

# MEOW ORB





smcixd

MaCher × MEOW WOLF

# CONVERGENCE STATION

*Dreaming*   
**Reality**

# Meet the Team

Jake S.



UX/UI Designer  
Concept Developer

Jonathan G.



3D Modeling Artist  
Concept Developer

Liz M.



Project Manager  
Storyteller

Miguel J.



Create Director  
Concept Developer

Alba C.



UX/UI Head Designer  
Researcher

Dreaming Reality

# Project Brief

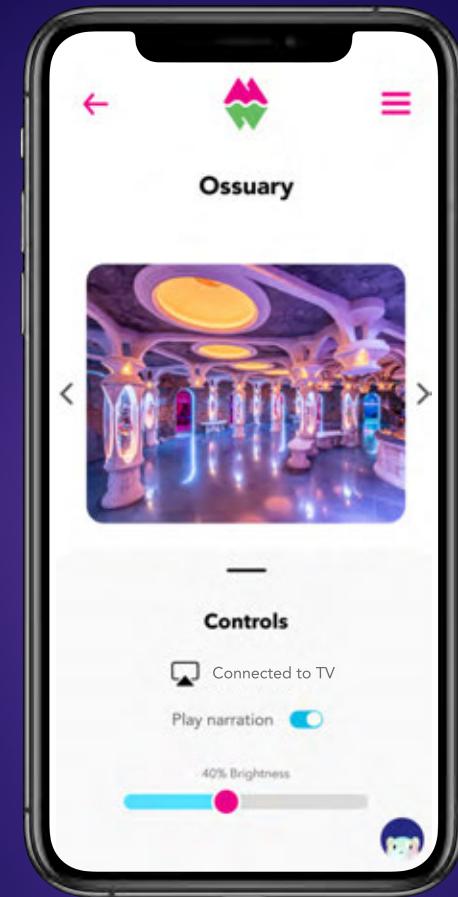
Meow Wolf creates breathtaking immersive installations with extremely rich storytelling components and Easter eggs buried in their exhibits and purposely can create confusion for the audience. Visitors tend to only scratch the surface of the exhibit's narrative by physically being there and there are a lot of possibilities for extending the narrative after they complete their visit by tying their purchases from the gift shop to extended/alternative storylines.

**How can we create a user experience that allows users to relive their memories of the visit and discover more engaging and puzzling content? How can we add value to their gift shop purchases and promote further engagement with Meow Wolf's installations and products?**

## Concept

Bring the Convergence Station experience home and share it with friends! Meow Wolf's Meow Orb is a **smart light** and **entertainment companion** that pairs with the **Meow Wolf App**.

Use the Meow Wolf app to cast content to a smart TV. The videos sync with the Meow Orb lights to display Meow Wolf inspired scenes and moods from the exhibit. Enjoy Meow Orb's customizable settings to make a one of a kind companion. Explore audio based narrations and immersive multiplayer game integrations within the app to create another layer of the Meow Wolf lore!

