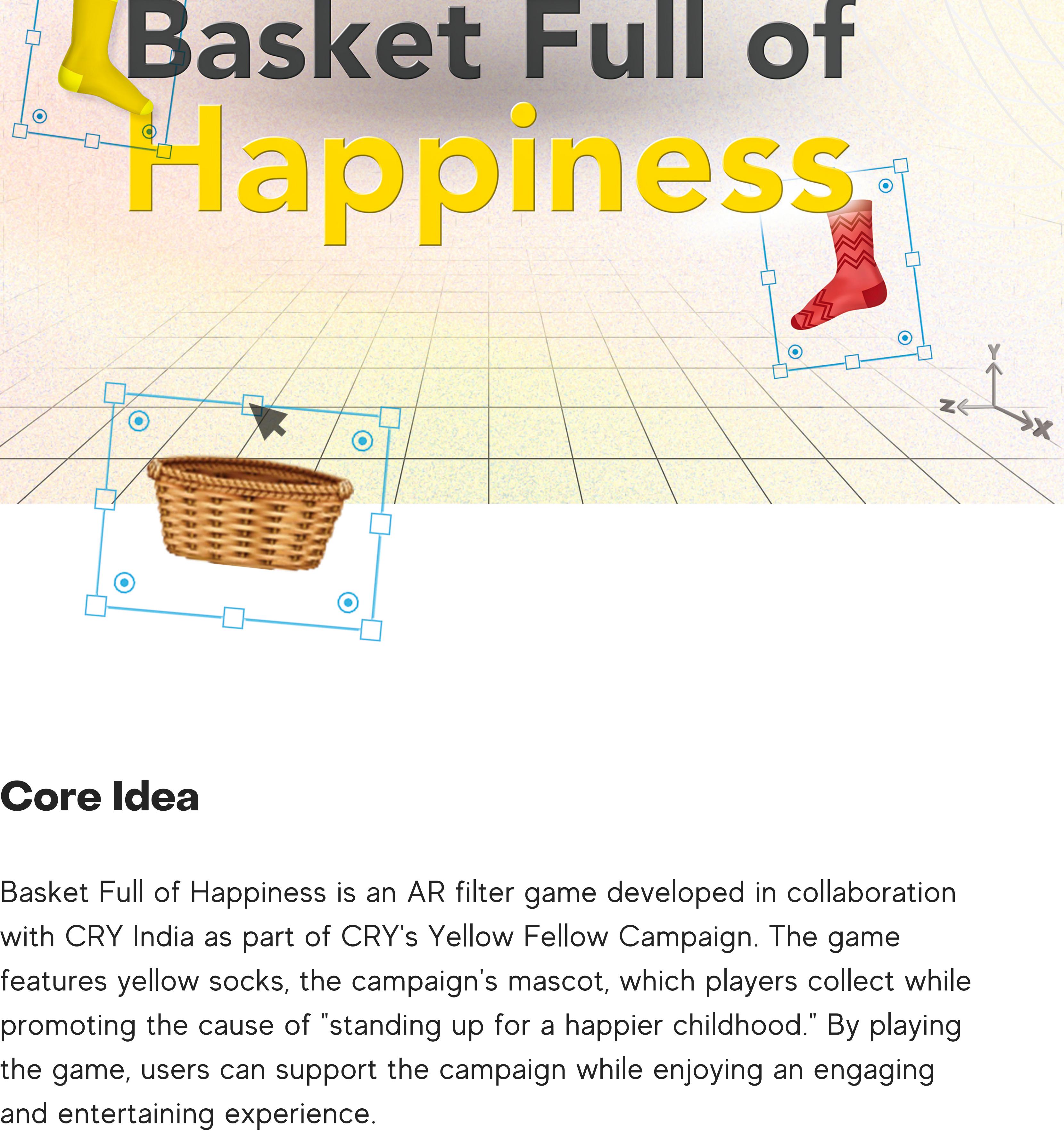
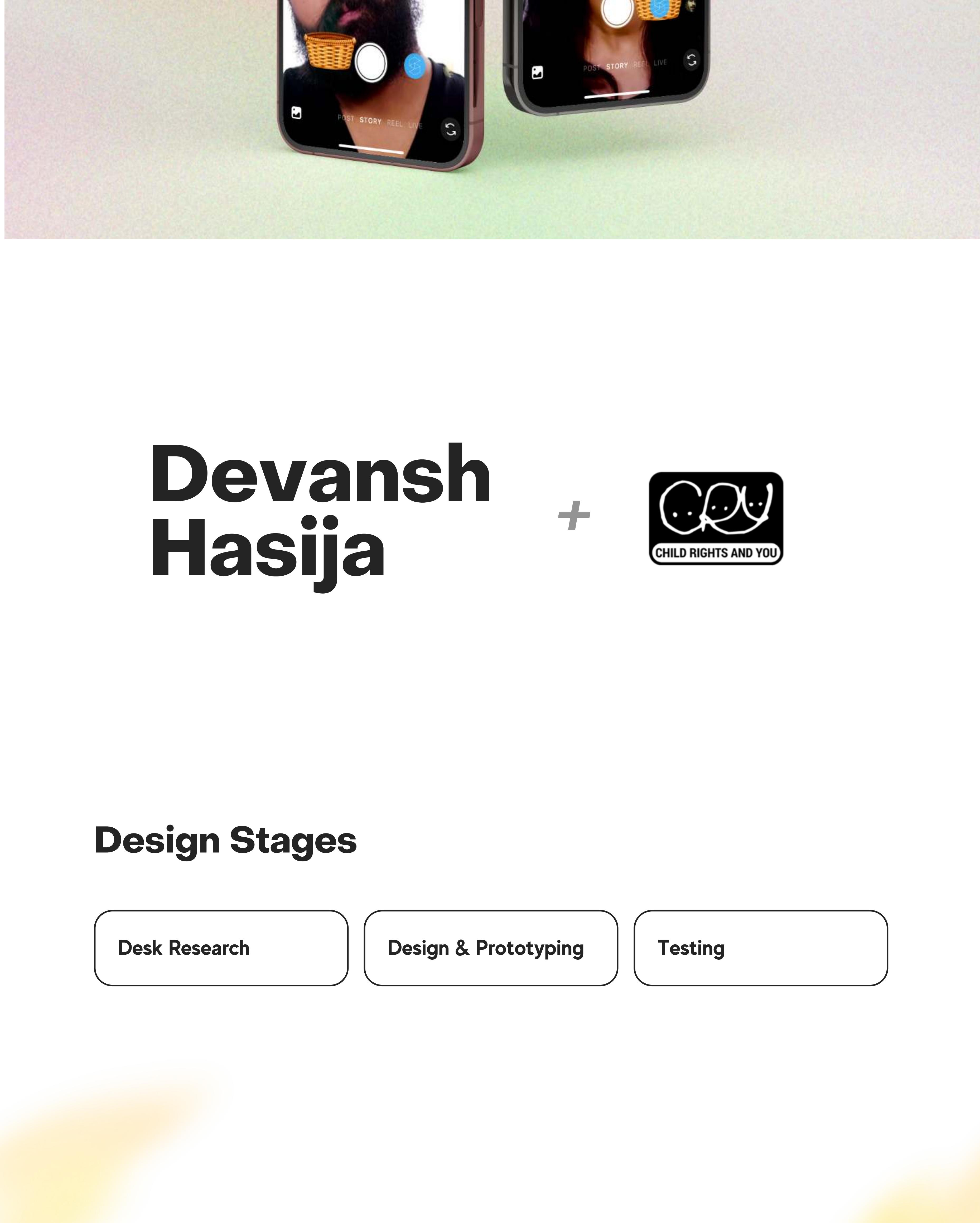


