Pets Realm AR

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Goals & Users

Project Goals: Create an AR app that allows users to grow pets from eggs (or from infancy, depending on the pet), and watch the pets grow up in real-world time. Pets could be anything from a dragon to a dog. Pets and even eggs can be interacted with in the real world via AR to increase affection, which grows the pet into adulthood faster, and gives money to buy more pets. When buying pets, the pet will have a random skin/pattern as an incentive to buy multiple of the same pet to get the desired skin/pattern. The app will also have features such as taking pictures of the pets. The app also can help with people in unfortunate circumstances. For example, people who can't have pets in real life, people unsure if buying a real pet is for them, or people that recently suffered from a pet's death and need some form of emotional help.

Business Goals: The app will be a free experience, allowing for exposure from the public to look at some of my other projects. Additionally, this would appear in my portfolio and be a good experience for future projects. Furthermore, a payable option for more in-game money to buy more pets or instantly grow pets up could generate some money.

User Goals: Users want to form long-term bonds with virtual pets. They get play with virtual pets in a more realistic experience compared to other pet apps or video games due to the nature of AR. Additionally, through the process of bonding with a pet, users get fulfillment in watching them grow up and emotional support through their day-to-day actions with them. Some users may also just want to, simply, find something to cure their boredom.

Goals & Users

Target Audience: Tech-savy people (in general anyone) that are interested in virtual pets. Other targeted users include people who can't have pets in real life, people unsure if buying a real pet is for them, or people that recently suffered from a pet's death and need some form of emotional help.

Research: IM 260 student examples
https://www.apple.com/augmented-reality/
https://www.oberlo.com/blog/augmented-reality-apps
https://arpost.co/2018/07/31/ar-apps-pet-lovers/
https://uploadvr.com/niantic-ar-peridot/

1. Where you usually play video games (if you don't play video games, then normal games), is it a clean open area or clustered messy area?

- 2: Clean
- 3: Clustered

2. On average, often do you play video games, and how long do you play them?

- 2-3 hours sometimes
- 1-6 hours daily
- 3 hours sometimes
- 1 hours rarely
- Almost never

3. How long do you usually spend on phone apps in a single "play" session?

- 2: 5-10 minures
- 2: 10-20 minutes
- 1: 1-2 hours (usually youtube or music apps)

4. How easy is it for you to use an app daily?

- 1: Hard
- 2: Somewhat possible
- 2: Really easy (one said really easy if there was notifications)

User Interviews

5. What kind of pets do you have, and if you don't have any, what kind of pets, if any, would you like in real life?

- 1: No pet – Fish
- 2: A single dog
- 2: 2 different dogs

6. If you could have any pet in real life (it can be real or fantasy), what kind of pet would it be?

- Girraffe
- Chinchilla
- Beatle
- Cosmo (Gaurdians Of The Galexy dog with space suit)
- Dog

7. How do you play with your pet if you have one, or how would you play with a pet if you don't own a pet?

- Rather not play
- Pet and throw stuff
- Pet and feed
- Roughhousing and rough pets
- Cuddle

8. If you had an app that you could play with pets in AR (a simulated real world using your camera), what feature would you look forward to the most: Playing with your pets, buying and choosing your pets, or seeing pets grow in real-time?

- 2: Watching them grow
- 2: Playing with them
- 1: Buying/choosing

9. Would you prefer more real, fantasy, or an equal distribution of real and fantasy pets in an AR pet app?

- 2: Real
- 3: Equal

10. How interested would you be in an AR pet app?

- 1: Not very interested
- 2: Fairly interested
- 1: Pretty interested
- 1: Quite interested

Findings

Overall, I was most surprised to see that so many people were more interested in real pets rather than fantasy pets like dragons like I had initially planned for the app, especially when four out of five interviewees were pursuing a career path in video games. I found out quite a few other things, though. Starting with question one, I may need to account for messy and cramped rooms where it is hard to use AR. I could solve this by adding a camera-free option with a pre-designed background like other apps do. I also found out that a reasonable amount of time users could spend on the app at one time could be 10 minutes, so I should optimize for that. I also found out that some users can stick to a daily schedule, but everyone expressed that their time varies, so spending those 10 minutes with their virtual pet on some days might not be possible. There was also a surprising amount of people expressing their love for dogs in multiple different questions, so I need to add dogs as a type of pet as I planned to do already. While getting an idea of what pets users might want, I was surprised to get a copyrighted pet from an franchise. There isn't much I can do to include those types of pets, but if more people want them, I could make knockoff versions or new custom pets. Users also seemed to have a common theme of petting their own pets, among other things they can do with them. Although it isn't stated in the results, out of the features I mentioned, even the users who didn't choose the "watch pets grow up" option seemed to like it. As stated before, I was surprised how there was an emphasis on real pets compared to fantasy pets. However, it seems that more people want to see an equal distribution of both, so as both a personal preference and a result of majority from the survey, I will make an equal distribution of both. Finally, people had an overall positive response to the AR pet idea and would be willing to try the app out, which shows me I'm on the right path.

Competitive Analysis

AR Dragon

AR Dragons is a AR app that lets you play with a dragon that grows up in real time. Your pet dragon has plenty of skins, and even has a variety of ways to play with you, including customizable lair to play in.

UI

1. Buttons and gems are bright colors that stick out from the background

2. Buttons have text expaining their function under them

3. Traditional mobile button layout (currency top right, main buttons bottom, etc.)

4. Uses already known symbols such as the "camera" and "setting cog wheel"

UX

. Play feature (tossing balls with each other) is more of a interactive expierence compared to other simular apps

. Seeing your pet grow up in real time allows for more realistic connections to form