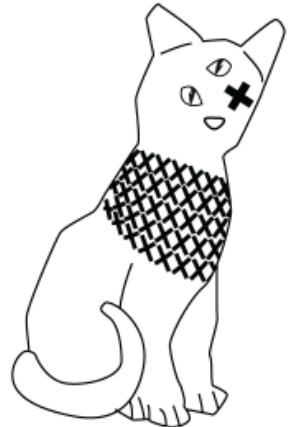




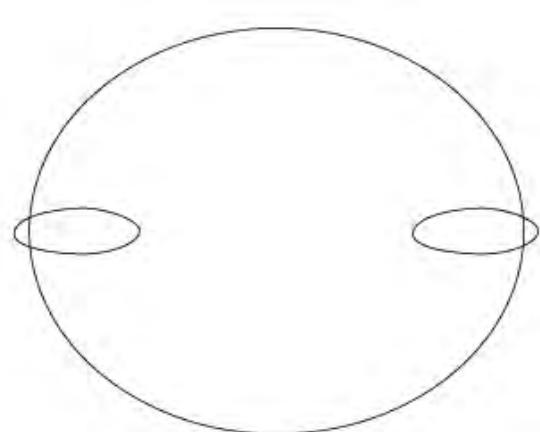
MEOW WOLF



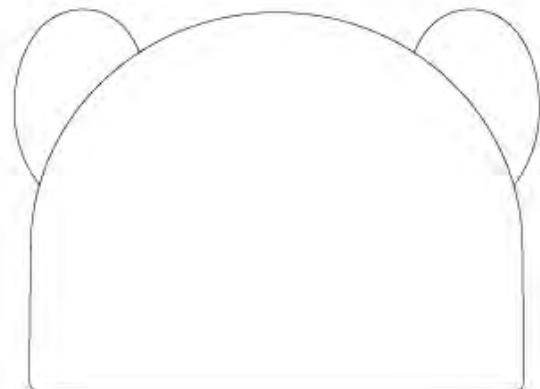
# Physical Design Iterations



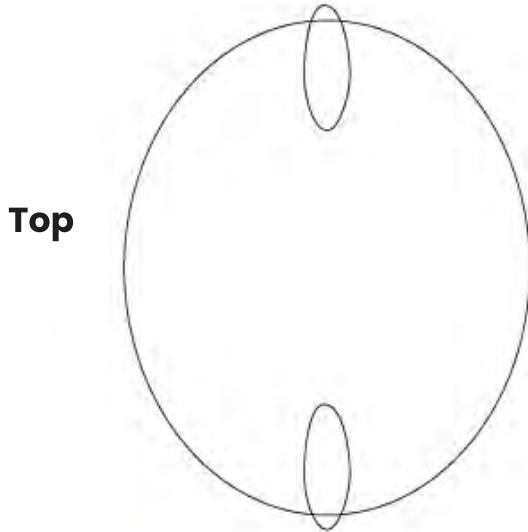
# Physical Design Orthographics



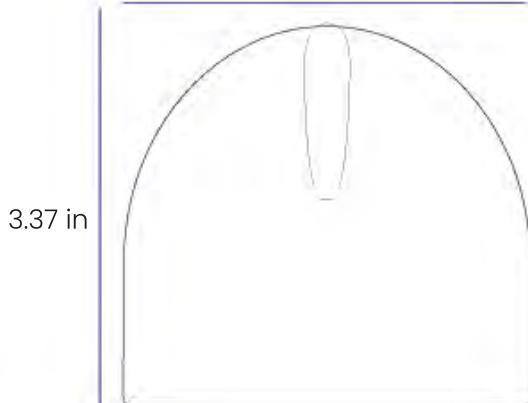
