



Dominic Lobban

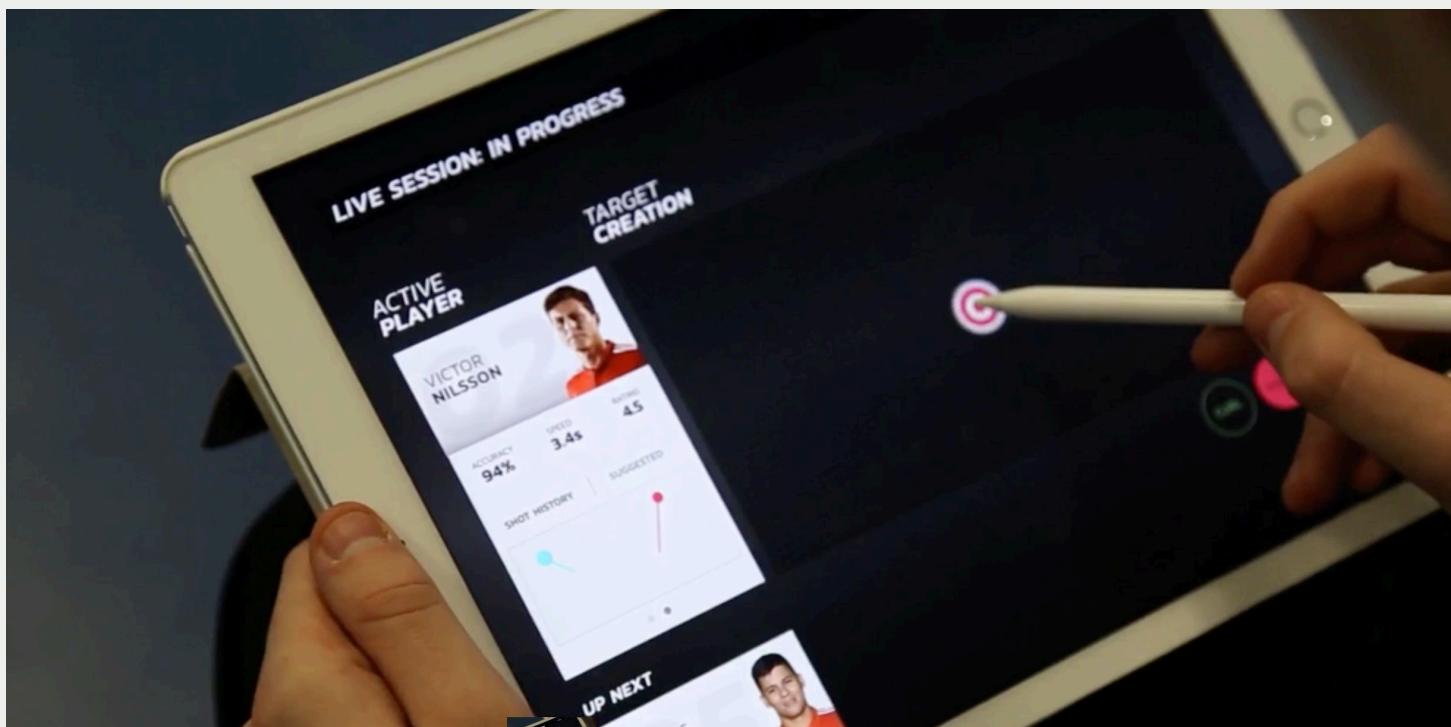
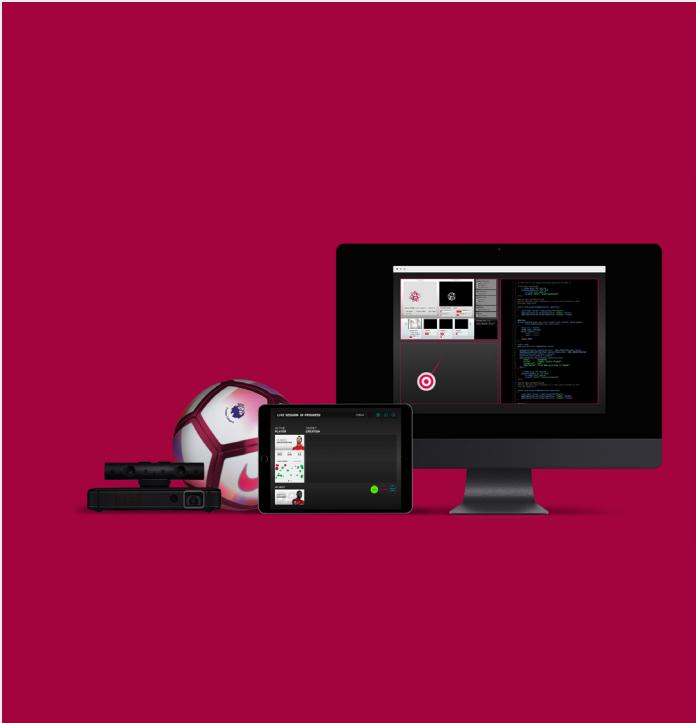
Personal Project 2 & Final Project
DE0972

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Past Project Summary



Live Coach: A Finished Solution

I identified an issue with team coaching drills:

For a coach managing or training a full team, it can be hard to train individual weakness within a group session. It's tricky to multi-task, or target weakness efficiently, without interrupting the flow of a session. This can result in a lack of progress and engagement.

The solution was Live Coach - A real time coaching application for accuracy based team sports, to train precision creatively and track progress efficiently. It involved the coach drawing targets in a tablet application, which were projected on a surface for players to smash.

The outcome came across effectively, and I made a few realisations along the design process.

Project realisations

Don't design to be cool. Identify an actual issue.

I became fixed on the sports industry, which led me to be quite stubborn with my idea generation. This held me back in terms of creativity and time. I realised that designing for the sports industry was absolutely fine.

However, what was essential was that I needed to isolate particular issues within my chosen industry, that could drive my development much further.

Don't be limited to a screen based interface or interaction.

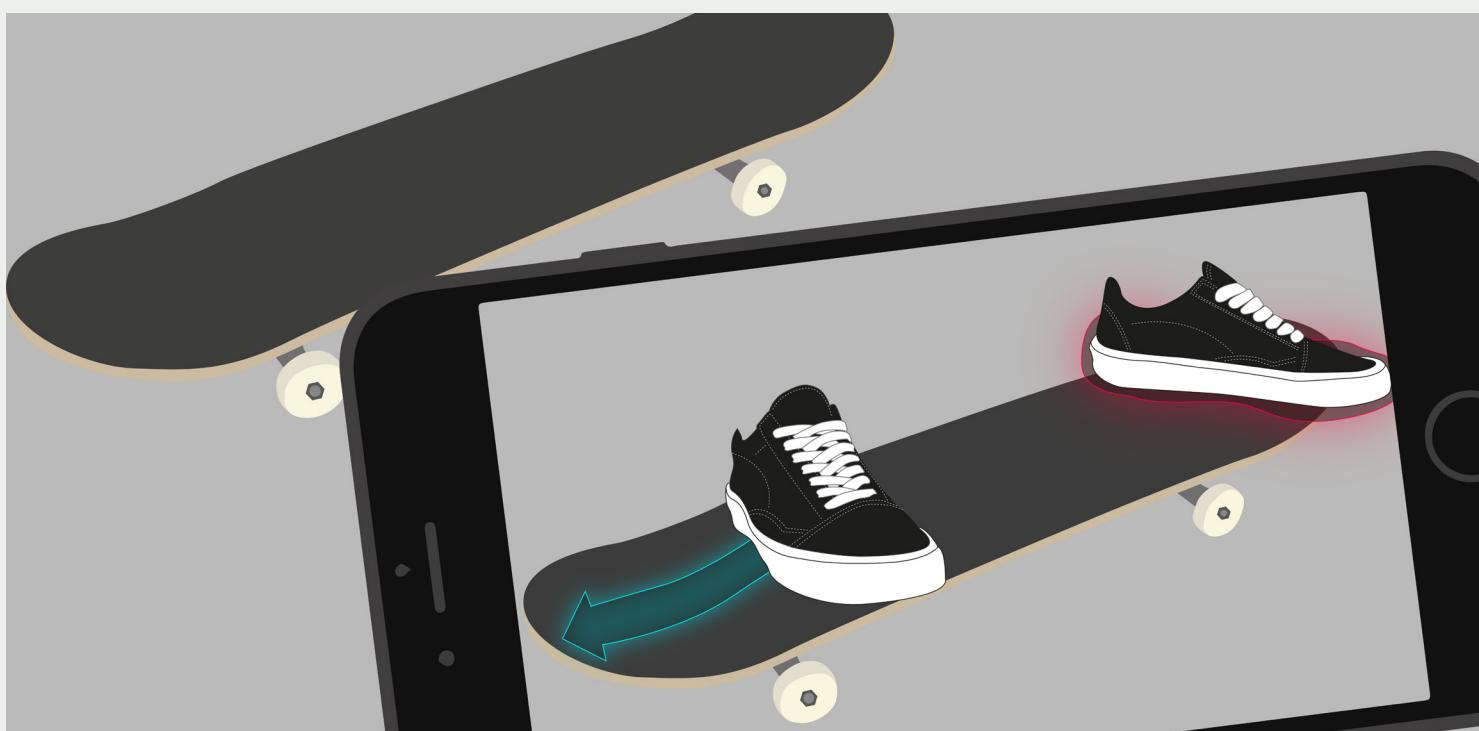
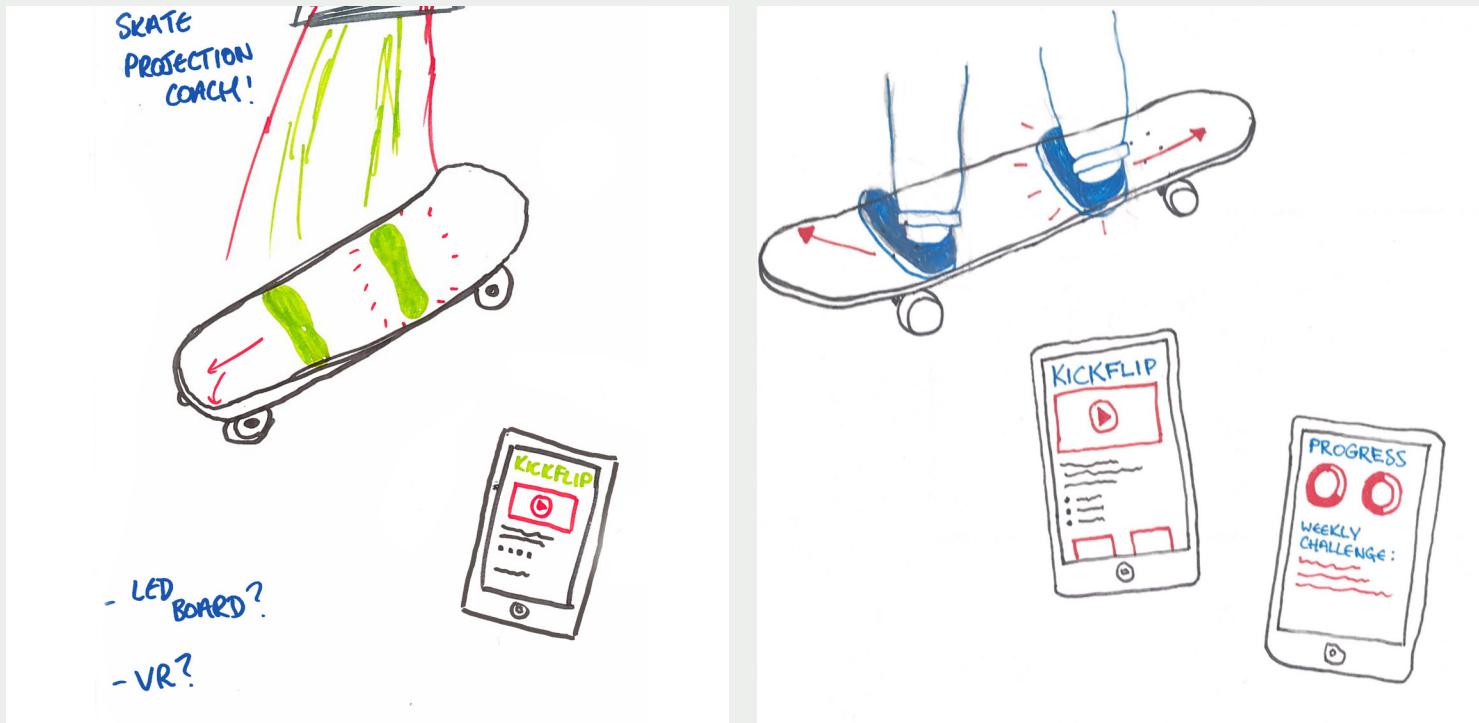
Applications are great, and I really love creating UI that makes for exciting and creative interactions. However, my in-depth technical research has shown me that many other magical interactions are possible with a range of different technologies.

I feel like the next stage of applications is this hybrid space, that I intend to develop and explore further in this upcoming project.

The digitisation of sports is often hugely expensive and installation-based.

I endeavoured to create a powerful and affordable coaching tool for staff to push their squads to the limit. I feel like I achieved this and can draw a line under this. I discovered that even my technical specification would be expensive.

I also am aware I haven't explored a specific or individual sport and how I could help coach a more introverted sport.



Similar Industry, New Approach.

Using my new found design discoveries, I intend to explore my backup concept from Semester 1, which was part of my Personal Project 1.

I want to identify potential issues regarding Extreme Sports like BMX or Skateboarding and explore this initial concept of a new way to practice and learn tricks.

This is because I still love to watch and occasionally take part in these sports, and as the final university project, this is something I personally want to endeavour on, which I may not get the chance to do afterwards.

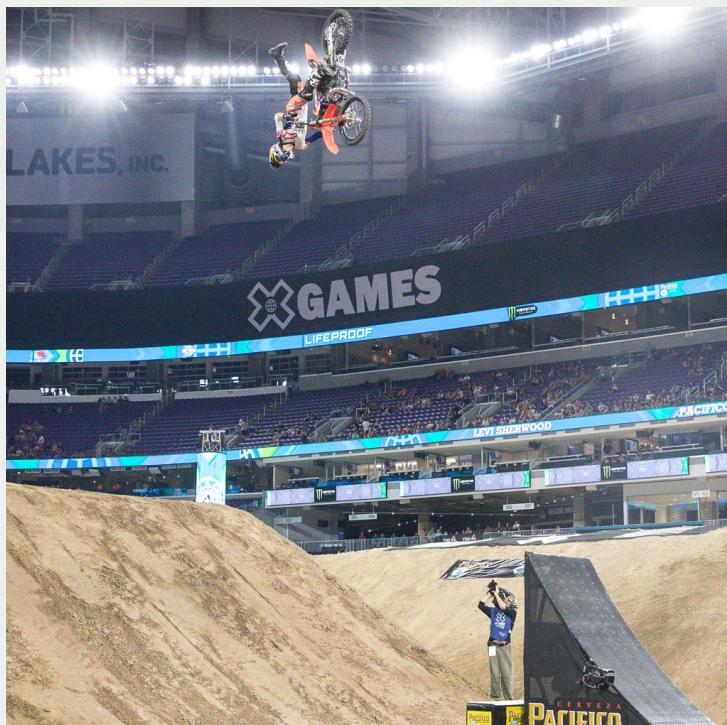
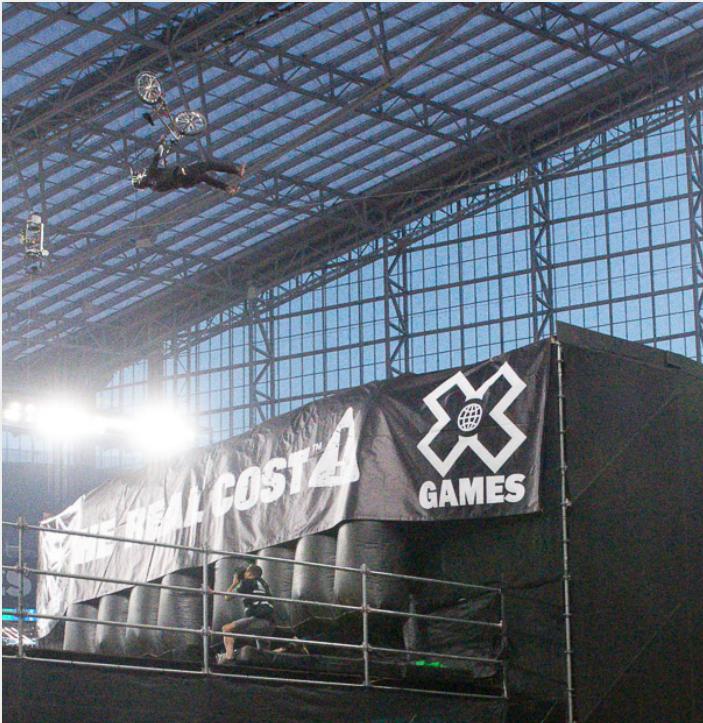
The first initial concept involved either a projected pair of feet on the board, or a VR application to provide tutorials for aspiring skaters to learn with, as skateboarding can often be lonely and frustrating.

1.0

Research



Initial Research



Defining Action Sports

What is an extreme sport?

'Extreme sports - also called Action Sports - are just not like mainstream sports. Past and present they are crawling with rebels, riders, drivers and rock stars.'

'Expressing yourself through action is the key it's an attitude, a way of life, even a religion. Once you're in, you're in for life.'

'DOING THE IMPOSSIBLE, REALISING THE UNIMAGINED'

<https://www.extremesportscompany.com/list-of-extreme-sports>
<https://www.extremesportscompany.com/our-heritage>

What are the values?

Self Expression
Rebelliousness
Drive & Determination
Community
Creativity

<http://xgames.espn.com/xgames/gallery/21818027/>

Personal Experience

I spent a number of years riding BMX bikes and skateboards. I stopped because of University, but I recall the most frustrating times below.

Being injury prone leads to frustration

In order to learn new tricks on my skateboard or BMX, I would spend hours each day on YouTube trying to copy my favourite athletes, without really having a clue.

I would practice for so long getting myself into a physically and emotionally repetitive and tiring state. This resulted in a number of different injuries over the years - sprained ankles, twisted knees, fractures arms and concussion on numerous occasions.

This would often turn my excitement into frustration because I couldn't ride anymore.

Creative challenges can cure boredom

Sometimes boredom was an issue. If I was limited to a particular place to ride for whatever reason, I would struggle to amuse myself.

I found the best way to learn new things and express myself was by googling and creating games for my fellow riders and I to play.

S.K.A.T.E. was a classic, where you would set tricks, have to reproduce them otherwise you may gain a letter. First to spell it S.K.A.T.E. would be the loser.

Others might have been the highest jump, longest manual (wheelie) or best trick competition. These methods of gamification helped engage me from a very young age, developing my passion.

Motivation isn't always easy being such an introverted sport.

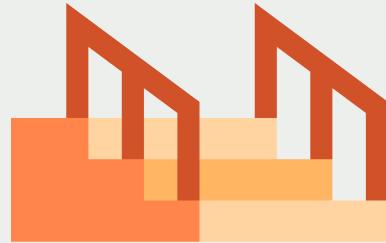
Another issue I had growing up was that I only had a very close set of friends who shared my obsession with BMXs, skateboards and extreme sport culture.

Sometimes I was busy, or they were busy, meaning we often were riding alone. We often struggled to motivate ourselves when alone, which usually resulted in us giving up or going inside to play a video game version instead.

This means we missed out on some healthy exercise and some fun times!

Problems with Skateboarding

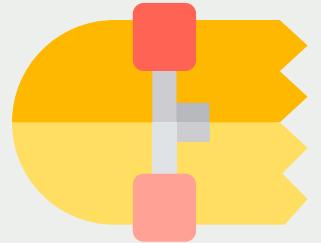
based on the article '10 Problems Only Skateboarders Will Understand'



Walking Around And Spotting Things That You'd Love To Skate

The streets are your canvas. Skateboarding is about being creative with your surroundings. Skaters don't need skate parks and obstacles to be built for them; they make ordinary things extraordinary by using them in unique ways.

An engaging digital design to win over skateboarders would take this consideration, ensuring they can explore, enjoy and share their surroundings within the skate community.

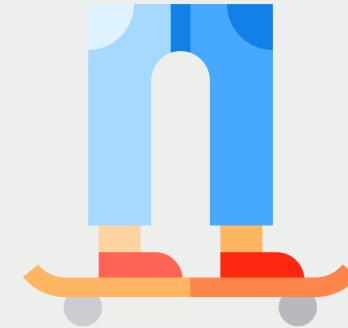


The Worry of Acquiring Injuries, and The Physical Setback

You'll fall, hurt yourself, and then spend the next few hours trying to work out how you managed to fall in that way, especially if it was on a supposedly simple trick.

The worst feeling in skateboarding has to be looking out at a glorious sunny day, then realising that you are stuck indoors because of your injury.

The solution should be informative and safe, especially considering the younger market, as well as safely teaching correct tricks and methods.



That Feeling When You Finally Land Your Trick

If you could land every trick you've ever tried perfectly, would skateboarding still be fun? Doubt it. Part of the fun of skateboarding is battling for your trick.

Design towards this end goal. Skaters want a challenge, and want that achieving feeling after progressing further into the past time.

Online Opinion

I find it useful to find some initial topics to explore by visiting online platforms such as Twitter & YouTube. Often people are vocal in comments about great experiences, or really negative ones. I thought I could validate the previous article with actual skaters, as well as gain insight into other potential insight into skateboarding issues.

Visual Demos

People look online to find content that can help them learn new tricks and tips on how to skateboard. Self improvement was a huge area of discussion.

Landing Tricks

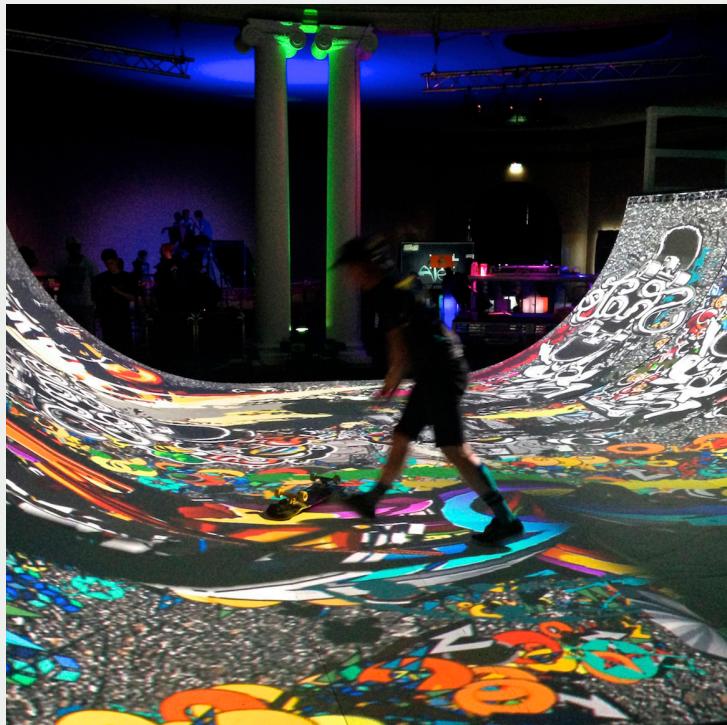
Landing tricks can be exciting, but not landing can result in people giving up completely. Perhaps there is an opportunity to add a refreshing disruptor to the concept of skateboarding?

Boredom

can result in people trying to entertain themselves by playing games of S.K.A.T.E. I think the skateboard space is restricted in terms of games and challenges that can help motivate skaters.



Digital Projects in Skateboarding



Interactive Skate Park

Concept

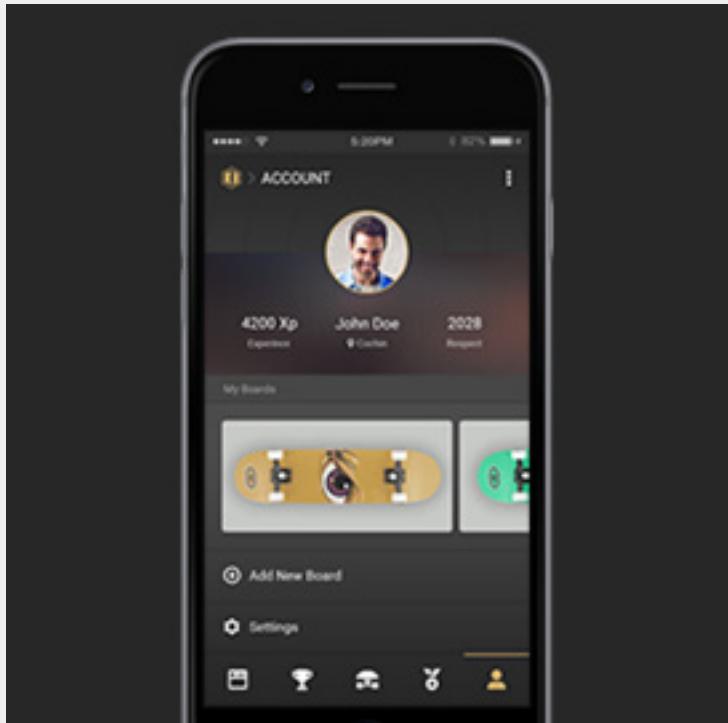
A Glow in the Dark skate-park installation for Kellogg's Nutri-Grain advertising campaign. A visually immersive and magical feeling digital concept.

Technology Used

RFID tags around the park are combined with projection mapped obstacles to create the visuals. Plus, laser triggered cameras capture and upload skate content to social media accounts for extra traffic. A well thought out advertising journey.

Key Points

- The vibrant and bold visuals may be quite distracting for actual riders, yet this isn't an issue in this advertising format.
- The use of technology proves it possible to create an interactive skate-park.
- There is no attempt to use this as a tool for self improvement and reflection.



Rideblock Tracker

Concept

A physical device slotting underneath the skateboard trucks, allowing users to record, analyse and share their tricks on the companion app.

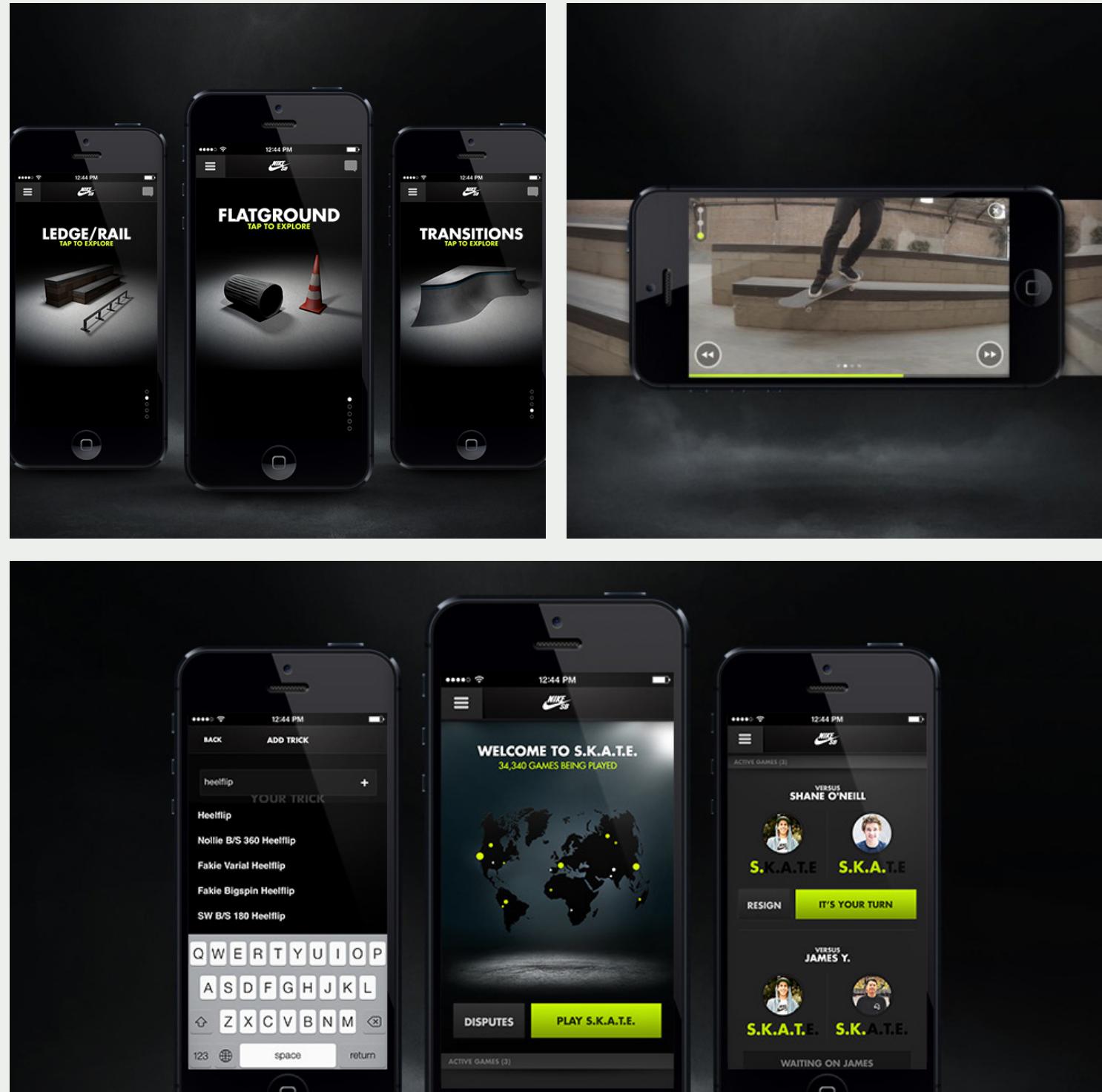
Technology Used

Combining a sensor with a specific algorithm, this device promises to recognise certain tricks in real time, sending the information to the mobile app. Here they have advertised the project as a reflective tool, and one that you can share with the skate community.

Key Points

- As a start-up project, this product only reached 13% of its \$50,000 goal.
- This is a more seamless idea, which values lie in the selling points of reflecting on your progress, and sharing/competing with the skate community.
- There is an attempt to incentivise the sport and improve the community, which is respectable. I believe this product to simply just be too much of a novelty for people to get behind.
- The physical aspect of the device is an issue. It can affect the weight of the board, not to mention people may be reluctant to ride in case they break it.

<https://www.indiegogo.com/projects/rideblock-skateboard-longboard-motion-tracker-sports-technology--2#/>
<http://www.rideblock.com/>



NIKE SB App

Concept

An app to help skateboarders learn new tricks, show off progress and play S.K.A.T.E. with anyone anywhere in the world. The help is available through uploaded content from other users, and once they've mastered a manoeuvre they can post a 15 second video to prove it.