AN AR FILTER GAME



Core Idea

Basket Full of Happiness is an AR filter game developed in collaboration with CRY India as part of CRY's Yellow Fellow Campaign. The game features yellow socks, the campaign's mascot, which players collect while promoting the cause of "standing up for a happier childhood." By playing the game, users can support the campaign while enjoying an engaging and entertaining experience.



**Devansh
Hasija**

+



Design Stages

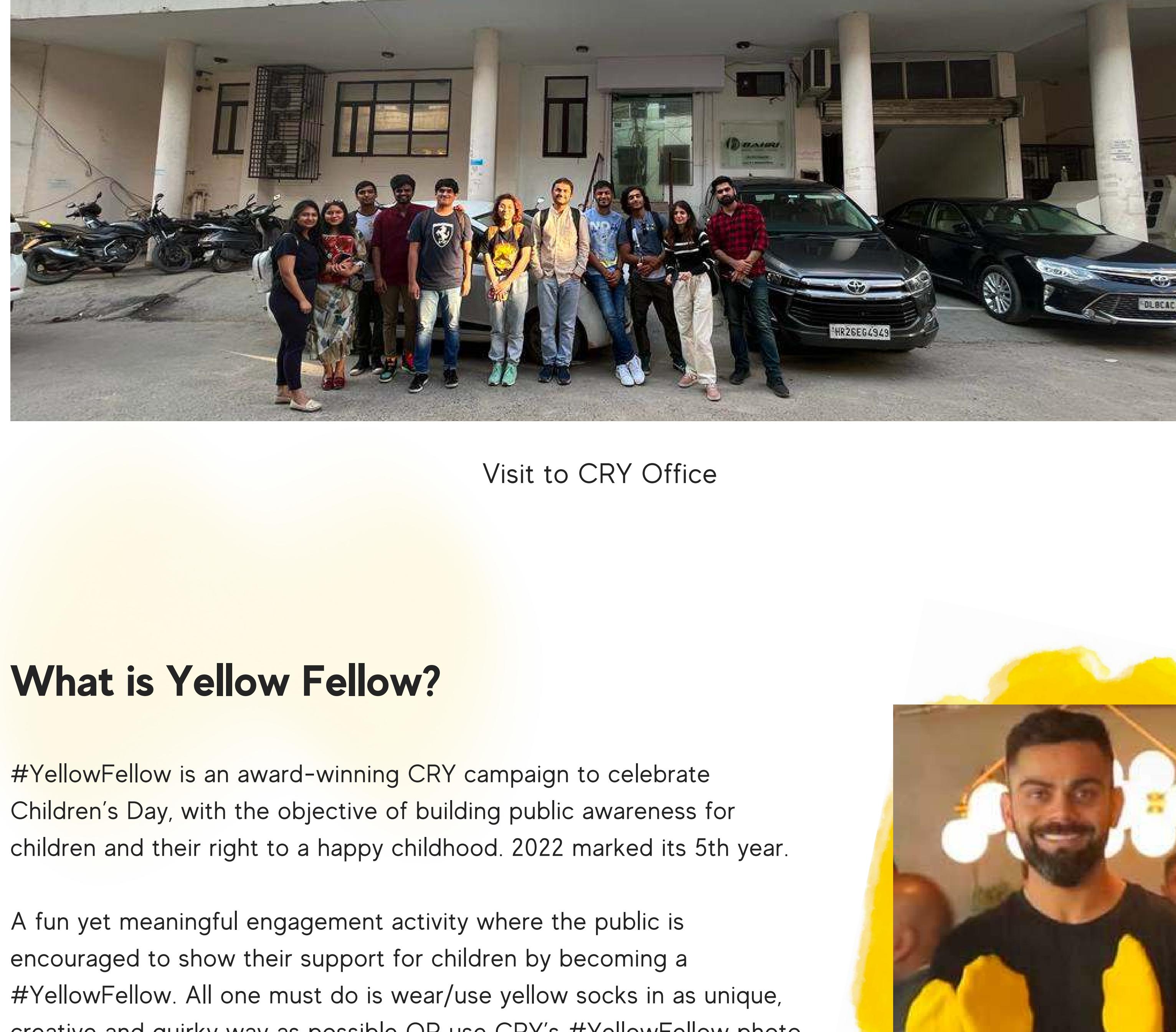
Desk Research

Design & Prototyping

Testing

CRY's Brief

Design a campaign to create awareness for yellow fellow campaign.