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Front



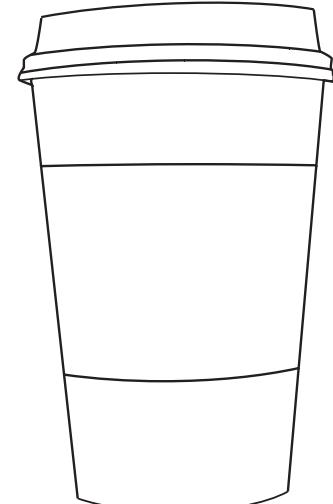
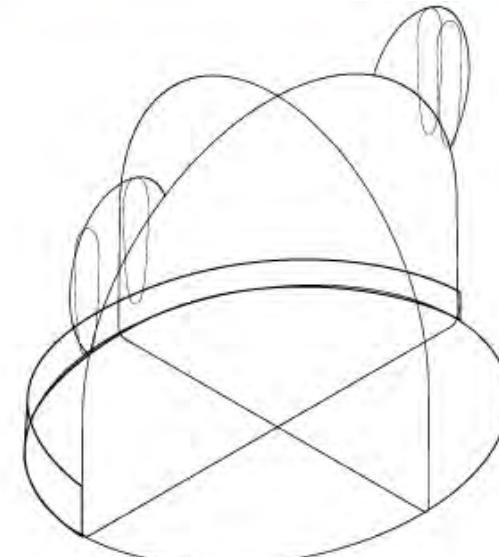
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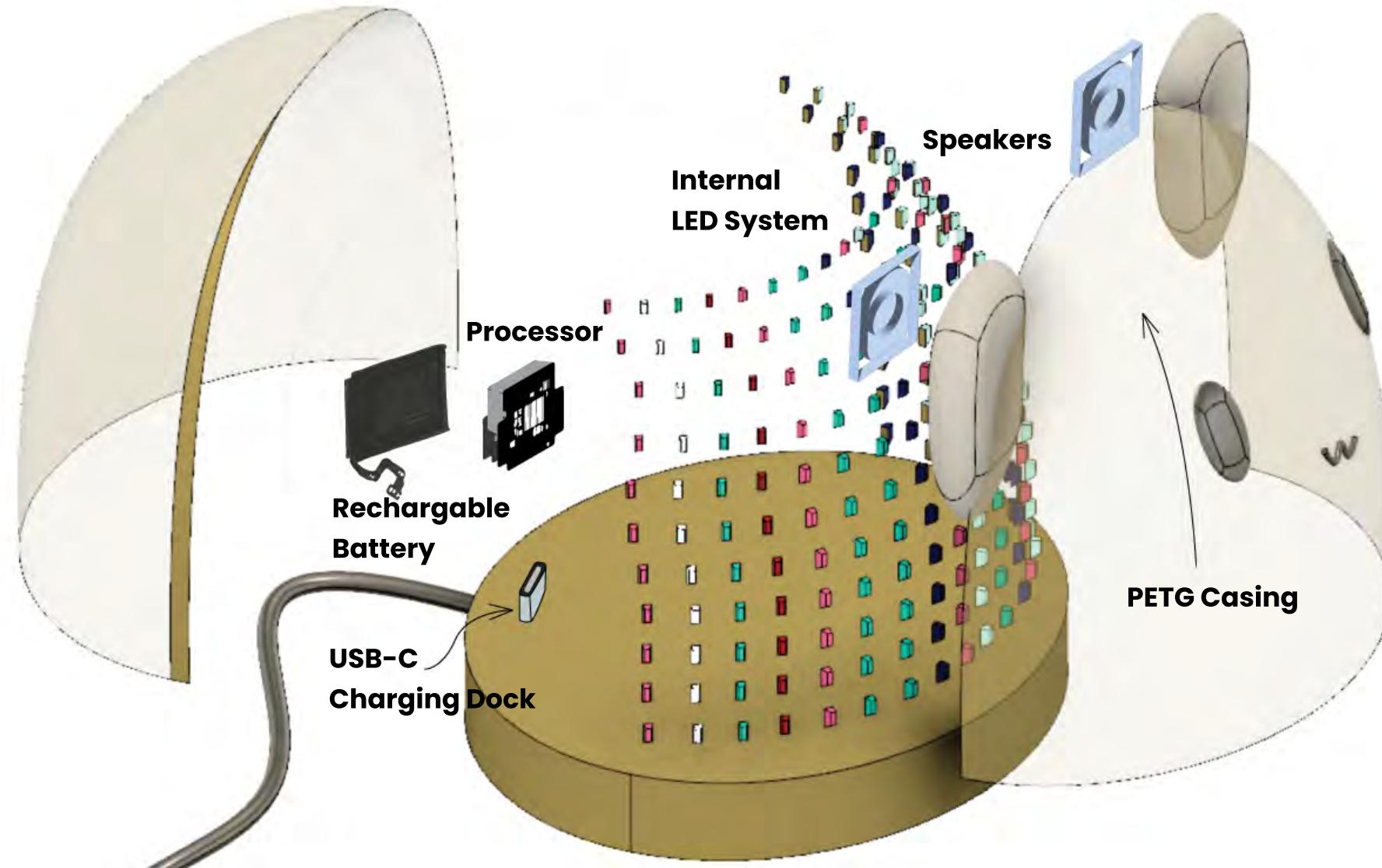
3.37 in