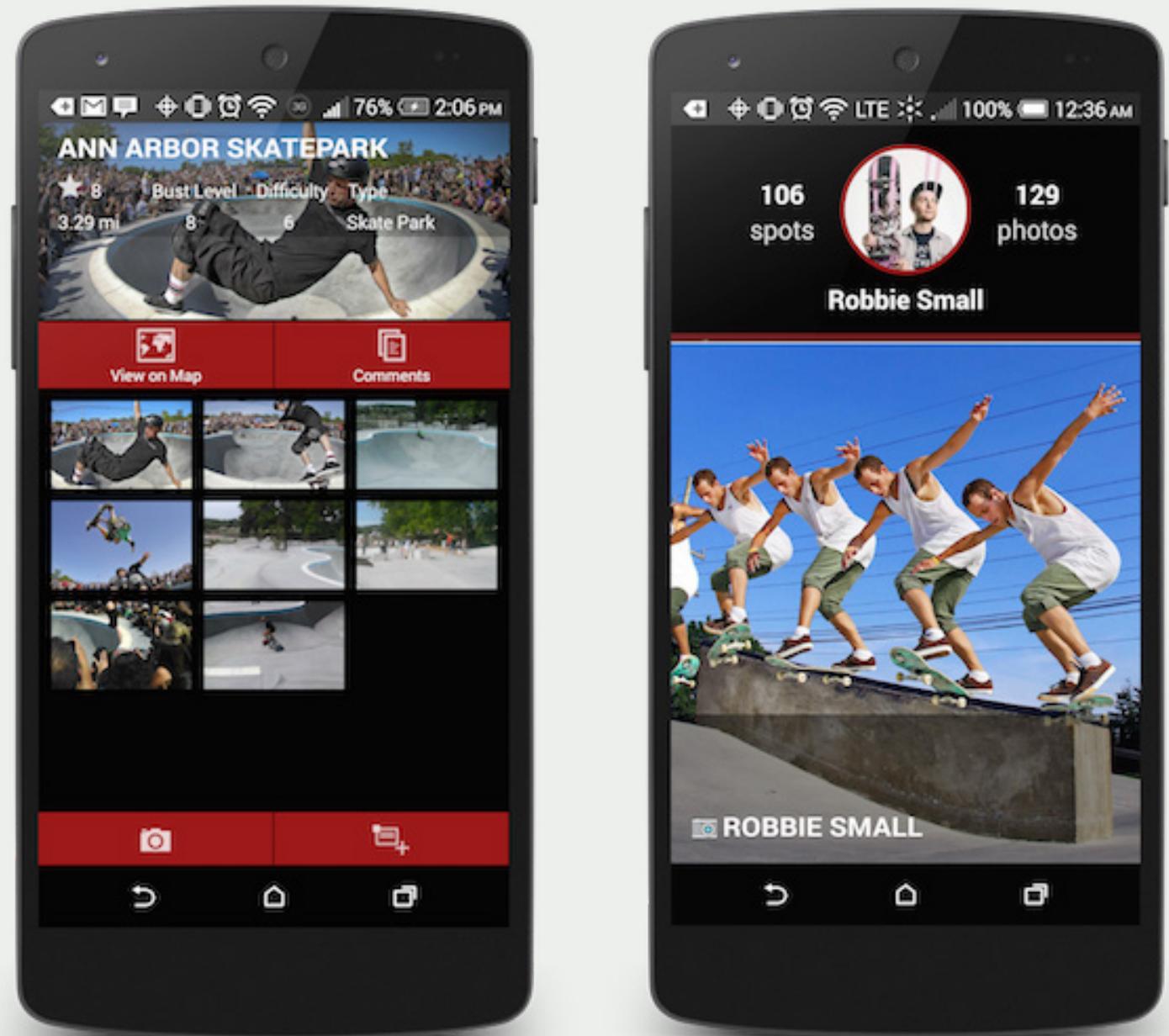
Benefits

- By posting a video, they prove they have learnt the trick, as well as gaining confidence.
- Perfect for an introverted beginner, gaining insight from a safe online community.
- Competing is another way to create incentive and motivate riders.

Drawbacks

- The advice is biased and opinionated. The users may not give the correct advice.
- What if a user wants to play but just by themselves?
- Tricks are broken down into categories, but perhaps a level system would work better also.

<https://thenextweb.com/apps/2013/10/29/nike-sb-app-ios-helps-skateboarders-learn-new-tricks-play-s-k-t-e-anyone-world/>



<http://www.hubbahubbaskate.com/>

HubbaSkateSpots App

Concept

A location based app to discover new places to skate. Build your profile based on places you've visited and post photos of you riding there.

Benefits

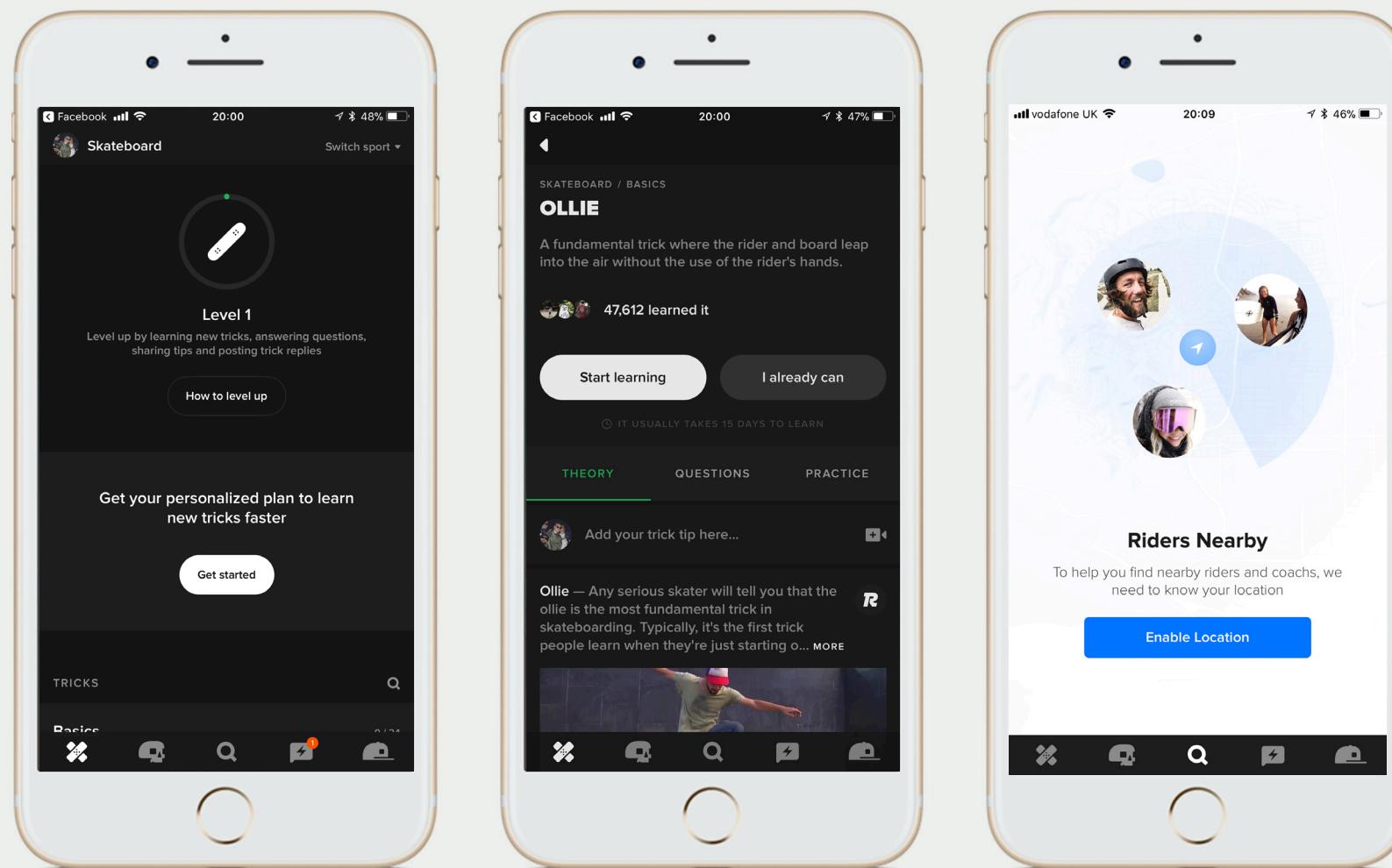
- Online community is a massive factor
- Great feature if you are running out of places to ride, or getting bored.
- Comments allow people to share opinions, tips and advice.
- Spots are broken down into a star rating, difficulty level and type

Drawbacks

- There is a standard feed of posts, but no extra incentive to learning new tricks, just new locations.

Riders App

<https://riders.co/>



Concept

Learn tricks in any type of action sport through this instructional application. Receive advice from your favourite professional riders and progress faster in your chosen sport.

Benefits

- The 'Learn a Trick' section is totally clear and self evident. It is split into Theory, Questions and a Practice Feed. I believe the practice is slightly pointless however, as it may display incorrect techniques.
- Level system provides incentive to learn.
- The app displays a time-frame option to set yourself the challenge.
- Riders Nearby aims to tackle the issue of lonely riding.

Drawbacks

- The heavy video content would require a lot of mobile data, something that younger audience with generally lower income may not have access to.
- What if a user wants to play but just by themselves?
- Learning tricks has been simplified, but what about engaging people after they have learned a trick?

Skateboard Project Research Summary



Apps are Convenient & Accessible

Applications on smartphones are the best way to offer a moving and busy skateboarder with digital content to appeal to their lifestyle. The younger demographic are comfortable with application navigation and gestures .



Scores & Competitions

These two things drive skateboarding forwards. Not only a competitions a good way of bring the community together, but scores help drive an individual to achieve more and work harder.



Digital Community is Key

Being an introverted sport, it is very important not to let the community aspect disappear. Apps like Nike SB try to achieve this being looking at digital games between skaters.



Video Demos Only

Demonstrations for learners are limited to video content. There is very little attempt at using today's trending technology, like VR, AR and projection, to demonstrate how to perform tricks.



Opinionated Advice & Tips

There are millions of forums and feeds that offer advice, but this can confuse a learner. They need verified help and instructions, to take priority over user tips.



Physical Distraction

I don't want my project to be physical. I want to allow skateboarding to remain natural and raw, whilst allowing the digital aspect of my project to provide insight, knowledge and guidance.



Bragging Profiles

I don't want to create anything where users can just have a platform to brag. I want there to be a more inspiring and reflective nature to any profile page or achievement.



Primary Research

Creating User Research Questions

I want to find out...	Why do I want to find this out?	Formed Questions	Answer Categories
Skateboarding lifestyle - hobbies, interests, personal life.	<ul style="list-style-type: none">• Context into skateboarders• What drives them?	<ol style="list-style-type: none">1. Can you tell me a little about yourself? E.G. career/hobbies/personal life2. Can you remember what initially inspired you to jump on a skateboard? How old were you?3. What puts you off skating? If you have gave up completely, why did you?4. Describe your typical experience when you go out skating.5. How would you learn and practice new skills?6. Can you tell me about any enjoyable moments you've had whilst skating?7. What would typically annoy you about skating? If you've ever called it a day out of anger/sadness, why?8. Describe any injuries you've picked up as a result of skating & How did you feel?9. What kind of places do you prefer to skate at? Do you always enjoy them?10. What do you take along with you when you skate?11. How do you access skateboard related-content online? What do you like to view?12. Is there any other digital content you wish was available to you?	Personal & Inspiration
Motivation to skateboard.	<ul style="list-style-type: none">• What inspired them to begin?• Reason for quitting		Interaction
Progress in skateboarding	<ul style="list-style-type: none">• How often did they practice?• How did they learn?		
Favourite aspects	<ul style="list-style-type: none">• What was fun?• Why they enjoyed it?		Emotions & Pain Points
Least favourite aspects	<ul style="list-style-type: none">• What barriers are present?• What annoys them?		
Injuries	<ul style="list-style-type: none">• What caused them?• How they felt?		
Creativity	<ul style="list-style-type: none">• Did you follow guides?• Whereabouts would they skate?		
Tech	<ul style="list-style-type: none">• Ability• Habits & Behaviours		Habits & Behaviours

15 responses

SUMMARY

INDIVIDUAL



Accepting responses



Can you tell me a little about yourself? E.G. career/hobbies/personal life

15 responses

drawing, painting, hand craft skateboards (big aye skateboards - check it!!!)

I enjoy extreme sports such a bmx and stuff to do with cars

A student. I currently enjoy going to the gym and occasionally playing football.

Play football, gym and go out and drink socially with friends

Maintenance technician at Nissan (I fix the robots)

Nerd out over cars

Ride bmx

A scottish lass studying Interaction Design at Northumbria University. I enjoy running (but been too lazy to go outside). Favourite chocolate bar is Dairy Milk Jelly Popping Candy.

I am 27 ,Cable installations is my profession skateboarding is my hobby, I am a homeowner and I am in lengthy relationship with one child.

A vagabond

Dead end factory haha/ skating/ weekend Dad

I do graphic design

Can you remember what initially inspired you to jump on a skateboard? How old were you?

15 responses

10 years old and just thought it was cool, played the games and the music i was into was definitely part of it

I seen my mate in my street on a bike and it went from there really. Made a lot of friends from it who all wanted to try new things

I was around 7 or 8, and I remember a few of my friends skated, so I thought I'd try and I really enjoyed it

An Online Survey

The issue with recruiting my ideal target audience...

In order to validate my primary research with online articles, tweets and my own opinions, I need to conduct primary research, to see if these problems are reoccurring amongst the community I am researching.

I was able to conduct conversations with my peers in University who have or currently do one of these extreme sports. This is all useful insight, and I considered then going to skate parks to find more skaters.

However, ideally, I also want to focus on people that may have once skated, or rode bikes in the past but gave up. These key users are the secret to identifying why sometimes the sports are given up. I decided the best way to gain this vital insight would be to share an online survey version of my research questions online.

Key Responses: Personal & Inspiration

10-14

is the standard age people begin to ride skateboards



Inspirations to ride are friends, video games and professionals

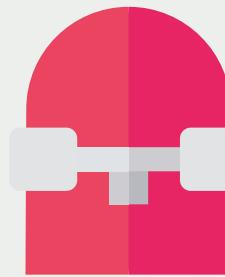
Giving up or calling it a day because...

- Fear/Injury
- No time or place or friends
- 'What do you mean give up??'
- The community can be exclusive and judgemental

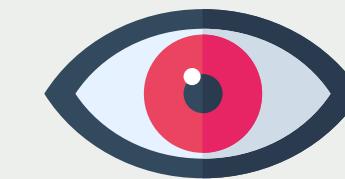
Fans are diverse

- From cable technicians to artists and students
- Ages from 14 - 38
- Parents still love the sport
- Introverts and Extroverts

Key Responses: Interaction

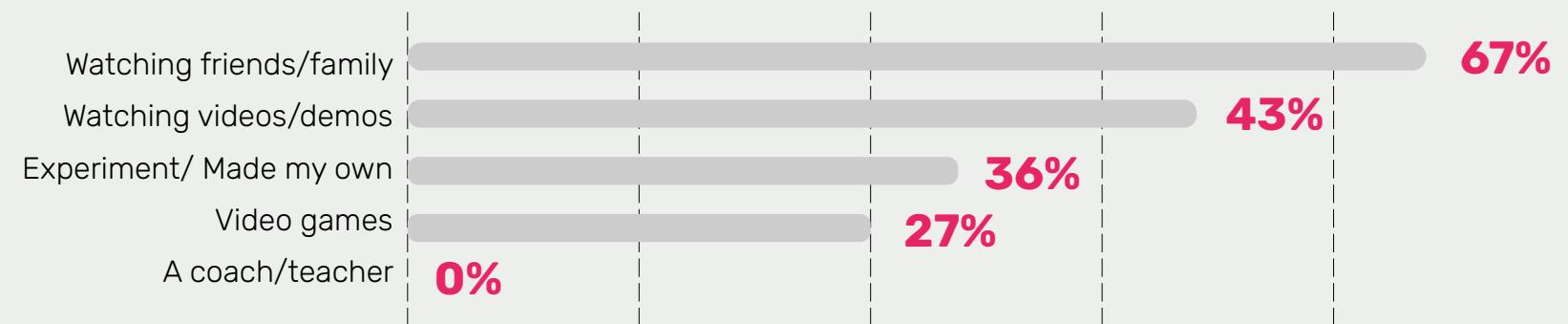


Everyone spends their day skateboarding differently.



Skaters are visual learners

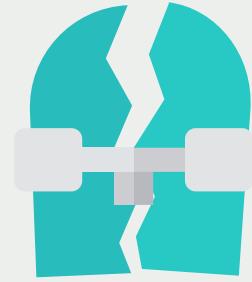
How do they learn new tricks?



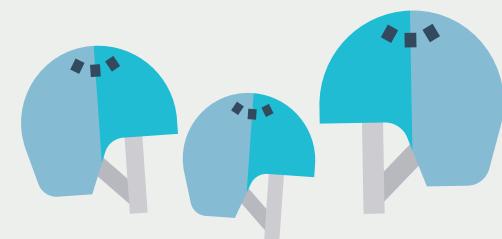
Key Responses: Emotion & Pain Points



Everyone remembers their first trick they learned, and that feeling of landing it.



Frustrations were not landing tricks, boredom, and not having a group to ride with.



People, in general, enjoy to skate with their friends, if they can.

93 %

of people have had injuries through skateboarding.



People often love particular places to skate, whilst others get bored and want to find new places.

Key Responses: Habits & Behaviours



skaters carry their phones and headphones.



Youtube & Instagram dominate skate-related online content.

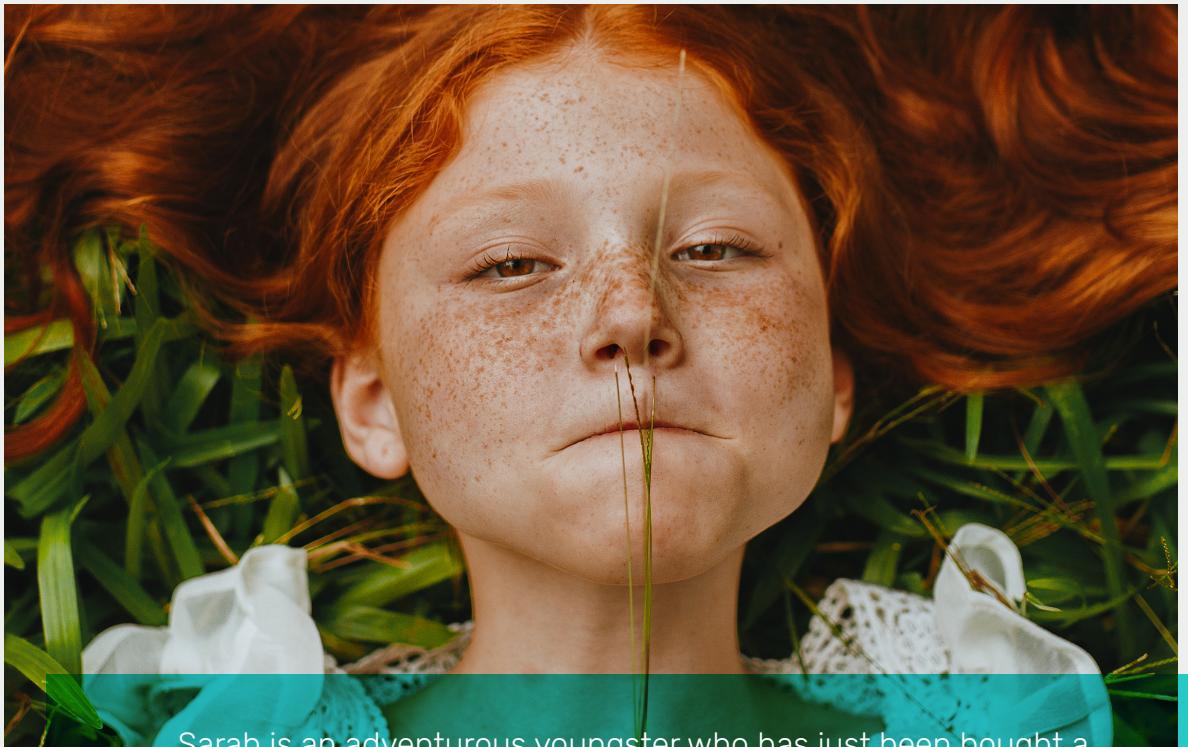


Skaters want new video games, as well as something to solve their trick related issues.



Primary Research Results

Sarah The Inspired Beginner



Sarah is an adventurous youngster who has just been bought a skateboard for her tenth birthday from her skateboarding brother. She is excited to learn after viewing videos on youtube and watching her brother but doesn't really know where to begin. He works away and can't show her. Her fear of falling has resulted in the skateboard staying in her bedroom, which upsets her.

Age: 10
Occupation: Full Time Child
Location: County Durham
Archetype: The Inspired Beginner

Goals

- To learn how to ride her skateboard and impress her friends and brother with new tricks.
- To receive support and guidance to help her gain confidence.

Behaviours & Technology

As a digital native, Sarah is comfortable using her tablet and Mum's phone. She watches youtube videos and looks at instagram posts. She plays video games and wishes she could do the same thing as her avatars.

Comfortably and safely views online content

Frustrations

- Not having the confidence to get on her board and begin learning.
- Looking at her skateboard and seeing it as a constant reminder of her failure.
- None of her friends seem interested in skateboarding like she does.

Sarah needs...

a simple and engaging way to progress with her skateboard, from being a total beginner to a confident skater. She wants tips, tricks and correctly paced challenges to help her learn.

Sarah's User Journey



Thoughts

I'm so excited to get out and try my new skateboard.

This is scary, and I really don't know where to start. I thought it would be easier..

I'm ready to try again today.

I'll try one more time.

Ouch! I really can't figure this out, and it hurts!

I really wish it was easier. I'm going to just give up completely.

Actions

Grabs skateboard and goes outside.

Tries again, but has no clear guidance. The video isn't clear and she can't transfer it to her environment.

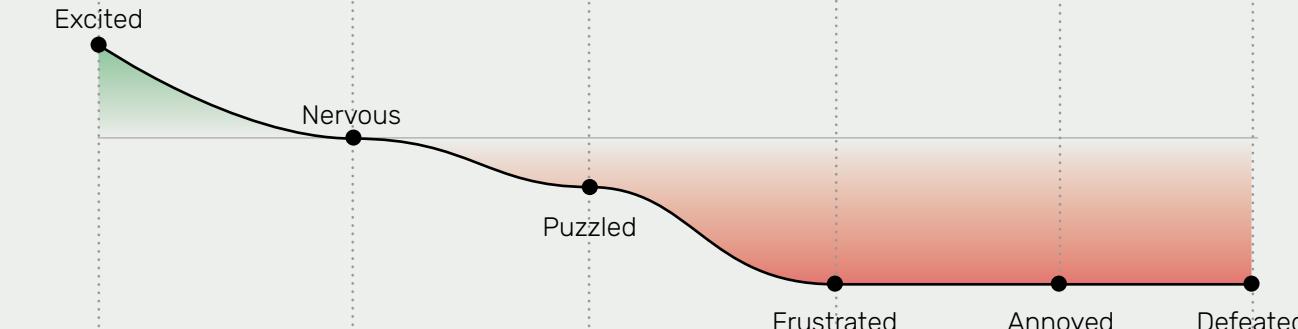
I'm going back in the house! Stupid skateboard!

Calls it a day, and decides to go on her mum's iPad to get some help on Youtube.

She begins to feel comfortable with riding. She then tries a trick she saw on the demo and falls off.

Puts skateboard in the bin!

Feelings



Opportunity

Maintain a level of excitement

Tips and advice from other riders to help her.

A place for her to find others her level to learn together.

A new way of demonstrating tricks, that is more personal

Some digital interruption that completely congratulates her on the progress rather than the fail.

Ethan The Social Skater



Ethan rides with his friends on a daily basis. They love exploring new places to skate as they often get bored of the same places. Ethan really hates it when his friends can't ride because of whatever reason, as he struggles to have as much fun, so usually calls it a day. They always create skate videos and challenges amongst each other to test each other's ability.

Age: 19
Occupation: Bartender & Student
Location: Gateshead
Archetype: The Social Skater

Goals

- To find new places for his friends to skate
- To keep himself amused when his friends are busy.
- To share his achievements and tricks with his friends online.

Frustrations

- Not knowing any new spots to show his friends.
- When he has no friends to enjoy skating with.

Behaviours & Technology

He feels comfortable with his own tech, including his games console and video camera, to capture footage of his skating antics. He also loves photography and often likes to share his photos online.

Social media savvy with techy hobbies.

Ethan needs...

a digital presence to set him personalised challenges, so that he can continue to enjoy himself even when his friends aren't there. Also, he needs to always know where to skate, and somewhere to share the achievements he makes.

Ethan's User Journey



Thoughts

where shall we skate today?
This place looks interesting!
We should stop off here.
My mates have to leave, but I
want to stay out skating!
I need to land this last trick they
set me!
I wish they stayed. It's more
enjoyable with them there to push
me.
There's no point. I may as well
just leave too.

Actions

Ethan and his friends are riding around, having fun and searching for a place to skate.

He decides to continue at the new spot himself

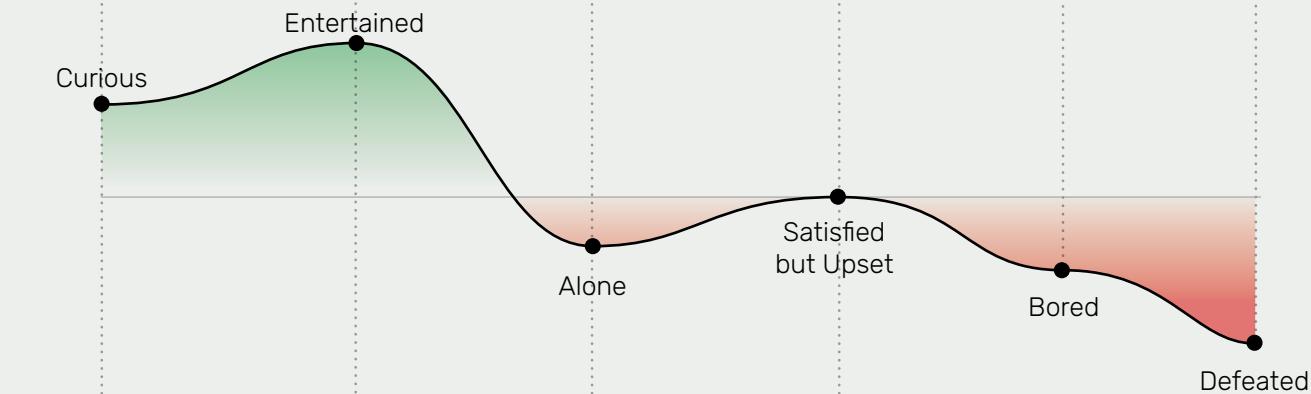
Rides around but with no actual intent. He just becomes more tired and moody.

They find the perfect place, and set each other tasks and record footage.

He finally lands it, but no one is there to see it.

He ends up going home about 10 minutes after his friends.

Feelings



Opportunity

Provide a tool to assist friends in finding new places to skate.

A platform for skaters to meet each other.

A digital companion to set tricks and challenges like his friends.

An online challenge creator where you can set challenges to anyone based on their skill.

Somewhere to post footage of his achievements, or somewhere he can verify his trick and receive motivation.

Matthew The Skate Obsessed



Matthew absolutely adores skating, from his clothing to his video games. He has his favourite idols that he watches online and tried to copy. He is always using his skateboard, and if he isn't he has viewing digital content of skateboarding. His only true frustration is when he reaches a point of boredom. If the web doesn't provide enough content for his entertainment he gets a bit bogged down and bored.

Age: 16
Occupation: Student
Location: County Durham
Archetype: The Skate Obsessed

Goals

- He wants constant access to the newest and most inspiring content from around the world
- He wants a platform to share his passion for skating, and keep up to date with news and progress in the sport.

Behaviours & Technology

Matthew loves his digital content. He has his own Youtube channel for his skating tricks, and posts his photos to Instagram all the time. He loves watching other people skate too, but often wishes he was located in America where the sport is more appreciated.

A true 'Web Skater'

Frustrations

- Feeling out of the loop when it comes to the skate community.
- His local friends not appreciating his passion for skating

Matthew needs...

a social and community-orientated environment for him to enjoy digital content and create his own. A place to open discussion of the current skating world, as he is limited in the physical world.

Matthew's User Journey



Thoughts

I can't wait to watch the new 'Girl Skateboards' video.
This is insane. I love so many different parts to it.
I'm going out to try some of those tricks myself now.
I wish my friends liked skating the way I do. It'd be fun to try together.
I feel like I'm progressing so well, but no one can even tell.
I'll just look back online for more...

Actions

Sets a reminder on his phone to tell him when the video becomes live on Youtube.

He has fun skating just like his heroes. Wishes they could see the impact they have on him and acknowledge it.

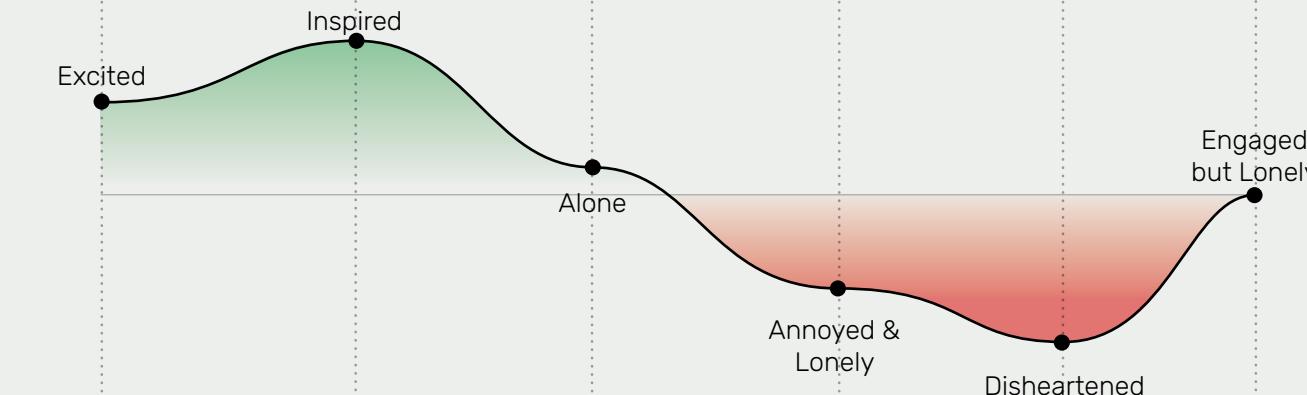
Learns new tricks often but his normal friends don't appreciate the effort.

Leaves comments underneath the video, takes screenshots and screen records certain bits to try himself.

Has conversation trying to convince his friends to take up the wild hobby, with no joy.

Sits for hours amusing and inspiring himself after he got slightly down.

Feelings



Opportunity

Updatable content based on new tricks, posts and stories by the professional.

A social place to share his own tricks and achievements, and encourage himself

An encouraging profile or achievement section

The ability to interact with posts, like, comment, save, pin.

An invitation style application during onboarding, to build community.

Recommended content based on profile and level.

Sean The Aging Rider



Sean was a die hard skater in his youth. He may not want to admit it, but he's getting on a bit. He doesn't have as much time as he would like to go and enjoy skating on weekends, especially because of his new born child. He often likes to follow skateboarders online that he used to watch and copy as a kid. What's more, he's still pretty damn good on a board. He often runs out of ways to challenge himself on a board, because he can pretty much do every flatland trick.

Age: 32
Occupation: Tattoo Artist
Location: Jesmond
Archetype: The Aging Veteran

Goals

- He wants a place to see new and upcoming skaters driving the sport forward.
- He'd love to find new and creative online friends to watch his style and challenge him accordingly.

