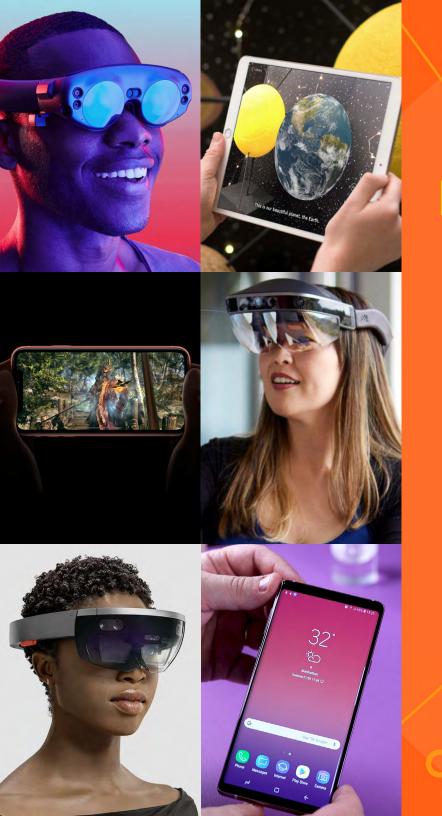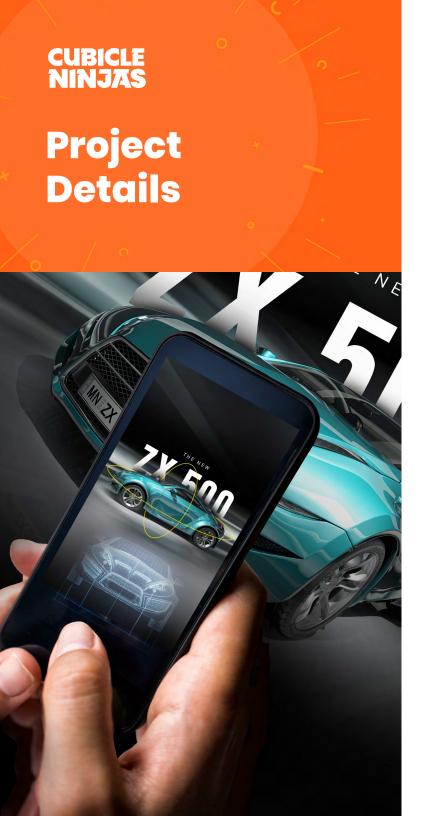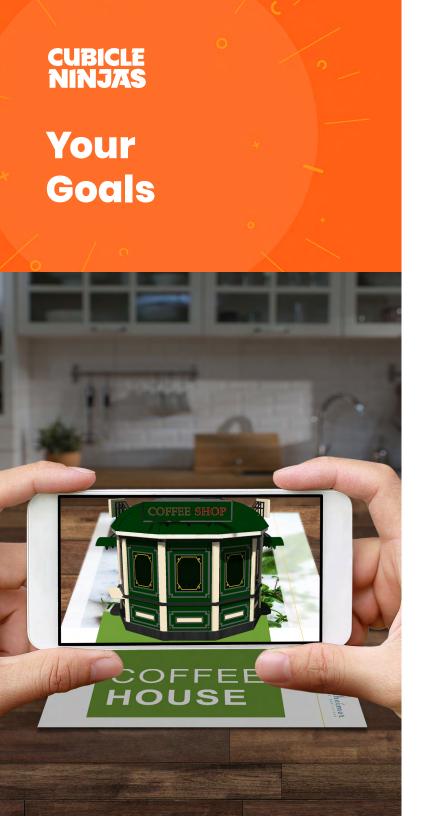# CUBICLE NINJAS

Augmented Reality Workbook

Hello!

Augmented reality merges computer-generated graphics, video, sound, or GPS data with real environments to open a world of opportunity for gaming, education, medical, architecture, navigation, and commerce applications.

This workbook anchors the vision for your application against shared creative and technical goals. While the creative process will allow us to explore all elements in vivid detail, this is an important first step. With a completed workbook we will provide you a clear, fixed timeline for our ninjas to execute against.
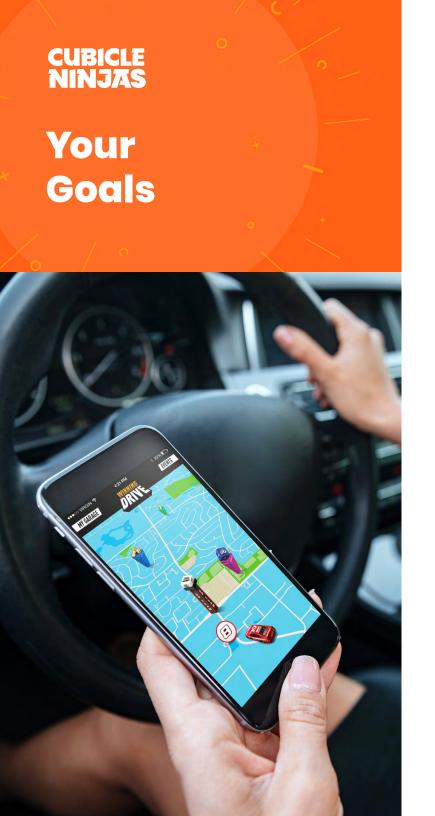
Tired of homework? As long as you know this information we're all set. Our expert development team can capture this information by phone or in person if it would be a better fit.

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Project Details

Name

Email

Phone

Project Name

Project Deadline

Project Budget

Your Goals

What is your vision for the experience?

Can you describe your target audience(s)?

What is the desired call to action for your audience(s)?

What functionality should the application have?

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Your Goals

How long do you want your average user's experience to be?

Are there similar AR apps you enjoy or dislike? If so, why?

Do you have any existing 3D assets or would you like help in creating these elements?

Additional considerations?

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Your Goals

Which devices should this application be available on?

Android Phones   Android Tablets

Apple Phones   Apple Tablets

Dacqri Smart Glasses   Microsoft Hololens

Other:

_____

Do you need assistance publishing the application?

Yes

No

Does end user information need to be collected?

Yes

No

Is there a need to push new, updated content over time?

Yes

No

Should this integrate with any current systems or utilize existing APIs?

Yes

No

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You're Ready!

We've got everything we need now to have an effective conversation about your AR project. Understanding your unique goals, audience, and experience vision helps us provide the most helpful creative and technical recommendations. Be sure to save this document and refer back to it throughout the design process.

Let's get started!

Are you a current Cubicle Ninjas client?

Please return this complete booklet to your friendly Cubicle Ninjas account or project manager.

New to Cubicle Ninjas?

Please send this completed booklet to Hello@cubicleninjas.com to brainstorm your vision.