Isometric View



# Physical Design Exploded View



# Physical Research



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The immersive Convergence universe is created by playing with lights.



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Companion characters extend product life cycles by creating audience emotional attachment to the products.



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Smart light displays are being bought for entertainment rooms across the home.

# Digital Research



Allowing players to create unique character is an appealing aspect for customers.

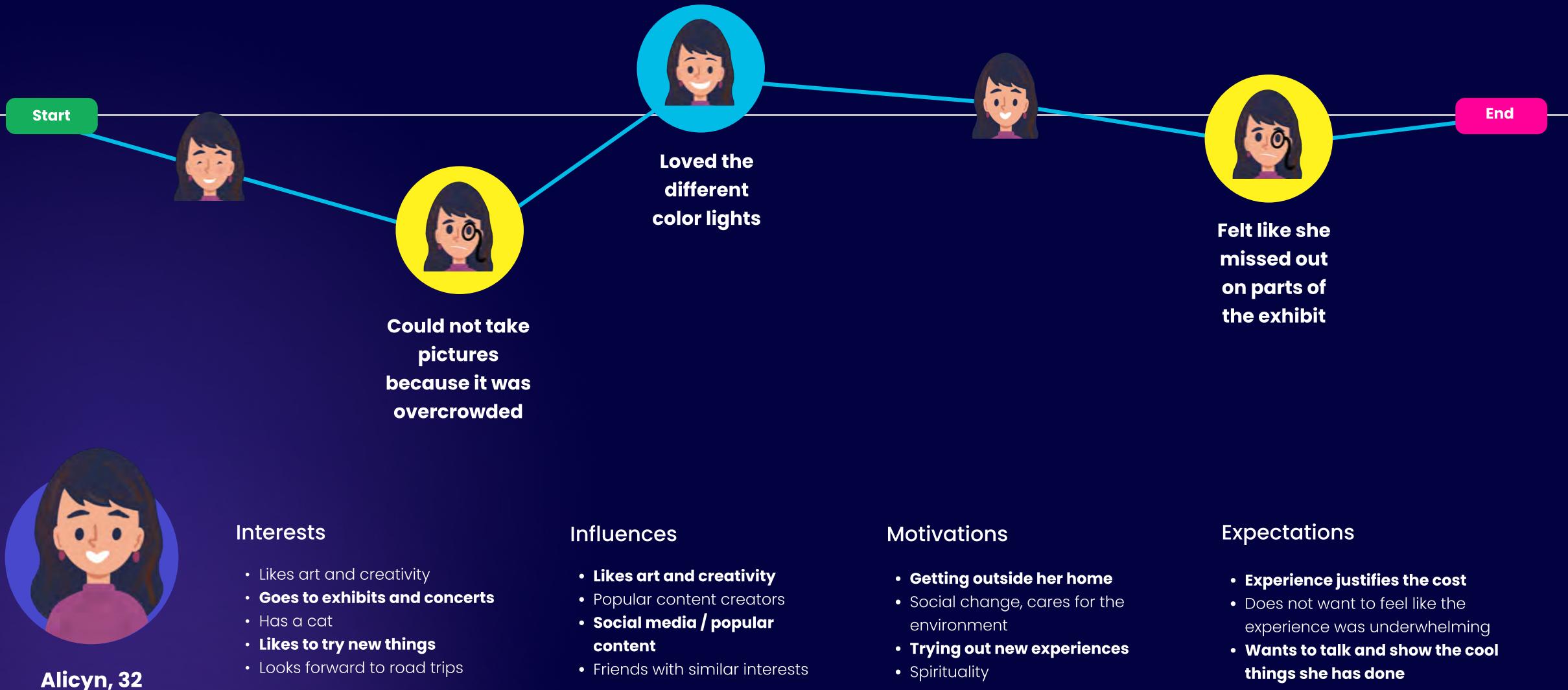


All interactive components of the app must have an accessibility focused design.



AR choose your own adventure stories and games have a high rate of user on-boarding and retention.

# Convergence Station Journey



# Character Story



Alicyn and her husband, Sam are exiting the Convergence Station experience and walking to the gift shop.



Alicyn wants to remember this experience forever, so she looks around the shop and comes across the Meow Orb display.



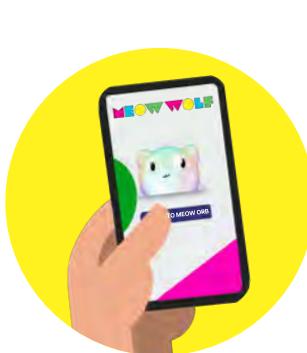
Alicyn reads the description of the Meow Orb and loves the idea of taking this experience home with her and being able to revisit it through her tv.



Alicyn and Sam get to their hotel room and are so excited to test out the Meow Orb on their TV. They download the app and spend the rest of their night enjoying an extension of the experience.



They are so excited to share the Meow Orb with family. Alicyn suggests bringing the Meow Orb to her in-laws.



Alicyn connects the Meow Orb to her family's tv, it's so easy to set up.