Behaviours & Technology

Sean is old school. He sometimes watched skate videos on his phone through Youtube, but he doesn't really do much more than that. He swears by his sketchbook and diary for work, only using his phone to call, message and send emails.

Old school Interactions.

Frustrations

- Not being able to do a trick, trying, and failing because he's a bit less robust than he used to be.
- Not having as much time to skate.
- Feeling like he's learned every trick he can.

Sean needs...

a clear way to keep pushing his personal ability. He'd love to see inspiring new ways to skate, as well as finding others in a similar position that he can progress alongside.

Sean's User Journey



Thoughts

I literally never have time to jump on my board.

Finally, a free day. I'm going to ride.

I'm getting a bit bored of the same tricks. What else can I try?

I wish I had someone as cool and good as me!

I'll try to make some new tricks up. I'll wing it and see!

Ahhh! That f@#\$ing hurt!

Actions

Waits patiently for his next day off tattooing to go out riding.

Sits turn doing nothing, trying to find some new tricks on his phone.

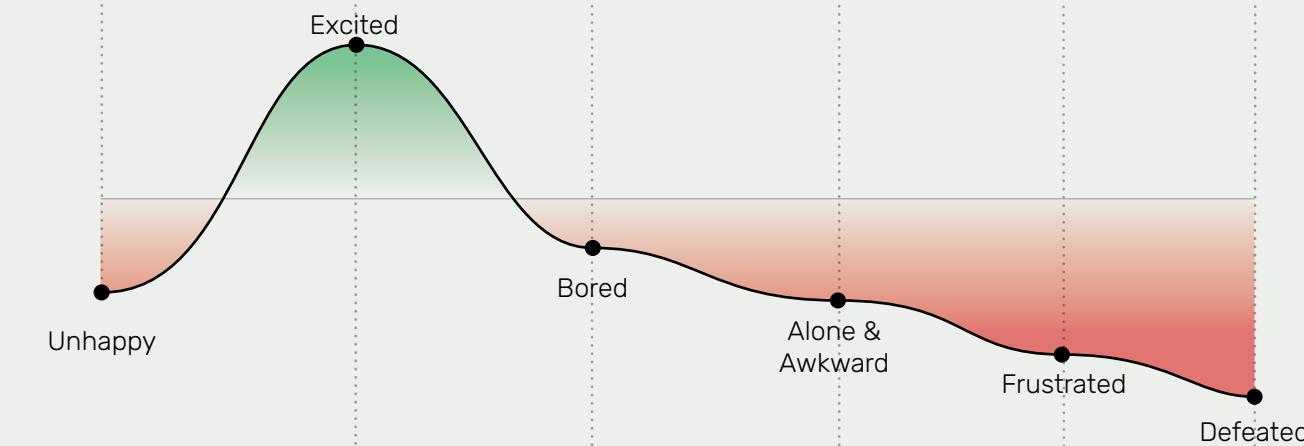
Tried some random tricks but falls and hurts himself. Calls it a day.

Grabs his things, skates to his favourite park and begins riding.

Feels a bit awkward with all the young kids around him skating.

Limping home, wishing he still had a crew to challenge and advise him.

Feelings



Opportunity

Skate planner - A checklist of personal things they need to remember.

Challenges to influence where he skates.

A space to explore creative new tricks, and tick off what he can already do.

A space to share new ideas, tips and advice, as well as direct messaging a particular skater.

Fun challenges to occupy riders when they hit that bump in the skating day.

Project Statement

Skateboarding is restricted by a lack of confidence & creativity.

Create a digital solution for the skate community to encourage their progress, provide inspiration to skate and connect skaters around the world.

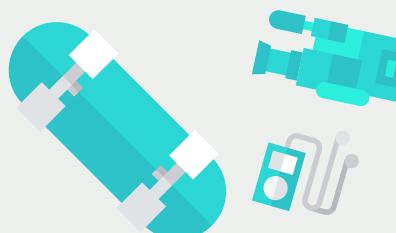
Project Goals



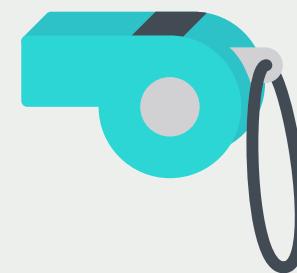
Use digital innovation & gamification to incentivise the sport.



Provide the social community with interactive content.



Inspire users by providing clear reminders of their skate achievements.



Explore the identified gap of providing skaters with a coach.

2.0

Concepts



Initial Ideas



Skate Coach Projection Installation

The Problem

Learning tricks through simple replication can often take time, especially with no indication of pressure, movement and positioning of the feet.

The Concept

A physical projection mapped skateboard, to provide users with a physical and digital simulation of how to perform a particular skateboard trick. An application could allow the user to control which trick to be shown, with a projector then showing two digital feet.

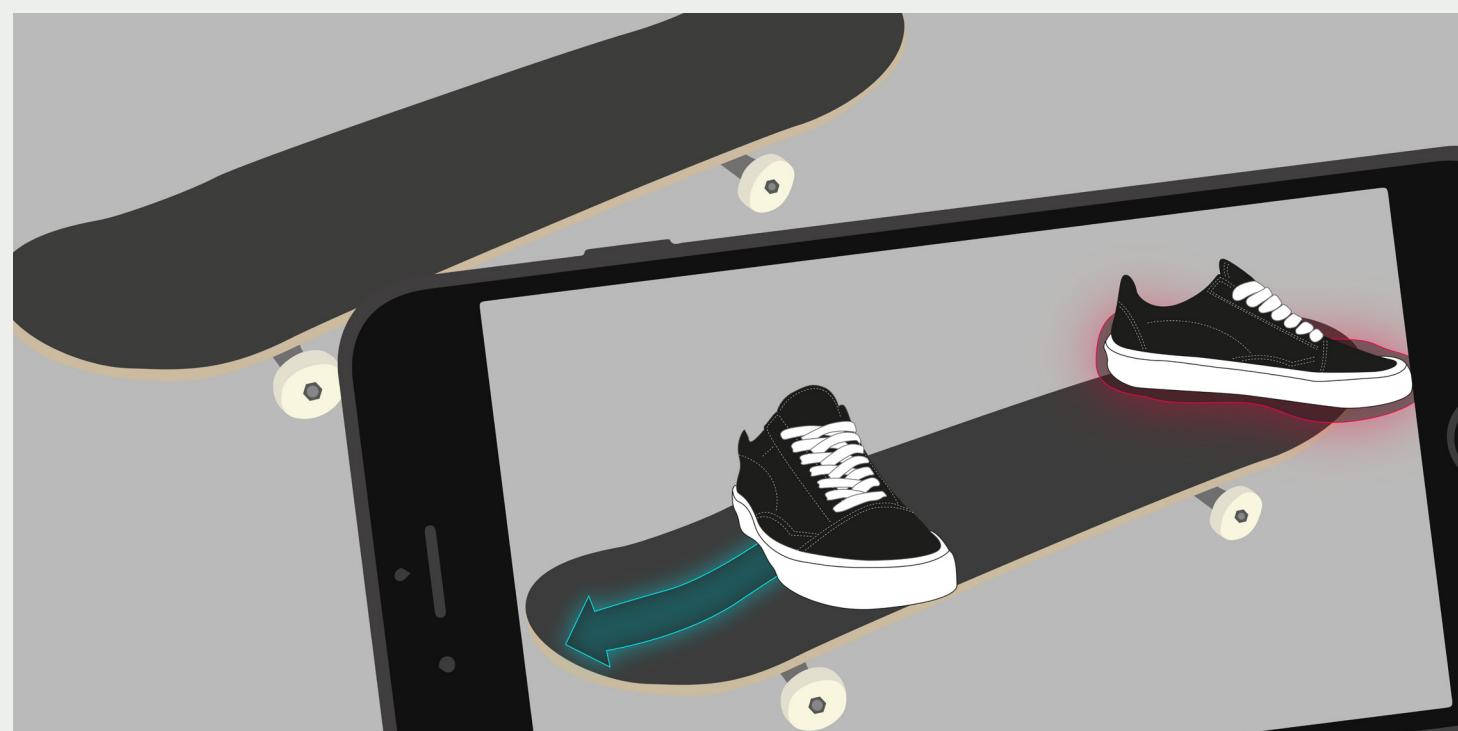
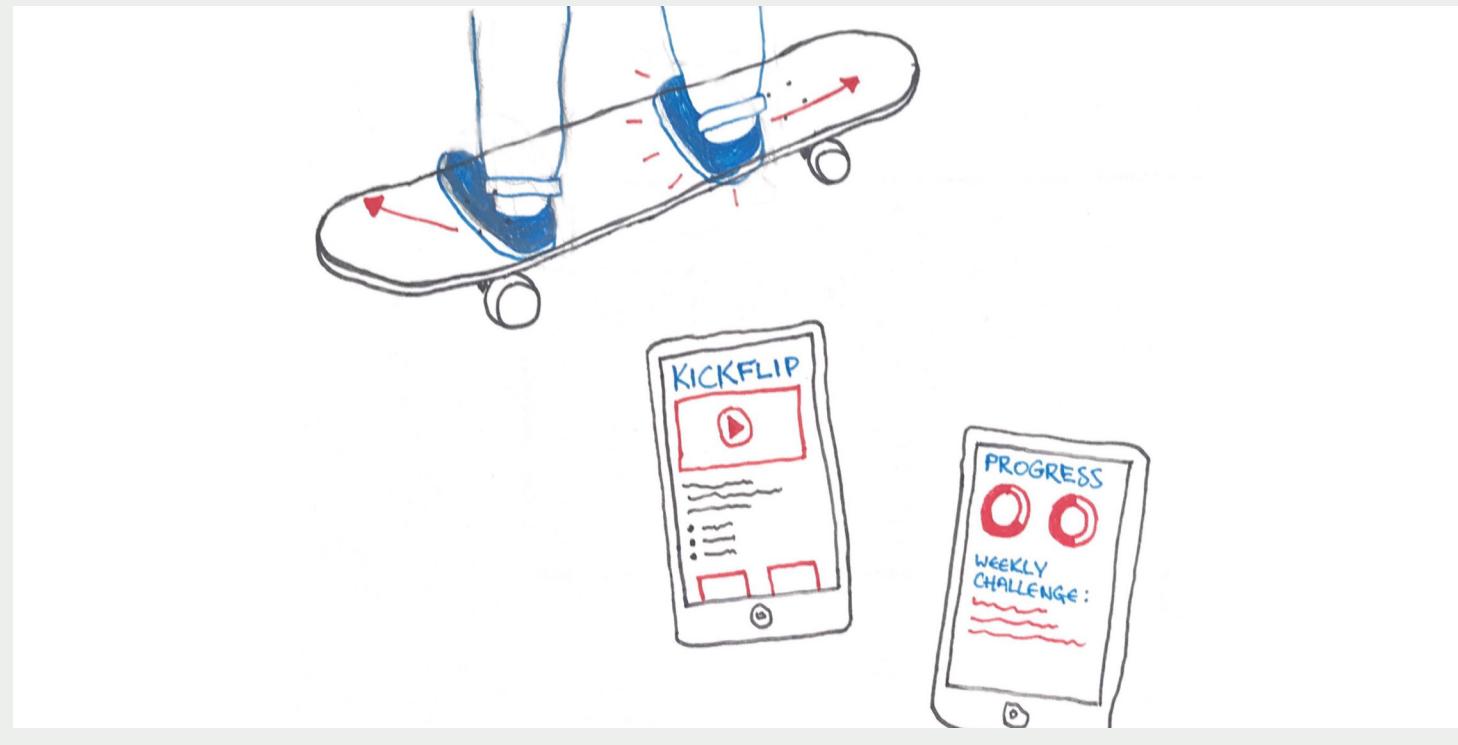
How would it work?

Here is the issue. The projector would have to shine down at an angle so the user doesn't block the display. An alternative would be an LED griptape but the issue then would be that a user would be covering the display completely. Perhaps therefore, this idea is not viable.

The USP

A new and engaging way for any skater of any level to see a demonstration of a trick, learning as they are shown.

AR Skate Mate



The Problem

Being an introverted sport, people often struggle learning exactly how to perform tricks on a skateboard, especially if they don't have any friends that ride. Also, they may not know where is exciting and fun to ride and practice, and what's more, even if they go, they may struggle thinking of how to interact with obstacles, ramps and rails.

The Concept

An augmented reality skate buddy app. Select a trick to learn, and use your phone to look at the demonstration given by your skate buddy. Each process will be broken into steps that you could rewatch, plus you could track your progress and compare your skate profile with friends.

Another potential feature of the app could be a location based skate spot service. Local skaters could tag their favourite spots to share, and record their own lines for other users to try.

How would it work?

The skate buddy would have to be made in some 3D software and potentially developed through Unity to bring him to life when looking at the skateboard. User would open up the AR application and choose a trick, this would trigger the camera to open, where they watch their digital friend complete the trick.

The USP

A visualised learning tool integrated into a community application to improve the experience and progress of skateboarders in a particular area, as well as a place to share ideas, areas and tips to help each other.



Skate AR Spots

The Problem

Often skaters can't decide where to ride, or they may get bored of their regular spots. Perhaps they have travelled to a new city to skate, and need help finding cool places.

The Concept

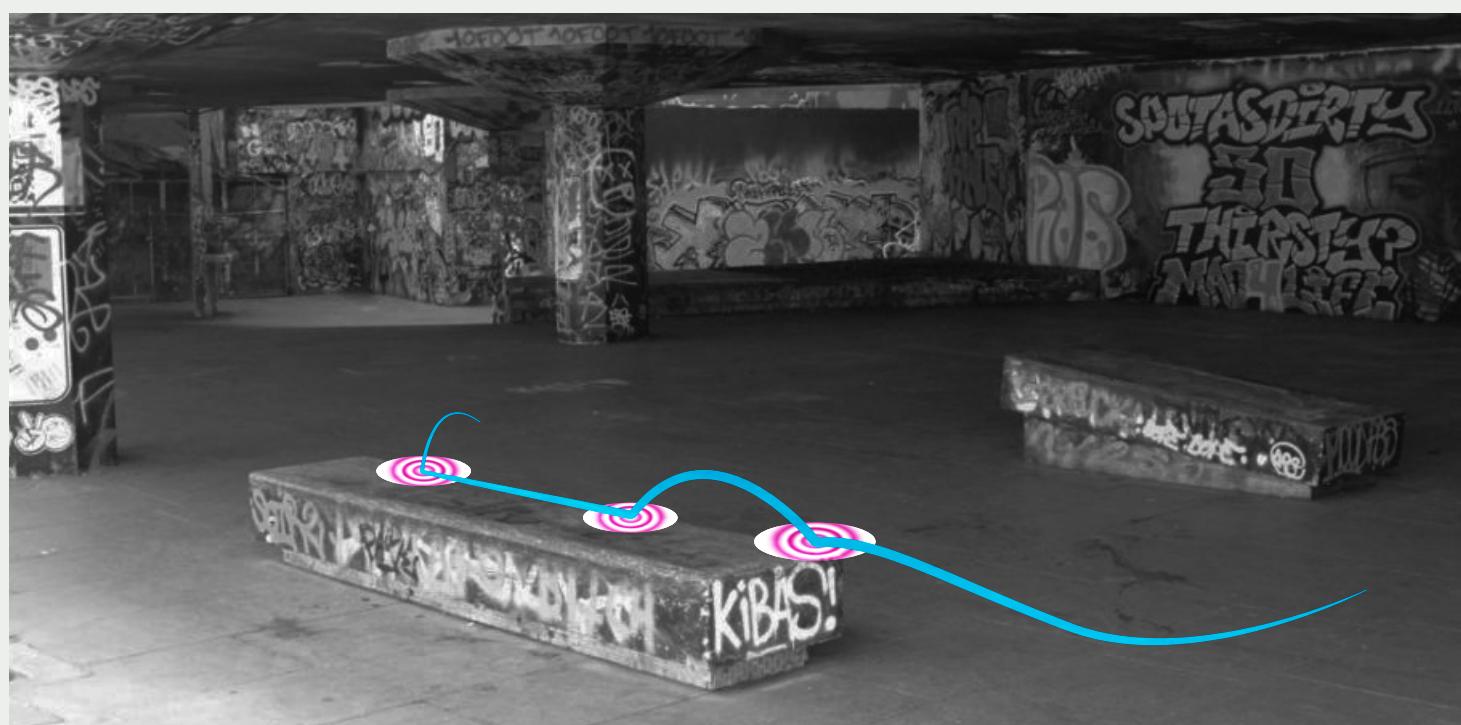
A location based application that will provide details of different locations recommended by the skate community. An Augmented Reality feature would bring up a user's recommended line or possible challenge to complete in that spot.

How would it work?

I would have to create an application mockup, and then either mockup the AR feature in After Effects, or create a small prototype in a game engine such as Unity.

The USP

A digital reinvention of the way skaters interact with their surroundings and each other.



Mid Term Concept Feedback

"A social media based skate platform sounds good, but how will you ensure intimate communication as well as wider media broadcasting?"

This was a really interesting comment. A lot of times, as my research suggests, friends skate together. They may not want to publicly broadcast every aspect of their skating, so they should have the option of what to publicly broadcast, as well as directly message friends and groups.

"I like that you are focusing on an application with a smaller added technology like AR. It sounds like a lot of work, so focus heavily on one prototype and just lightly demonstrate another."

I intend to pinpoint exactly what I want by the end of this project. I really want to create a user driven experience within my platform, and add the added value of augmented reality trick demonstrations. I think that the depth balance of these two features would be 70% app prototype, 30% AR demo.

"You need to figure out exactly how everything can be achieved. What process, software and deliverables do you want to create?"

I agree. My next step is creating a flow of software that I will need to achieve my end goal. After I specify this, I will be able to streamline my development work.

"What about adding physical computing to a skateboard like an accelerometer? Could it help show users what pressure to apply to different tricks?"

I stated that I did not want to interrupt my experience with a physical product. However, this would compliment the AR demonstration nicely.

I definitely want to create an AR trick demonstration. It improves the restricted video content as it provides a versatile 360 demonstration.

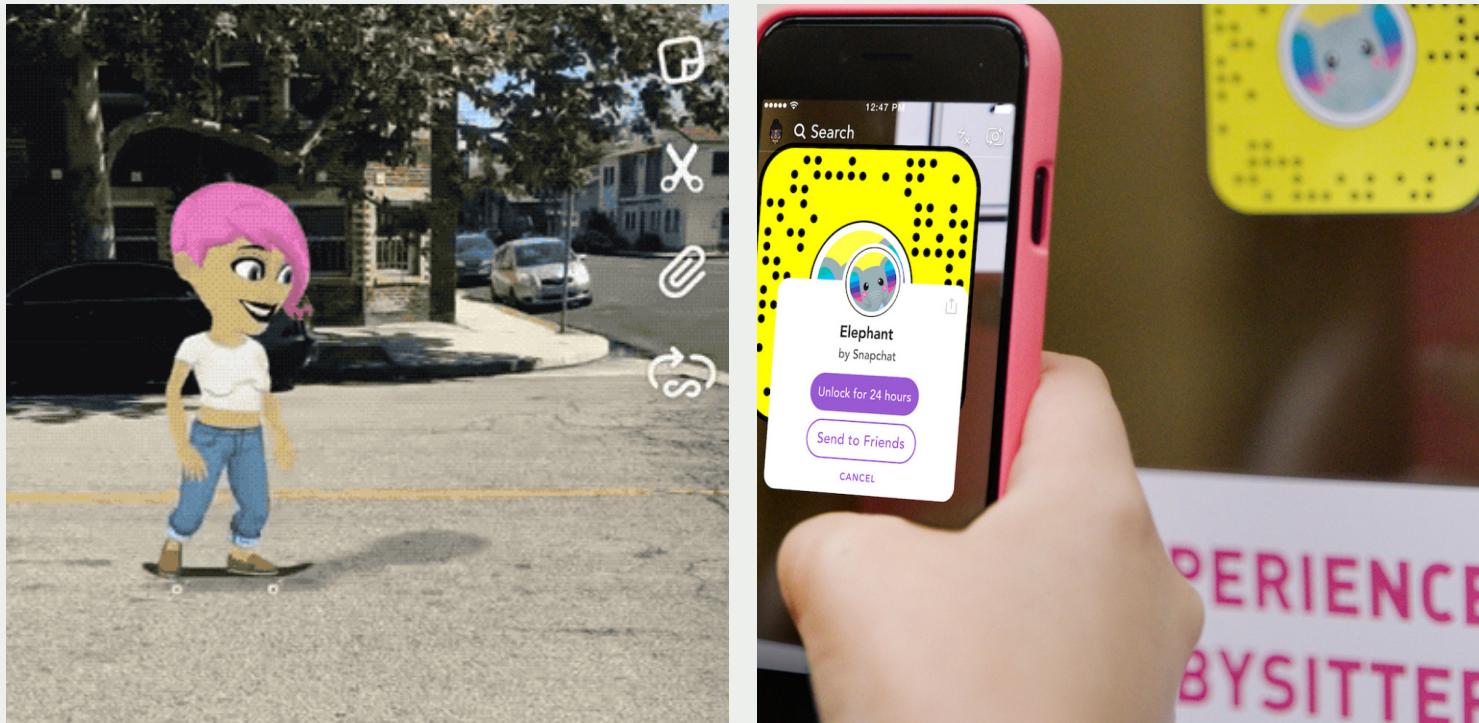
Because of my existing workload I will not continue the physical computing idea, however at the end of the project, I could consider future development such as a line of digital sensors to provide accurate trick monitoring.

3.0

Specialist Research



Augmented Reality Research



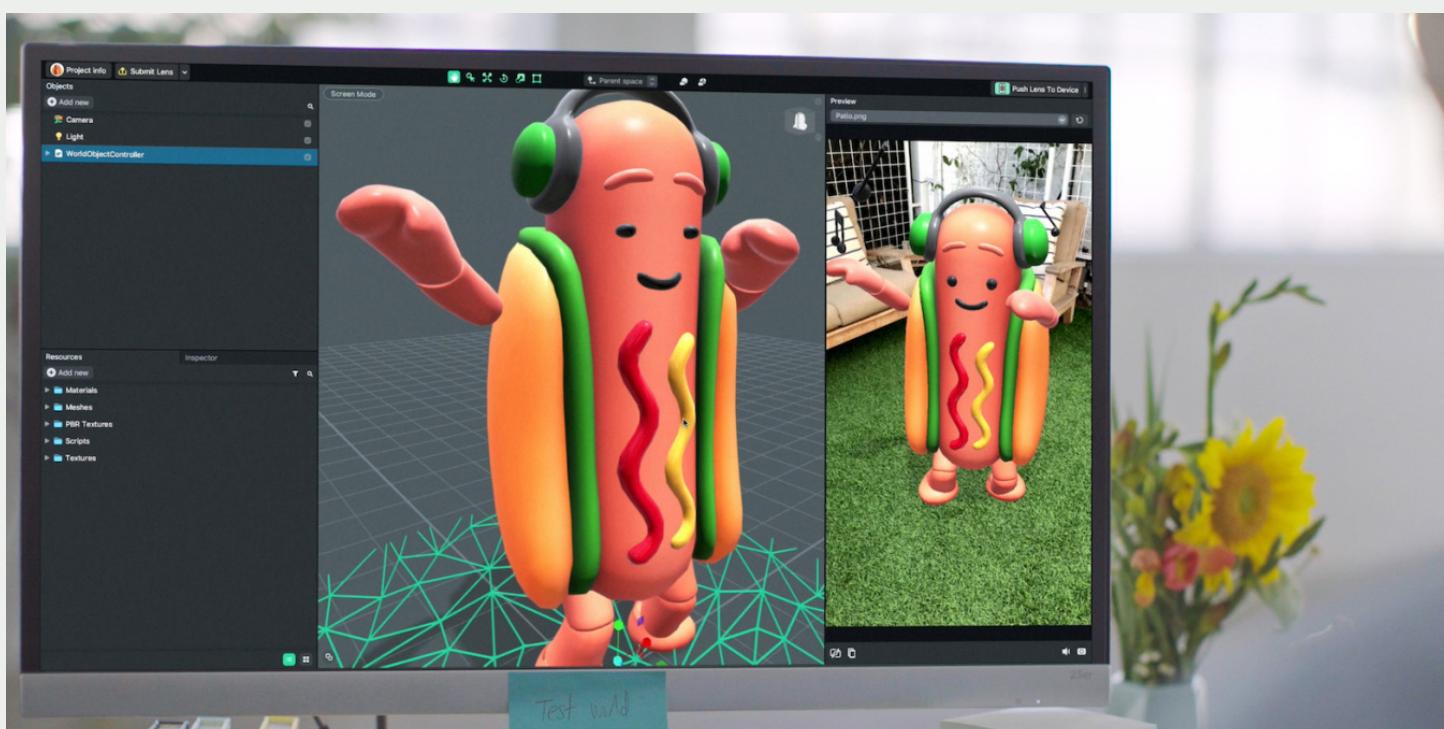
Snapchat AR Filters

Snapchat have really utilised augmented reality and applied it to endless filters in the past few years. Brands often utilise this platform to create imaginary characters and experiences through a users mobile phone, ready to share with their friends.

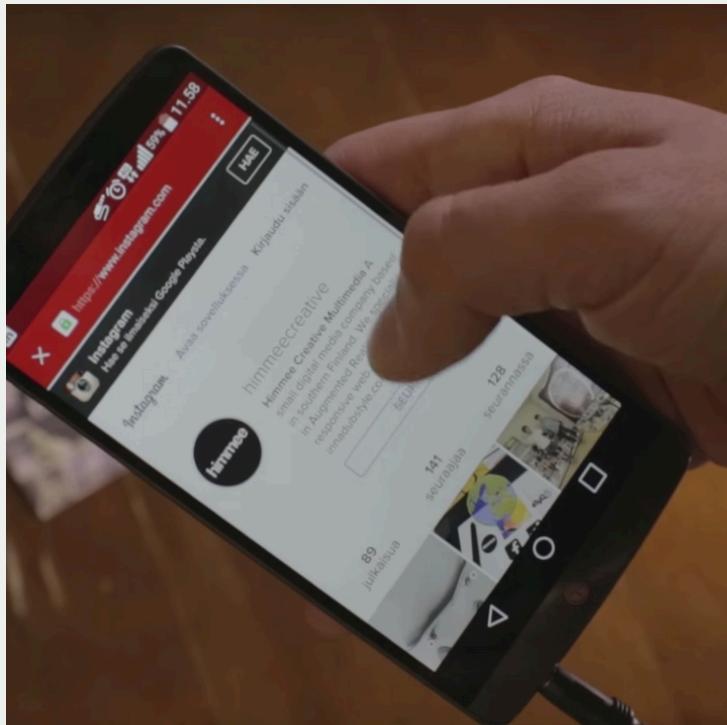
These experiences can come in many formats. Filters are often applied to the face, as well as the surroundings with 3D objects and bitmojis. Usually, holding in the screen will scan the area for a flat surface to project the visual on to. This makes the concept transportable and accessible from a lot of environments.

Bitmojis are a personal and fun way of embodying the user as a playful digital avatar. They often perform different AR tasks such as dancing and playing sports, just like accompanying images.

This avatar, although a simple and arguably useless feature, engages and entertains Snapchat users around the world. I would love to create a similar avatar or presence to help engage my skate community. I think this would especially be useful for the younger demographic, who just might be beginning to skate for the first time, and need some friendly guidance.



<https://techcrunch.com/2017/12/14/snapchat-developer-platform/>
<https://www.engadget.com/2017/09/14/snapchat-3d-bitmoji-world-lens-ar/>



AR Skateboard Business Card

FLYAR are a finnish AR studio that developed this prototype that brings a business card to life with a slick animation of a skateboarding performing a kickflip.

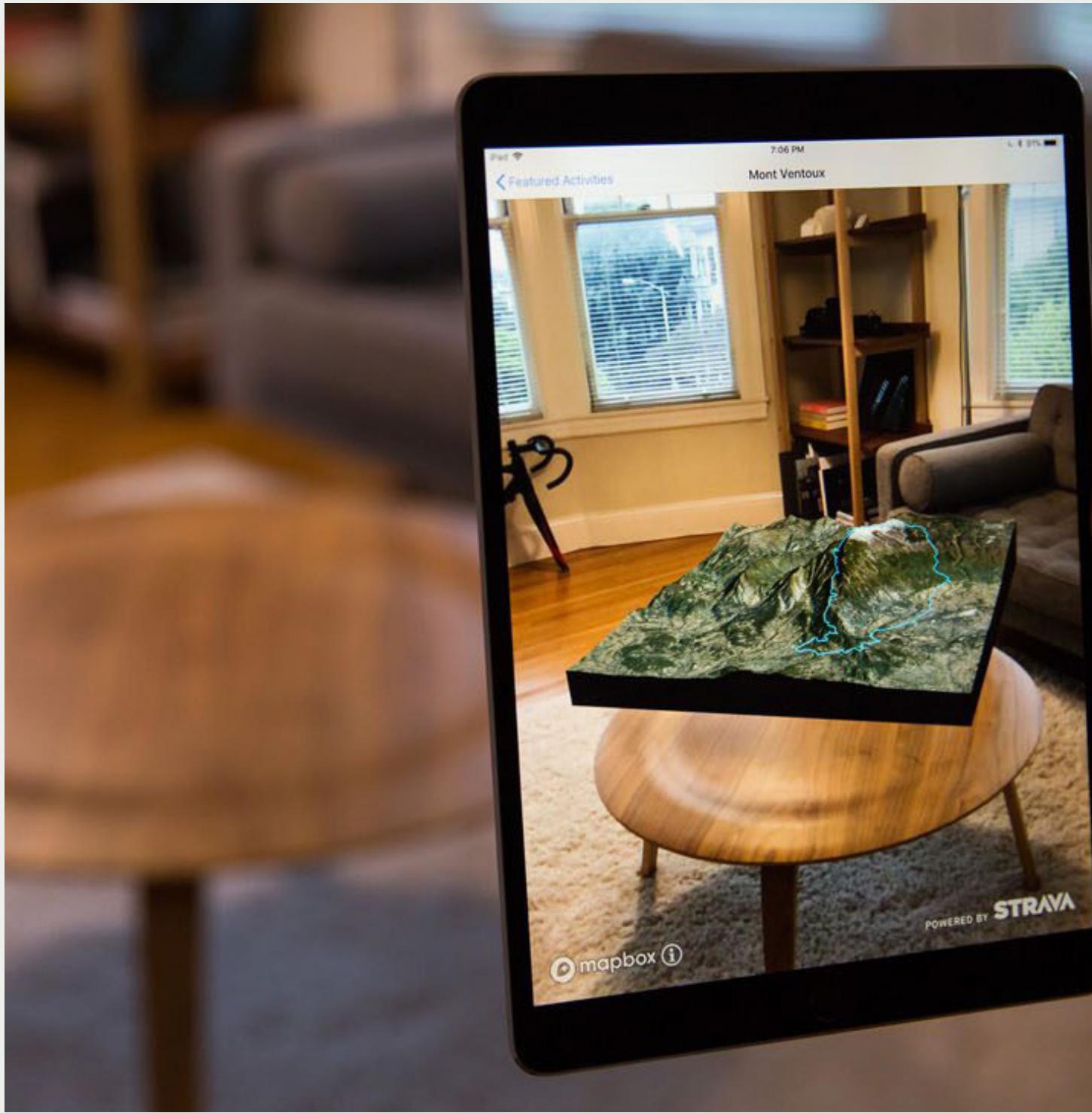
Once the object has loaded, the user has a number of options. Pressing the button 'Flip It' does exactly that and triggers the animation of flipping the board. What is great about this, especially for people learning tricks, is that they would be able to see a full 360 view of the trick, which goes beyond the restraints of a youtube video demo, that may only display one angle that may not fully help with progress.