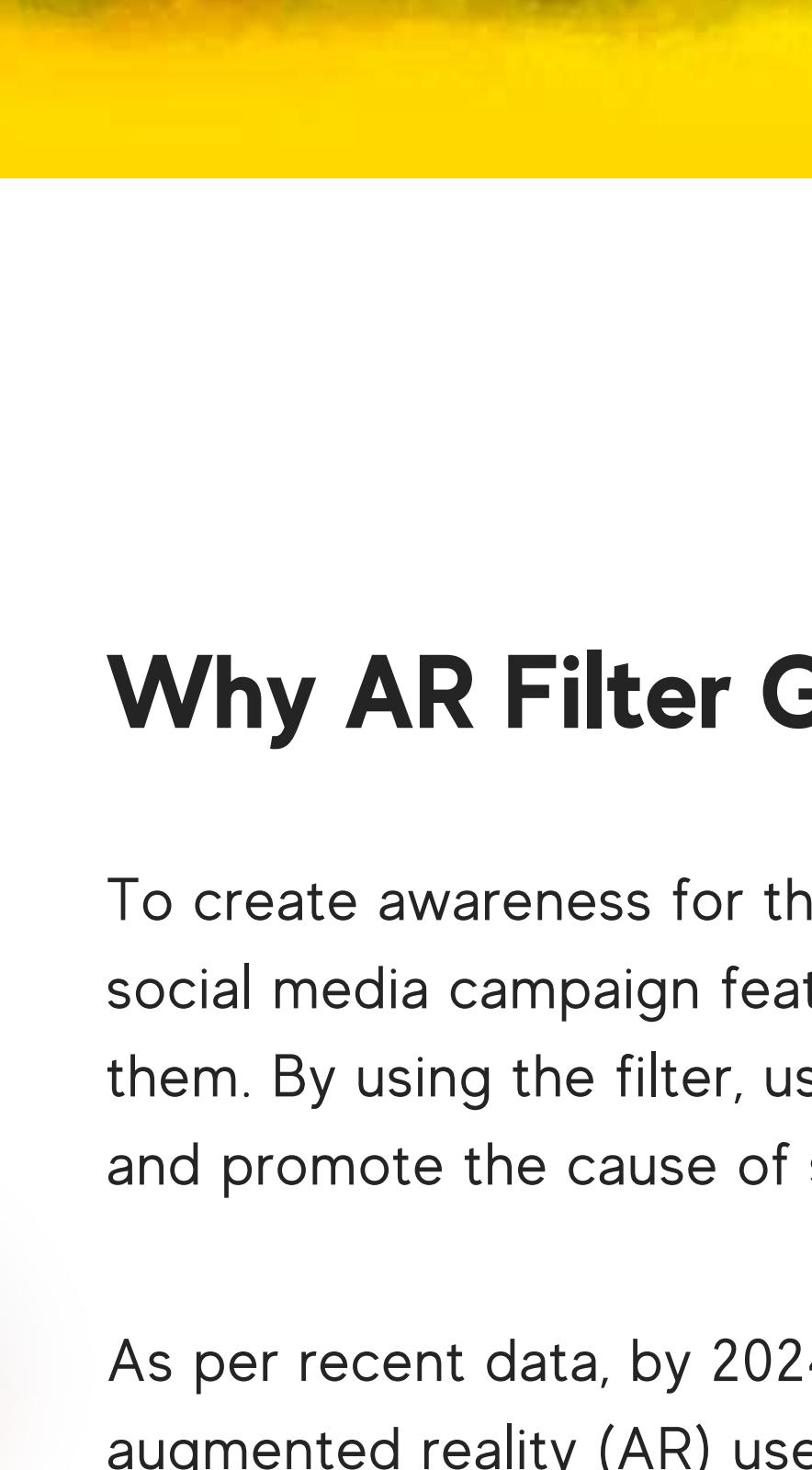
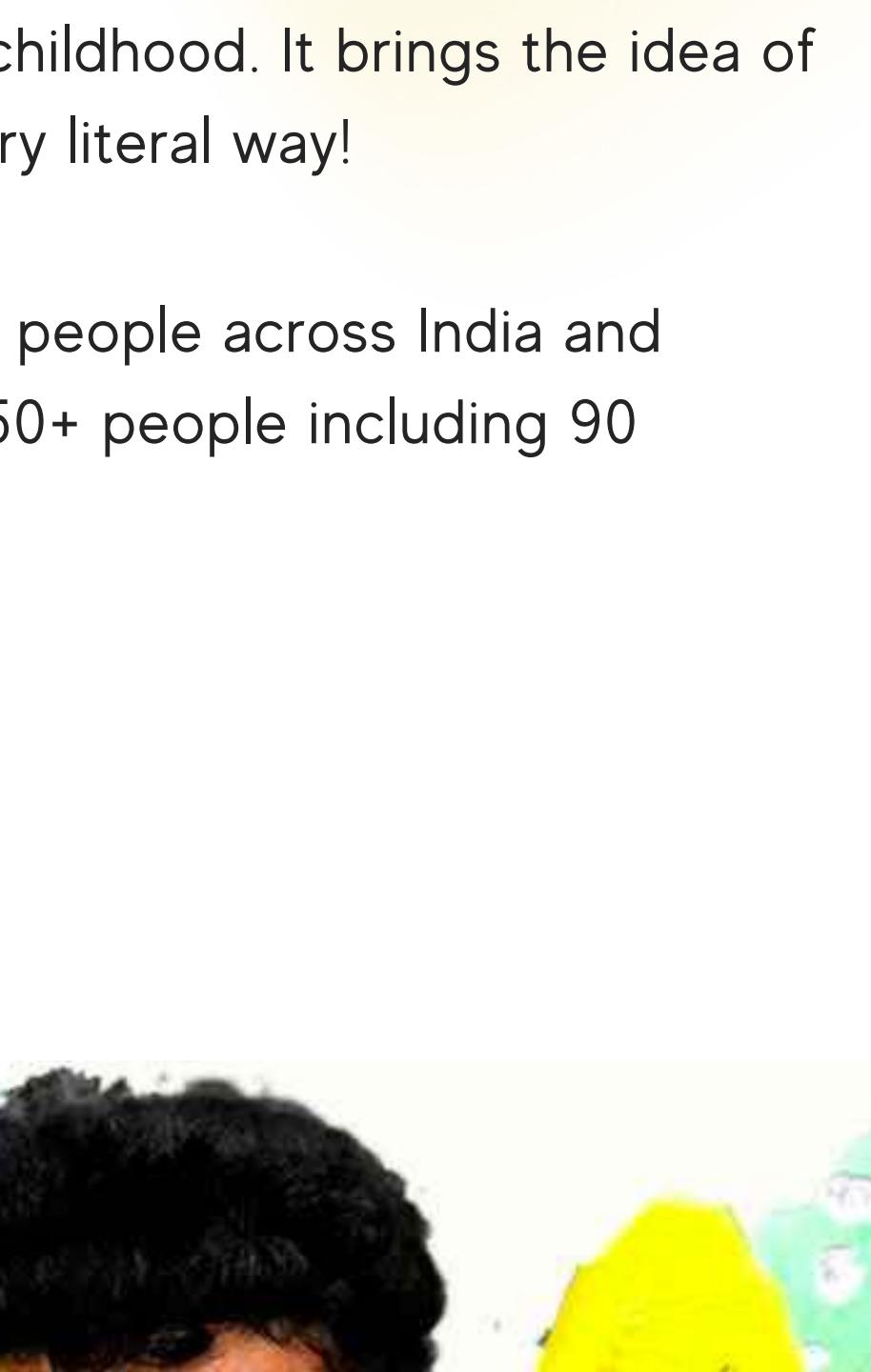


Visit to CRY Office

What is Yellow Fellow?

#YellowFellow is an award-winning CRY campaign to celebrate Children's Day, with the objective of building public awareness for children and their right to a happy childhood. 2022 marked its 5th year.

A fun yet meaningful engagement activity where the public is encouraged to show their support for children by becoming a #YellowFellow. All one must do is wear/use yellow socks in as unique, creative and quirky way as possible OR use CRY's #YellowFellow photo filters on Facebook/Instagram and post a photo of themselves on their social media using the hashtag #YellowFellow and tagging CRY.



Why Yellow Socks?

The idea of using socks as the object association for the campaign is representative of the joy of a happy childhood. It brings the idea of 'standing up for children' alive in a very literal way!