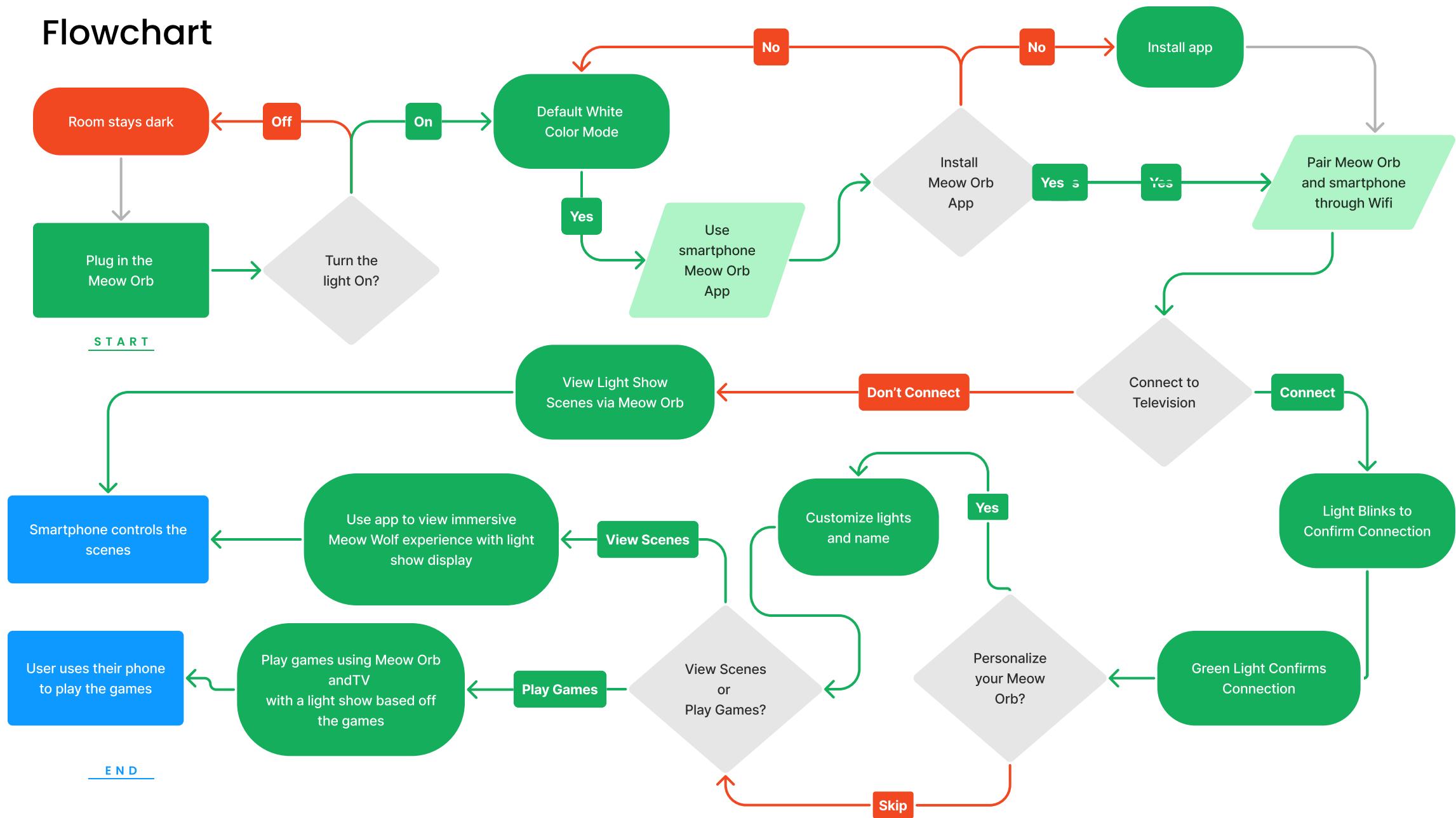


Meow Orb comes to life illuminating the room.



Now they can play AR, 2D, racing, puzzles, platform, and many more fun party games brought by the glorious Meow Orb!

# Flowchart



# Intro

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First Iteration

## Hueristic Evaluation Results

- The pairing process should be modeled after existing products. We didn't show how the Wi-Fi connection would be established.
- The process of pairing using a code was abandoned as it was unnecessary.
- The app needed to better explain its features and purpose.