I also think there would be a USP in the fact that you could potentially trigger the trick within different environments. You could trigger it off of a ledge or rail, customising it to tailor your creative needs.

Other buttons are not demonstrated, but I think other potential ideas could be to cycle through trick variations. For example, a kickflip also has a switch kickflip to consider, where the feet are positioned in a different way.

The limitations of this are that this specific animation doesn't show foot placement or pressure, which I feel could be added to the animation for a more detailed guide.

<https://www.youtube.com/watch?v=kOHDhXjGEYw>



Fitness AR

A location based AR project that caught my eye was Fitness AR. It allows you to review the route you have taken around a mountain whether hiking, cycling or running. The app will project the specific terrain onto a flat surface and highlight the explored route.

This means users can walk around the full terrain and see parts they have potentially missed, as well as spotting their most enjoyable parts of their journey.

This builds on the idea of a full 360 view being used as a reflective tool. A full view ensures a user can see all angles of a visual, which I believe is key, especially when I intend to teach about the positioning of feet and rotation. I believe that this, combined with a step to step process, would provide a learner with a useful reference that goes beyond a youtube video.

<https://9to5mac.com/2017/09/19/strava-augmented-reality-fitness-ar/>



World Brush App

World Brush AR is a mobile application designed to bring a fun drawing tool to your phone. You can move around capturing your surroundings, but also draw using a 3D brush to create 3D drawings and cartoons to share with friends.

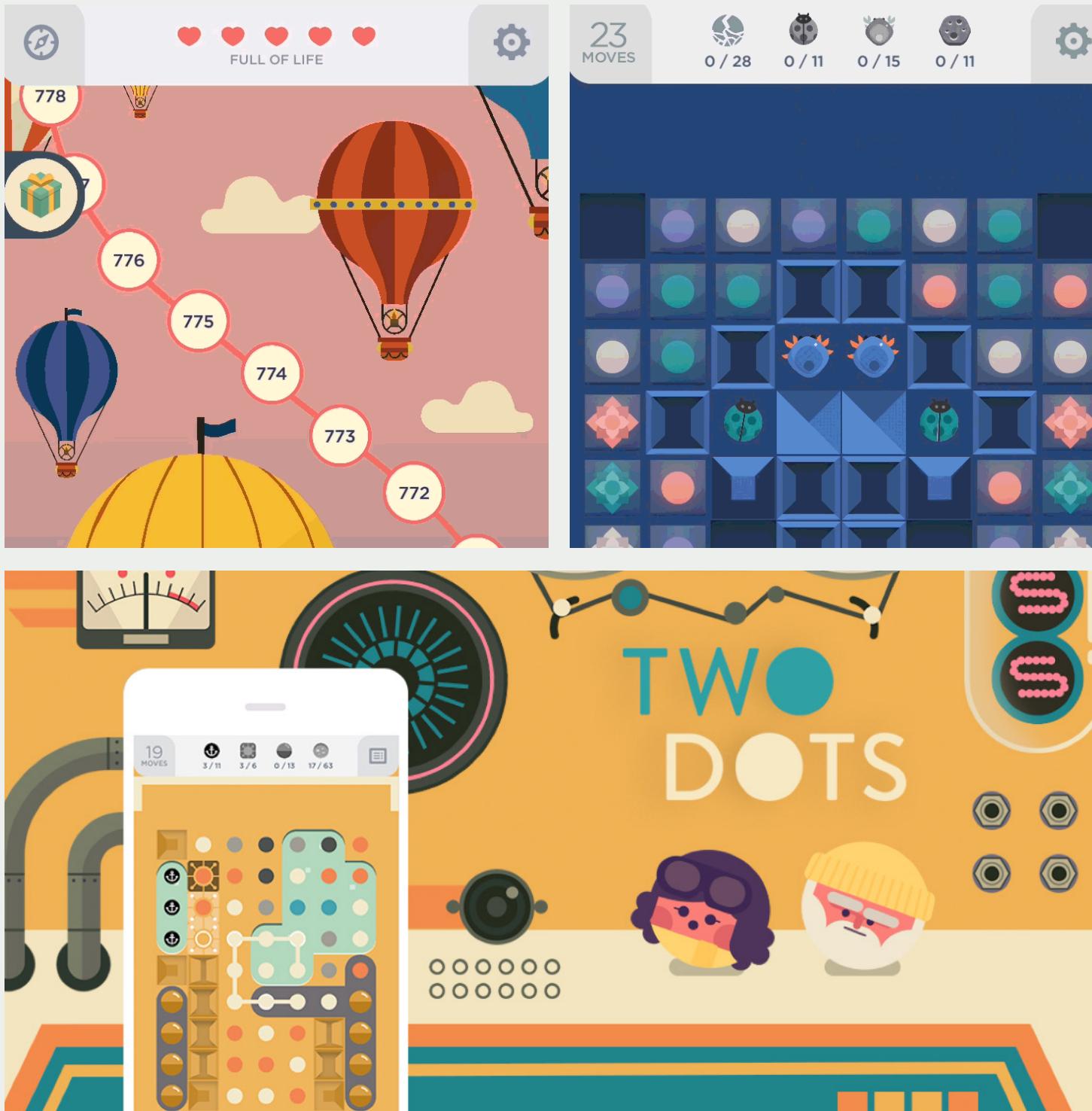
I believe this is such a simple yet fun and imaginative tool to develop. It allows for self expression and creativity, just as extreme sport such as skateboarding intend to do.

I believe there could be a concept in this. Perhaps a skater walks around their favourite skate spot, capturing the footage of obstacles and drawing a path for their friends or digital community to follow.

<https://medium.com/@activetheory/world-brush-augmented-reality-painting-7910766b2bba>



Gamification and Incentive Research



<https://www.dots.co/twodots/>

Two Dots

I wanted to look at some examples of projects that utilised some sort of competitive nature, leaderboard or progress display that provide incentive for the user to keep coming back.

The first project is the game Two Dots. The mobile app constantly provides incentives for keen gamers to push further on and try and try again when they fail a certain level.

The leaderboard is presented in a journey style, travelling through different visually striking levels to explore more. Also, when different areas are entered, the game mechanics are altered and new features are introduced.

This is an example of challenges that grow and constantly challenge the evolving player. I think this is a really effective way to engage players and ensure they don't become bored.

What's more, positions in the visual leaderboard are shared and linked to other users that a user may have on social media like Facebook. This idea of friendly competition and challenges is also a great way to ensure users return to play more.

The screenshot shows the LinkedIn Profile Builder interface. At the top, there's a navigation bar with the LinkedIn logo, a search bar, and links for Home, My Network, Jobs, Messaging, and Notifications. Below the navigation, a banner for "Search Engine Rank Boost - Effective SEO from £129. No Contract, Monthly Payment" is visible. The main area displays a user profile for "Dominic Lobban". The profile includes a placeholder camera icon for a photo, a "..." button, and a pencil icon for editing. The user information is as follows:

Dominic Lobban
Student at Northumbria University
Levi Strauss & Co. • Northumbria University
Newcastle upon Tyne, Northumberland, United Kingdom • 34

Below the profile, a progress bar indicates "Profile Strength: Intermediate". The bar is a horizontal slider with a blue segment followed by a teal segment containing a checkmark. To the right of the teal segment is a star icon. Below the progress bar, a callout box encourages users to "Add a profile photo to help others recognize you" and notes that members with a photo get up to 21x more profile views. At the bottom, there are "Previous" and "Next" navigation arrows, and a prominent blue "Add photo" button.

LinkedIn Profile Builder

LinkedIn is a completely different example of motivating users. Their profile builder is aimed to help users promote themselves professionally. I believe this type of gamification to be transferable to my application.

Profile strength is an easy way for users to reflect on how well they appear. Likewise, a skate rating could allow a user to define how they ride, as well as pushing them to improve.

The progress bar is an effective way of showing near completion. I could use this if a skater was coming close to achieving a certain milestone in their skate career.

<http://www.linkedin.com>

The image consists of two screenshots from the Call of Duty: WWII game.

Top Screenshot: Shows the "Orders" menu for "MAJOR HOWARD". It features a portrait of Major Howard, a "Complete Orders. Get Rewarded." tagline, and resource counts (700, 1, 2). It displays a grid of four rows of orders: three rows of "24" orders (each requiring 24 kills) and one row of "7" orders (each requiring 7 kills). A "Special Order" is also shown, requiring a win in every standard gamemode. On the right, a "LAUNCHER ADEPT" daily order is listed: "Get 10 launcher kills." Below it, a timer shows "New Orders Available in: 11h 16m 30s". Progress bar: STEPS COMPLETED 0/10. Reward: 250 Armory Credits.

Bottom Screenshot: Shows the "LEADERBOARDS" screen for the "Career" mode. The title "CALL OF DUTY® WWII" is at the top. It lists the top 15 players with their names, levels, total scores, SPM, games played, and time played. The players are: 1. IIL (Level 15, Total Score 2065730), 2. ConVTheRace (Level 47, Total Score 1783750), 3. Kevin-Vito-1 (Level 33, Total Score 1690910), 4. Jiinsaa (Level 40, Total Score 1686025), 5. YouTube_ApeXClan (Level 29, Total Score 1645540), 6. R2P_ProjektEvil (Level 22, Total Score 1589665), 7. Xx_kingAbody_xX (Level 10, Total Score 1543860), 8. YouTube_DooMClan (Level 47, Total Score 1528480), 9. DooMTheRace (Level 45, Total Score 1523610), 10. PTO-KiLLa (Level 39, Total Score 1512590), 11. BLooD_MASK_Q6Rx (Level 33, Total Score 1463420), 12. YOUTUBE_Kor3aYn (Level 48, Total Score 1457265), 13. TheJTFRace (Level 46, Total Score 1438380), 14. ANZ_THE_RACE (Level 37, Total Score 1424015), 15. OpTicRTP (Level 51, Total Score 1370650). The screen also shows "All / All Time" and resource counts (1977, 1, 12).

Call of Duty Leaderboards & Orders

Call of Duty often have a obsessive following in their franchise. One way they achieve this is through many different incentives and challenges.

Daily & Weekly challenges offer rewards for players to strive towards, whether this be exclusive content, a new title or other unlock-able things.

Leaderboards is another way to add competitive elements to their game. Players can earn bragging rights based on how well they appear to their friends. I could tap into this, offering my users a way to share their achievements with their groups and friends.

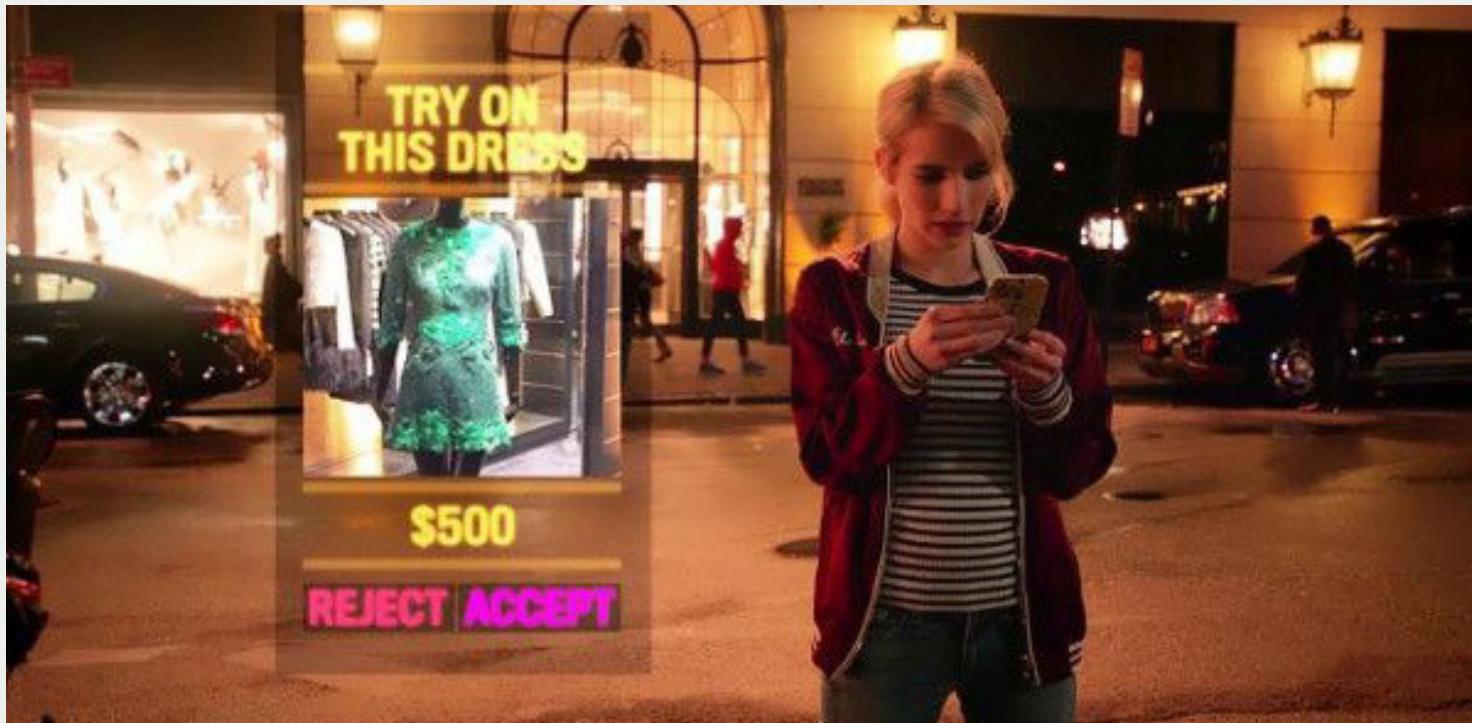
<http://www.gamerevolution.com/guides/355617-cod-ww2-orders-not-working-orders-arent-progressing-call-duty-ww2>
<https://www.youtube.com/watch?v=nx5ZJVTUPy4>



Film: Nerve

The film Nerve explores a concept of challenging strangers to different dares. Although the film shows how drastically out of control this can go, it showcases a good user driven experience.

Some users of my application may enjoy setting challenges for others, whilst others endeavour to complete as many as they can.

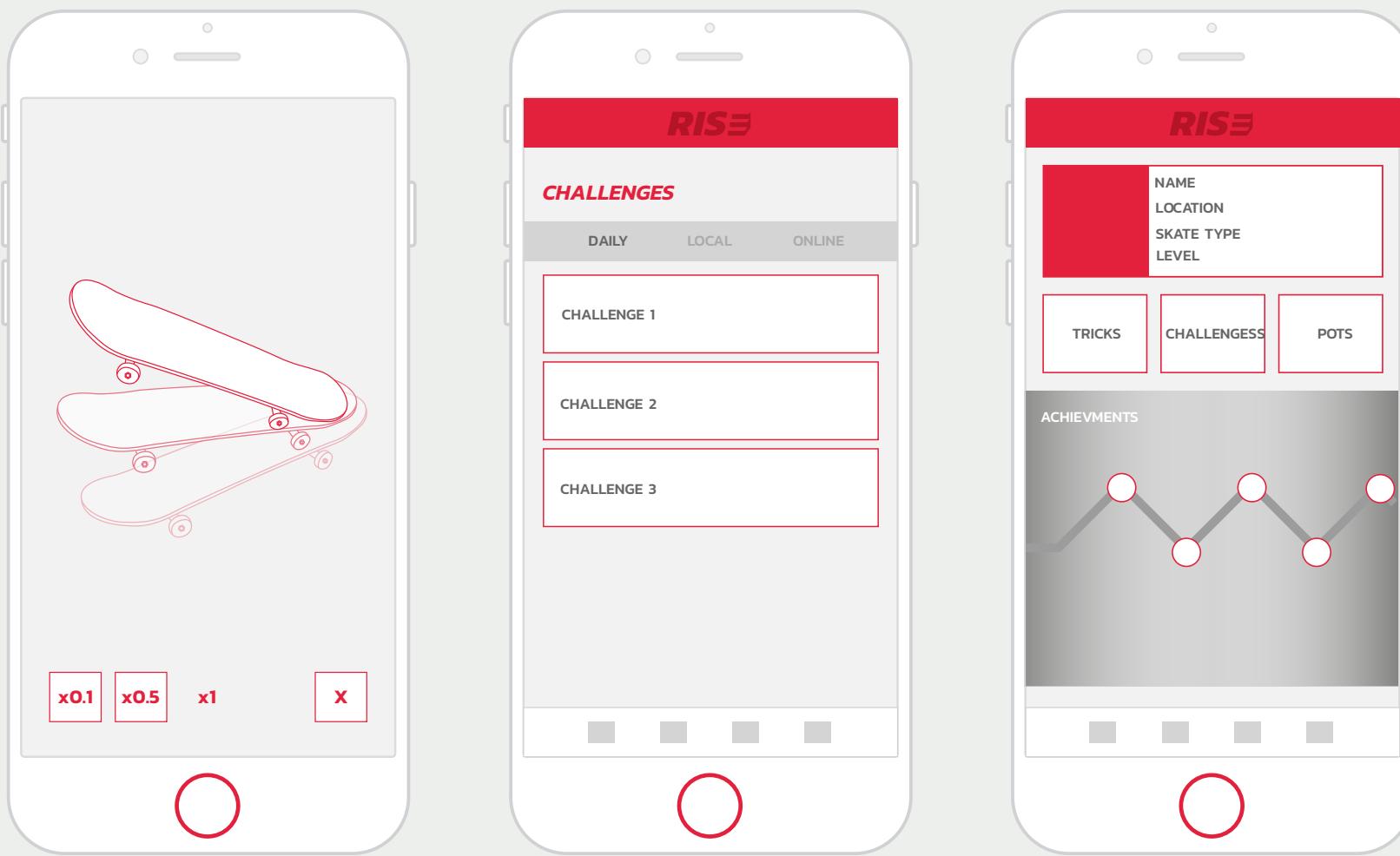


<https://www.eyeforfilm.co.uk/review/nerve-2016-film-review-by-angus-wolfe-murray>
<https://www.youtube.com/watch?v=nx5ZJVTUPy4>

4.0

chosen concept

A New Skateboard Platform



Project Statement

Skateboarding is restricted by a lack of confidence & creativity. Create a digital solution for the skate community to encourage their progress, provide inspiration to skate and connect skaters around the world.

The Identified Issues

Skating is an individual sport which often feels lonely and boring if you have no one to ride with or teach you.

Skaters love community and hate not being able to share their achievements and challenge their friends.

Skaters are visual learners yet limited digital content is only accessible through Instagram and Youtube.

A New Skateboarding Mobile App

A social skateboarding platform which provides creative guidance & challenges through augmented reality, to bring together the skate community.

In order to motivate skaters at all skill levels, the app will offer basic training and guidance for beginners through demonstrations, including a AR skate companion that evolves as the user does. Creative challenges and daily incentives can be set by the general community for users to accept and attempt.

Refined Concept

How would it work?

The app will be made in prototyping software. The AR feature may have to be developed separately in an engine like Unity. I intend to create a 3D model of a skateboard and two feet. On the press of a button the digital skater will perform the selected trick, offering the user a 360 view demonstration.

The USPs

- AR Trick Demos
A visualised learning tool integrated into a community application to improve the experience and progress of skateboarders in a particular area.
- User Driven Experience
On the ideas from the film Nerve, I want my users to challenge each other based on their surroundings. This adds to a sense of community.

AR Prototype

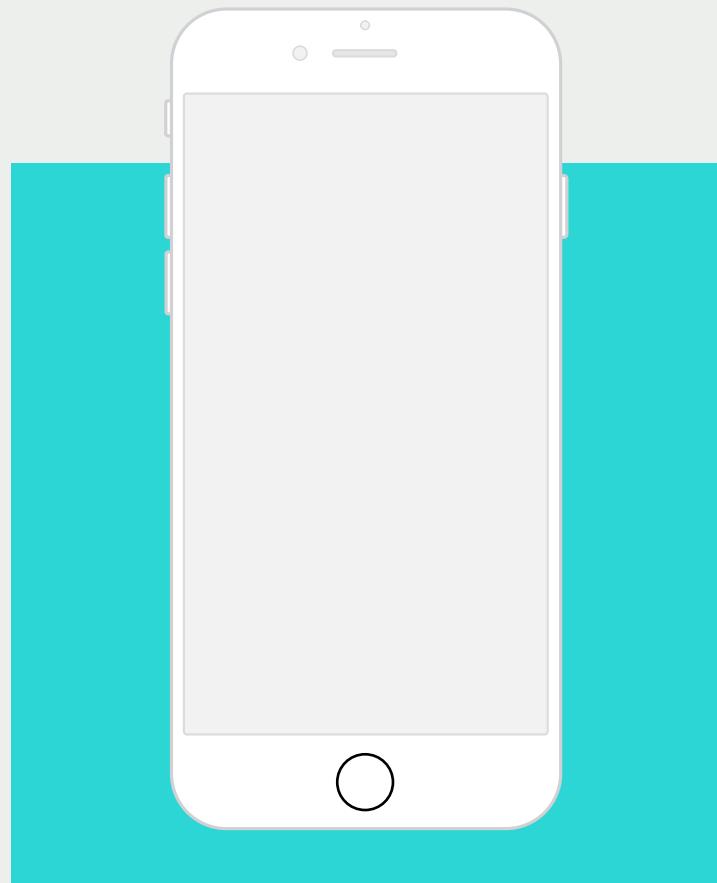


App Prototype

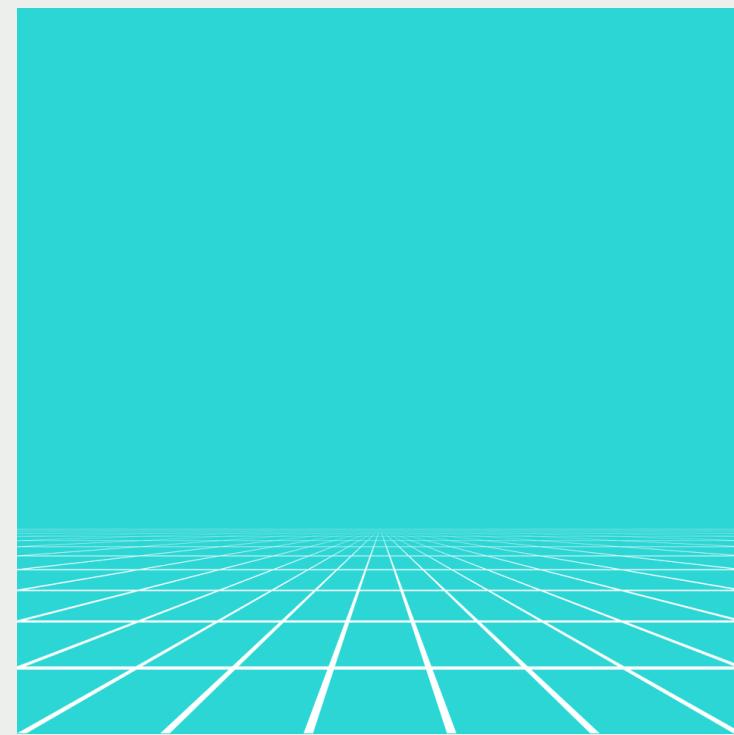


Deliverables

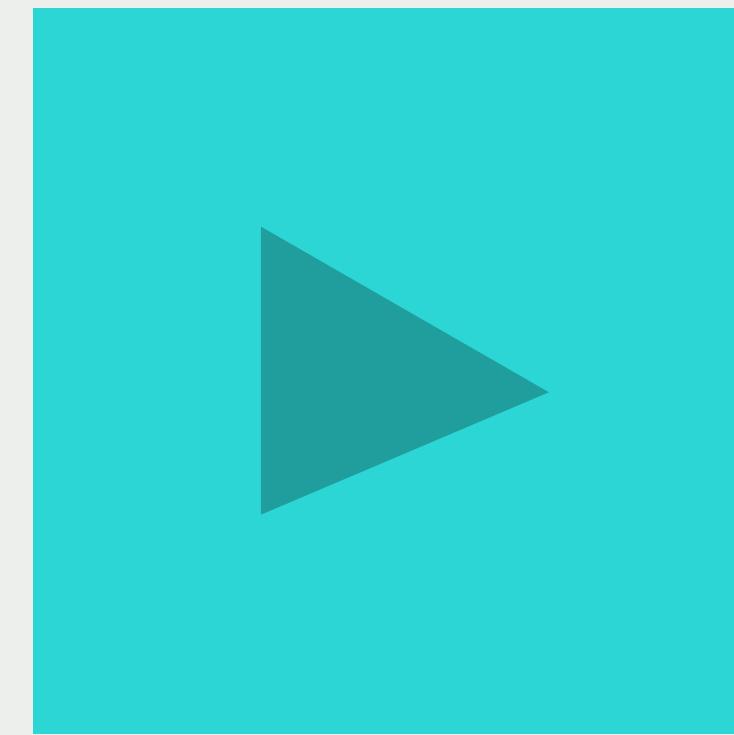
I am aiming to submit the following as part of this project:



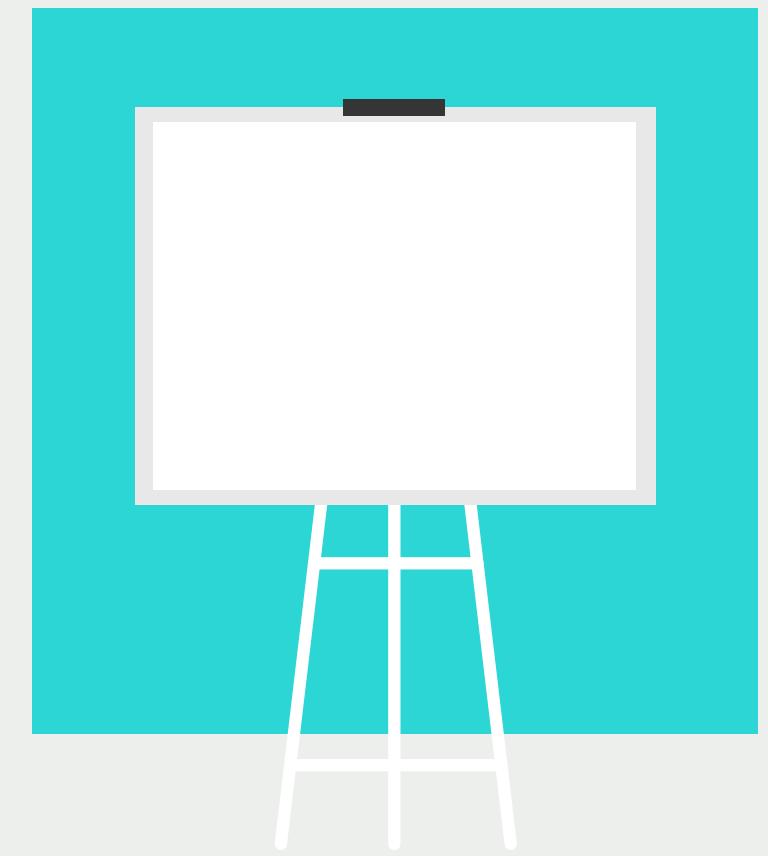
**Hi Fidelity
App prototype**



**Small demo of the AR
Trick feature**

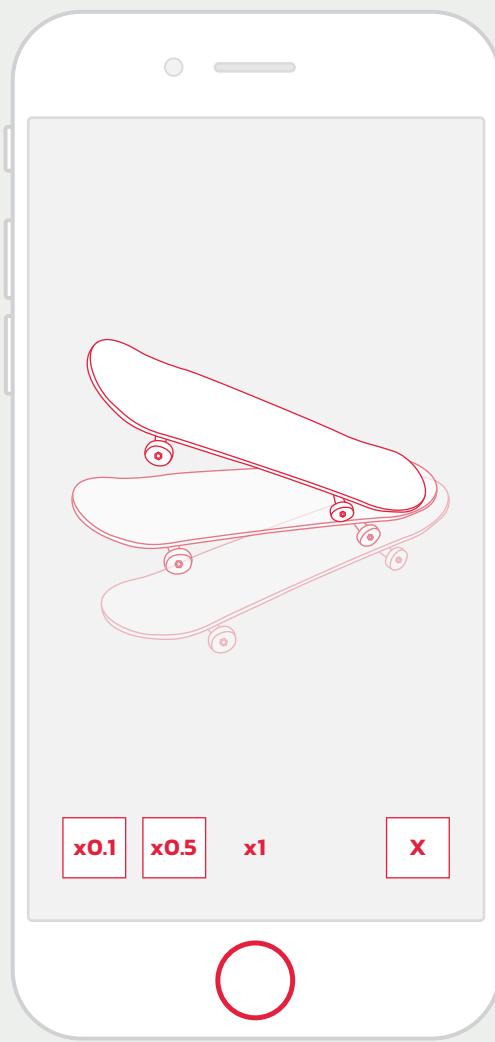


**Video Advertisement
explaining concept**



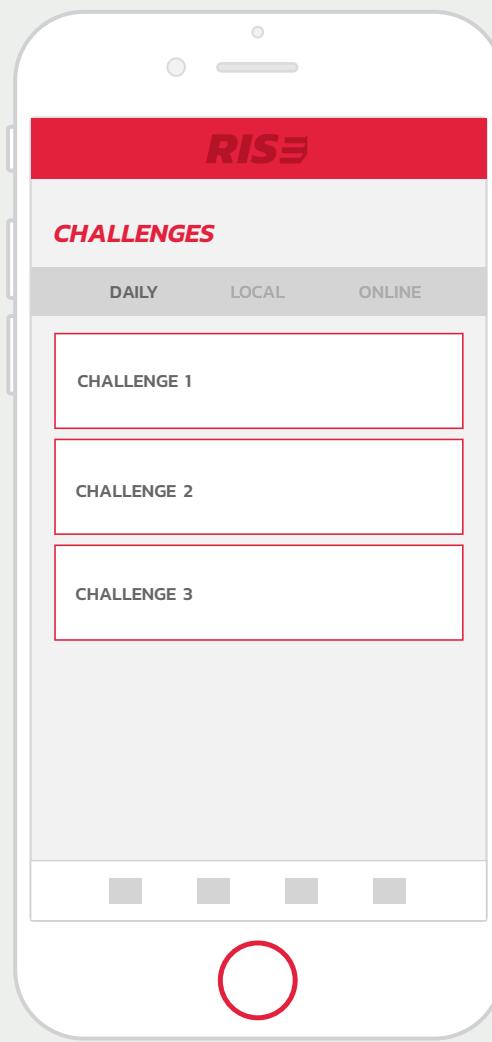
**Presentation
Visuals**

Intended Features



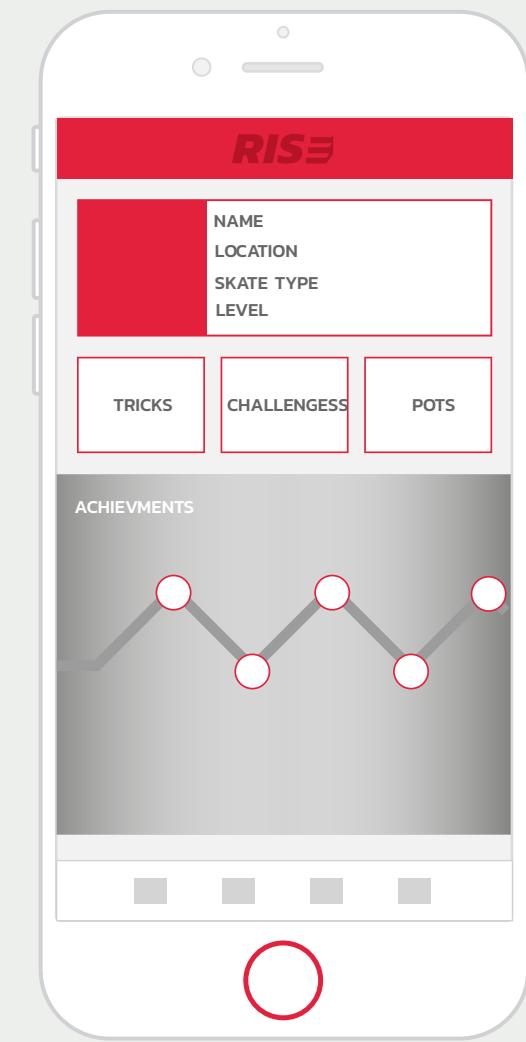
AR Trick Demo

Each of the four main features are inspired by a persona type of my target audience. Inspired beginners will get AR Demos - showing how to do tricks with 360 visuals, speed adjustments and within their environment.



