

LESSON 2

Get Your Brand Ready for:

# Mobile Augmented Reality (AR) Primetime

## Key Takeaways

Tips for a seamless User Experience

**1. Environment, Environment, Environment.**

Lighting and texture is everything, prompt users for optimal environments. The size of the space makes a significant difference.

**2. It's never simple to keep things simple.**

Reduce editing options to the bare minimum. Remove features that distort the product. Rethink the use of carry over features from 2D applications.

**3. Calibrate As A Game.**

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

**4. Pump up the Volume.**

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

Tips for best-in-class Mobile AR

**1. Make it a brand experience**

Leverage social AR platforms like Snapchat and Instagram for reach. Create a custom Snapchat filter for your brand.

**2. Provide a "Try Before You Buy"**

Increase engagement with products using AR to improve product certainty. This boosts sales and reduces returns.

**3. Personalize online buying experiences**

Increase purchasing confidence and diminish returns by taking the guesswork out of it. Allow users to scan the surrounding area, objects or take body measurements to provide measurement estimates.

**4. Gamify the experience**

Create a playful and unconventional experience for your end-users to make them come back.

**5. Integrate AR within existing apps**

Create a 360 customer experience by integrating AR with other features of your application.

## Resources

- [How to Use Mobile AR to Help Grow Your Business](#)
- [COVID-19 and New Realities: How to Run a Remote Session with Mobile AR](#)
- [Mixed Reality and Guidelines for Developing in XR: Part 1 - An Introduction to XR](#)
- [Defining Reality: A Look Into What XR Experience is Best for You](#)
- [Incorporating XR Into Business Using Foresight Methodologies](#)

## Next Masterclass in August

**Be on the lookout for an email with more event details next week!**

Let's talk about Voice Tech

## Have questions for our experts?

Ask at [emtech@keylimeinteractive.com](mailto:emtech@keylimeinteractive.com)