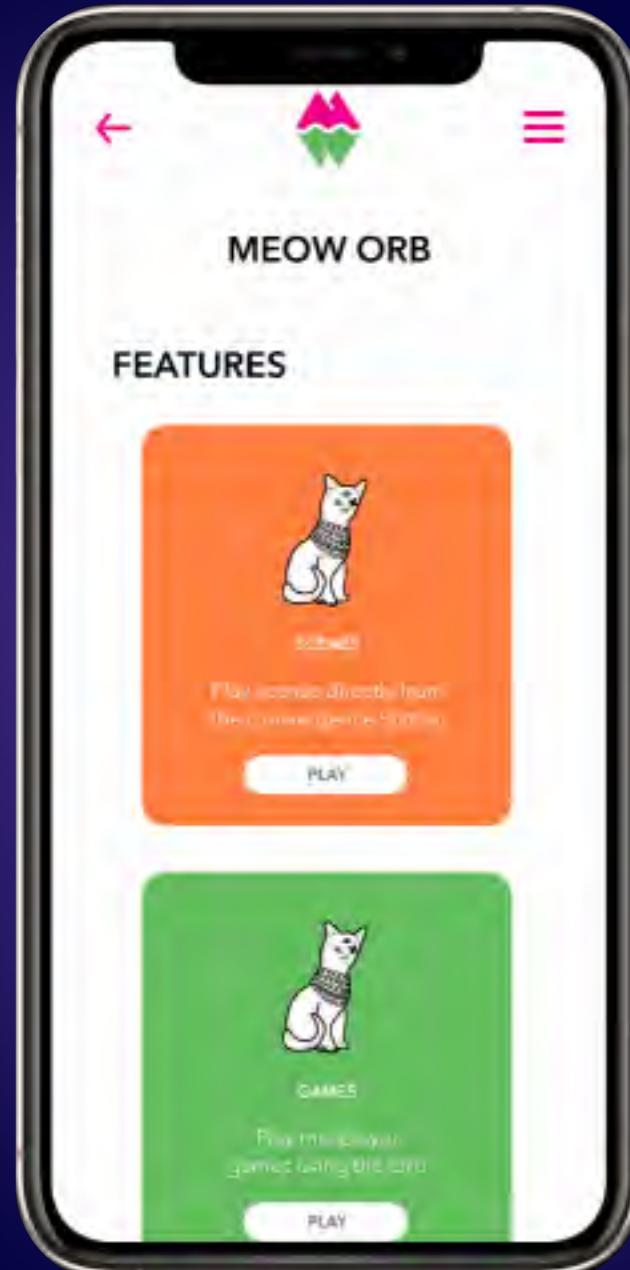
# Features

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First Iteration

## Hueristic Evaluation Results

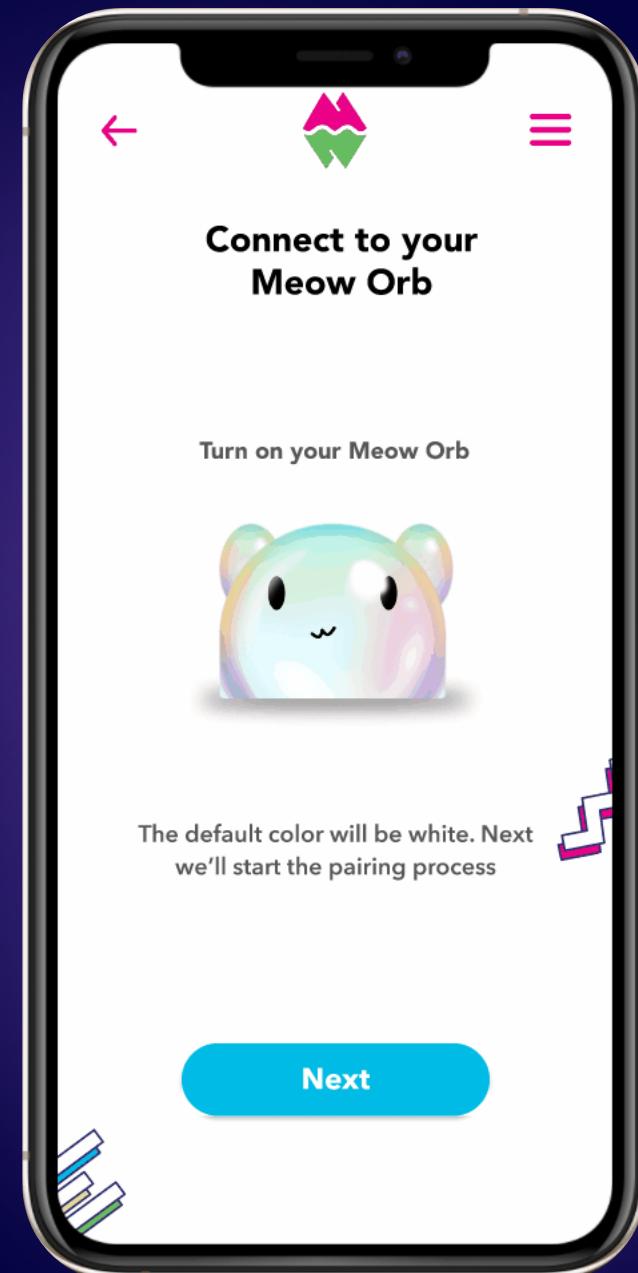
- Users wanted more customization options such as color and brightness
- It wasn't clear whether a TV was required or if the Meow Orb on its own.
- We needed to add a "help" button or section.



# Intro

Final Iteration

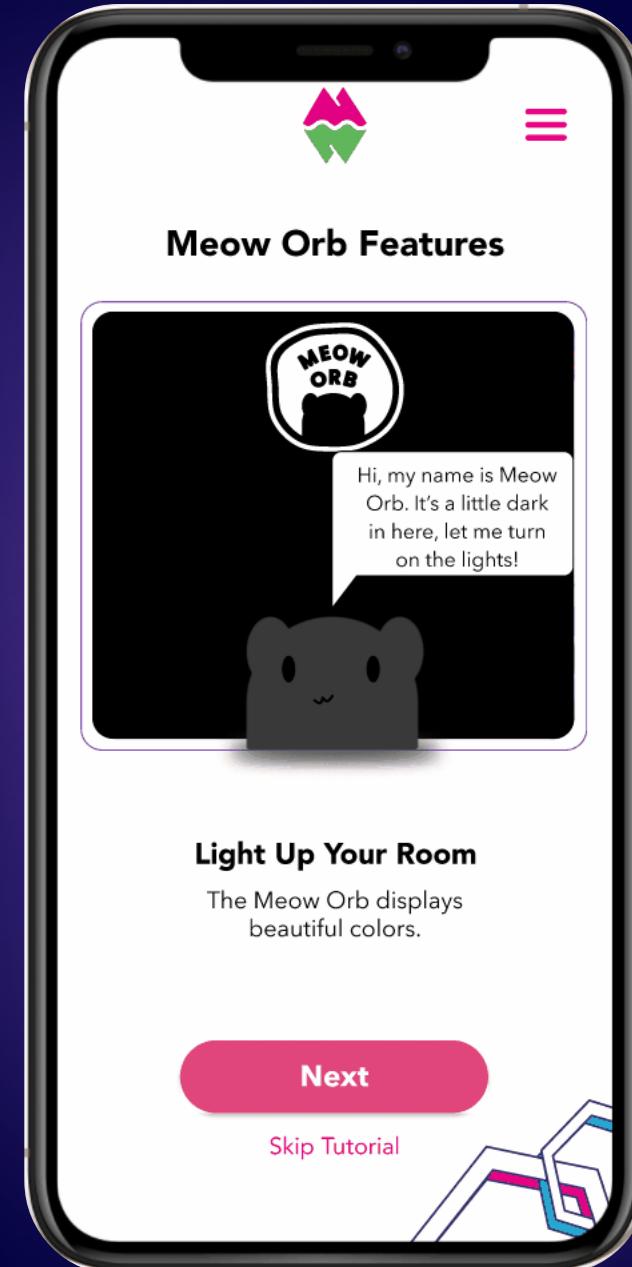
- Enable Wi-Fi connectivity.
- Meow Orb syncs with your smart tv.
- Instructions guide the user through the pairing process.