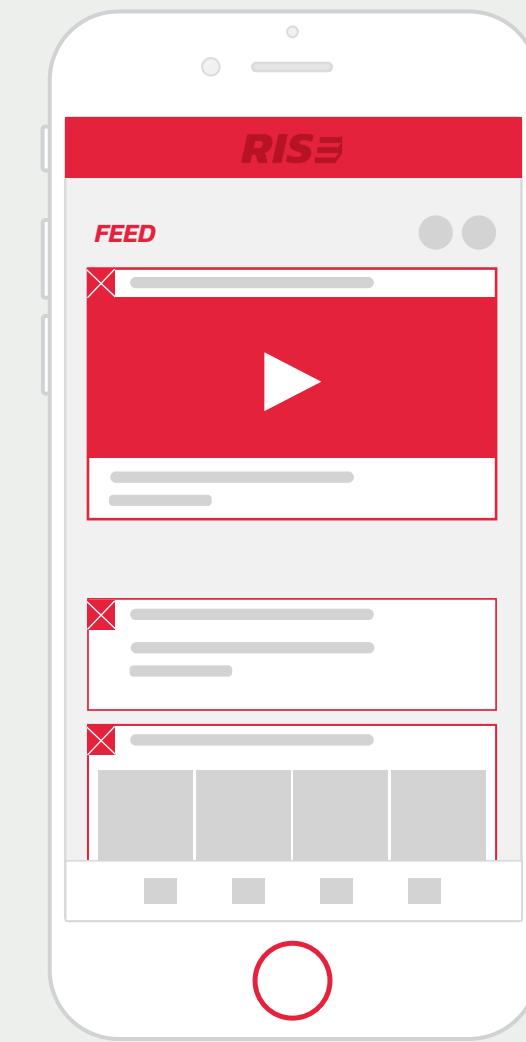
Creative Challenges

For the Social Skaters, they will receive a live challenge feed from professionals, the app, and their communities that are aimed to challenge and inspire them.



Encouraging Profile

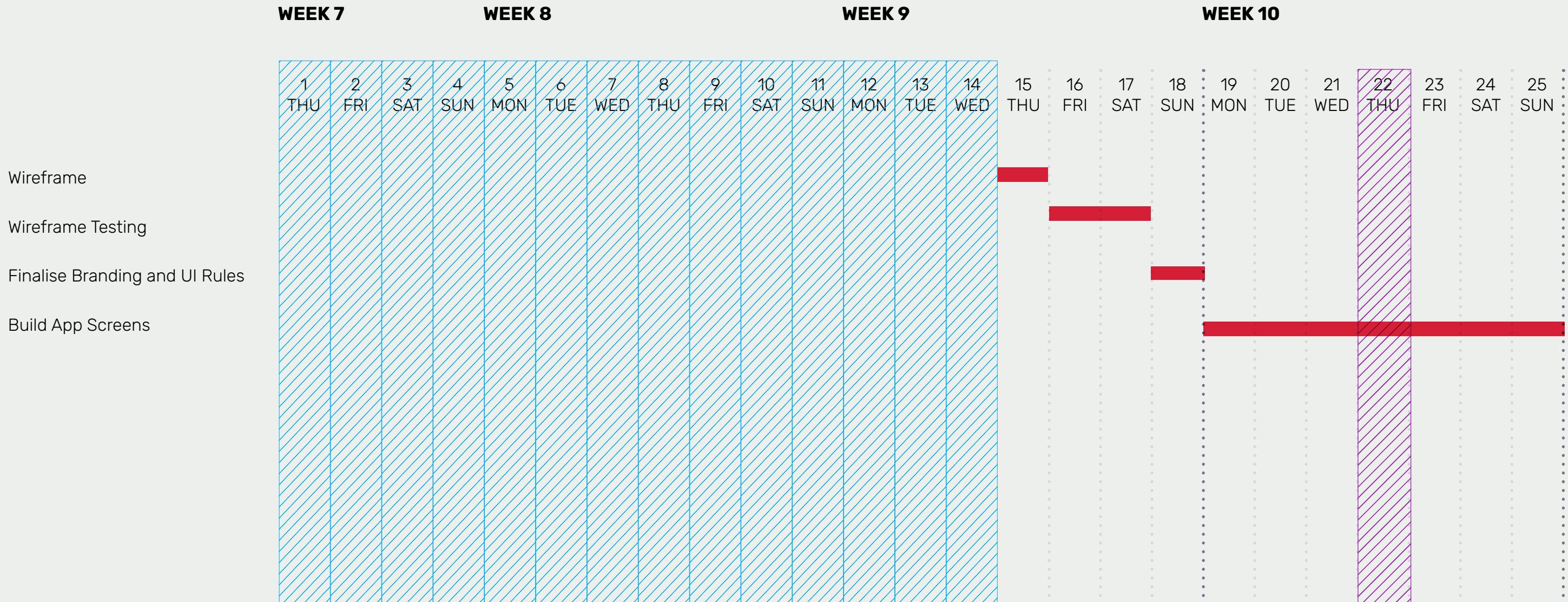
Aging Riders will receive an encouraging profile. They can reflect on their achievements, and relive their favourite skating moments. I intend to offer a picture tag to each milestone, adding for a fun and memory style photo for reminder.



Community Feed

The community feed will be where all general and digital skate content is gathered and shared. This can be from you, and other users just to view. Also, completed challenges will appear here for inspiration.

Timeline



**COLLAB
BRIEF**



**EASTER
BREAK**



**PROTOTYPE
DISCUSSION**

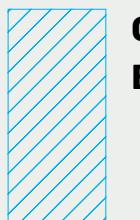
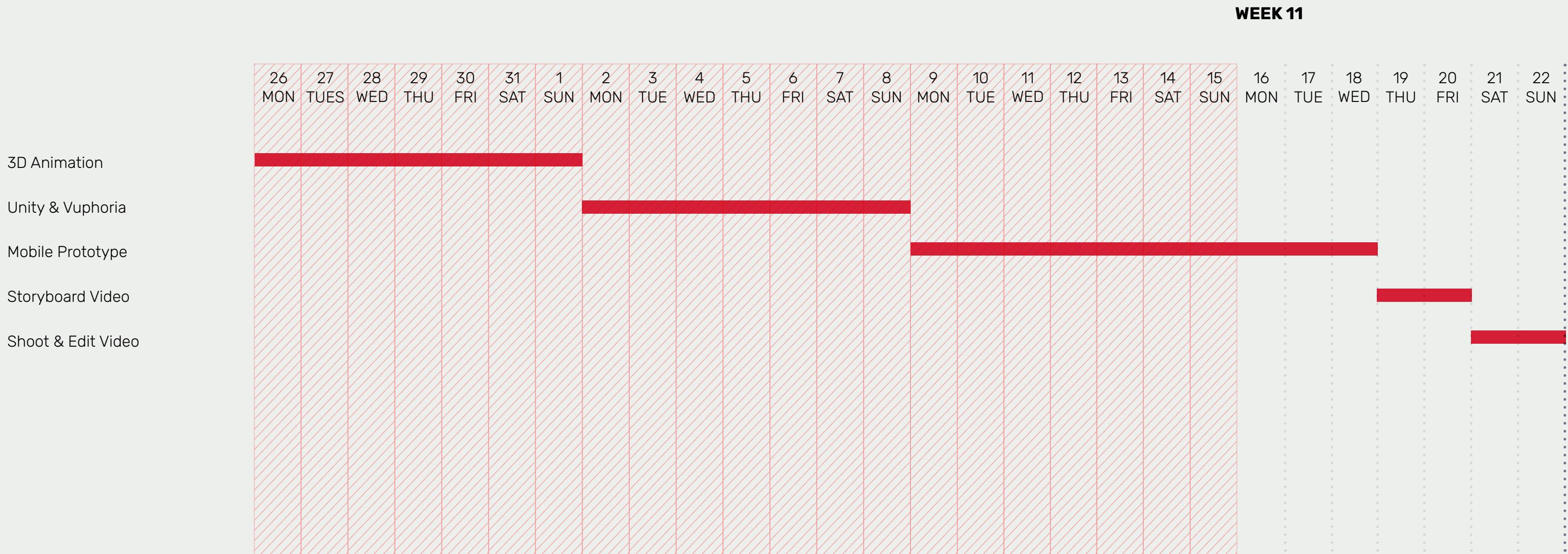


**FINAL
CRITIQUE**

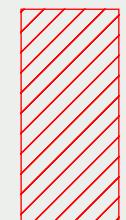


**FINAL
PRESENTATION**

Timeline



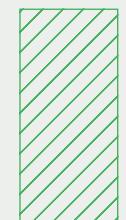
**COLLAB
BRIEF**



**EASTER
BREAK**



**PROTOTYPE
DISCUSSION**

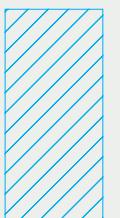
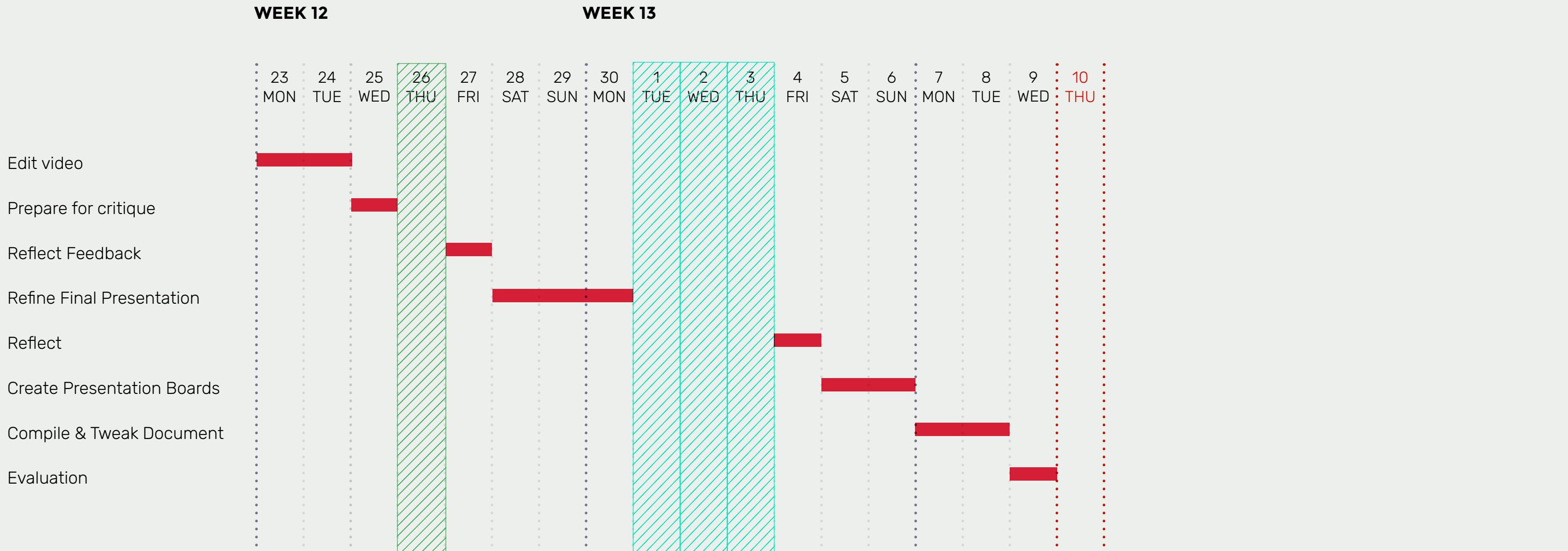


**FINAL
CRITIQUE**

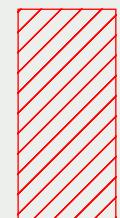


**FINAL
PRESENTATION**

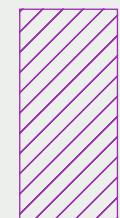
Timeline



**COLLAB
BRIEF**



**EASTER
BREAK**



**PROTOTYPE
DISCUSSION**



**FINAL
CRITIQUE**



**FINAL
PRESENTATION**



Project Branding

SKATEBOARDING CULTURE	PROGRESS	TECHNOLOGY & AR	COMMUNITY	CHALLENGE
Wheels Deck * Bolts Helmet * Ramp Bail Park * Stairs Grind	Journey Hardwork * ↗ Stairs Chart Timeline Learning	Phone Grid Pixels Screen Motion Immersive Virtual	People Centre Respect Friendship * Mates Crew Squad	* Trophy Medal Leader Score Dare * Rise up!

Brand Values

I decided to map out my key values and the true aims of my application. I thought this would be useful to trigger key words that might give me creative ideas when it came to names, logos and visual elements of my project.

Motivation

Incentive

Progress

Community

Challenge



Initial Sketches

I began with rapid sketches of the different icons and symbols for the keywords I mind-mapped previously. Although quite messy and disorganised, I was able to quickly map out potential ideas to take towards Illustrator to work on and refine into new logo ideas.

I was influenced by a few different symbols.

The wheel and skateboard silhouette are obviously related to skating, but then I experimented with a staircase. I began trying to form a letter E into a staircase. I also toyed with the concept of forming a half-skateboard into a trophy, symbolising this idea of challenge.

RISE

RIDE

RISE

RISE

RIDE

RISE

RISE



ELEVATE

Logo Idea 1

'Steps to progress'

I believe the stairset is an iconic skateboard obstacle. I wanted to combine this within the word Rise. It has connotations of rising up and progress. From the first attempt, I was unhappy with the disproportionate size of each letter.

I decided to try a three dimensional angle of the stairs, as this ensured I could keep the same type width, as well as adding depth and negative space to my logo.

RISE

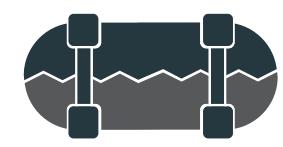


CURB

RISE



CURB

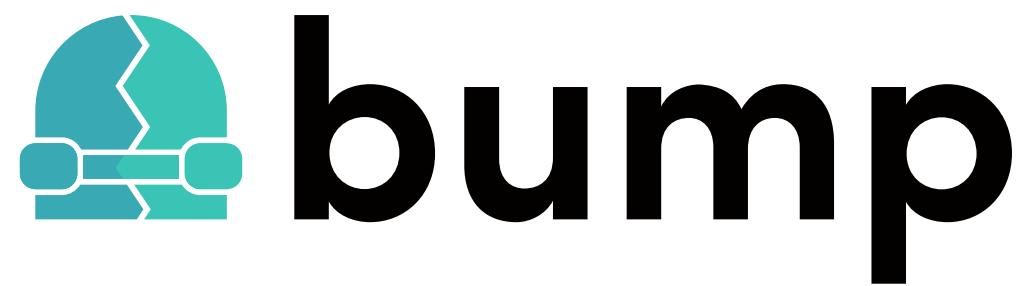


Logo Idea 2

'Connecting Skaters'

I felt like my app was a missing piece of the skate community puzzle. I wanted to create a tessellating design that would provide the satisfaction when completing parts of the app. I thought about a skateboard deck that could click together. It is also symbolic of skateboarders coming together to progress the sport further.

This idea of coming together inspired the name 'bump'. This is for a few reasons. A fist bump (a sign of respect in skate culture), as well as a physical bump that skaters globally are definitely familiar with.



skatemate

skate**mate**

skate**mate**

skate**mate**

skate**mate**

skate**mate**

skatemate

skatemate

skatemate

Logo Idea 3

'A Skate Companion'

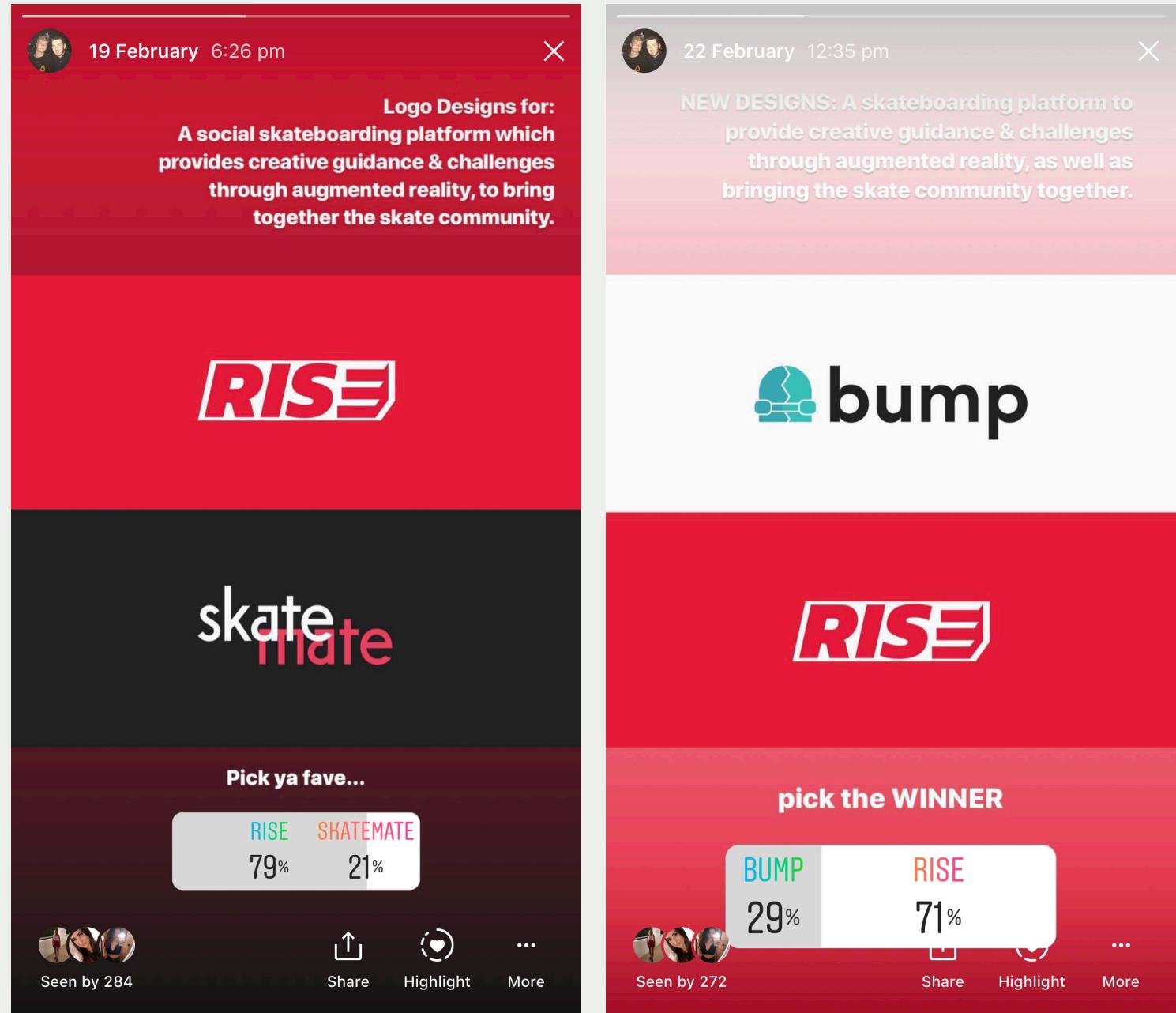
A casual and relaxed typographic style. SkateMate was focused mainly on the AR trick demonstrations. Since this feature has taken a step back, I didn't really progress it much further than this.

skate**mate**

skate**mate**

skate**mate**

skate**mate**



Final Logo Decision

I was really happy with all three logo concepts. I took the time to work on each of the three to a point where I couldn't, and quite frankly, didn't want to choose one. I decided to get a bit of online opinion using Instagram's poll story. I compared my favourite two, Rise and SkateMate, to which Rise won hands down.

I then decided to revisit the poll with the 'bump' concept, again to find that my followers much preferred Rise. I provided my audience with a brief description of the upcoming project when making their decision. This helped me save time and make my mind up more easily.





#d82c44



#101010



#3c3d3b



#ffffff

Colour Scheme

I have chosen a bright red to lead this project. This is because I want to appeal to the daredevil nature of the user-base, by conveying a sense of danger and adrenaline.

I then want a dark interface that utilises subtle contrast and white typography throughout.

Rubik

Rr

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Typography

The decision behind using the typography 'Rubik' was quite simple. I needed something bold and loud. Something that would shout out to audiences, to match the rebellious nature of skateboarding.

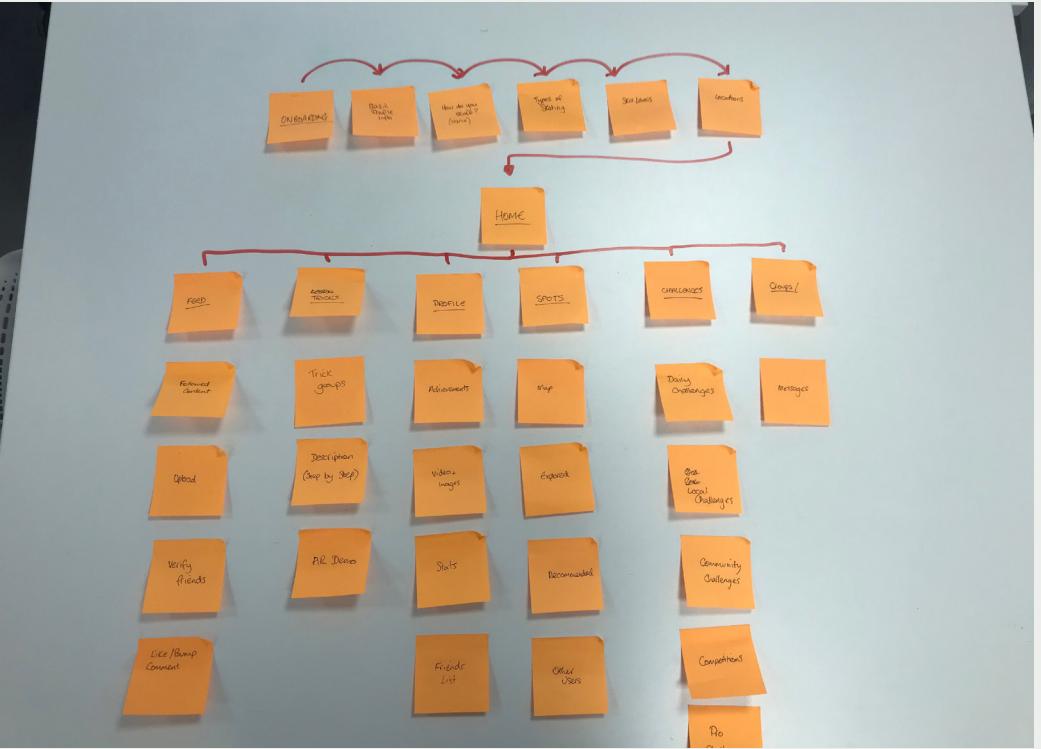
On the flipside, I need a versatile font as I know that some of my screens could be quite text heavy. In order to have a clear design, I know I need some additional weights to have in case I need to apply them.

5.0

App Development



Content Architecture



Features/Card Sorting

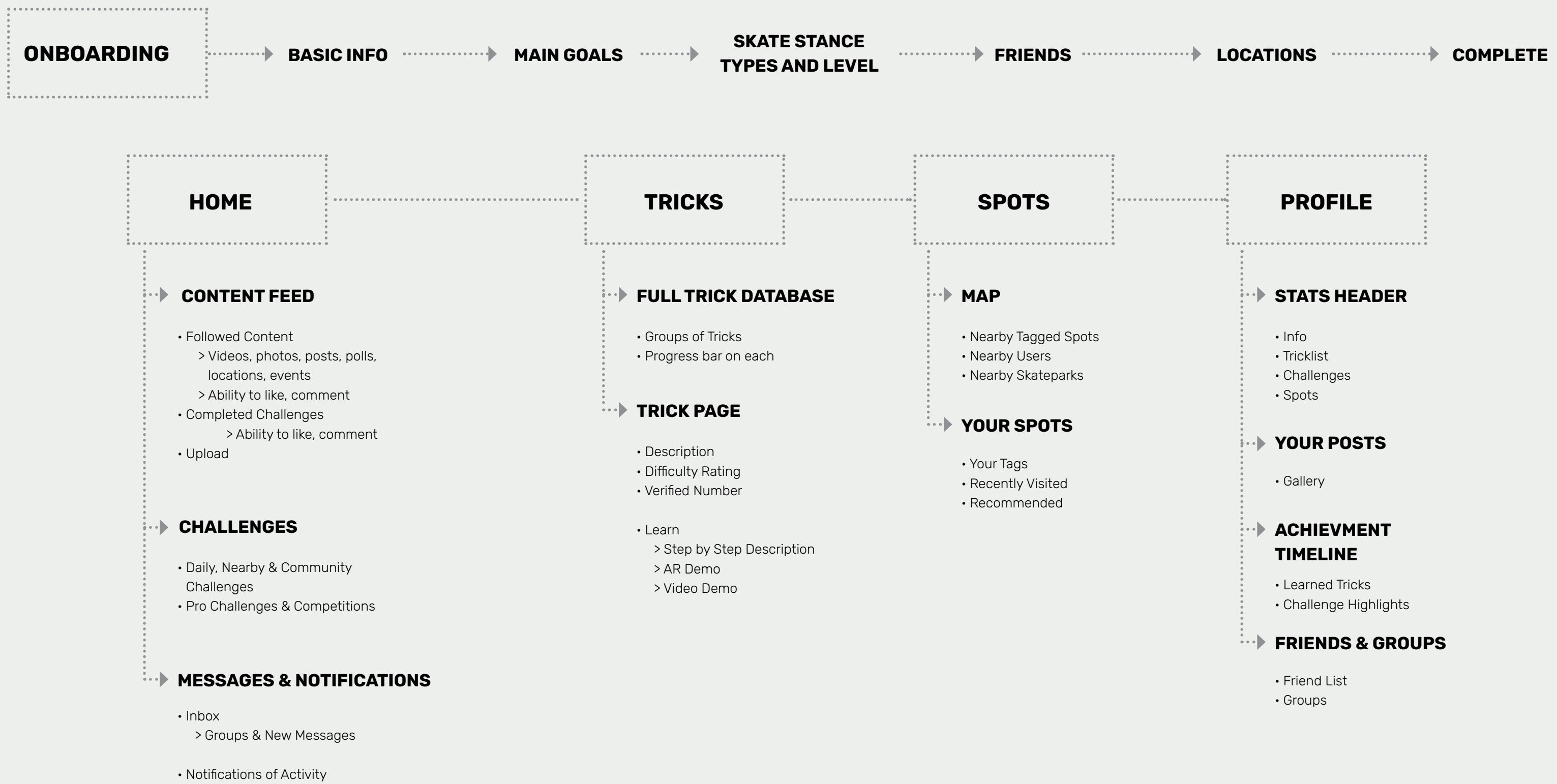
I mapped out the content that I wanted, based on my main features of the concept.

I wanted to end up with a maximum of 5 icons in my main navigation bar. Because of this, I struggled to arrange the following categories:

- Feed
- Trick Database
- Profile
- Spots
- Challenges
- Groups

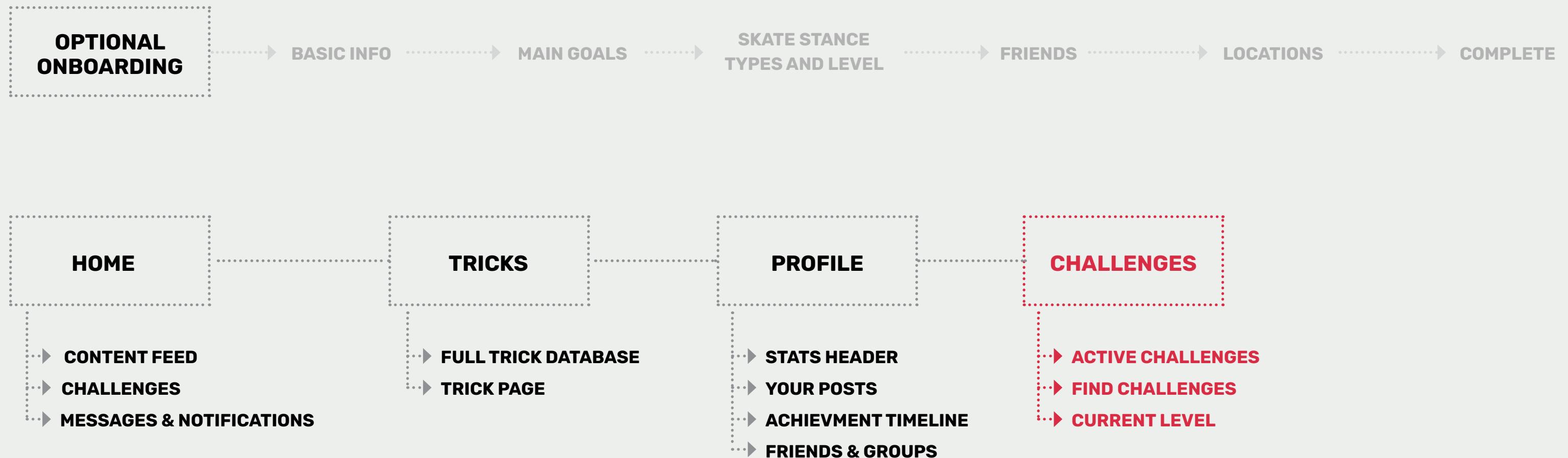
I eventually ended up having 4 main categories. Home, Tricks, Profile and Spots. I intended to have the challenge content within the home feed, as it was also a social media element.