. Sound effects strongly support visual aspects such as wimpering when hungry

. Rare dragons increases user's personal value to their dragon

Eugene's Pets AR : 3D Animals
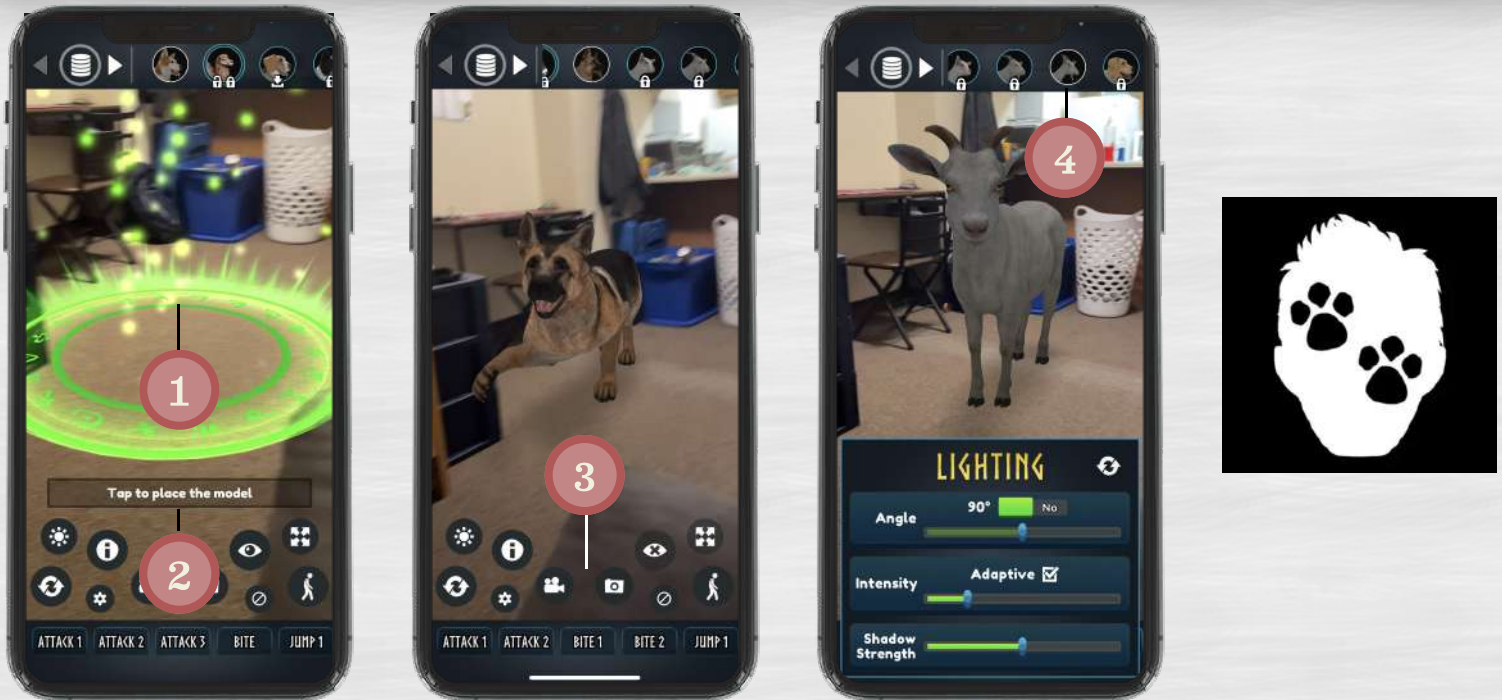
Eugene's Pets AR is a app where you can place a large variety of animals in the real world through AR. It comes with animations for each animal and lets you control their actions, and contains fun facts for each animal too.

UI

1. Bright circle with particles flying from it clearly shows where animal will be placed

2. Sometimes uses words to express what the user should do when nessisary

3. Too many buttons, especially at the bottom

4. Uses pictures to show what kind of animal will be placed/used if pressed

UX

. Due to the large variety of animals, there is a search filter

. The app leans toward educating users because they included fun facts about each animal among the small list of features

. The lack of sound is apparent and inconsistent (no BGM & only some animations have sound effects)

. To unlock most animals, the user must watch ads (app aims to make money)

Competitive Analysis

AR Dragon world: Imagipets

AR Dragon World is a augmented reality virtual pets app that can talk, walk, fly and mimic your face expressions with a fairly large variety of pets.

UI

1. Greyed out background used during scanning proccess for better visability

2. Text has blurred outand inverted background for better readability

3. Uses symbols that some users might know, but could be slightly confusing for other users

4. UI buttons adapt if nessisary (grey when in white TrueDepth/3d emoji space)

UX

. Pets can react to real world objects, which increases immersion

. The TrueDepth feature provides funny moments meant to be shared with others, which increases the app's exposure

. Most pets need to be bought, but a few are free (goal to make money)

. pets are small, which encourages user to spawn multiple pets
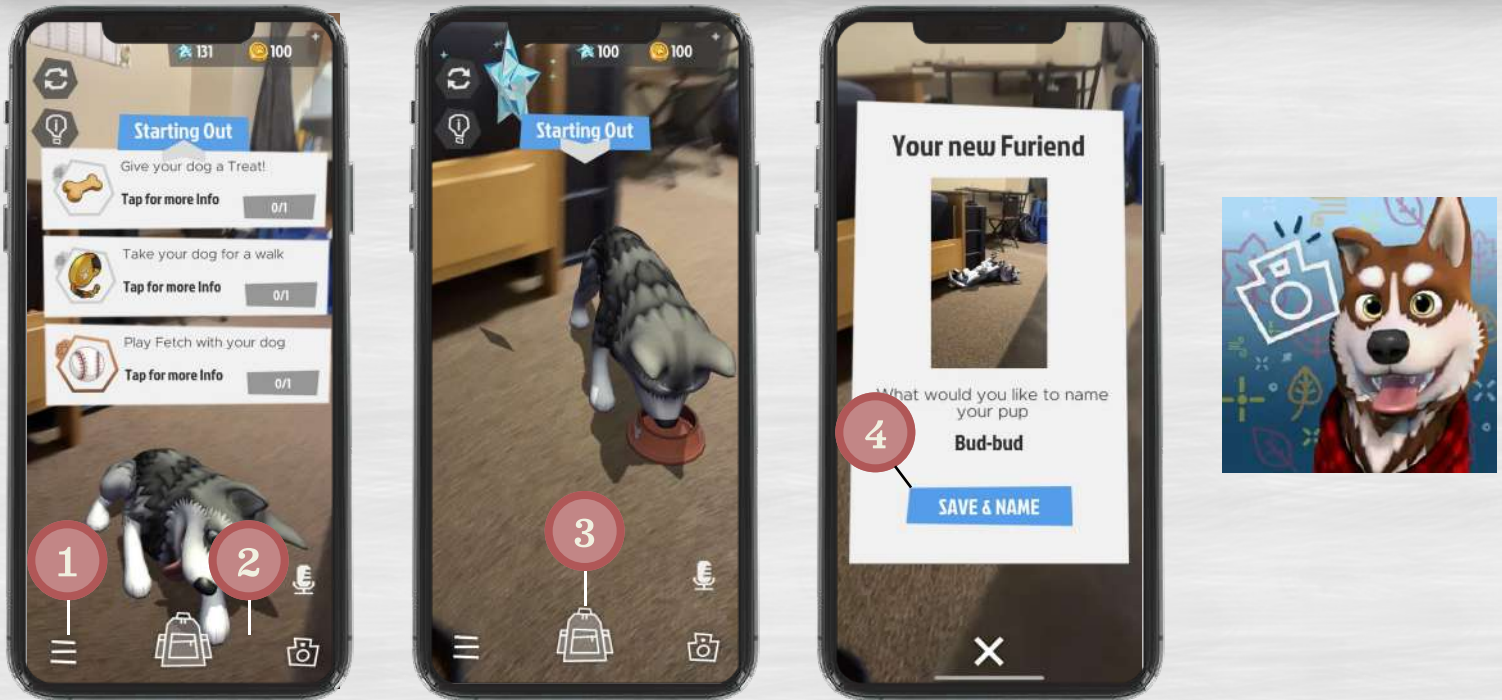
Furiends

Furiends is a AR app that allows you to adopt your very own augmented reality dog. Your dog lets you play, feed, walk, and even clean up after them. Furiends also tracks your steps outside the app for in game bonuses.