# Onboarding

Final Iteration

- Screens guide the user on how to navigate the Meow Wolf App/ Meow Orb.
- Users are able to **Purr...** sonalize their Meow Orb.
- Meow Orb customizations appear throughout the app.

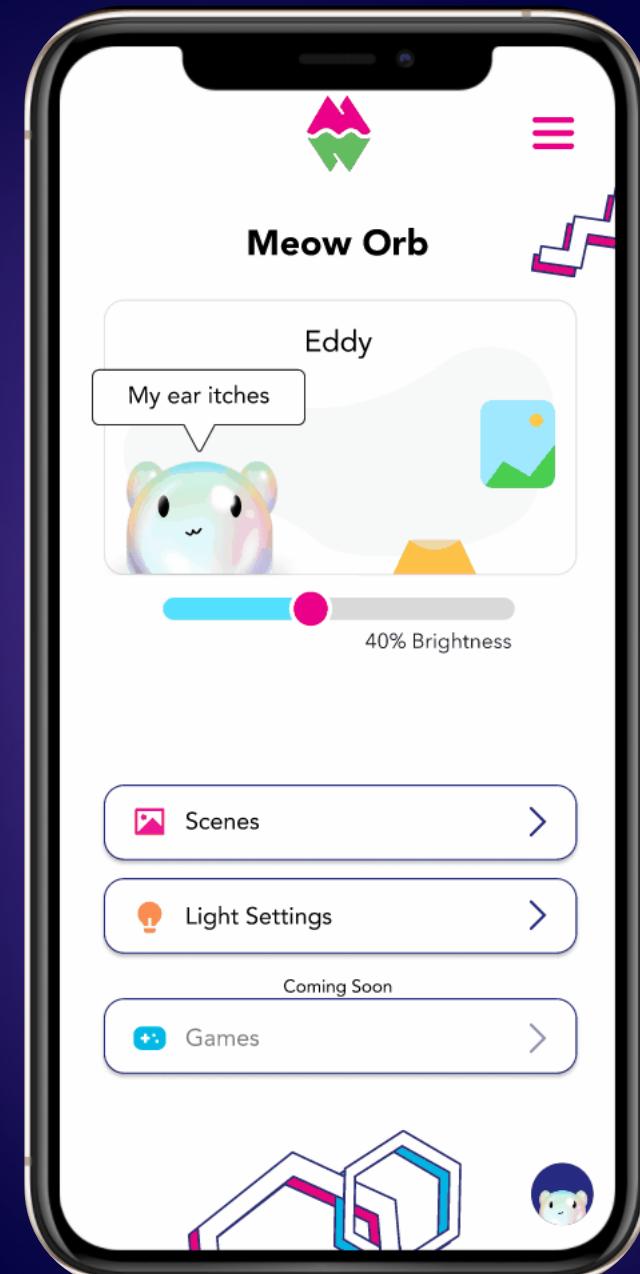


# Features

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Final Iteration

- Built in LED's display color scenes from the Convergence Station.
- Control LED's (color, dimness) through the app.
- Built in speaker delivers audio-based narrations of the Convergence Station's storyline.
- Rechargeable lithium battery makes it portable.



## Feature Activation



## Audio & Video

- Create a richer experience through Meow Wolf audio narrations and songs.
- Journey through Meow Wolf lore that syncs with the colors of displayed on your Meow Orb.

