature
6. **Night Mode Design:**
    - Soft colors (blues, purples), no bright flashes or harsh movements
    - UI buttons designed to be minimal, bedtime-friendly

Why It Matters

- Encourages better sleep habits in children through relaxing audio-visual storytelling
- Enhances parent–child bonding during bedtime routines
- Supports early literacy with engaging, screen-light reading experiences
- Offers a safe, low-stimulation way to use technology at night
- Encourages imagination and positive emotional winding down before sleep

References / Inspiration

- **Moshi:** Sleep & Meditation App for Kids – known for calm stories and relaxing narration (not AR-based but conceptually similar)
- **Wonderscope AR App** – interactive AR storytelling for kids (more complex and 3D, but strong reference for immersive narrative)
- **Malaysia-based reference:** No major local AR storytelling app currently available, making this a fresh concept for local or regional markets