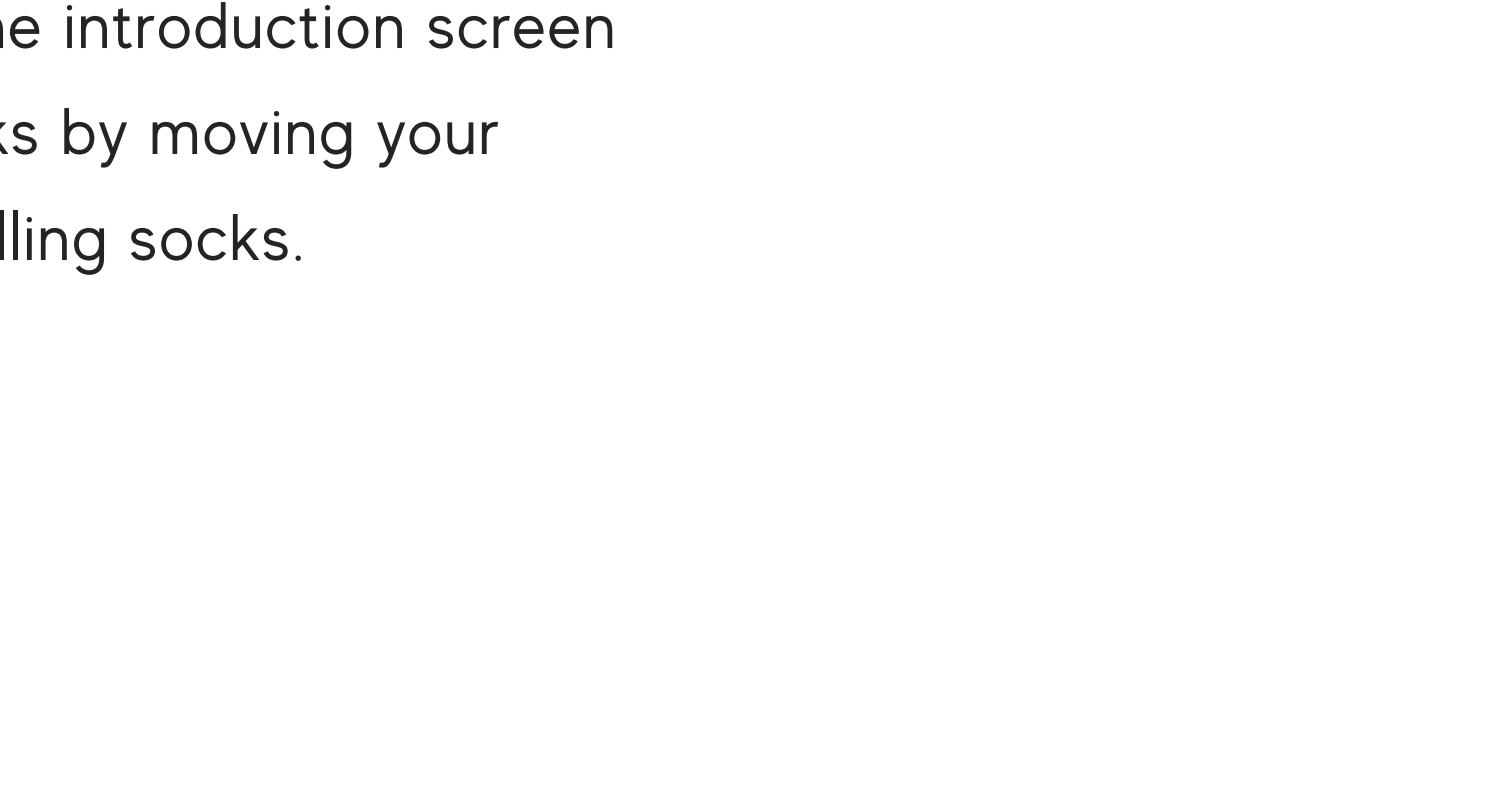
The campaign has reached 4.3 Crore people across India and witnessed unique participation by 4150+ people including 90 celebrities and influencers!



Why AR Filter Game?

To create awareness for the Yellow Fellow Campaign, i thought of a social media campaign featuring an AR filter which has yellow socks in them. By using the filter, users can show their support for the campaign and promote the cause of standing up for a happier childhood.

As per recent data, by 2024 there will be an estimated 1.7 billion mobile augmented reality (AR) user devices worldwide, a rise of 1.5 billion from the 200 million seen in 2015. In 2022, there will be an estimated 1.1 billion mobile AR user devices worldwide.



Product Goals

1. Increase brand awareness and engagement for CRY India's Yellow Fellow Campaign
2. Encourage users to support the cause of "stand up for a happier childhood" by promoting the campaign message through the AR filter game
3. Create a fun and entertaining user experience that encourages users to spend more time on the filter and share it with their friends and followers
4. Drive traffic and engagement to CRY India's website and social media platforms by promoting the campaign through the AR filter game

Objective of the Game

The objective of the Basket Full of Happiness AR filter game is to collect as many yellow socks as possible in the basket while avoiding red socks within a certain timeframe.

How to Play

To start the game, you just start recording and the game starts as the introduction screen fades and the socks starts falling down. You have to collect the socks by moving your head left to right and right to left according to the position of the falling socks.