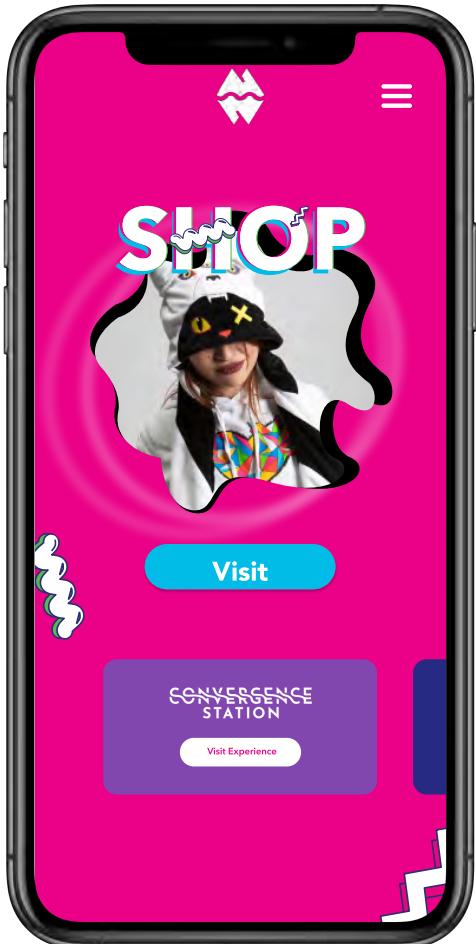
## Feature Activation



## AR Adventure Games

- Expanding to the realm of AR storytelling.
- Venture into other immersive experiences Meow Wolf has to offer.
- Connecting with other Meow Wolf stories or future products to create new games.

## Feature Activation



## Marketplace Add-ons

- Entice users to make additional purchases in the Meow Wolf store by creating add ons, expansion packs, and even new companions!

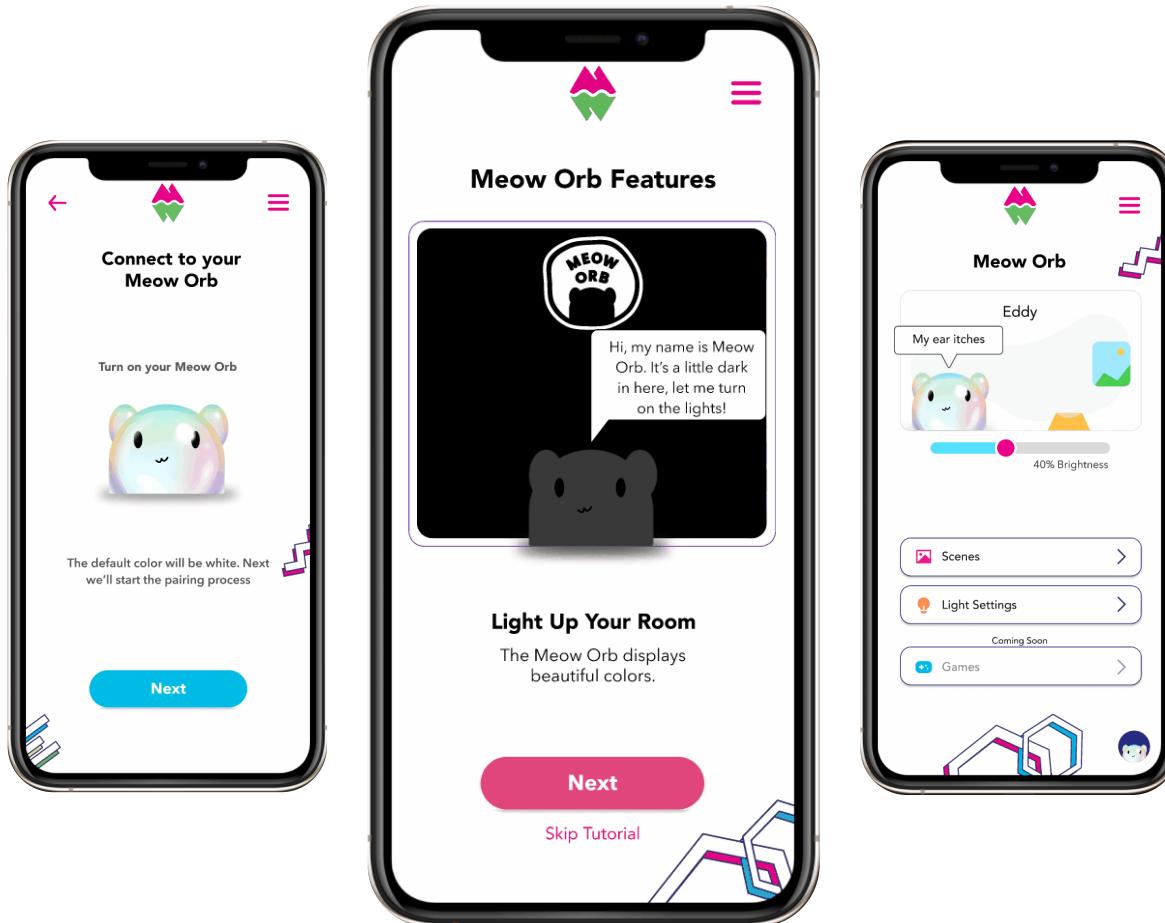


## **Meow Orb Meeting the Challenge**

- ✓ The Meow Orb is a unique companion with abundant use case features.
- ✓ The device brings the Meow Wolf lore home and it lives rent free, forever expanding the Convergence universe.
- ✓ Meow Orb's purchasing opportunities create physical and digital add-ons.



Experience the Convergence Station in a new immersive journey, with a new pal.



[Try the prototype](#)