Detailed Site Map



Refined Site Map

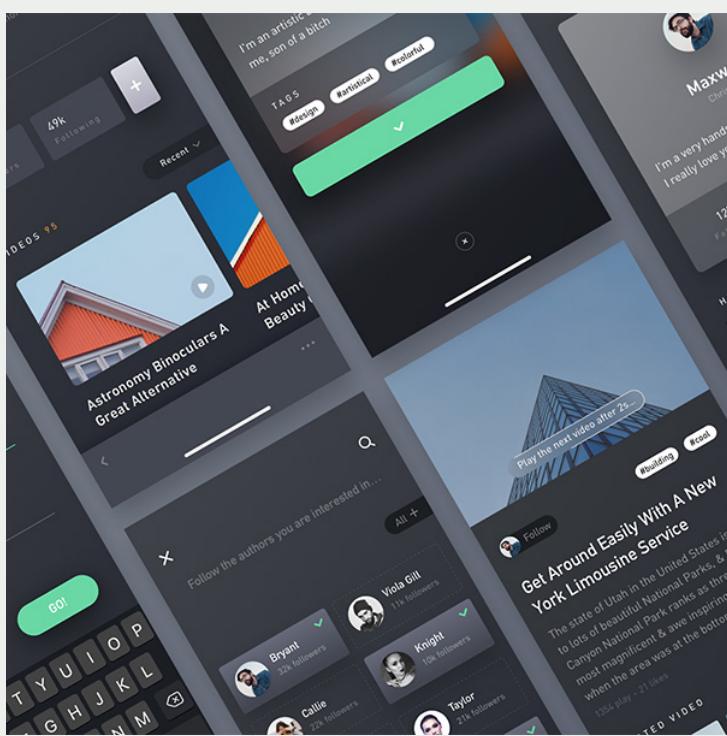
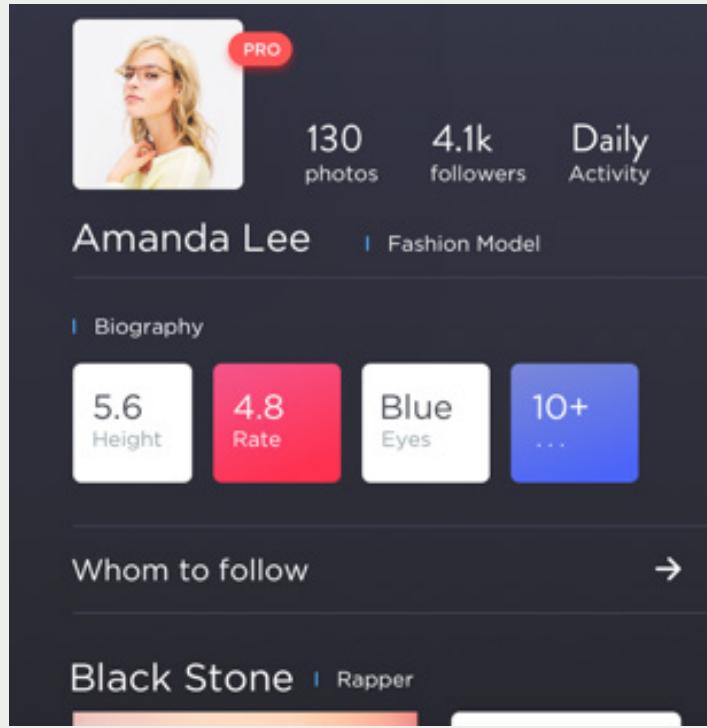
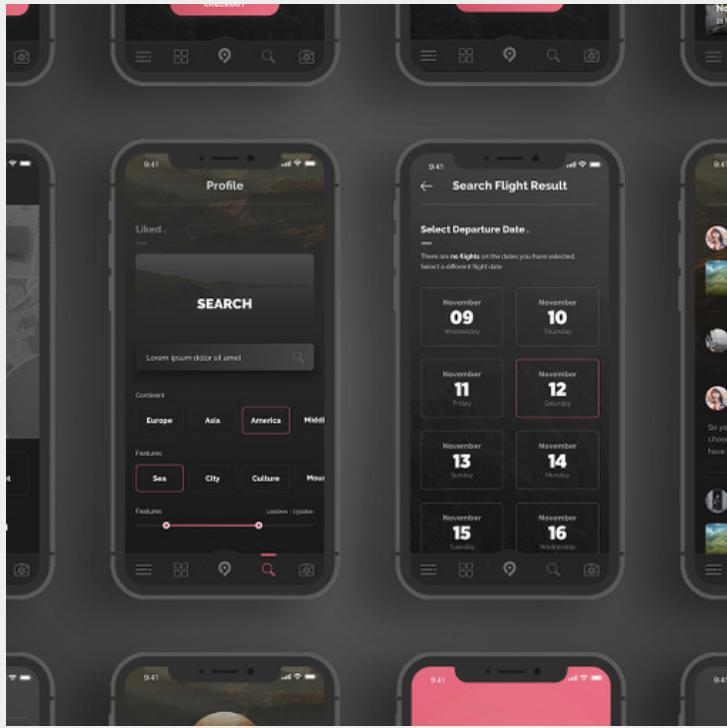
For the time left in the course, it helps me to narrow down content into everything I intend to actually prototype and develop. This also helps me manage other deliverables such as the AR demo.



*I decided to split up the challenges and provide this section with its own place in the nav bar. This will replace the less important 'spots' section. The challenges are a unique part of my app, whereas the spot finder isn't. Instead, spots can be generally searched for like locations through the general search bar.



Screen Building



Visual Inspiration

Dark UI Design

At this stage in University, I want to test myself in every aspect of visual interface design. I decided to reflect on previous projects, and found that naturally I feel more comfortable designing light screens using off whites and grey colours.

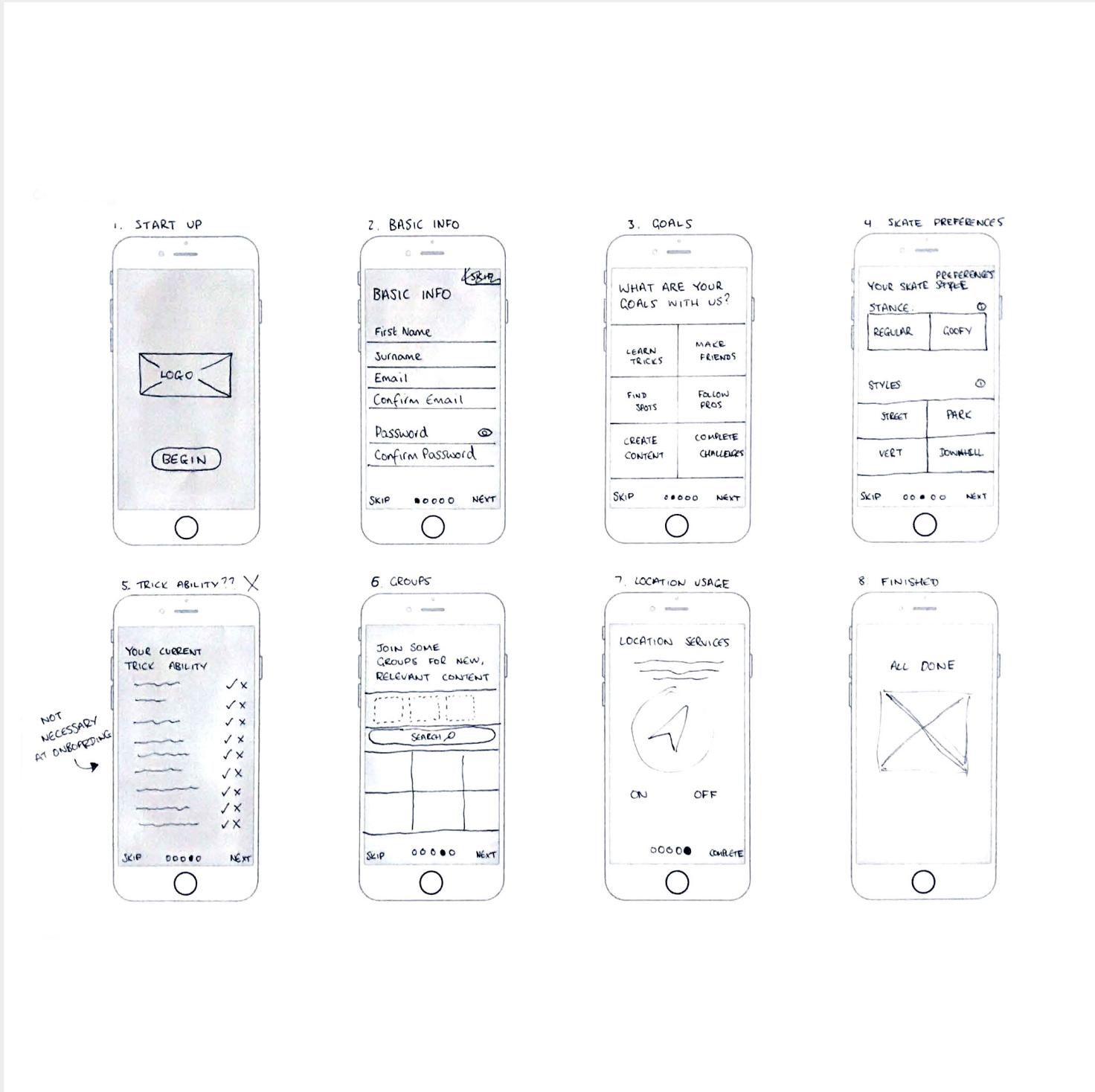
I wanted to demonstrate that I could create a dark interface that was still legible and accessible. In the real world, I could allow users to toggle between a light and dark option, however this was my final project. I wanted to test my learned skills of restraint, contrast and hierarchy within a dark format. I knew that I couldn't use too much colour as it would stand out massively from a black / dark grey background.

<https://ui8.net/products/demlyk-travel-ios-ui-kit?product=5a0d660dbea6ac001eb37e97>

<https://medium.com/uzers/inspiring-ui-designs-9-d5771b347da1>

<https://dribbble.com/shots/4005665-Weibo-video/attachments/917123>

<https://www.downgraf.com/inspiration/30-inspirational-ios-7-app-design/>



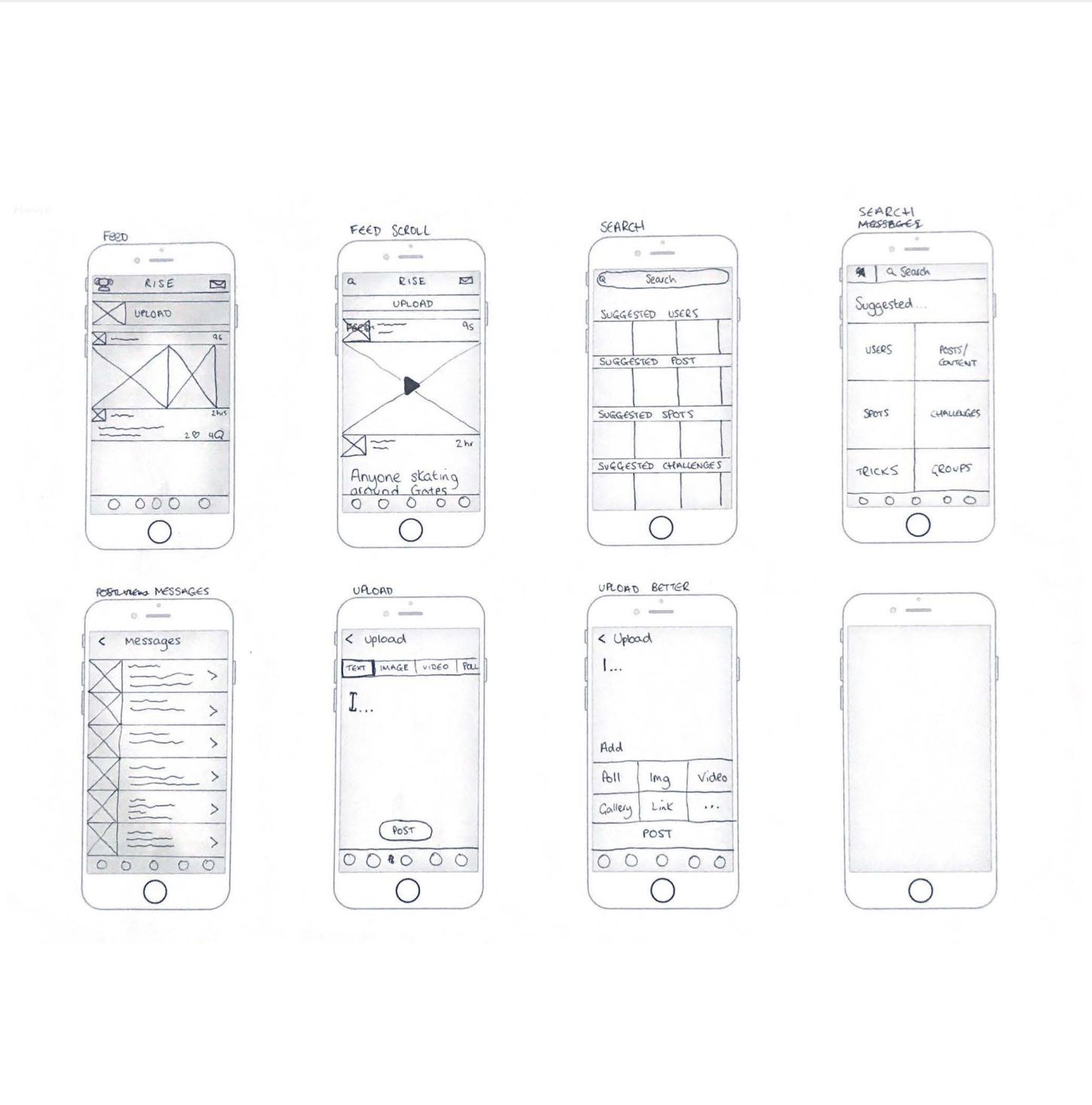
Wireframing

Onboarding

Onboarding is an additional process that I intend to create if I stick to my intended time plan. I like the idea of creating this to provide an experience from starting out with my new platform.

It gives me a chance to see what content is essential from start up. This would be the content that sets the user up for their first interactions with my app. I discovered that only a few steps would be necessary. Basic info (or signing from another social media account) would be first, followed by user goals (to help suggest content for them) and skate preferences (this would help the AR animations be created with the right body stance and feet position.)

I found that logging your trick ability isn't necessary at start up. It can be added later into the app usage. The final steps would be suggesting some content to begin following on the platform, as well as accepting location usage settings.



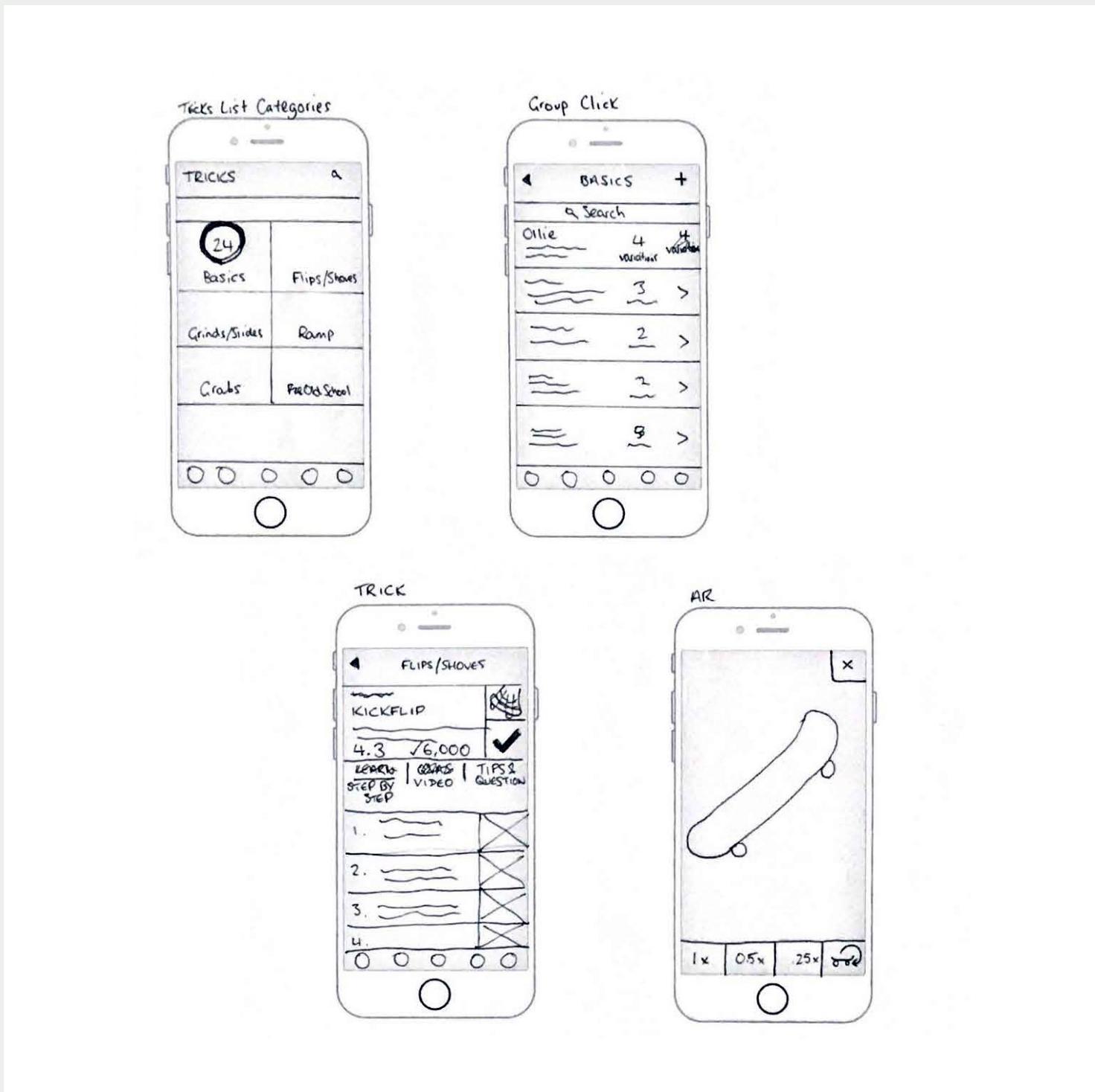
Wireframing

Home Section

With the home section, I worked on creating a social media feed suitable for a specific skate community. The decisions made reflect the dominant visual content you would expect to see. I explored the idea of having images and gallery options, alongside video content. Of course, I considered general text posts, but again explored interactive elements, such as polls, questions and published challenges.

I wanted the search feature to be general, fun and personalised to the individual. I was heavily inspired by the custom content that Spotify offers users, with daily mixes and suggested playlists. Initially I intended to have horizontal scrollbars, however sticking with the dark card layout, a fixed grid was adopted.

I also considered further pages such as the messages/notification area, and the upload section. These were not necessary, but extra features that I believe rounded off the home experience well, with themes of new content and communication.



Wireframing

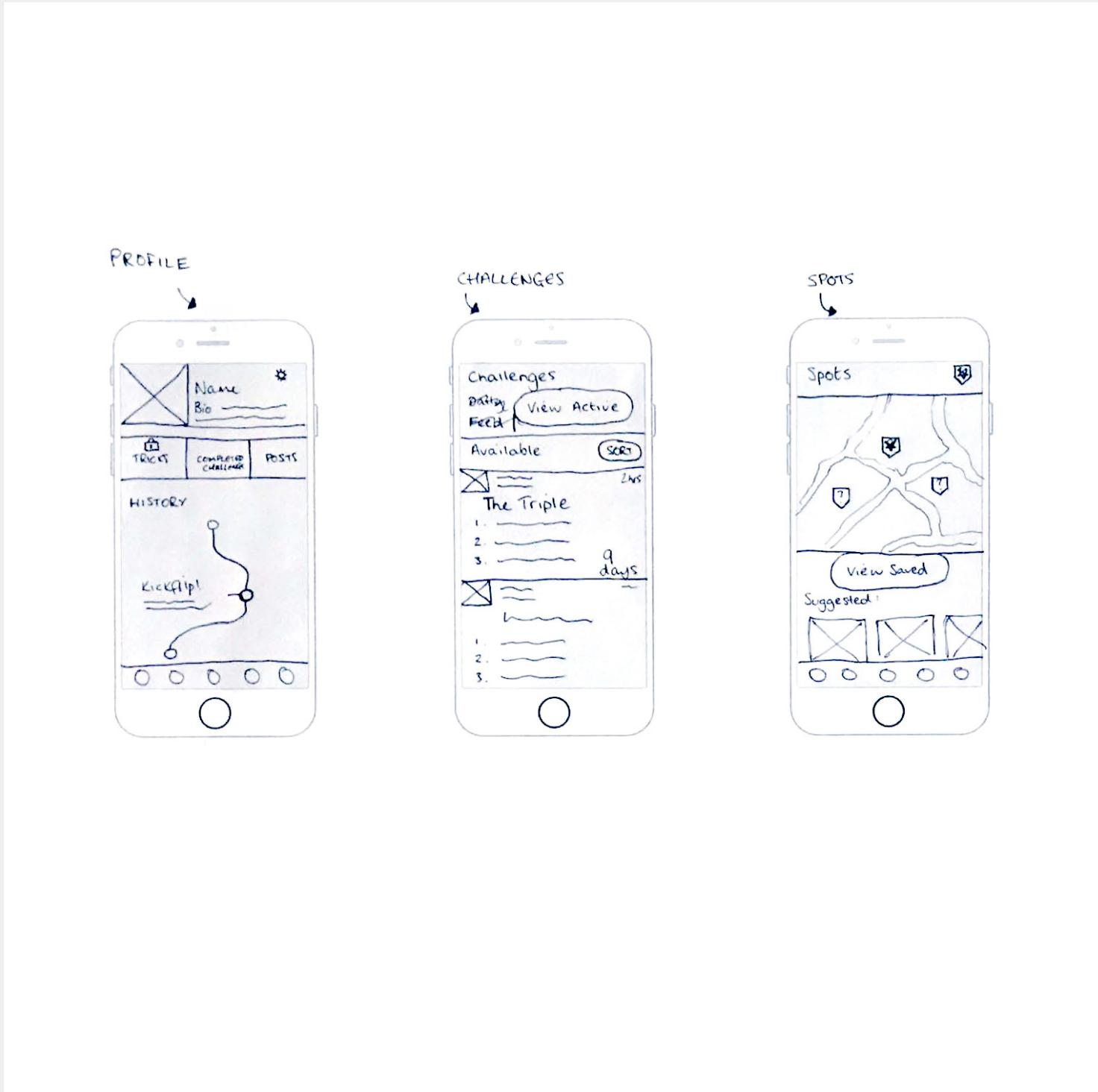
Tricks Section

I knew the Trick database would be an essential tool in the Rise app. The landing page needed to instantly scream the concept of progress, and how far the user has mastered the tricks. This idea of completion would be private however, because there would be no way of a user proving they have 'mastered' a trick. This would be emphasised on onboarding.

Until now, I had a two column button layout. When pressing into a trick category, I realised there were many variations within each trick. With such specific and technical differences, I had to make sure I created a restrained and simple list design that led the user to an individual trick.

The individual trick page would then go on to fully explain every essential detail. In order to fit this, I introduced a three bar selection at the top, separated into 'steps', 'video' and 'tips'.

For the AR trick screen, I didn't want my technical skills on Unity to restrict my concept. Ideally, I wanted a close button at the top, and speed controls of the animation at the bottom.



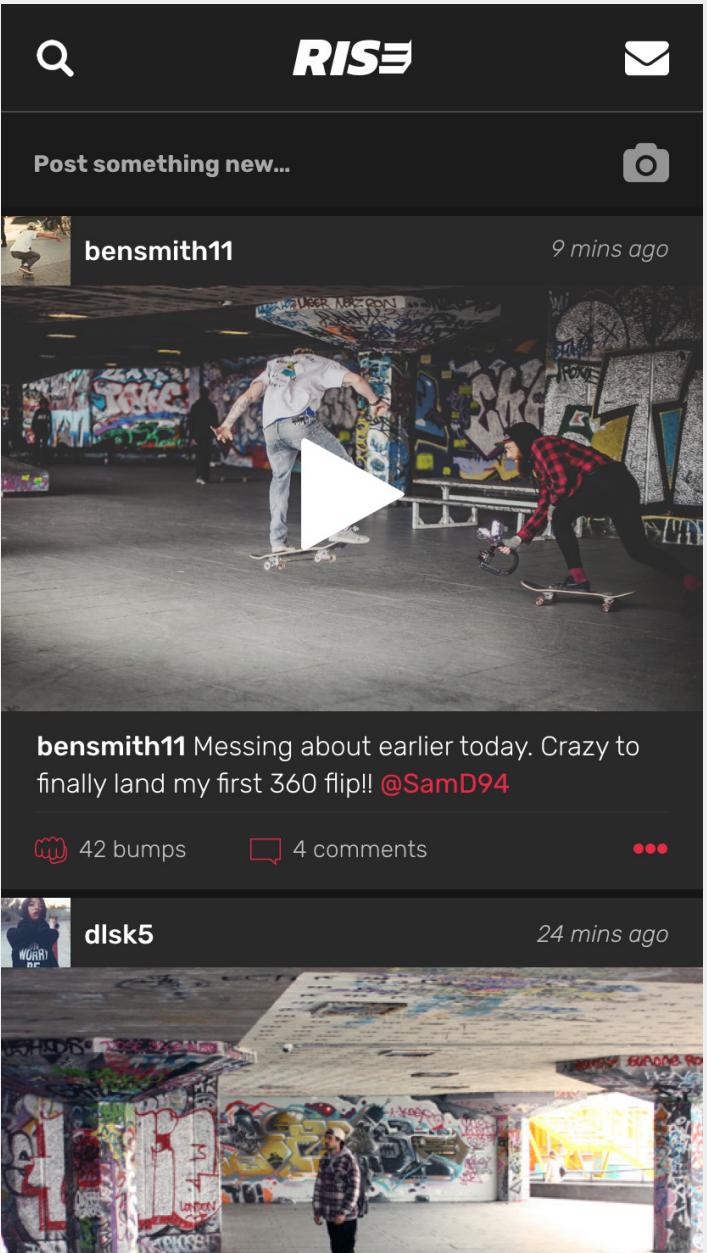
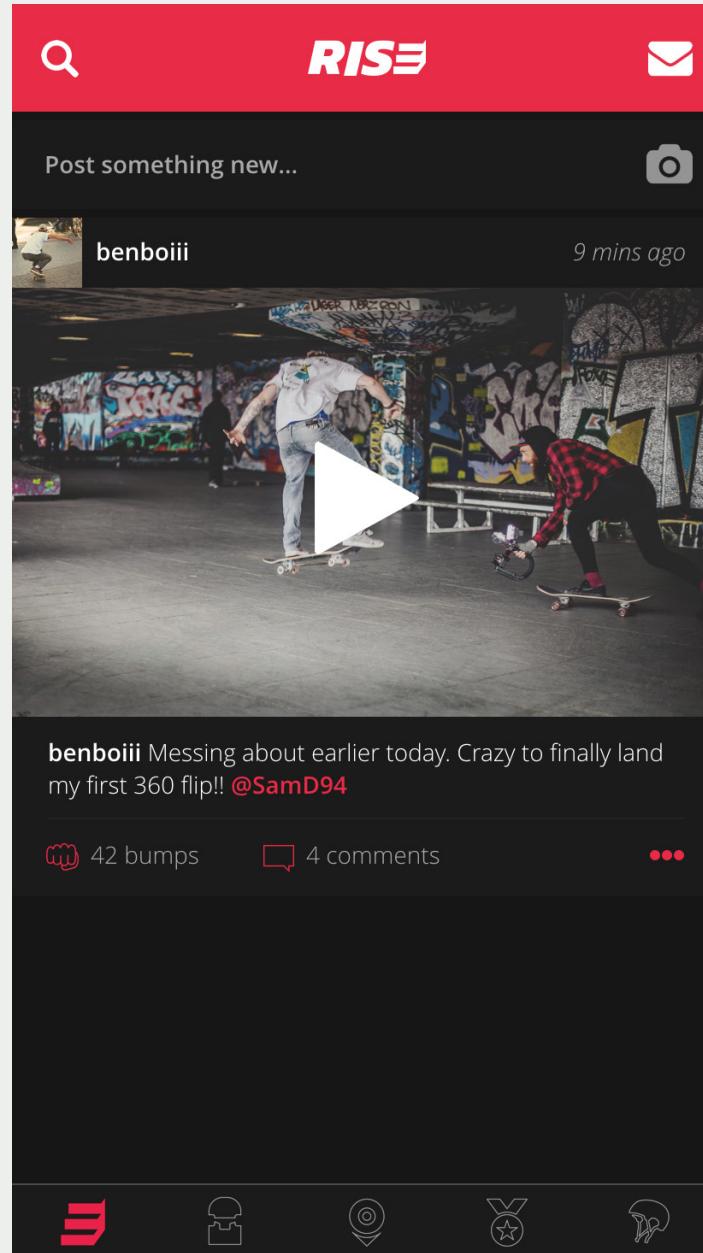
Wireframing

Additional Screens

The Profile Page didn't need a string of pages alongside it. I wanted it to be a clean, beautiful log of a skate career. This is where I wanted to create a journey, a bit like Two Dots leaderboard. It would be a more enjoyable and positive experience when looking back on cherished memories.

The Challenge screen was initially thought of as a separate feed style to the home screen. From here, users could view active challenges, as well as scroll to find new ones. However, I believe this wasn't prioritised correctly. The most important thing to initially see would be the Active challenges, so I knew this had to be changed and tested.

(Although I stated I wouldn't develop the Spot section, I did want to visualise it for future reference, as I could develop it later on.)



