



KEY LIME MASTERCLASS

EMTECH SERIES



is a user experience research and design agency, with a
sweet spot for emerging technology

We deliver strategic insights, advice, and ideas that help
enterprise companies understand their customers' needs and move the needle in terms of
customer experience differentiation.

Strategists



Researchers



Designers



Thought Leaders



TRUSTED BY 100+ **ENTERPRISE** CLIENTS ACROSS MULTIPLE INDUSTRIES



Sampling of clients. All clients not listed.



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Gia Periss

Expert in AR
UX Product Research

LESSON 2

Get Your Brand Ready for:
**Mobile
Augmented Reality
(AR) Primetime**



Ayush Bhargava, PhD

Expert in Research + Testing
of VR/AR Products

ATTENDEE POLL

**What is your level of
expertise with Mobile AR?**

What You'll Learn

- Ideas for how your brand can get ready for -
MOBILE AUGMENTED REALITY (AR) PRIMETIME
 - Why it matters?
 - How it works?
 - Tips for a seamless User Experience
 - Tips for best-in-class Mobile AR
- Worksheet with **tips & resources** from this masterclass
- Recording to **share**

Augmented Reality Milestones



1998

Football 1st & 10



2005

1st Mobile AR game



2015

Snapchat



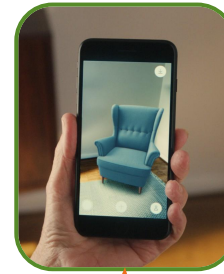
2016

Pokemon Go



2017

IKEA



2020





A glance into the future of Augmented Reality Iron Man (2008)

Mo · bile

Aug · men · ted Re · al · i · ty

superimposed computer-generated images on top of your view of reality, thus creating a composite view that augments the real world.

abbreviations

Mobile AR



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Get your brand ready for Mobile AR Primetime