UI

1. Uses commonly used symbols such as "hamburger menu" and "camera"

2. Lots of negetive space (ex. the bottom has only three items in a row)

3. The buttons are big enough to be easily pressed, but don't take up too much room

4. Slightly stylized layout where the user understands what it is, but is still different (ex. the buttons are simular to traditional squares)

UX

. Tracking your steps for in game rewards encourages you to exercise

. Game includes a detailed tutorial to help new players adapt better

. Daily spins & daily goals encourages users to play daily

. During loading, the game helps aid user with how to play tips

Competitive Analysis

Nibblity

Nibblity is an AR app that lets you dicover adorable new pets called "Nibblins." You can care for your Nibblins by feeding them, brushing them, and decorating their homes. Additional features allow you to find Nibblins by scanning nearby real world locations, and scan real world objects for food.

UI

1. Uses progress bars for things like happiness instead of just stating "Max Happiness" when finished

2. Common theme of bright cheerful colors (even the Nibblins)

3. Icons are customized, but try to steal from already known symbols when possible

4. Minimal use of words, only used when nessisary (also words are readable)

UX

. Scanning real objects, locating Nibblins in the real world, and AR provides an immersive expierence

. Daily mission, daily craves, and increased sugar crystals keeps users coming back daily

. Happy, upbeat music and sound effects increase the charm of the game

. Achievements rewards users, and gives them goals, which increases long term playability

Findings

While testing the other apps, I found some features I wanted in my app and a proper way to implement some ideas I already had. In the AR Dragon app, I liked how you could throw a ball by tapping, and the dragon would throw it back with you to play catch. Also, while playing the app, I took note of how fast the dragon grows up and how quickly I want pets to grow up in my app for comparison. In Eugene's Pets AR, the main thing that stuck out for me was how lifeless the app felt. The animals would only do what they were told to do. In my app, I need to give the pets personalities in my app. To do that, I can do is give idle animations and let them walk around a little on their own. I could also make a personality generator where some pets do or like specific actions more. In the Imagipets pet, there is a lack of communication with the user. The app doesn't have a tutorial and expects you to read the description in the app store to understand what things do. The app has fascinating features like pets reacting to the environment, but it doesn't tell the user that. This app reminded me how vital a tutorial is, and the consequences of not having one. Furiends had most features that these apps tend to have, and followed the correct guidelines, so there isn't anything bad about the app. However, I did notice that there wasn't any one thing that the app excelled at, which didn't give me much reason to return to the app after my initial time testing it. That means that for my app, I should have some sort of selling point for it. Therefore, I plan on making real-time growing pets the main feature. Nibblity was by far the best app. It had everything, including analyzing real-world objects and determining what type of thing it is (ex. electronic or furniture) for your niblins to eat! Out of everything that the app had to offer, I think I should replicate how it uses as few words as possible to explain what things are. Nibblity's UI is simple to understand and explains what might be confusing in a tutorial. Overall. I know what direction my app needs to take to stand out from the rest. Excluding Nibblity, the other apps felt like they relied too much on AR and were too tacky for doing so. They were apps that could quickly lose their interest once the excitement of their feature(s) wore off. While it is true that I am somewhat doing the same, I hope that I can make my app different enough so that playing with pets doesn't feel the same as it did the day before if I add enough variety to the app. I also hope that giving personalities to pets lets user bond with their pets too. I learned a lot from the competitive analysis, and I hope that I can put it all to use into my app.

Competitive Analysis

	Notificat-ions	Petting/Brushing	Feeding	Multiple Pet Types	Customiz-able pets	Happiness Meter	Currency
AR Dragon		✓	✓		✓	✓	✓
Eugene's Pets	✓			✓			✓
Imagipets		✓	✓	✓			
Furiends	✓	✓	✓		✓		✓
Nibblity	✓	✓	✓	✓	✓	✓	✓

Golden Thread

1. Tom downloads and opens the app for the 1st time because Tom wants a pet, but can't afford it.

2. The app guides Tom to **buy a pet** in the pet store through a **tutorial** as they follow it.

3. The app guides Tom to **tap the 'Play' button** to play with their new pet in AR (after allowing camera permissions).

4. Tom **swipes at the ball** as it is being thrown by their pet with help of a tutorial.

5. Tom is guided to **pet their new pet** & they gain max happiness with it.

6. After allowing notifications, Tom turns off the app.

7. A **notification** that says "Your pet is lonely without you..." pops up one day later, which reminds Tom about the app, and he opens up the app.

8. Tom **collects money** that he got, while he was away, and notices that his **pet looks a little bigger**.

9. Tom plays with his pet until reaching max happiness.

10. Tom enjoys his expierence, and plays with his pet(s) daily for the near future.

Information Architecture

Pet/Brush
. Processing input

. Pet animations

Toss Ball Game
. Button to start

. Swipe to toss ball in time mechanic

. Pet animations

. Ball animation

Real Time Growing Pets
. Different 3D models
  - Optional egg form
  - Baby form
  - Teen form
  - Adult form