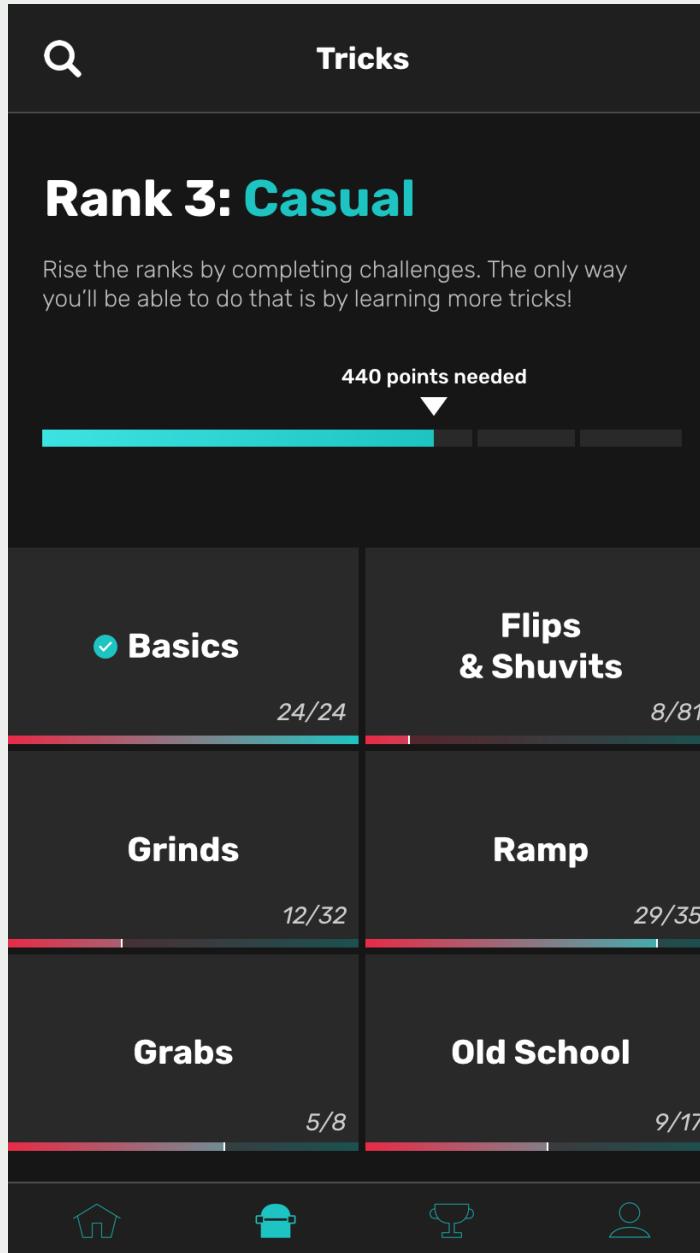
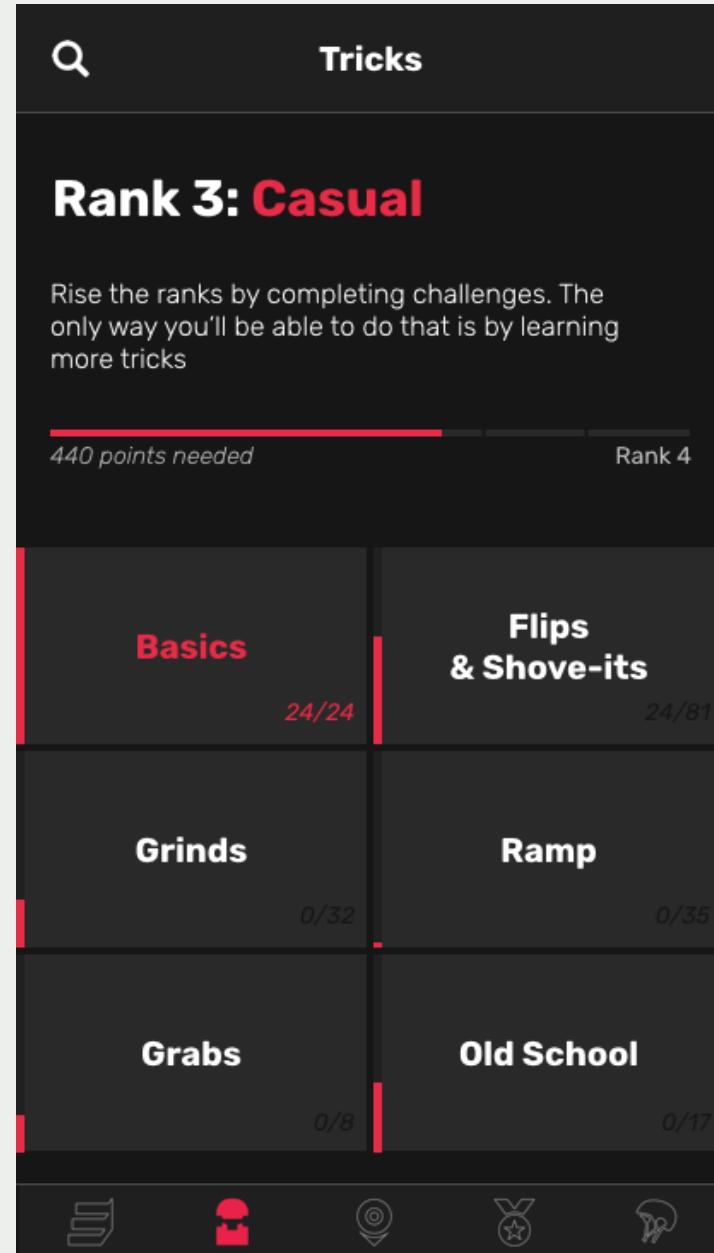
High Fidelity Screens

Refining my UI

Even at the initial stage of showing potential users my designs, I wanted to settle on a consistent and clear house style. I simply wasn't happy with my initial mockup (left image).

Personally, I was really excited to introduce the bright and dangerous red colour into the design. However, I believe I got carried away, and created a dated visual design. I wanted to save the colour for absolutely necessary elements, and stripped the top bar away. I think this made all the difference and the subtle change acted as a starting point when building the rest of my screens.

I was completely set on a dark user interface. On the monitor the charcoal palette worked beautifully, but exporting and previewing on the Sketch iOS app revealed the contrast was not enough. I created a rule of posts and buttons to be held within a lighter grey box, with a jet black 5px space between each. This created the necessary contrast without losing the impact of the dark UI.



Re-brand

Colour Theory

I arrived at a different issue when it came to the Trick section.

I needed to show progress through each category, without affecting the consistency of the house style. The red text caused confusion, with users believing it was selected already.

The way I decided to show a set of completed tricks was through three key elements within each card. Firstly, a small tick would feature alongside the heading. Secondly, the 24/24 would stand out against the grey card more clearly.

Most importantly, was the introduction of the red to blue gradient. The theory behind this was to show progress from novice to master. Red always suggests negative ideas (Failure, Evil, The Dark Side) with Blue being a more positive colour (Heavenly, Heroic, Jedi). This colour change inspired me to completely re-brand the project to the cyan blue. This way I could enforce an inspiring experience and interface.

User Testing

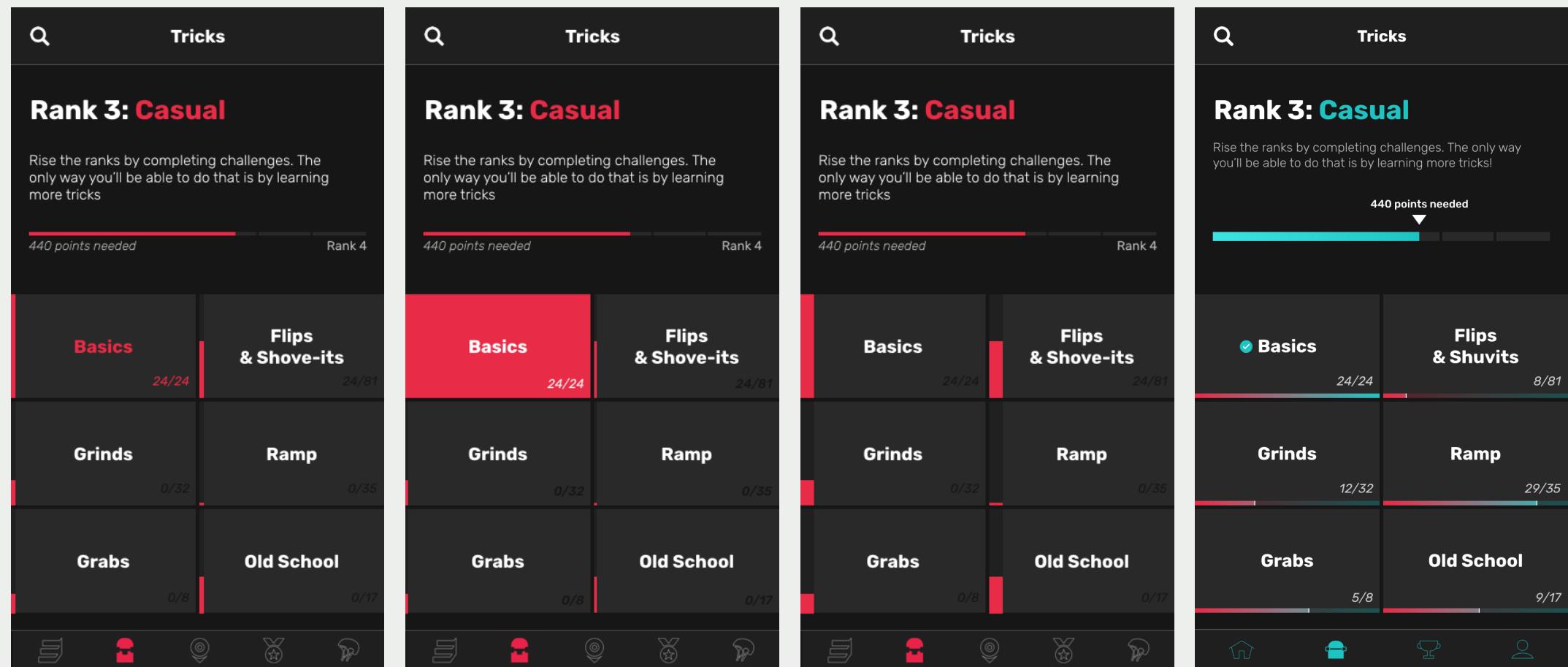
A/B Testing

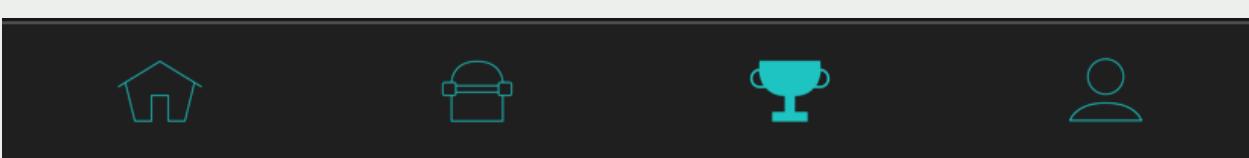
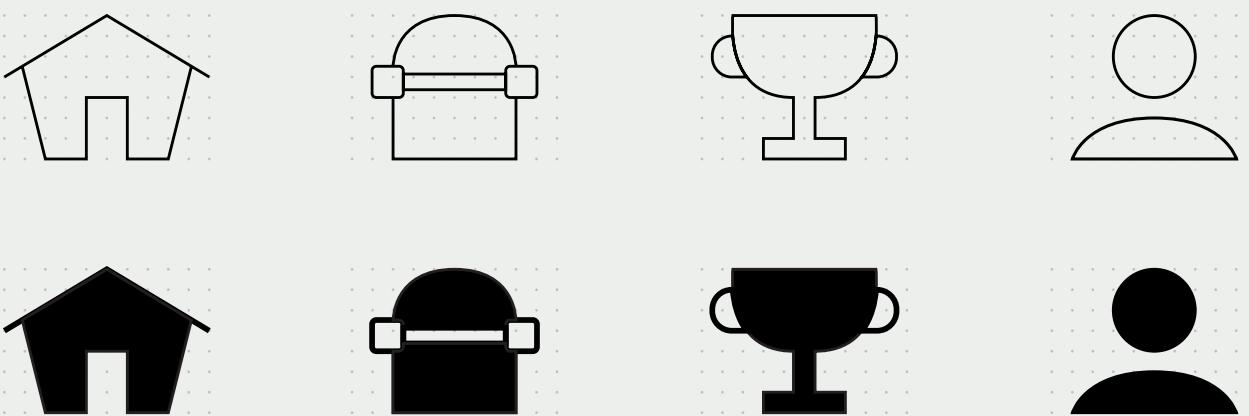
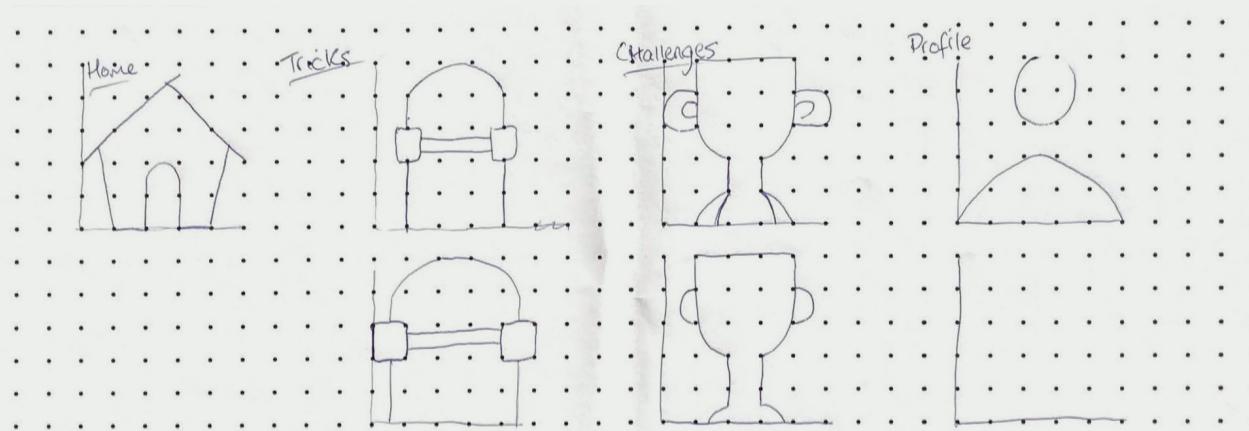
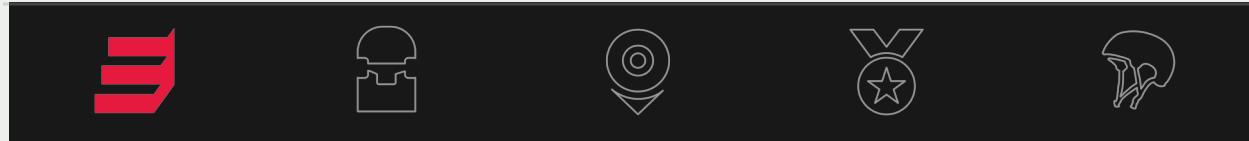
Usually A/B testing involve showing potential users a couple of screens, and asking their views on each. I struggled developing a style for the Trick section, so asking my peers, as well as potential users was essential.

I overcame issues I had with screens such as the Trick page, by asking which screen made it obvious that:

- You could click through all 6 buttons
- You were at different stages of learning each category.
- One specific group was fully complete.

A/B Testing with a number of screens helped me realise that introducing a second colour was much clearer at first glance, along with a small tick icon to convey a completion. I had mixed opinions of each of the initial designs, yet every single participant preferred the two tone gradient design. This informed me to continue with this style change.





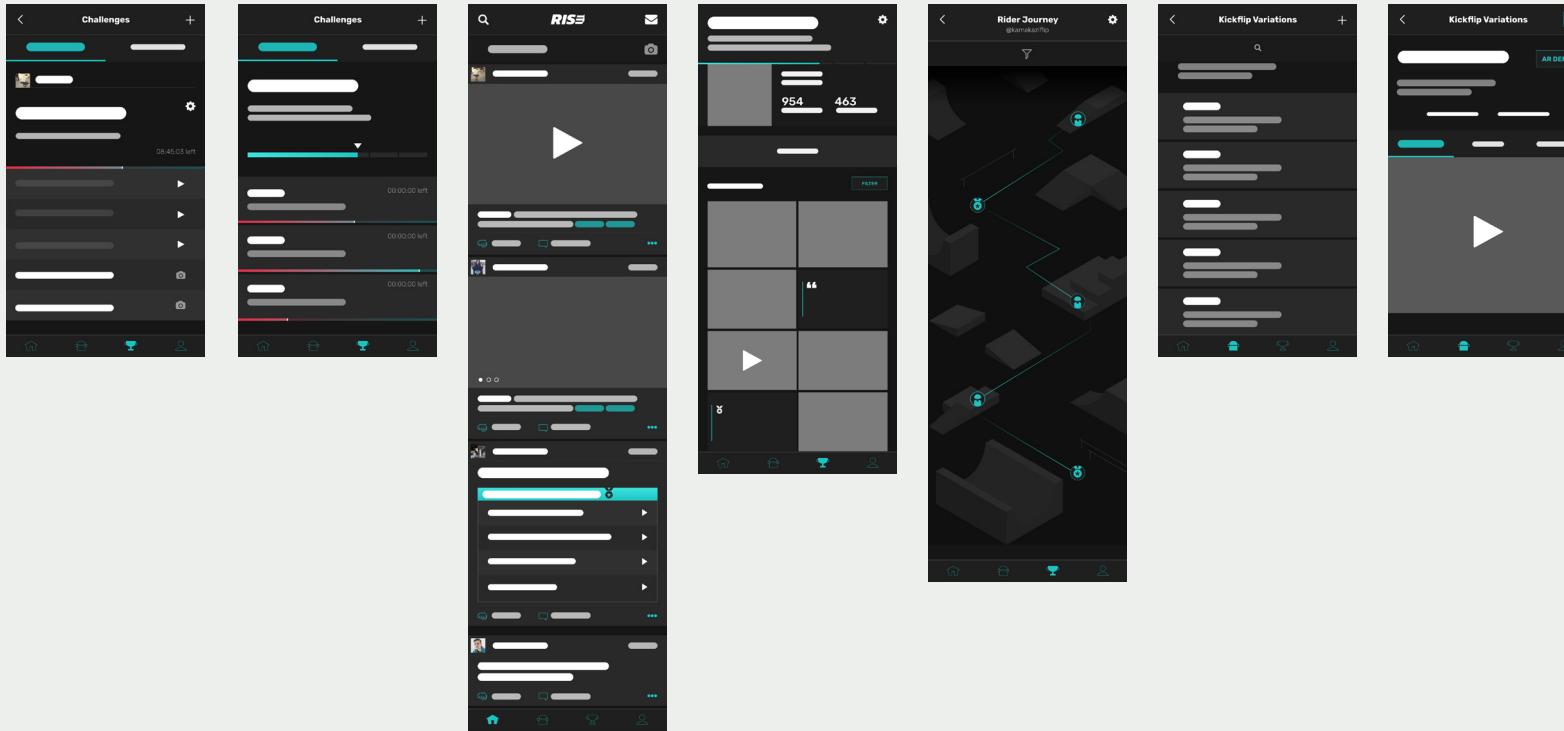
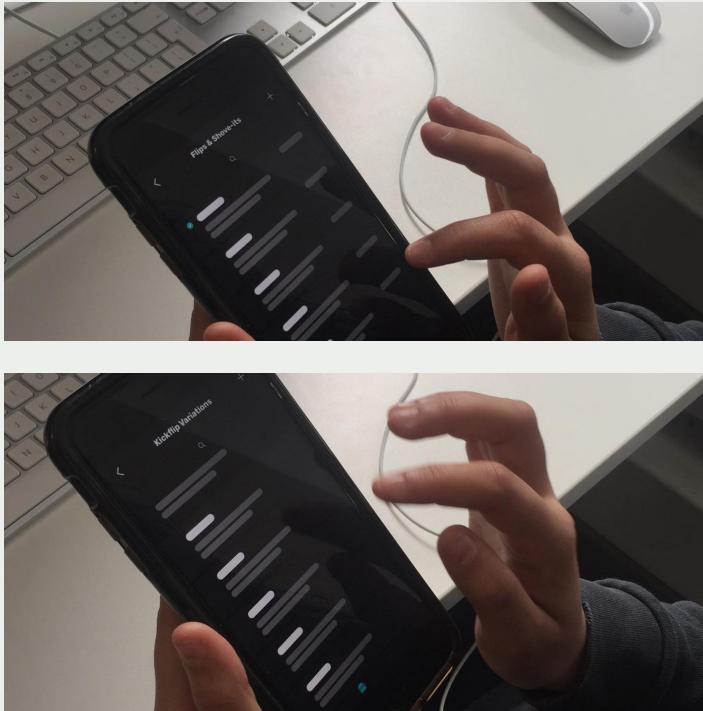
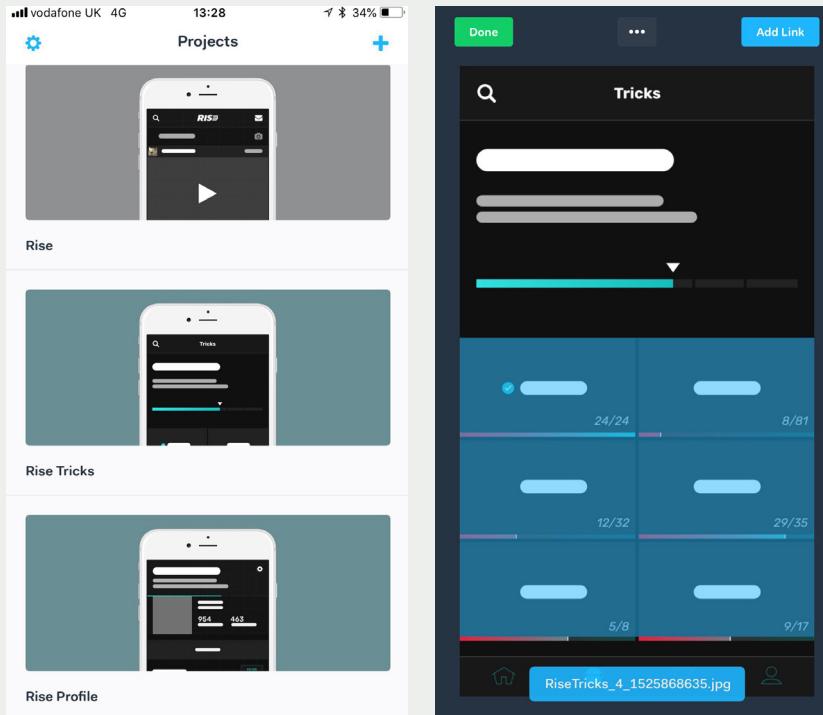
Nav Bar Development

With the re-brand from Red to Blue, I also questioned the visual style of my navigation icons. I really wanted to create unique icons that were clear, fun and informative. However, this clearly wasn't the case after the A/B testing. Although it wasn't part of the exercise, almost all tested users questioned the purpose of most of the icons.

I knew I had to therefore refine them. I still wanted fun, exciting icons, but they had to function well.

Firstly, I knew I wasn't developing the Spot feature, so I removed it completely. This gave me more space, and I decided a slightly stretched set of custom icons would give me a slight quirky feeling without looking like a cluttered group of random downloadable icons.

I sketched out the strongest signifier of each category. A home for the home, A board for the tricks, A trophy for the challenges and a silhouette for a user. I sketched these all roughly within a 6x6 dot grid. When moving into Illustrator, this evolved into a 8x10 grid, for a more warped effect. I kept them simple, as well as ensuring they contrasted well when active, before adding them back into my visual design.



Blank Wireframe Testing

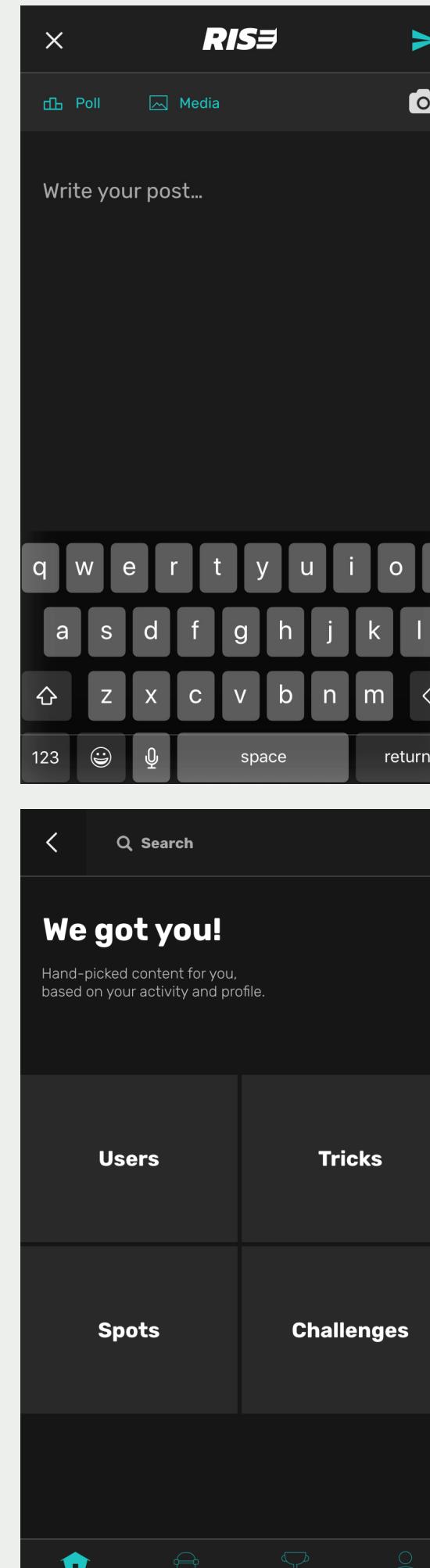
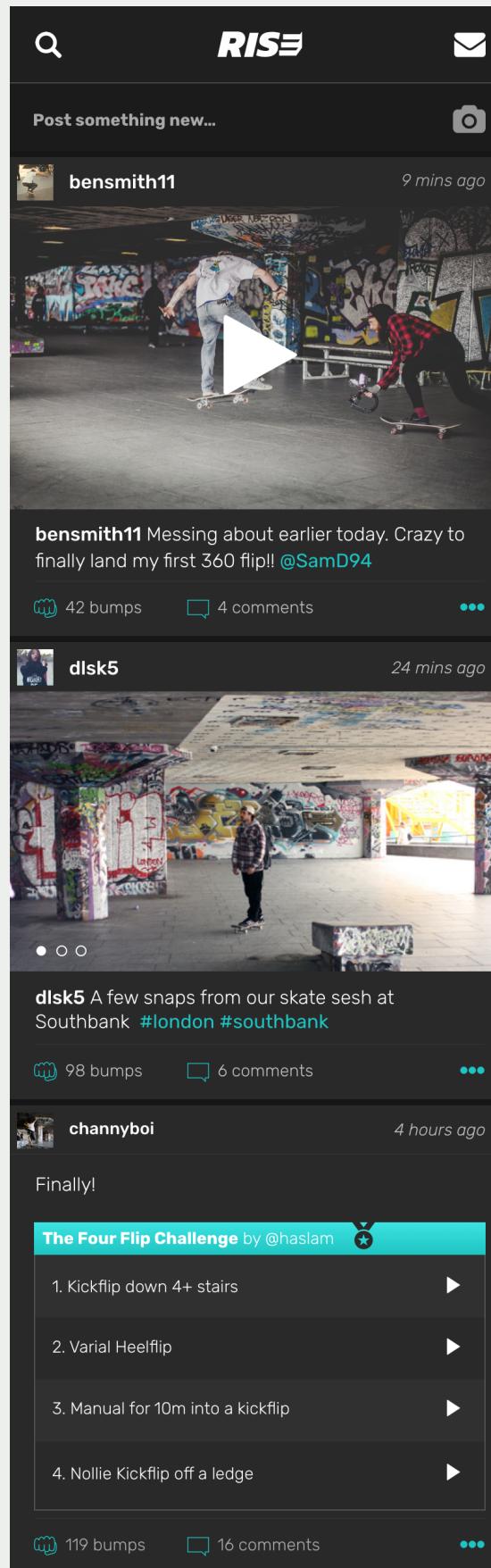
Using the Pop App

Pop served me really well for some rapid user testing last semester. I knew it would work really well for this iPhone app mockup.

I stripped back each screen, exported the images and linked them together easily in the Pop app. They were no fancy animations, just new images.

From here, I gave a couple of users some simple tasks to do. Select a task was easily the most visually complicated process. With no information or imagery, my users had just trends and patterns in the UI to make their decisions, and thankfully, they knew exactly what content to press, even when blank.

This was another reason it was vital to check my app screens with Pop. Clearly, the earlier changes I had made in terms of layout, colour theory and consistency had massively improved the app's logic when navigating.



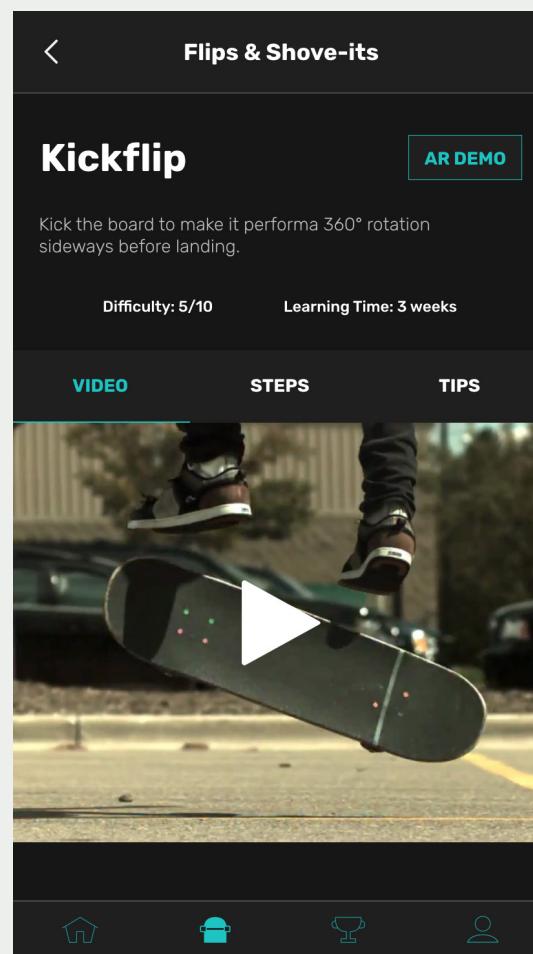
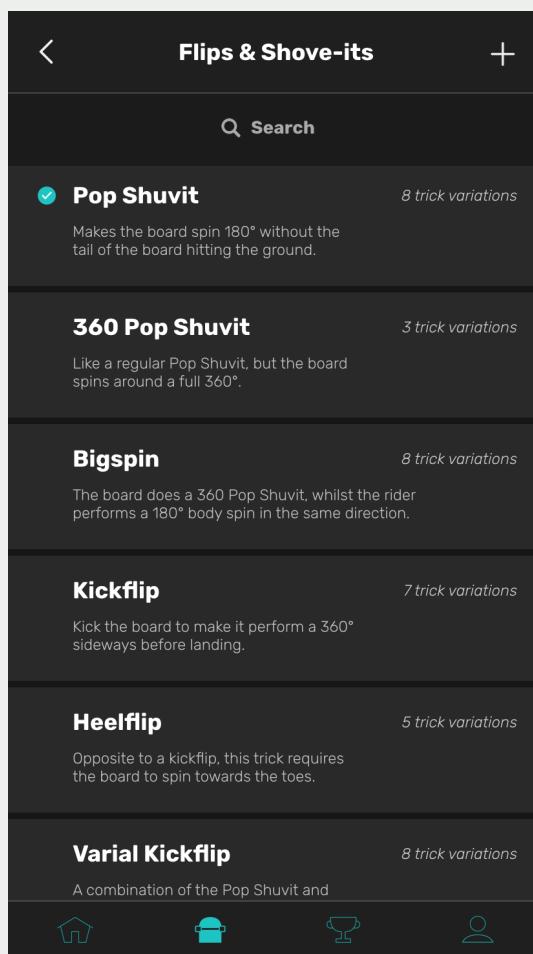
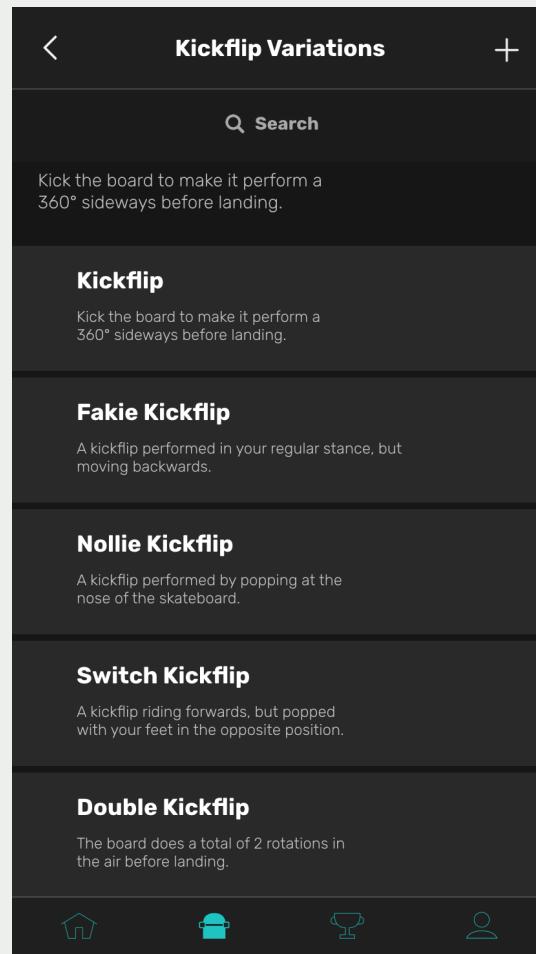
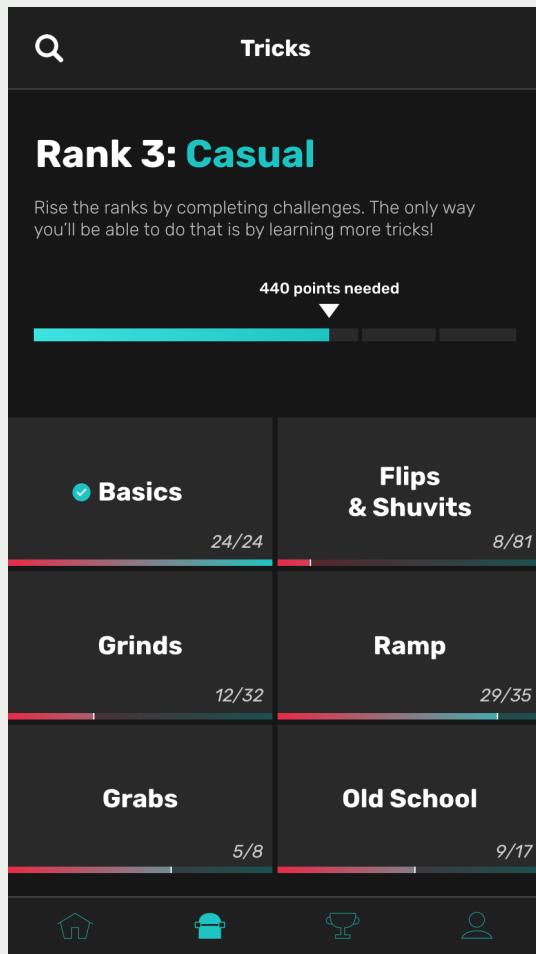
Final Home Screens

Providing engaging and interactive content.