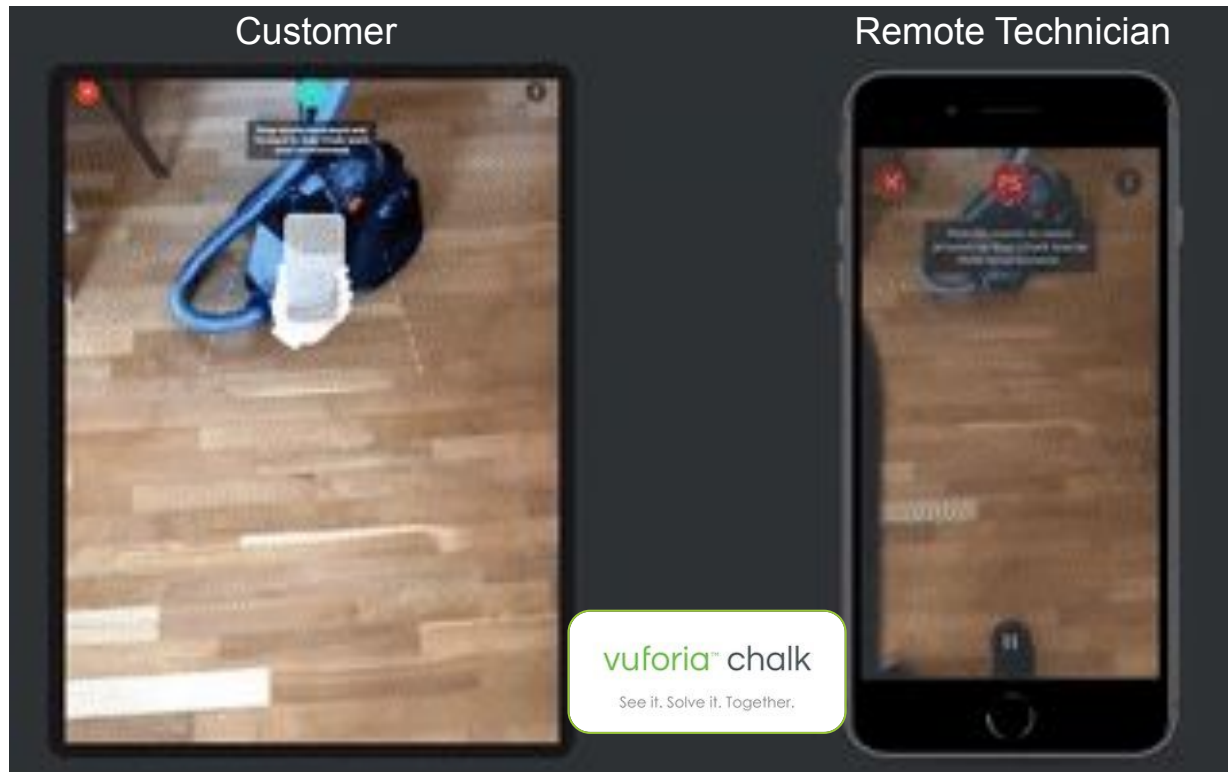
Why Mobile AR Matters

Covid-19 + Mobile AR

Mobile AR can **bring people together** during these turbulent times by -

- VISUALIZING NEW REALITIES
- TELLING POWERFUL STORIES
- MAKING TASKS EASIER
- CREATING A SHARED WORKSPACE



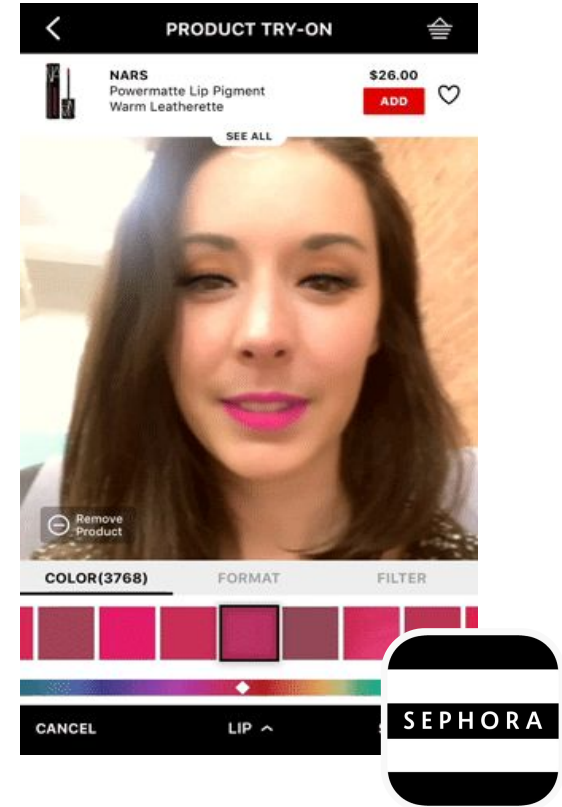
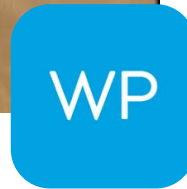


**Technicians guide you through simple repairs
from the safety of your own home.**

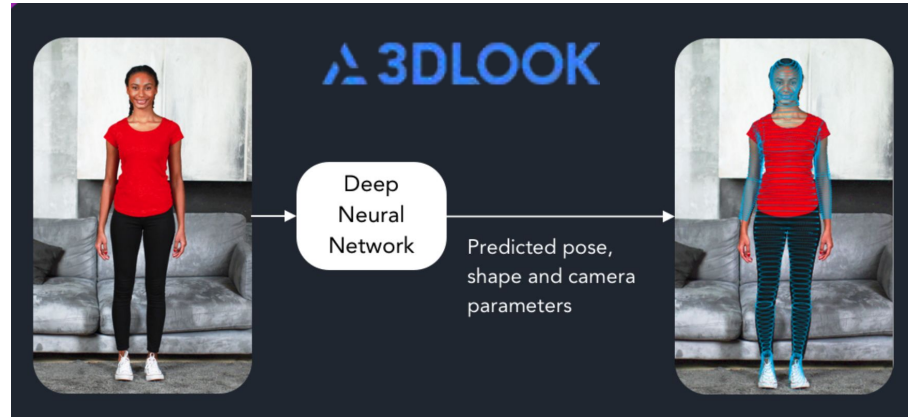
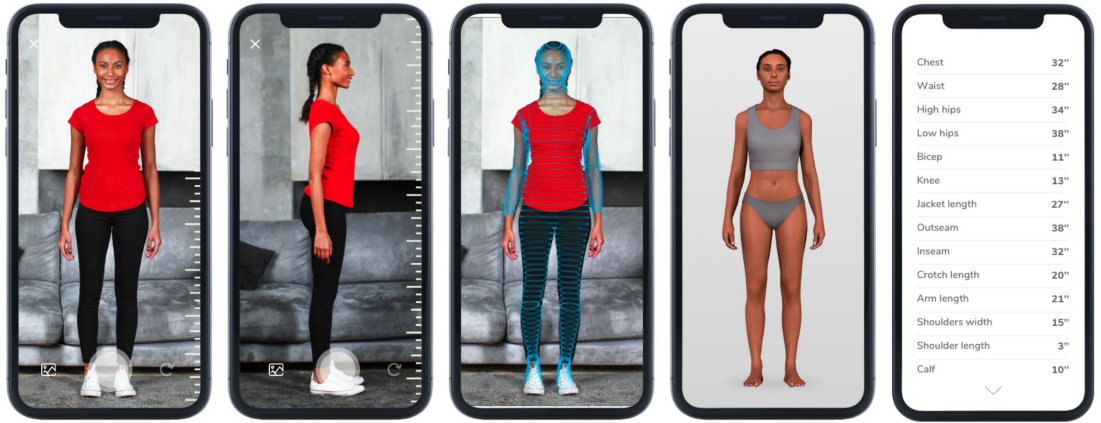