. Real time growth calculations

Tutorial
. Intro explaination

. Buying pets guide

. Playing pets guide

. Money / happiness system explaination

Pet Store
. Back button

. Pet layout

. Pets
  - Dog
  - Dragon
  - Fox
  - phoenix

Money System
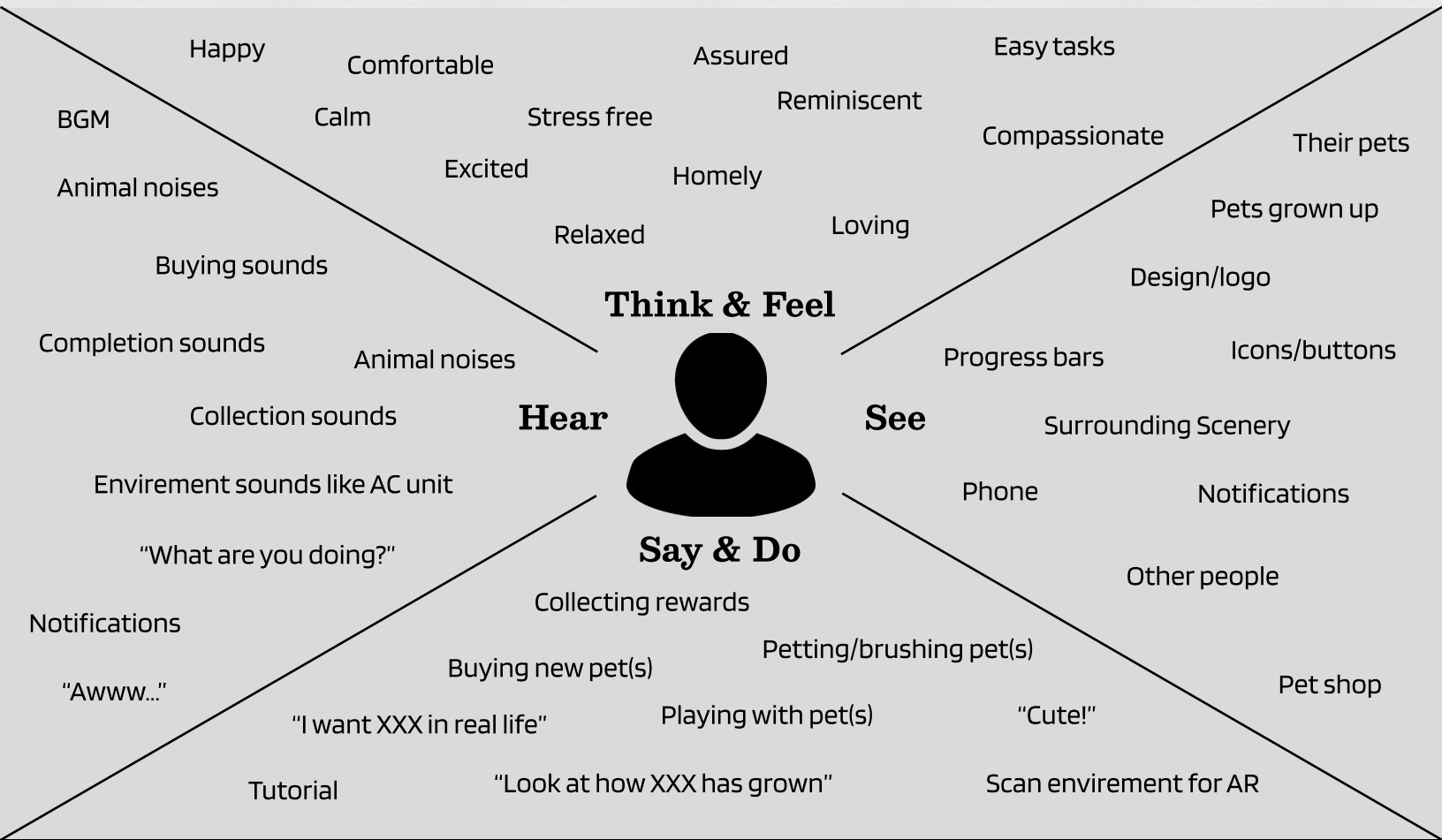. Pets generate money based on happiness & rarity of pet

. Rewarding collection

Notifications
. Since last played reminder
  - 2 days
  - 1 week
  - 1 month

Happiness System
. Actions like petting increase happiness

. Being away decreases happiness

Empathy Map

Think & Feel

Happy

Comfortable

Assured

Easy tasks

Calm

Reminiscent

BGM

Stress free

Compassionate

Animal noises

Excited

Homely

Their pets

Buying sounds

Relaxed

Loving

Pets grown up

Design/logo

Completion sounds

Hear

Animal noises

Progress bars

Icons/buttons

See

Collection sounds

Surrounding Scenery

Envirement sounds like AC unit

Phone

Notifications

"What are you doing?"

Say & Do

Other people

Notifications

Collecting rewards

"Awww..."

Petting/brushing pet(s)

Pet shop

Buying new pet(s)

"I want XXX in real life"

Playing with pet(s)

"Cute!"

Tutorial

"Look at how XXX has grown"

Scan envirement for AR

Pain

Limited number of pets

Slow start

Technical AR issues

Finding good envirement to play in

Pets aren't real

Finding time to play

Repetitive gameplay

Potential failure of time investment

Pets grow up too fast/slow

Gain

Rewarding seeing pets growing up

No real commitments

Pets don't die

Cheap alternitive to real pets

Realistic virtual pets

Relaxing time

Have pets impossible in real life

Pets always love you

Interesting topic to talk about

Design Patterns

Collections

. Use the standard row or grid layout whenever possible

. Consider using a table instead of a collection for text

. Make it easy to choose an item

. Add custom interactions when necessary

. Consider using animations to provide feedback when people insert, delete, or reorder items
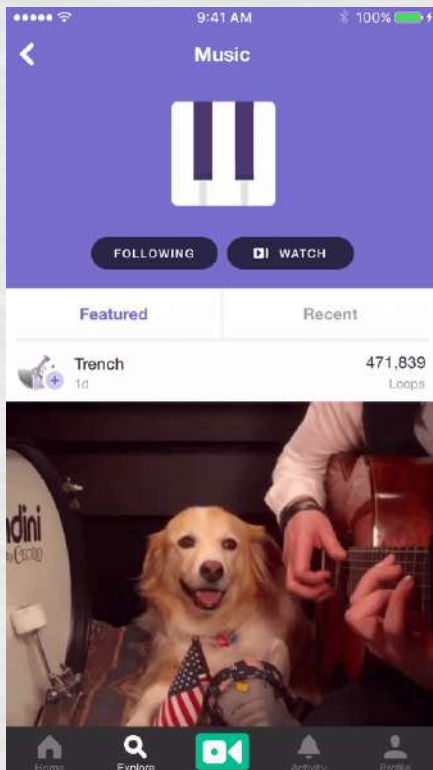
Toolbars

. Provide toolbar items that support the main tasks people perform

. Avoid displaying too many toolbar items

. Consider grouping toolbar items where supported

. Make sure the meaning of each toolbar item is clear

. Prefer system-provided symbols or interface icons

. Prefer a consistent appearance for all toolbar items

. If a toolbar item toggles between two states, make sure the item clearly communicates the current state

Design Patterns
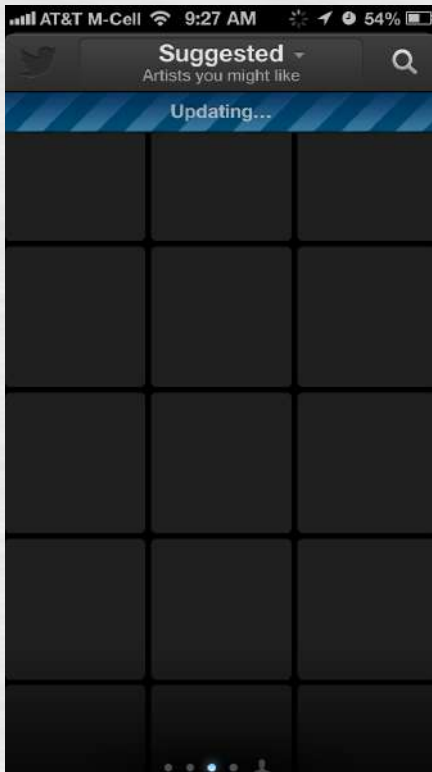
Progress Indicators

. When possible, use a determinate progress indicator

. Be as accurate as possible when reporting advancement in a determinate progress indicator

. Keep progress indicators moving so people know something is continuing to happen

. Don't switch from the circular style to the bar style

. If it's helpful, display a description that provides additional context for the task