Design & Prototyping

Toolkit



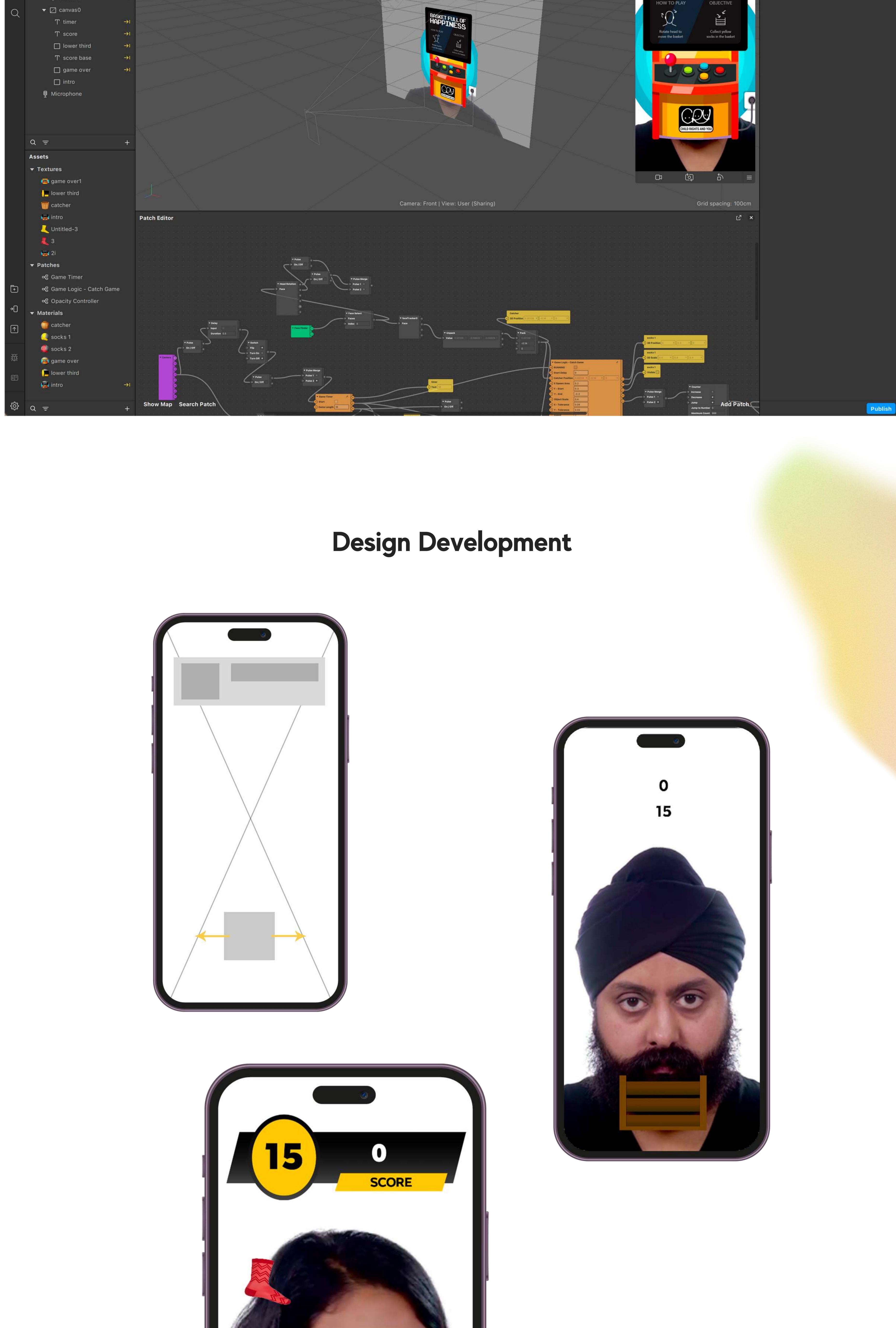
Logo

BASKET FULL OF
HAPPINESS

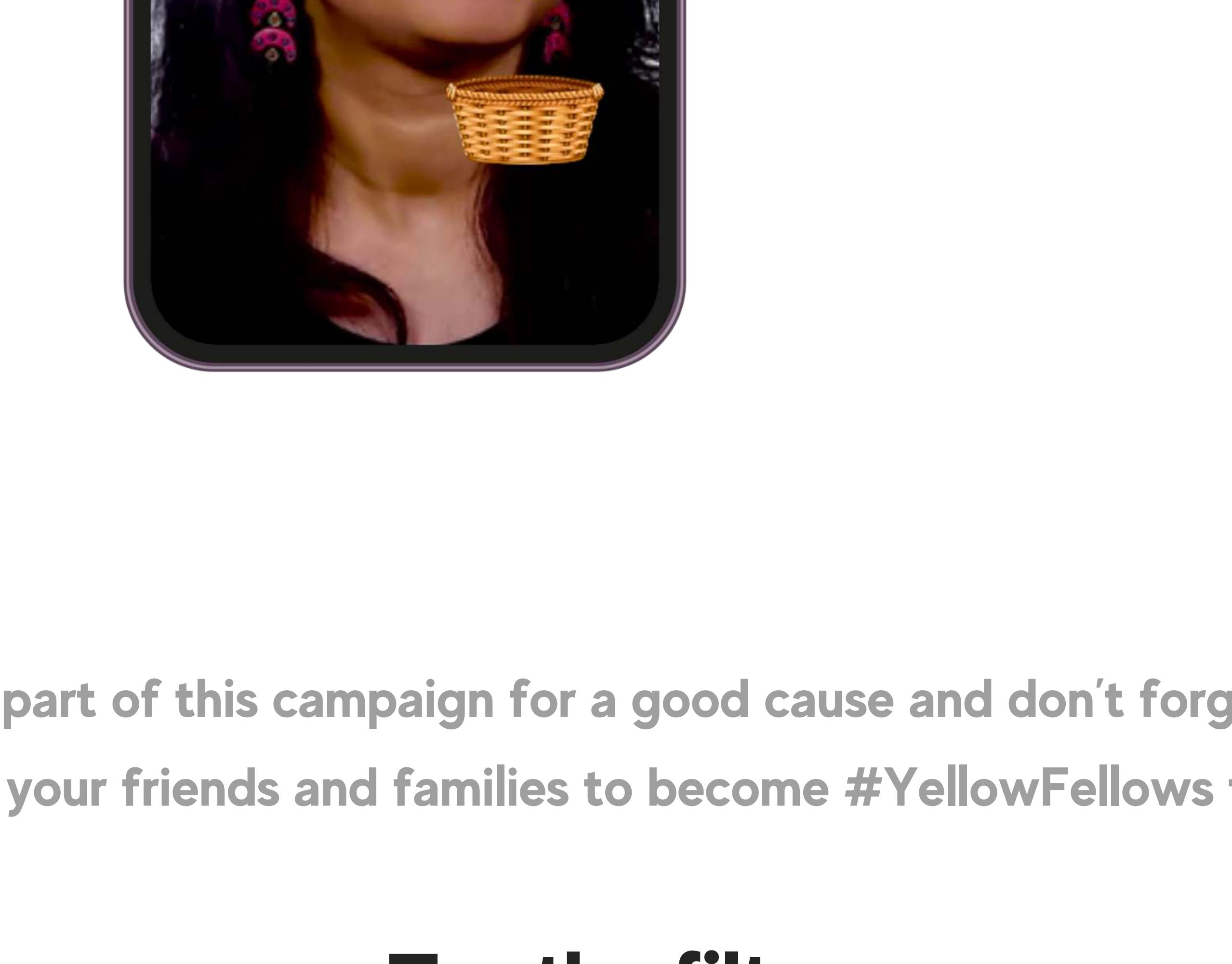
GUI



Prototyping



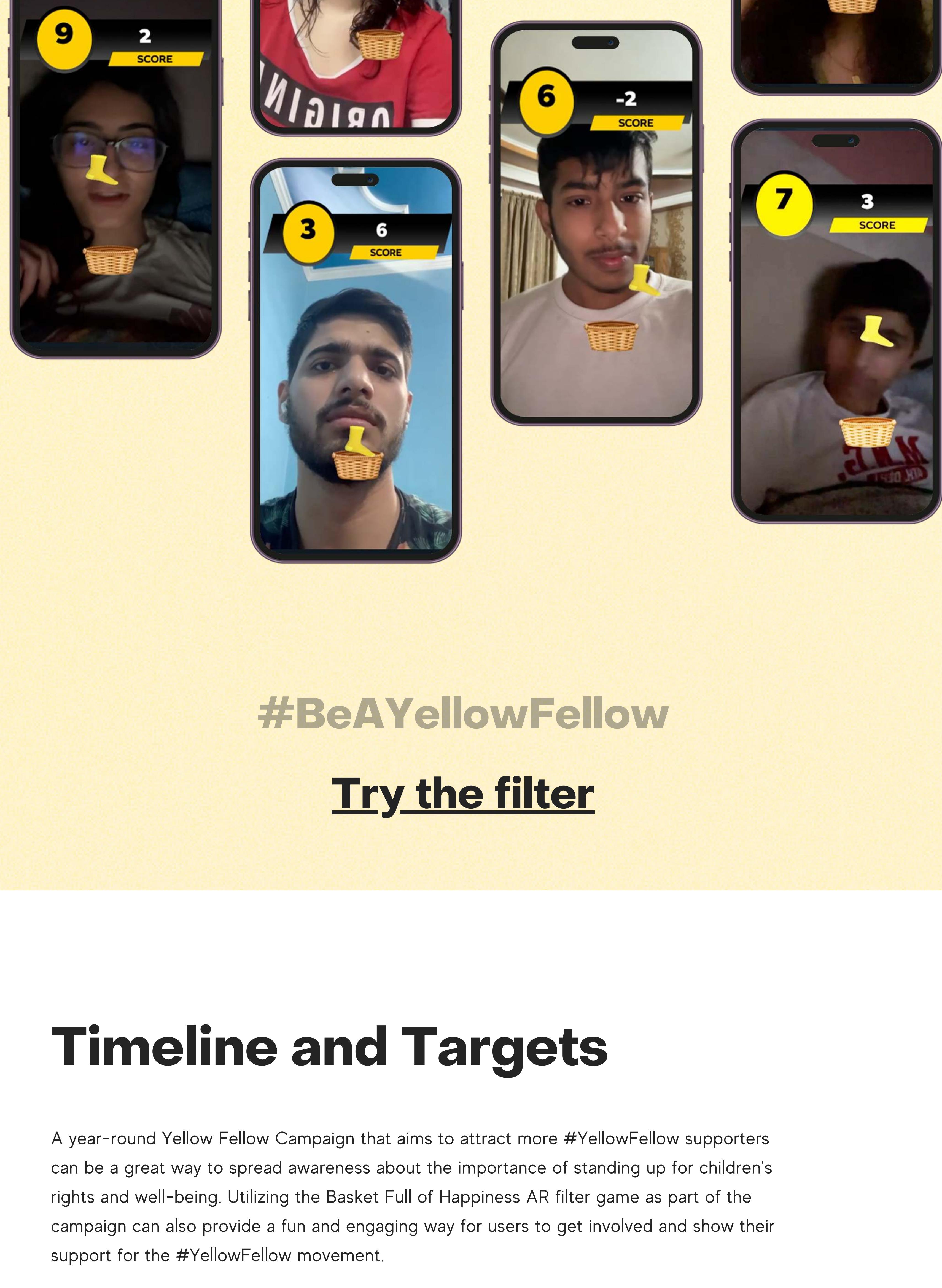
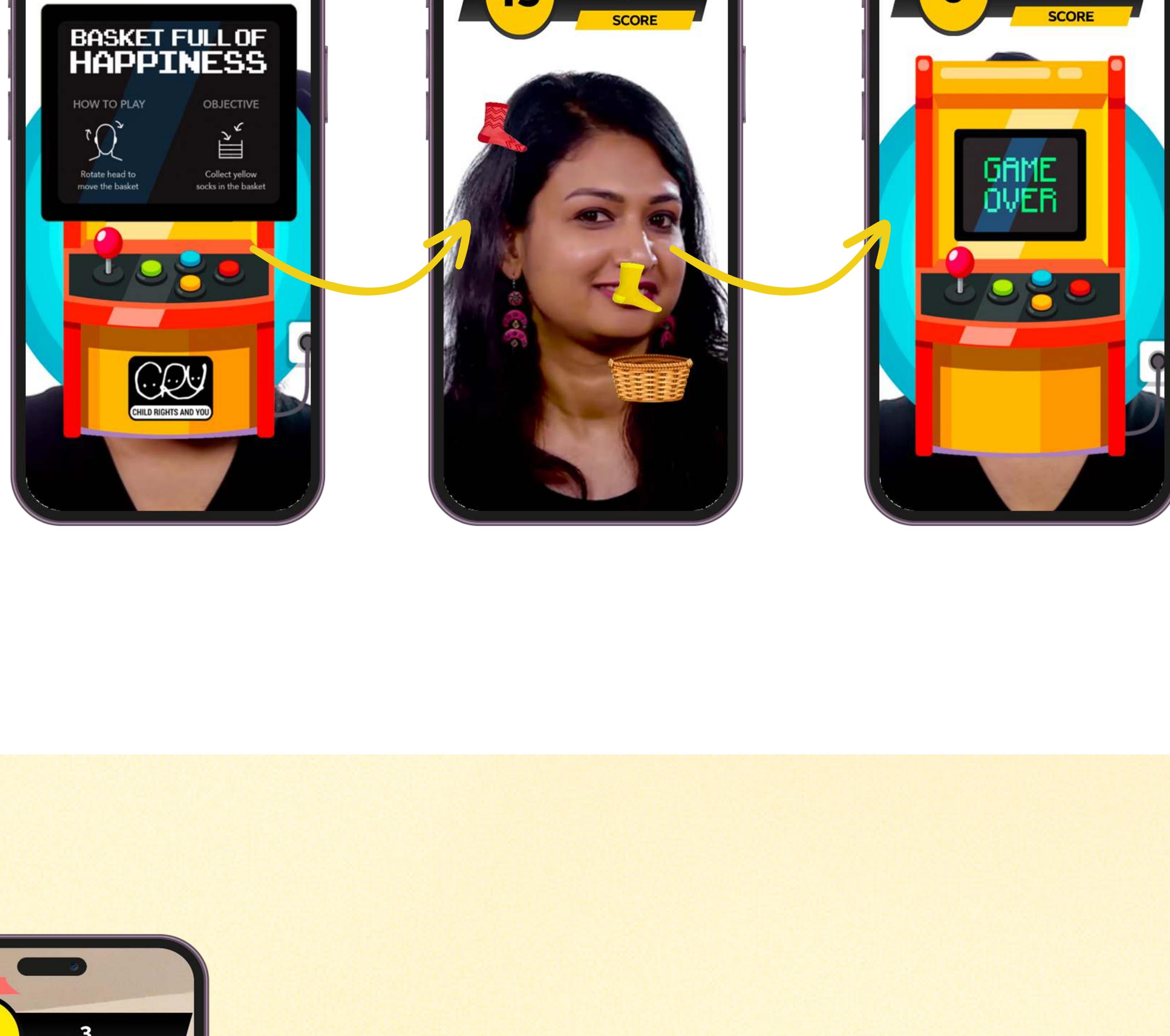
Design Development



Be a part of this campaign for a good cause and don't forget to tag your friends and families to become #YellowFellows too!

Try the filter

User Flow



#BeAYellowFellow

Try the filter

Timeline and Targets

A year-round Yellow Fellow Campaign that aims to attract more #YellowFellow supporters can be a great way to spread awareness about the importance of standing up for children's rights and well-being. Utilizing the Basket Full of Happiness AR filter game as part of the campaign can also provide a fun and engaging way for users to get involved and show their support for the #YellowFellow movement.

How will it happen?

All one must do is use CRY's #YellowFellow photo filter on Facebook/Instagram and post a video of themselves playing the game on their social media using the hashtag #YellowFellow and tagging CRY.



**BASKET FULL OF
HAPPINESS**

TRY IT YOURSELF!