Since it's first release in 2015, Snapchat filters having become an integral part in how we now socialize.

The technology has quickly been adapted to ecommerce with enormous success.



Beyond just aesthetics... mobile AR can be used as a tool to tailor the product or experience to the consumer.





But mostly, brands use mobile AR to GET RESULTS

72%
of customers

PURCHASED ITEMS THEY DIDN'T PLAN
TO BUY BECAUSE OF mobile AR.

71%
of customers

SHOPPED MORE WHEN THEY USED
mobile AR.

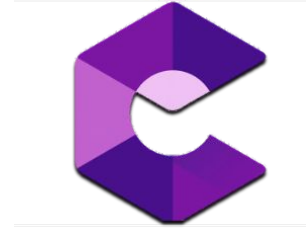
61%
of customers

PREFERRED STORES WITH AR EXPERIENCES

Get your brand ready for Mobile AR Primetime

How mobile AR works

First things to consider...



What is your end goal?

Beginner

What are the best ways to explore the brand personality?

Intermediate

What products will look like on me or in my home?

Advanced

What kind of experience does this brand enable?

Expert

How can I share this experience with others?

What is your ultimate end goal?



Beginner

Intermediate

Advanced

Expert

QUICK & EASY

- Markerbased
- Scans marker (e.g., label)
- Virtual content overlaps marker



What is your ultimate end goal?



Beginner

Intermediate

Advanced

Expert

COMPLEXITY BUT WELL ESTABLISHED

- Markerless
- Scans the face
- Facial recognition



L'ORÉAL

What is your ultimate end goal?



Beginner

Intermediate

Advanced

Expert

COMPLEXITY & UNCERTAINTY

- Markerless
- Scans the space
- Place virtual content



What is your ultimate end goal?



Beginner

Intermediate

Advanced

Expert

MULTIFACETED & ERROR PRONE

- Location Based
- Geospatial tracking, gyroscope, cameras, etc.



Get your brand ready for Mobile AR Primetime

Tips for a seamless User Experience



“Environment, Environment, Environment.”

PLAN FOR THE UNEXPECTED

Lighting is everything

Prompt users on optimal environments

Texture matters

The size of the space makes a difference





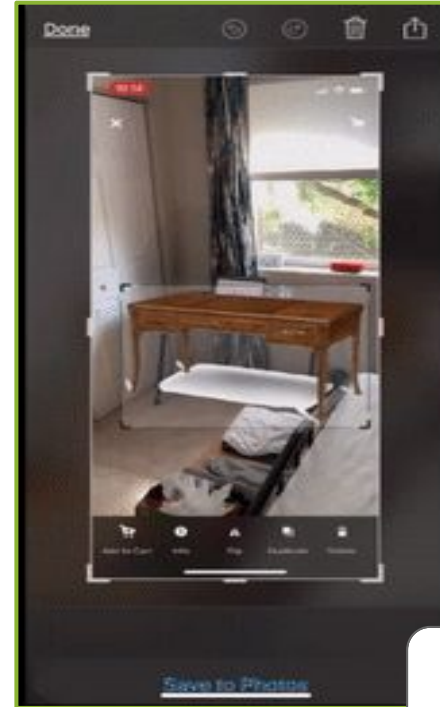
“It's never simple to keep things simple.”

AIM FOR MINIMALISTIC

Reduce editing options to the bare minimum

Remove features that distort the product

Rethink the use of carry over features from 2D applications.





“Calibrate As A Game.”

GUIDE THE USER WITHOUT THEM KNOWING

Tutorial or instructions before launching.