. Display a progress indicator in a consistent location

. When it's feasible, let people halt processing
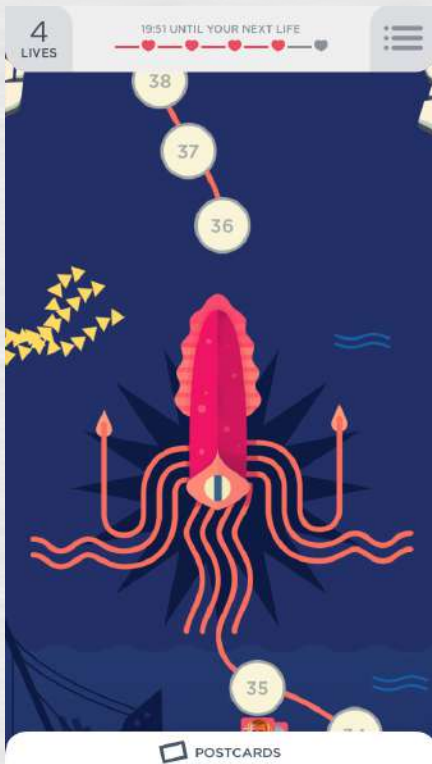
Branding

. Use your brand's unique voice and tone in all the written communication you display

. Consider choosing an accent color

. Consider using a custom font

. Ensure branding always defers to content

. Help people feel comfortable by using standard patterns consistently

. Resist the temptation to display your logo throughout your app or game unless it's essential for providing context

. Avoid using a launch screen as a branding opportunity

Design Patterns
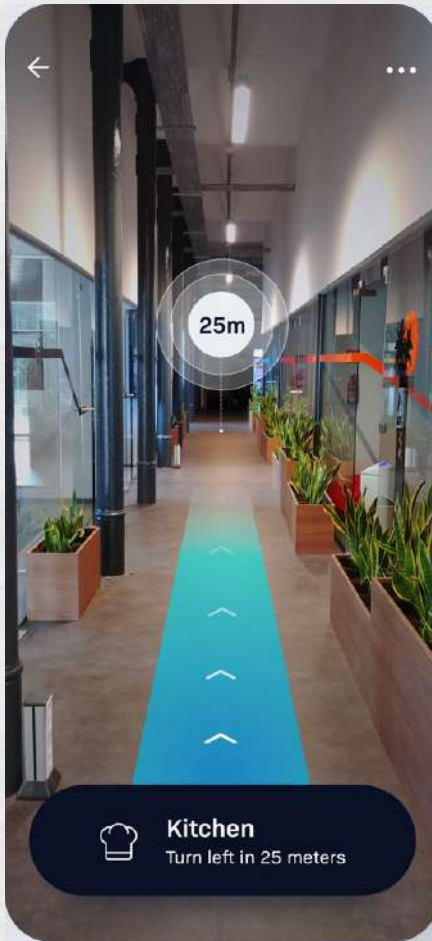
Spatial interactions

. Consider a task from the perspective of the physical world to find inspiration for a spatial interaction

. Use distance, direction, and context to inform an interaction

. Consider how changes in physical distance can guide a spatial interaction

. Provide continuous feedback

. Avoid using a spatial interaction as the only way to perform a task

. Help people understand how intervening objects can affect the nearby interaction experience in your app
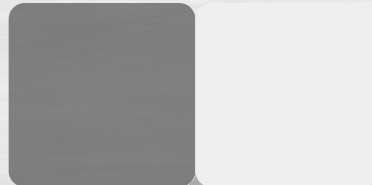
Moodboard

Color Pallette

Primary Colors

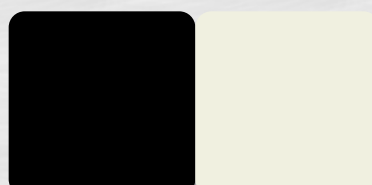#B05757 #993B3B #5F2323

Secondary Colors

#EEDEB6 #D6BA73 #B9A73D

Additional Colors Used In Icons

#E49696 #9AD78D #32931E #B6B6B6 #8A8A8A #5C5C5C #515151 #282828

Background Colors

#393939 (60%) #EFEFEF

Text Colors

#000000 #F0F0E0

App Logo

Typography

Header (Besley) - 20

Sub Heading (Besley) - 18

Title (Besley) - 16

Body (Blinker) – 16

Link (Blinker) – 16

Texture

Moodboard

Iconography

Coin	Happy	Content	Angry / Sad
Back	Pets	Shop	Play
Exit	Settings	Checkbox	Love

Continue

100

Pictures

Main Gameplay

AR Scan Room Screen

User Scans Room

User Collects Money

User Taps Play Button

User Plays Catch (Swiping Ball Multiple Times)

User Selects And Buys A Pet

User Enters Shop

User Decides What To Do

User Brush Pet

User Names Their New Pet

User Summons Specified Pet

User Taps Their Pets Button

Satisfied / Turn Off App

User Flows

Tutorial

AR Scan Room Screen

↓

User Scans Room

↓

User Enters Shop

↓

User Buys Dog

↓

User Names Dog

↓

User Summons Dog → User Pets Dog

↑

User Taps Play Button

↑

User Plays Catch (Swiping Ball Multiple Times)

↑

User Enables Notifications

↑

Satisfied / Turn Off App

Quick Checkup

AR Scan Room Screen

↓

User Scans Room

↓

User Collects Coins

↓

User Checks Their Pets' Happiness

↓

Satisfied / Turn Off App

Pets Realm AR

Scenario: User play with virual pets in AR

Expectations

- Fun & Entertainment
- Relaxed & Stress-free Experience
- Play With A Virtual Pet

| ACTION	Scanning Room	Collecting Money	Summoning Pets
TASK LIST	**Tasks** A. Opening & Loading App B. Entering / Setting up a playable area if not in one already C. Slowly moving phone to scan room until complete	**Tasks** A. Having pets to collect money from B. Tapping on money icons to collect money	**Tasks** A. Having and selecting a pet to summon into AR B. Selecting place in real world to summon pet
FEELING ADJECTIVE	**User emotions** A. Annoying to scan room B. Annoying to find open area	**User emotions** A. Rewarding to collect money that was earned B. Satisfying to think about future pets / purchases	**User emotions** A. Slight anticipation to see pet B. Slightly mundane task
IMPROVEMENT OPPORTUNITIES	**Area to improve** A. Give a progress bar B. Minimize it to only when they start the app C. Possible quick scan options	**Area to improve** A. Satsfying sound effects B. Make collecting as easy as pressing a button	**Area to improve** A. Cute icons of pets B. See selected pet in envirement before summoning it

