# Milestone Plan Project “AR Media Platform”

**Project:** Building an open source platform for providing augmented reality models for media. The AR models can be used, comparable to statistics or stock photos, in order to make, for example, the magnitude of environmental damage comprehensible and relevant to the viewer.

**Objective:** The purpose of the project is to form a basic stock of AR media and to make it easily and comprehensively accessible to media professionals with the associated components CDN and web interface.

**Benefits:** Unlike all other digital media, AR uses a projection into reality via mobile phone or tablet. Dimensions can be understood in this natural context. Media professionals can take advantage of this and give their journalistic statements a much higher impact. The platform should be set up in such a way that journalists can freely access it and integrate AR content as links or QR codes with one click into all types of digital or analogue media.

## General Requirements — Features

1. The platform is designed to provide assets with exceptional impact conveniently and easily
2. The platform should be accessible at any time and from anywhere and allow the integration of AR assets with just a few clicks.
3. The platform should be based on established open source technology and easy to expand
4. The project should not have hidden dependencies on third-party solutions and should be capable of running independently, meaningfully
5. The project should be operated easily and cost-effectively on popular hosting platforms (e.g. AWS, Google Cloud, DigitalOcean)

## Open Questions — Challenges

1. Which media topics should be addressed with what priority?
2. Where do we get statistical material for the factual basis of the AR statement?
3. Which open source CDN solution is scalable and robust enough for this purpose?
4. How will the platform be updated in the future?
5. Can the platform be financed, for example, by donations based on Wikipedia or Blender models?

## Milestone 1: Clarification of basic questions and project architecture

(16.08. — 15.09.)

* Detailed planning has been worked out
* The core mechanics and the basic features have been defined
* The target group was described and the core mechanics aligned accordingly
* A Git repository for the project under the Media Tech Lab organisation has been established
* A Git access for the project has been set up for all project members
* Milestone plan and technology accepted by stakeholders
* A MOCKUP was set up to achieve a common idea
* The general themes of the AR models have been determined and the scope defined
* A documentation, as a starting point for describing all the functions of the project has been created

## Milestone 2: Project modules & content (frontend/backend)

(16.09. — 15.10.)

* The technical specifications for the CDN backend and the exact work steps have been defined
* The technical specifications for the front end and the exact work steps have been defined
* Matching primitives as standard components for the AR models have been completed
* Design guidelines for the general look and feel have been created
* Statistical data as a basis for batch 1 has been compiled
* Batch 1 of AR models were created
* Standard textures of AR models have been compiled

## Milestone 3: Backend Setup

(16.10. — 15.11.)

* Statistical data as a basis for batch 2 has been compiled
* Batch 2 of AR models were created
* The basic functions of the backend have been set up
* An FTP interface for the AR content has been set up
* If necessary, servers have been set up for CDN hosting
* An admin area has been built to view and manage all the important settings of the project

## Milestone 4: Frontend Setup

(16.11. — 15.12.)

* Statistical data as a basis for batch 3 has been compiled
* Batch 3 of AR models were created
* The basic functions of the web interface as frontend have been set up
* The search function is integrated with the backend
* The “New” function is integrated with the backend
* The popular function is integrated with the backend
* The overall functionality has been tested
* An account system has been integrated

## Milestone 5: Integration — User Functions and Content

(16.12. — 15.01.)

* A QR code generator has been integrated
* A short-link generator has been integrated
* An automatic model image generator has been integrated
* An automatic turntable function has been integrated
* Statistical data as a basis for batch 4 has been compiled
* Batch 4 of AR models were created
* If necessary, a web app was built or the web interface optimised for mobile

## Milestone 6: Testing & Documentation

(16.01. — 15.02.)

* The functionality has been tested on various relevant devices
* Detailed documentation has been prepared for the project
* An outlook on future enlargement opportunities has been elaborated
* A tutorial video that describes all the features has been created and uploaded to YouTube
* Social media assets for all relevant platforms have been created