- Hide calibration steps through gameplay or storytelling elements
- Provide feedback prompts
- Collect user data on the experience to understand what works and what doesn't





“Pump up the Volume.”

3D AUDIO & VISUAL EXPERIENCES

Create a fully visual-auditory experience

- Provide tutorial information and user prompts
- Personalize the navigation and exploration with spatial sound cues
- Create more immersive and personalized consumer experiences



Get your brand ready for Mobile AR Primetime

Tips for best-in-class Mobile AR

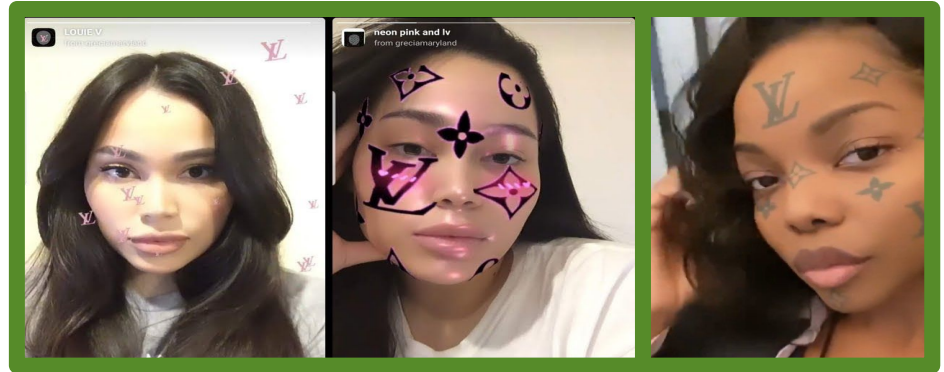


MAKE IT A BRAND EXPERIENCE

LEVERAGE SOCIAL AR PLATFORMS

like Snapchat + Instagram for reach.
Create a custom Snapchat filter for your brand.

Louis Vuitton incorporated Face Filters allowing their customers the ability to wear the brand.





PROVIDE A “TRY BEFORE YOU BUY”

INTERACT WITH ONLINE PRODUCTS BEFORE BUYING

- Increase engagement with product
- Improve product certainty
- Boost sales
- Reduce returns

Home Depot's Mobile AR
“Project Color” App saw a
12.5% increase in purchases.





PERSONALIZE ONLINE BUYING EXPERIENCES

TAILOR THE PRODUCT TO THE CUSTOMER

- Reduce guess work
- Diminish returns rates
- Increase purchasing confidence

Nike found about **64% of customers** who purchased shoes online **did not get the right size**. Their new **AR sizing app** has spiked online sales and **reduced return rates**.



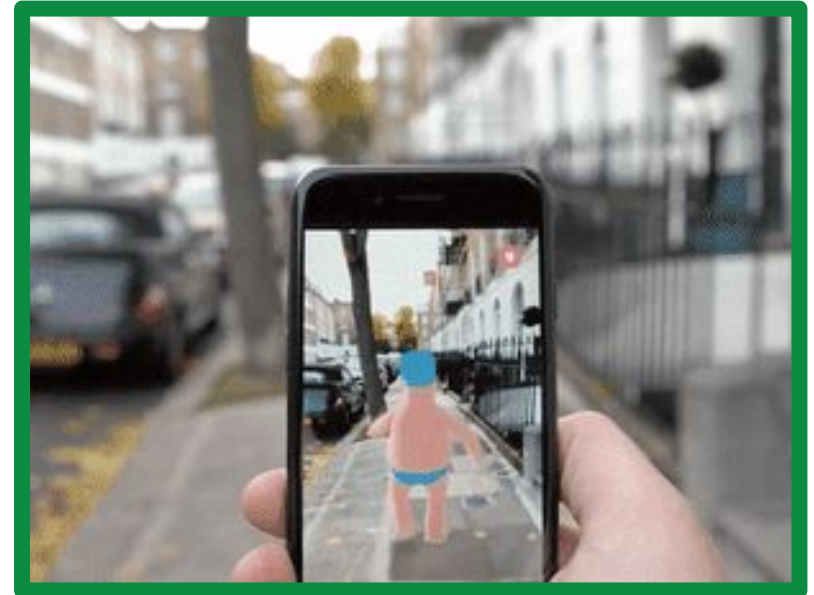


GAMIFY THE EXPERIENCE

PERSONAL TOUCH WHILE CONNECTING CONSUMERS WITH BRAND

- Have fun with it
- Playful & unconventional solutions
- End-to-End Customer Experience

Hotstepper is a confident dude who, when he's not dancing, will walk you to any location you need to go.