...Next Page
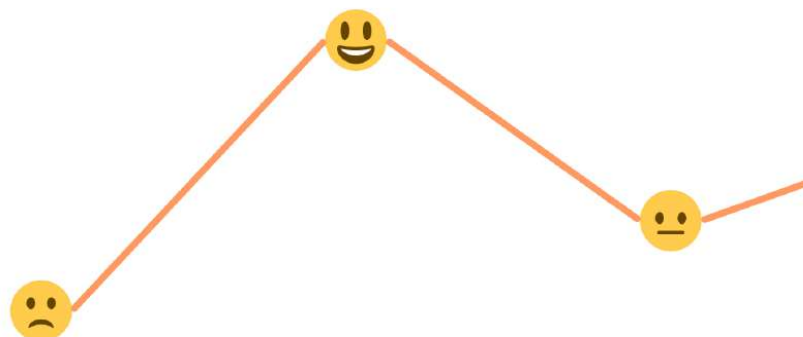
Journey Map

| ACTION	Play Ball Game With Pet	Pet/Brush Pet	Buying New Pets
TASK LIST	**Tasks** A. Have pet summoned B. Selecting the play button C. Continuously swiping in time to throw ball	**Tasks** A. Have pet summoned B. Rub finger where pet would be brushed/pet	**Tasks** A. Enter shop B. Selecting pet to buy C. Confirming purchase D. Naming new pet
FEELING ADJECTIVE	**User emotions** A. Fun playing with pet B. Satisfying to increase happiness for rewards later	**User emotions** A. Fun interacting with pet B. Satisfying to increase hapiness for rewards later C. Fun seeing pet react to your brushing/petting	**User emotions** A. Satisfying to use up the reward money
IMPROVEMENT OPPORTUNITIES	**Area to improve** A. Generous input when player throws ball back B. Pets have cute animations & sounds throwing ball back	**Area to improve** A. Pets make cute sounds B. Pets react to where the user pets them with unique animations	**Area to improve** A. Show images of pets B. Sound effects C. Congradulate the user when they buy a pet
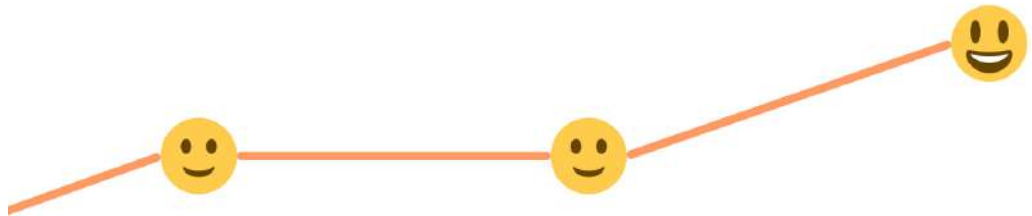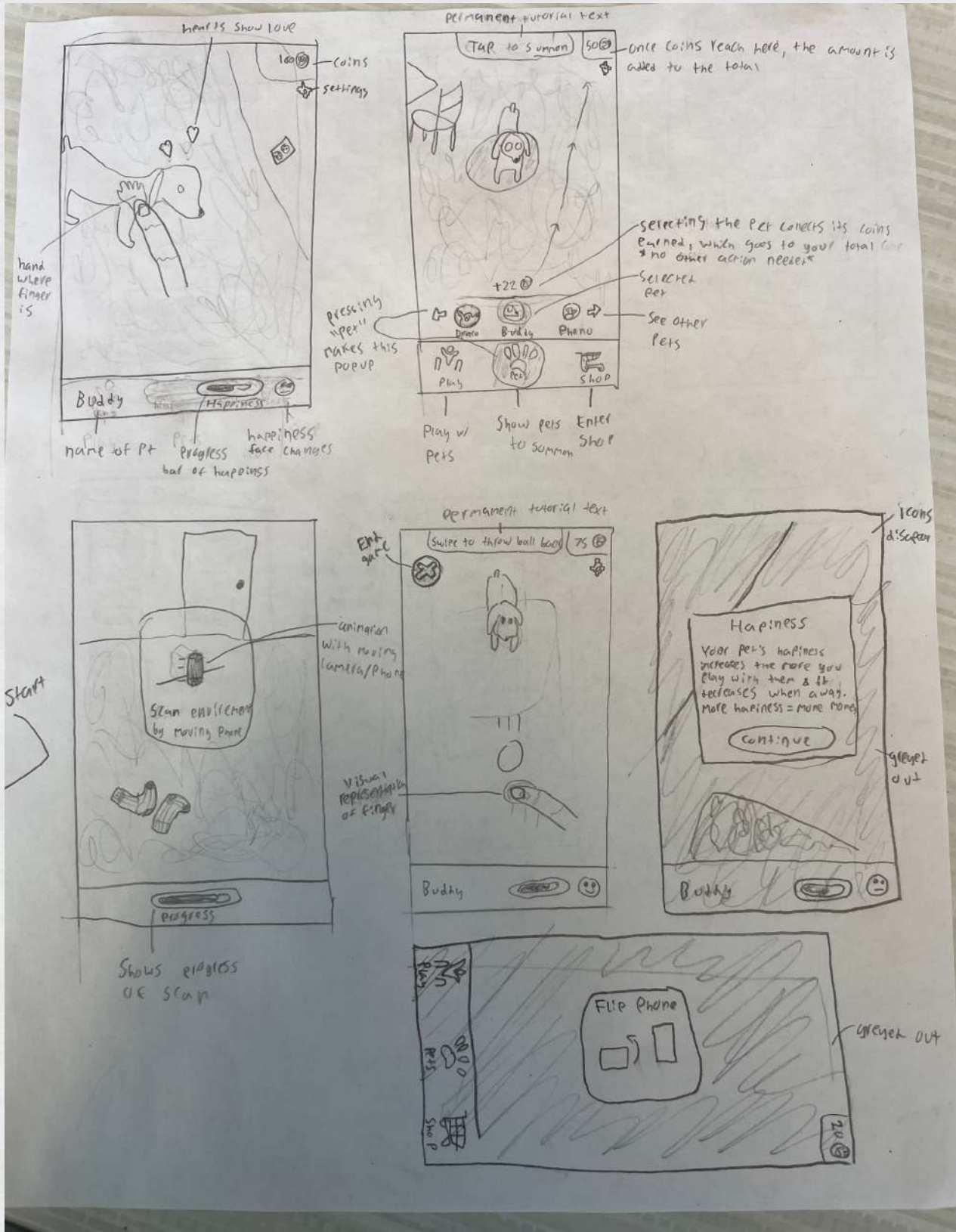
Sketches
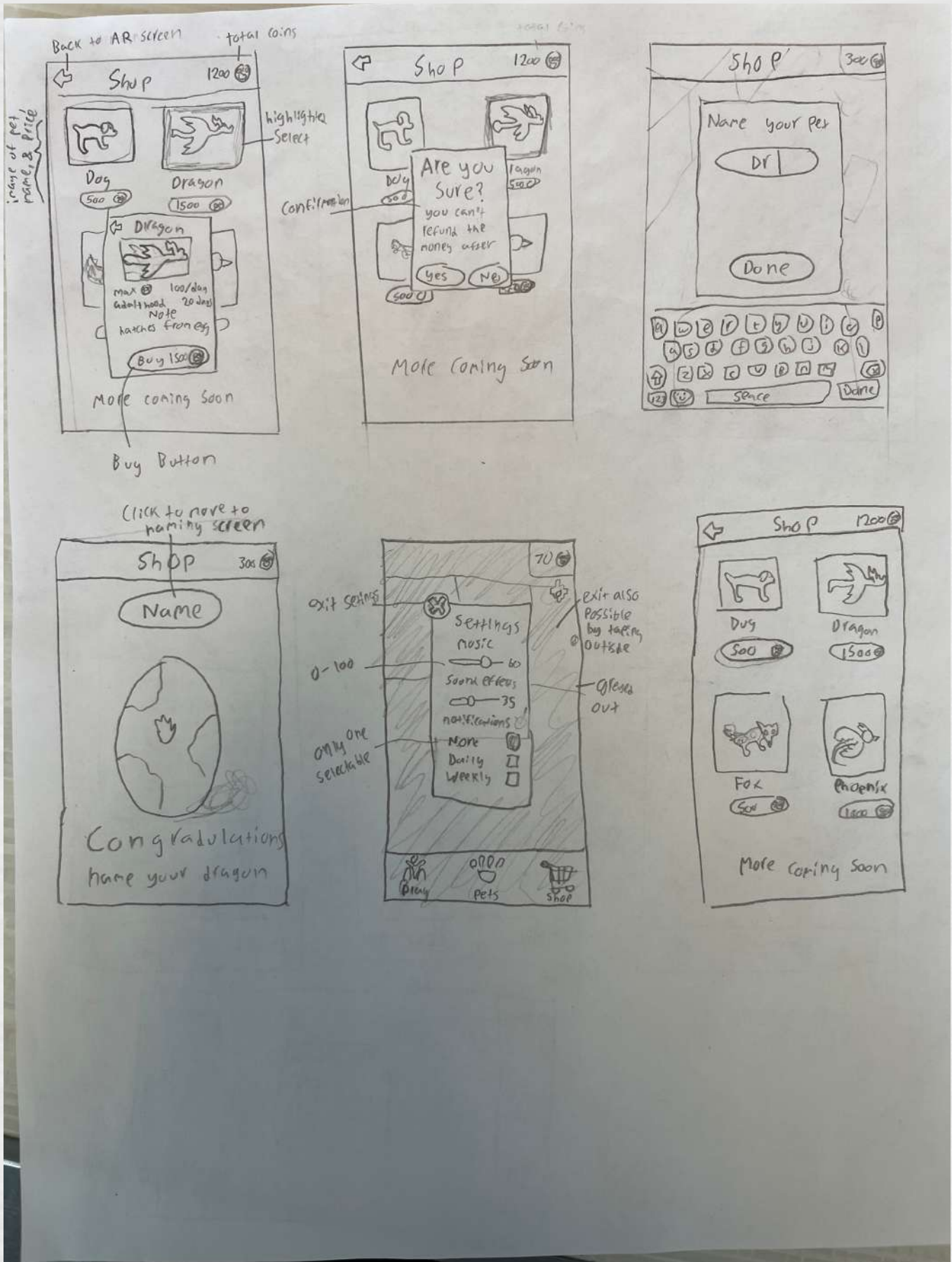
Functional Requirements

User Actions	Priority
-Scan environment for AR functionality	High
-Browse/select user's pets	Medium
-Name a pet	Medium
-Pet/brush pets	Medium
-Read tutorial information	Low
-Browse new pets to buy	Medium
-Collect coins from pets	High
-Playing with pets via ball/catch game	High
-Read detailed information about pets	Low
-Go to notification settings for notification options	Low

Game Funtions	
-Pets grow overtime in real time	Medium
-Happiness to dictate money gained	Low
-Idle animations	Low

Script

Thank you for taking your time to test out my app. I'm making an app with virtual pets that appear in the real world using AR, and grow up in real time for a school project in my UI design class. Is it alright with you that I take notes and ask questions for reference to improve my app later?

I'd like your input on the current prototype for the app and know that anything you do or any opinions you have aren't in any way wrong. The point of this prototype is to catch any mistakes that might happen, so be honest if any point is confusing.

Because my app is still a prototype made with only screens that don't require programming. For example, there are some missing features like throwing a ball and interacting with the settings. In this test, I'll give you 5 simple tasks to complete, and after, I'll ask 6 quick questions. Are there any questions you have for me before we start?

Tasks

-Complete the tutorial
-Summon the phoenix
-Pet/Brush a pet
-View the settings
-Buy a dragon

Questions

-What is your initial reaction?
-Was there anything confusing?
-Which aspect of the app did you enjoy the most?
-If the app could do anything else, what would it be?
-How did the art style impact your experience?
-The settings had volume and notifications. Would you want any more settings? If so, what?

User Testing

User 1:
Complete the tutorial – Complete
Summon the phoenix – Complete
Pet/Brush a pet – Complete
View the settings – Complete
Buy a dragon – Complete

Notes – Suggested that I should add more arrows in the tutorial
Suggested that I maybe should have a symbol for petting/brushing
Was confused about where the settings were when I asked him to find them for his task

What is your initial reaction?
He liked the art even though it was an AR app. He felt it added to his experience.
Was there anything confusing?
There should be more arrows in the tutorial when buying the pet. Also, it was confusing that the settings were in the shop.
Which aspect of the app did you enjoy the most?
He liked the variety of pets that he could play with.
If the app could do anything else, what would it be?
It would be cool to have some sort of multiplayer option where you play and connect with other people.
How did the art style impact your experience?
He really enjoyed it and had high hopes for the app.
The settings had volume and notifications. Would you want any more settings? If so, what?
He suggested having more specific notifications.

User 2:
Complete the tutorial – Complete
Summon the phoenix – Complete
Pet/Brush a pet – Complete
View the settings – Complete
Buy a dragon – Complete

Other Notes – Quick to complete the tutorial
Pressed the small dog icon when trying to summon the dog
Because he completed the tutorial quickly and didn't read the playtesting notes, he thought that he had to buy the phoenix

User Testing

What is your initial reaction?
The app reminded him of similar apps that he's seen before.
Was there anything confusing?
The app was pretty straightforward.
Which aspect of the app did you enjoy the most?
He enjoyed playing with the pets and the variety of pets.
If the app could do anything else, what would it be?
Adding emotions to the pets.
How did the art style impact your experience?
The art style didn't impact his experience in any good or bad way.
The settings had volume and notifications. Would you want any more settings? If so, what?
The settings were good as they were.

User 3:
Complete the tutorial – Completed
Summon the phoenix – Completed
Pet/Brush a pet – Completed
View the settings – Completed
Buy a dragon – Completed

Other Notes – He was in the room with the previous tester, but was only able to hear the test. He still struggled the same amount of getting through the app compared to the other testers.
He was quick to get through the tutorial
Pressed the small dog icon when trying to summon the dog

What is your initial reaction?
The app was straightforward in a good way.
Was there anything confusing?
There wasn't anything confusing.
Which aspect of the app did you enjoy the most?
He enjoyed the variety of pets.
If the app could do anything else, what would it be?
More activities, such as more options when playing with pets.
How did the art style impact your experience?
It helped him grasp it because the art was simple.
The settings had volume and notifications. Would you want any more settings? If so, what?
The settings were good as they are.