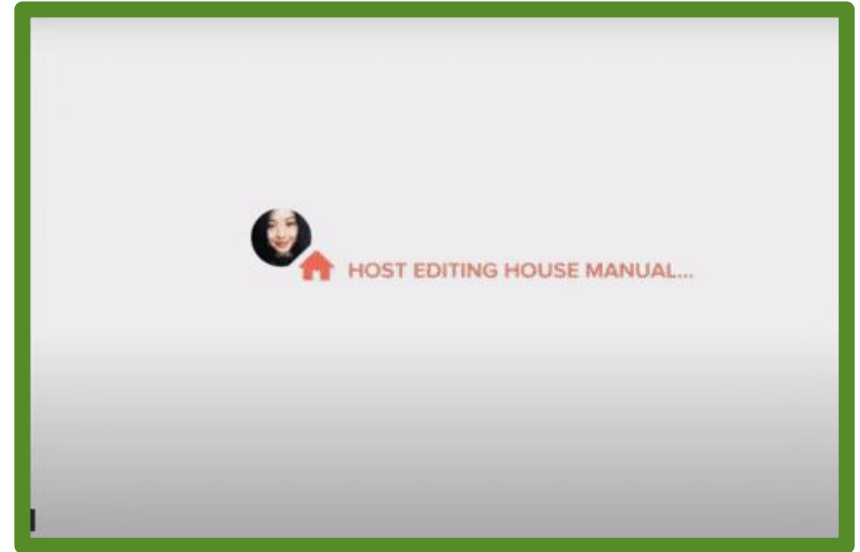


INTEGRATE AR WITHIN EXISTING APPS

CREATE A FULL 360 CUSTOMER EXPERIENCE

- Allow customers to digitally place an item
- The proof is in the pudding
- Solidify the buying decision

Airbnb AR mobile AR feature helps guests find and navigate rental listings and find safety features at the property





Get Your Brand Ready for *Mobile AR* Primetime

Tips for best-in-class *Mobile AR* experiences

- Turn it into a brand experience
- Promote “try before you buy”
- Tailor the product to the customer
 - Gamify the experience
 - Integrate it as a feature

Ways that Mobile AR is being used

PERSONALIZE BRAND EXPERIENCES

DRIVE ENGAGEMENT & LOYALTY

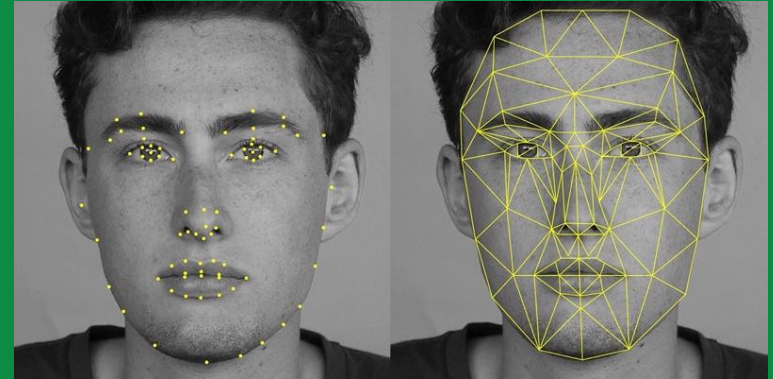
CONSUMER IS PROTAGONIST OF THEIR OWN STORY AND EXPERIENCE

CUSTOMIZABLE & PERSONAL 'TRY BEFORE YOU BUY' EXPERIENCES

BRING VIRTUAL PRODUCTS & TOOLS INSIDE THE HOME

Face Filter Mobile AR App Development

- [Google Cloud Vision API](#) for Android,
- [Google Mobile Vision iOS API](#),
- [Microsoft Cognitive Services](#)
- [Core Image API](#).





84% of customers believe the experience is as important as the product itself.

72% of customers purchased items they didn't plan to buy because of AR.

71% of customers shopped more when they used AR.

61% preferred stores with AR experiences.

55% say AR makes shopping more fun!

40% are ready to pay more if they test products with AR.

Learn



How is mobile AR used?

Build



How to design a good mobile AR experience?

Grow



How to use mobile AR to help grow your business?



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Q&A with Experts

Let's tackle some problems together!



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See you at the next class!

More burning questions? Let us know at emtech@keylimeinteractive.com

LESSON 3

Let's talk about Voice Tech