User Testing

User 4:
Complete the tutorial – Complete
Summon the phoenix – Complete
Pet/Brush a pet – Complete
View the settings – Completed
Buy a dragon – Completed

Other Notes – She was relatively slower during the tutorial and faster doing the other tasks compared to the other testers

What is your initial reaction?
She liked the app and the overall idea.
Was there anything confusing?
There wasn't anything confusing.
Which aspect of the app did you enjoy the most?
She liked petting/brushing the pets the most.
If the app could do anything else, what would it be?
She wanted to be able to throw the ball. (She couldn't think of anything else)
How did the art style impact your experience?
She liked the art style.
The settings had volume and notifications. Would you want any more settings? If so, what?
The settings were good as they were.

User 5:
Complete the tutorial – Completed
Summon the phoenix – Complete
Pet/Brush a pet – Complete
View the settings – Complete
Buy a dragon – Complete

Other Notes – This was the in-class user test, so the user has a good idea of what Figma was, and because he was a UX major, he knew the restraints better and also knew what to look out for
Pressed the small dog icon when trying to summon the dog
Said a lot of simple compliments like "Wow, cool animation" during the testing
He liked the number of animals in the app
He also felt that the app was consistent and didn't break on him other than when Figma downloaded images from the internet, which lagged on him.

User Testing

What is your initial reaction?
He thought the app was really cool, and he liked the interactions between screens. He was also impressed by the animations. He also liked the happiness meter/scanning bar and the pixelated icons.
Was there anything confusing?
The settings inside the shop were a little confusing
Which aspect of the app did you enjoy the most?
He enjoyed and was impressed by the animations the most.
If the app could do anything else, what would it be?
More options for playing with pets would be nice.
How did the art style impact your experience?
He liked the art style and felt it was real enough but not too "cartoony."
The settings had volume and notifications. Would you want any more settings? If so, what?
The settings are fine the way they are.

VR / AR Quick Test: Note Taker

Name: Caleb Kahn (Note Taker)
Date: Ashton Mutnansky (User)
Familiarity: Classmate   11/28

First 30 seconds

The app was cool & was impressed with the animations.
The app had a good variety of pets.
Liked the app's happiness meter / scan meter.
Liked the pixelated icons
Liked that it was consistant (no bugs)

Weird stuff / bugs

One time, figma itself was loading a screen (not the app loading, figma was downloading a image)

Best thing

The animations were impressive because it had something moving on screen (impressed with figma abilities)

Wish it had / did

More options for playing with pets

Favorite part

The variety of pets were interesting and liked the scale they were in the app

Overall impression
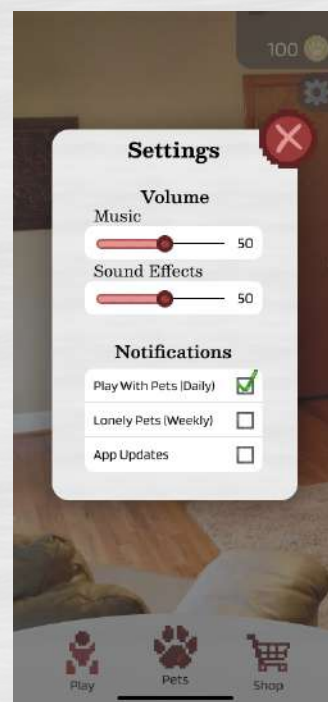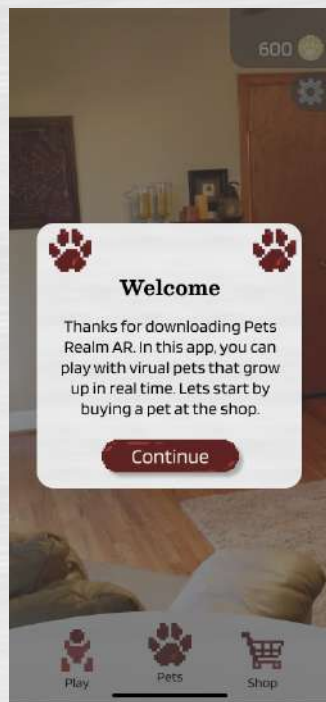
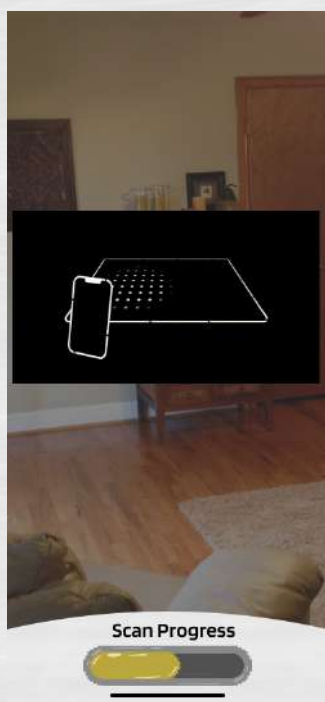Overall, it was really good and it was a good concept

Findings

Overall, the user testing went smoothly, and the feedback was almost all positive. All the users I tested were around my age, and, as a result, they already knew what AR is. The playtesters took around 5-10 minutes to complete the entire user testing process because the users got through the testing and questions quickly. While users were testing the prototype, there was barely anything confusing, and they were able to navigate the app quickly. However, two things were confusing in the app's UI. The first was that the settings menu was hard to find when looking for it because it was in the shop screen. I could fix this by adding it back to the AR screens and keeping it on the shop screen. I also found that users would tap the pet icon of the pet they were trying to summon when they tried to summon it. I intended for the user to tap where they want to place their pet, but within Figma, it didn't come across as well, so I'll add an option to summon the pet in the default place by pressing the icon. I also noticed that every one of my playtesters would move their phone when it wanted them to scan the room, probably because they were similarly immersed in the app. Additionally, I noticed that no one spent any time reading the popup texts during the tutorial, so they aren't as important as I thought.

I also got some helpful advice from the intro/outro questions as well. My first user said that I should add more moving arrows during the tutorial because it doesn't have them in every interaction, and he also said that the notifications could be more specific. Both of these ideas are worth implementing. The other users thought that the settings were fine as it was. In general, the playtesters felt that the app was straightforward and liked the app. Many compliments were given toward the art style and how simple it was, but it was still able to add to the experience by being unique. The playtesters also generally agreed that they want to do more stuff with their pets. To implement this, I could add a menu for different games whenever the user presses the play button. All the playtesters liked my app and had good things to say about it. The playtesters described the meaning and intentions behind some features like my art style, showing that I accomplished what I wanted with them. The prototype yielded promising results, so with a few small changes, the prototype will be complete.

Final User Interface Designs

Final User Interface Designs