There are diverse post types with different media. Photos, videos, galleries, challenges, questions, polls can offer interactive content for skate communities.

The Bump interaction is the skate equivalent of a like. Fist bump to show your support and appreciation for a post.

Personalised content can be found through a smart search feature.



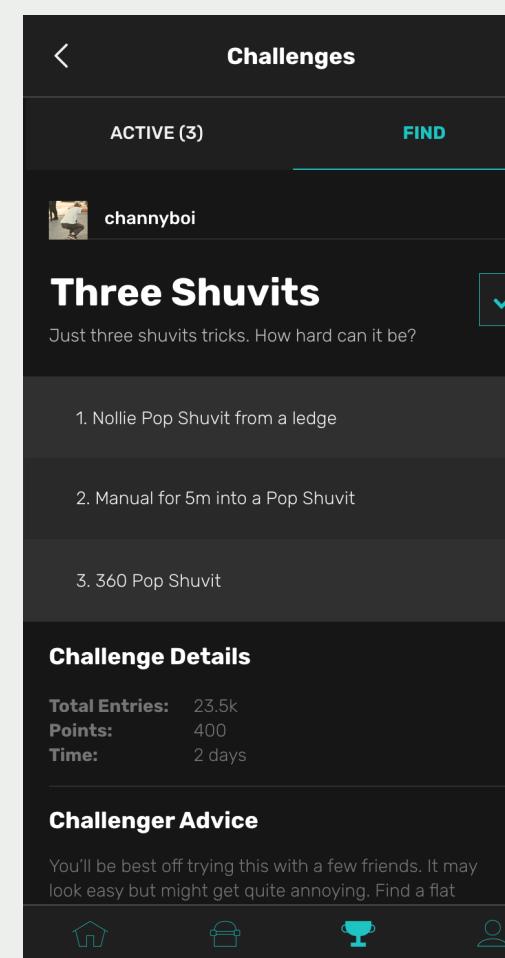
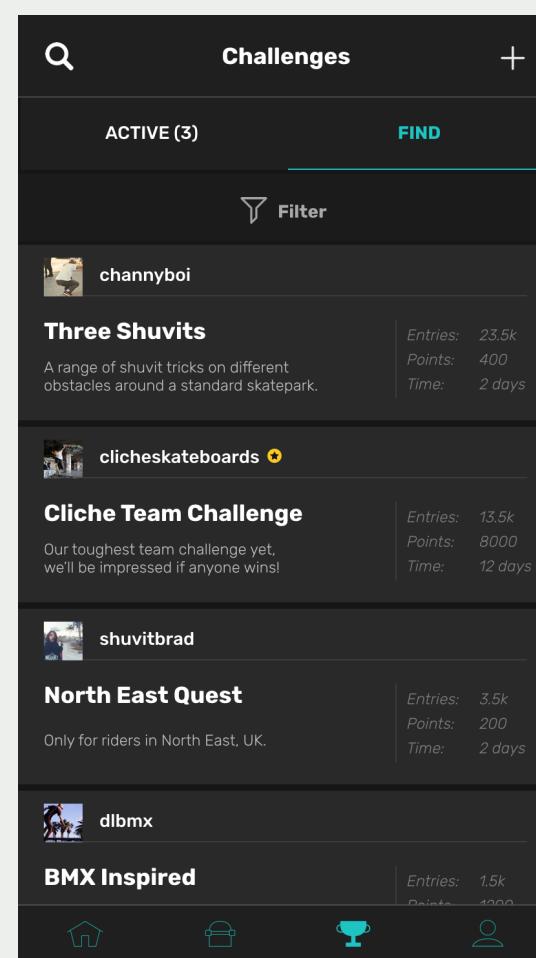
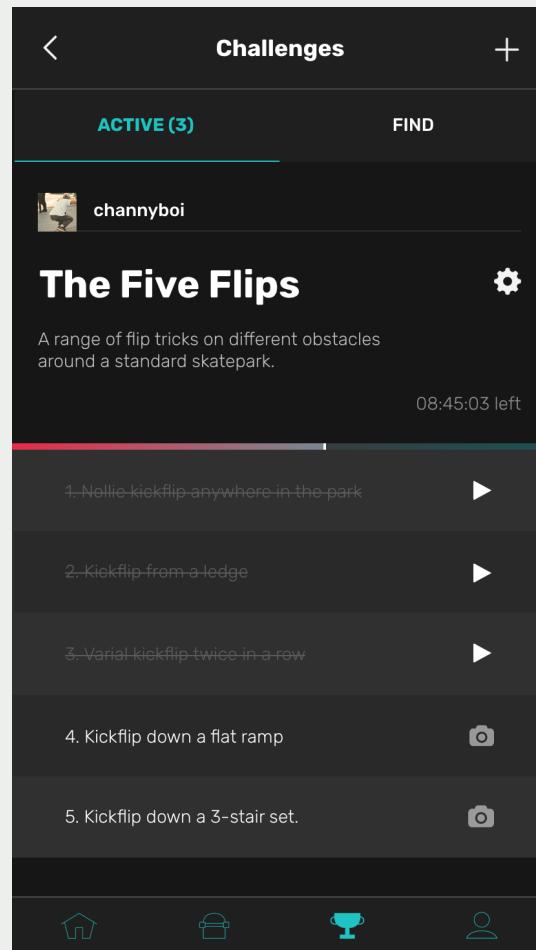
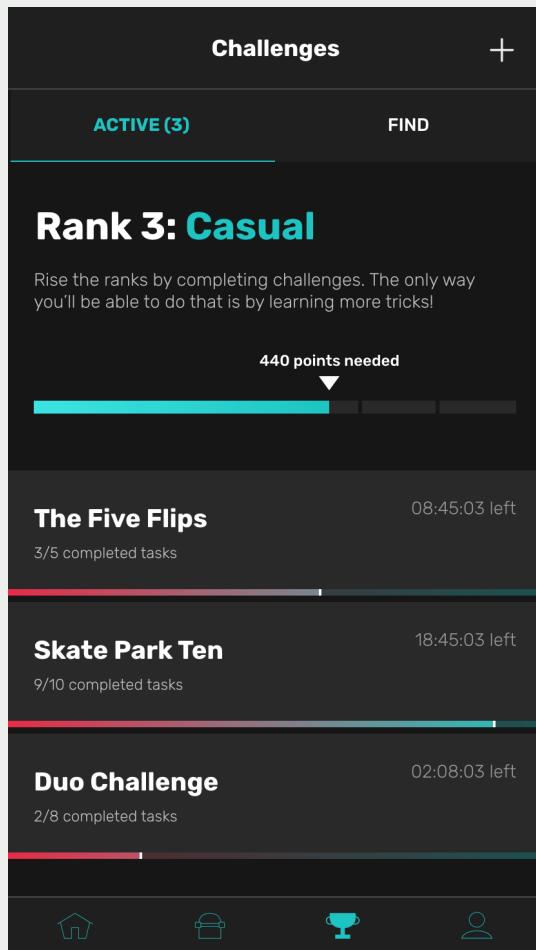
Final Trick Screens

A private trick tracker for personal progress

Progress bars help you instantly see your strengths and weaknesses within each trick category. The level incentive provides motivation to learn more.

The database format is clear and easy to navigate, with the option to add new and custom tricks.

Individual trick breakdowns provide a difficulty rating, estimated learning time as well as a AR trick demo for a virtual skate companion.



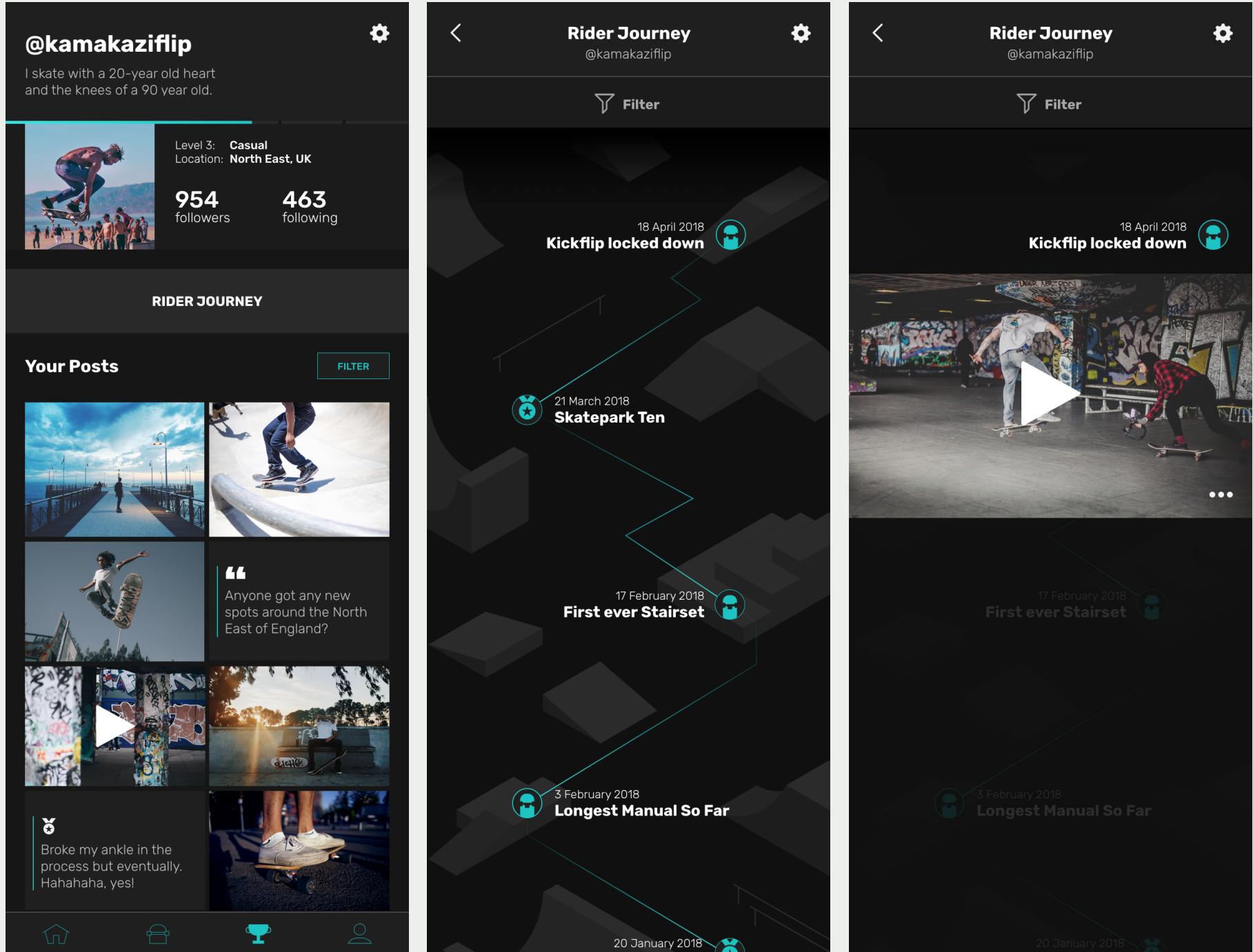
Final Challenge Screens

Level based ranking to inspire all users at all levels

Active challenges are initially displayed, with timer countdowns and familiar progress bars.

Task breakdowns include interactive checklists to complete. A user must provide evidence to the challenger, where verification is required to pass a task. Any disputes would be settled by the Rise team.

Find and filter challenges based on points, locations, timeframes and challenge types.



Final Profile Screens

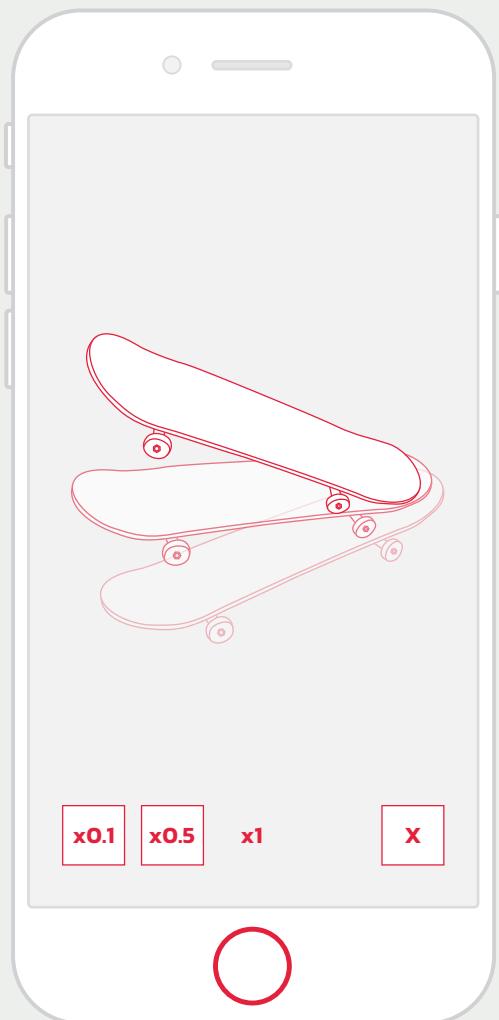
Reminisce on past content and achievements

A clear, visual profile to relive all of your posts.

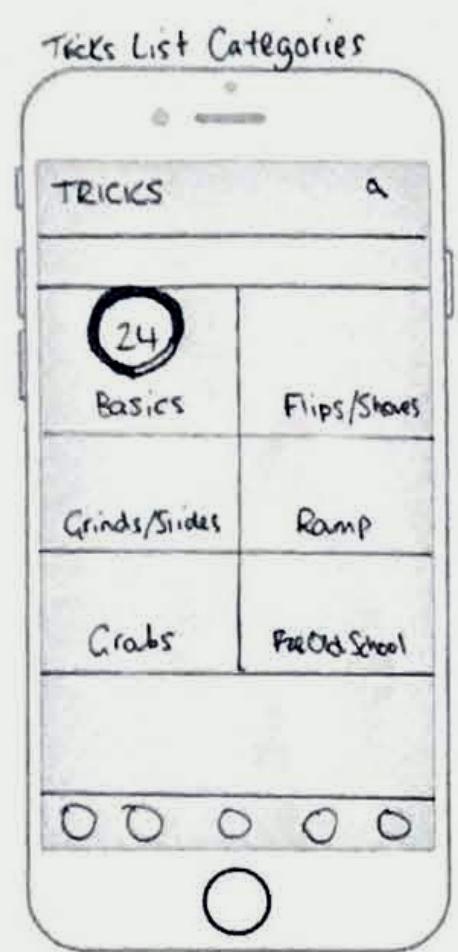
There's a subtle nod to your level progress at the top area of the screen.

The Rider Journey is a separate fun way to travel back through the isometric skate-park to see favourite past challenges, milestones and other memories you wish to pin here for others to see.

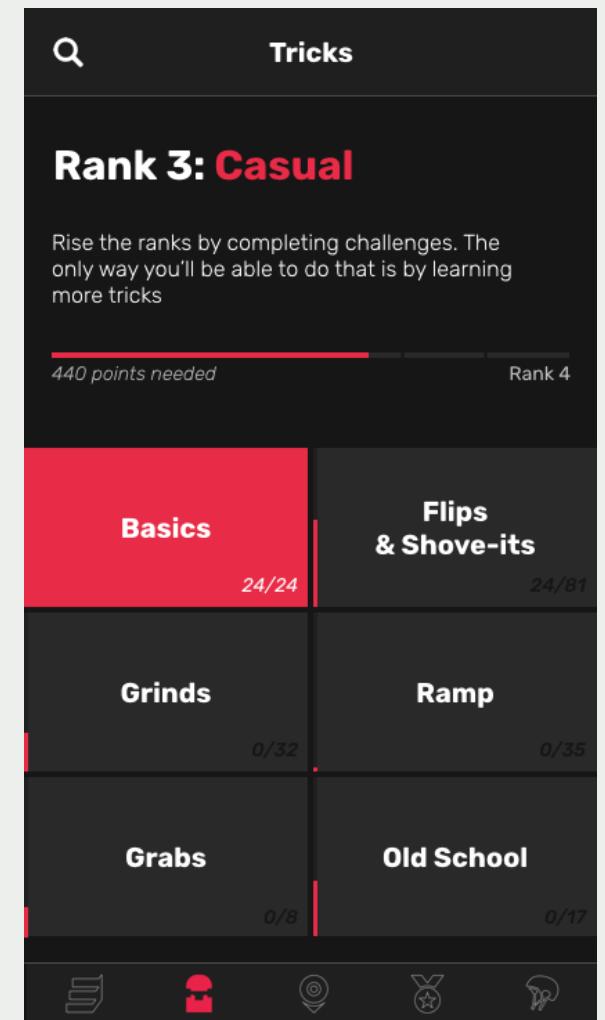
App Development: Summary



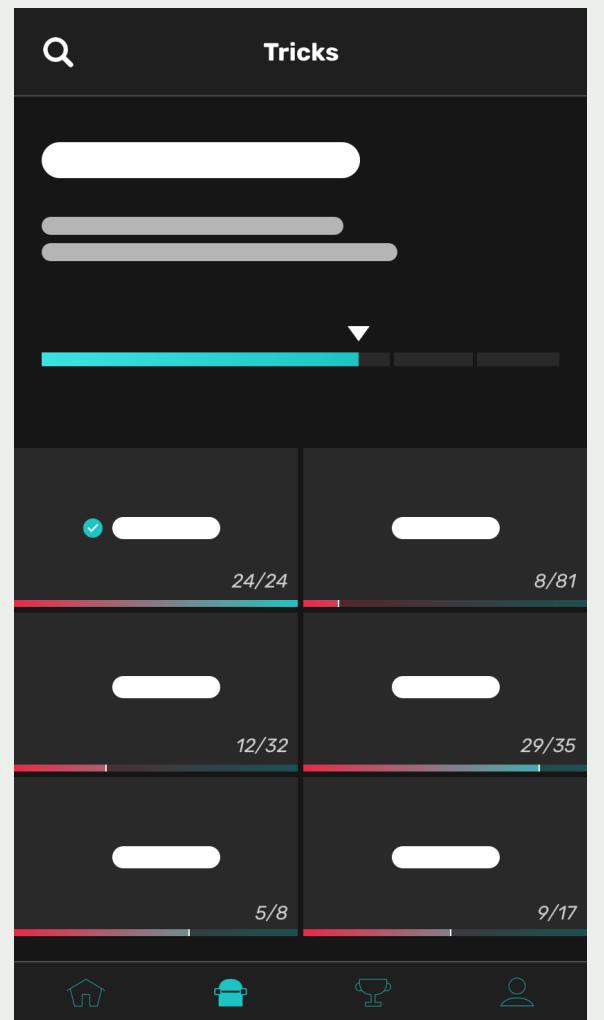
Concept



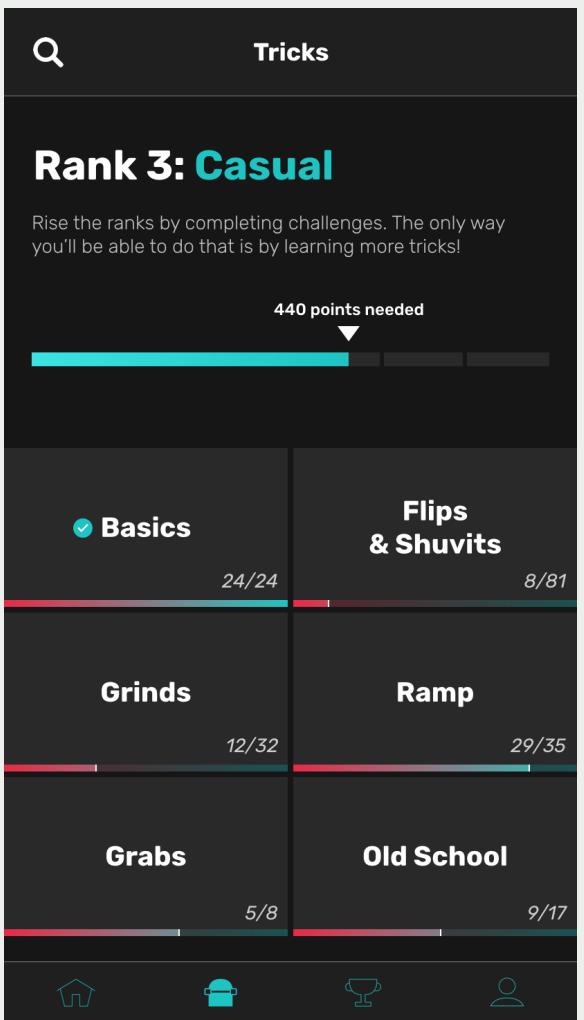
Wireframe



Initial Hi Fi



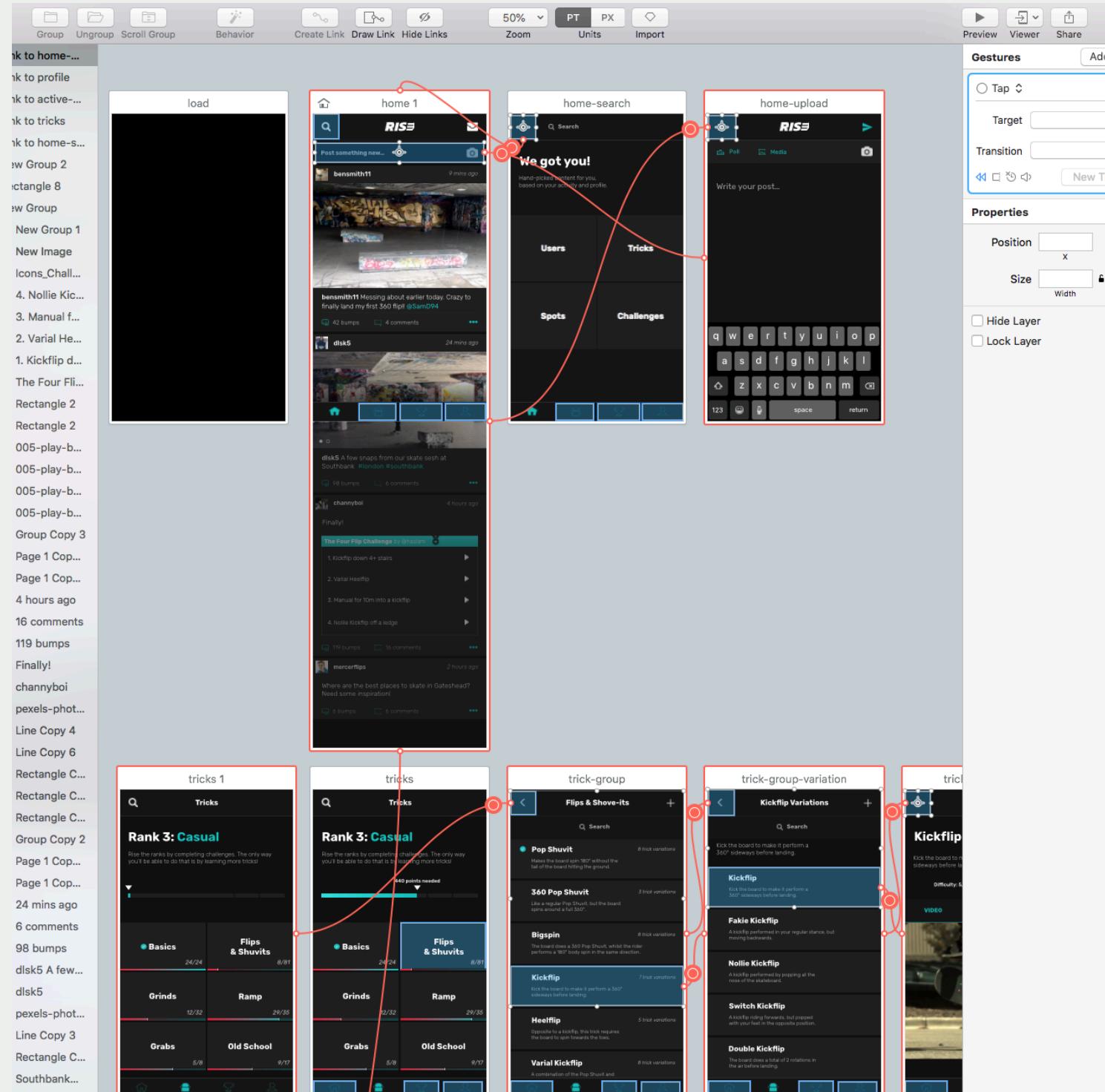
Blank Hi Fi



Resolved Solution



Prototyping



Flinto

Importing from Sketch & Linking

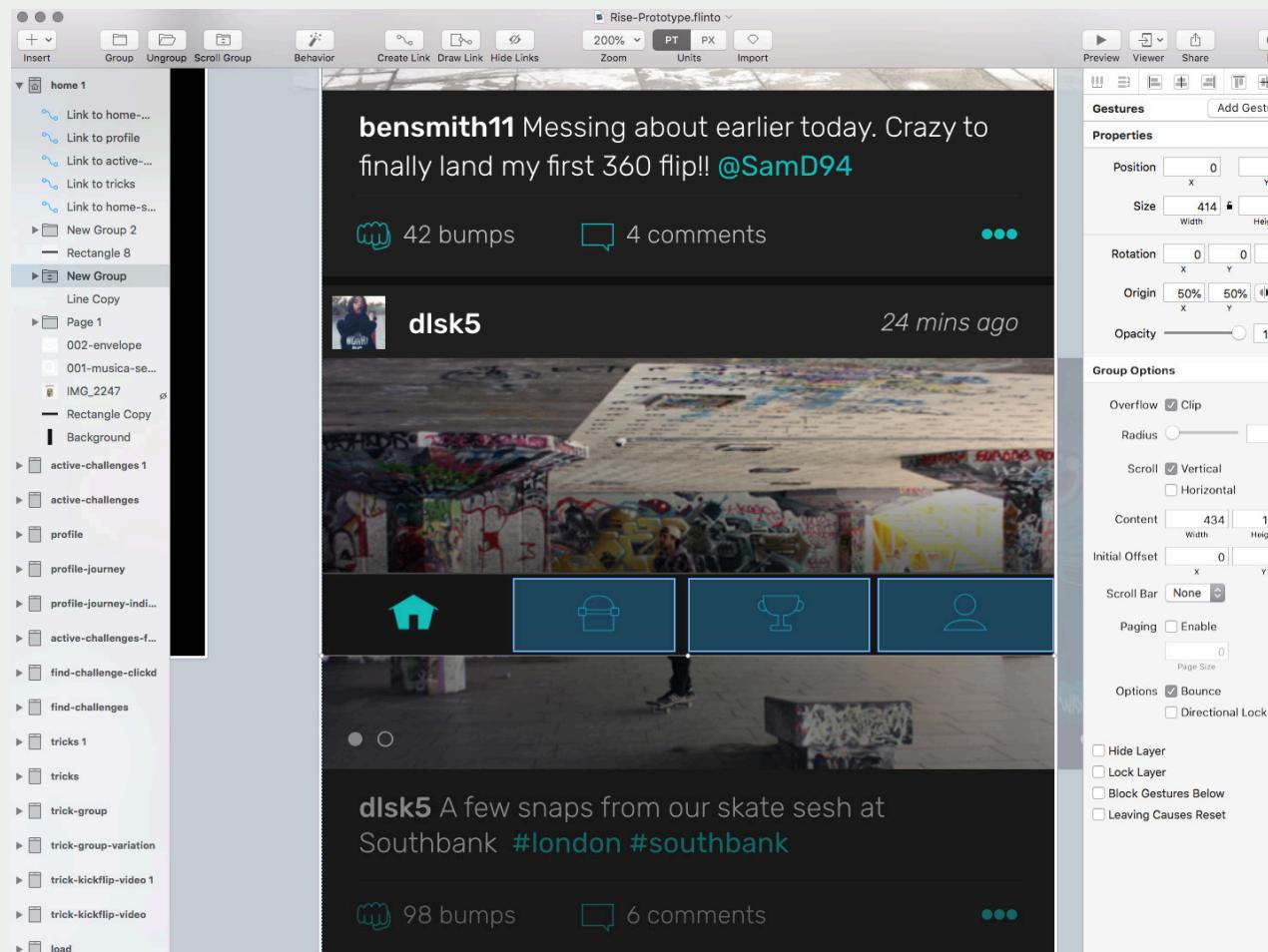
Although slightly awkward and confusing to learn, Flinto became a true ally through the production of the live prototype.

A feature I knew I could use from the start was the Sketch import tool. I was able to import every single separate element clearly into Flinto.

Drawing links was simple. Create the box and tap on the screen you want to link this box to.

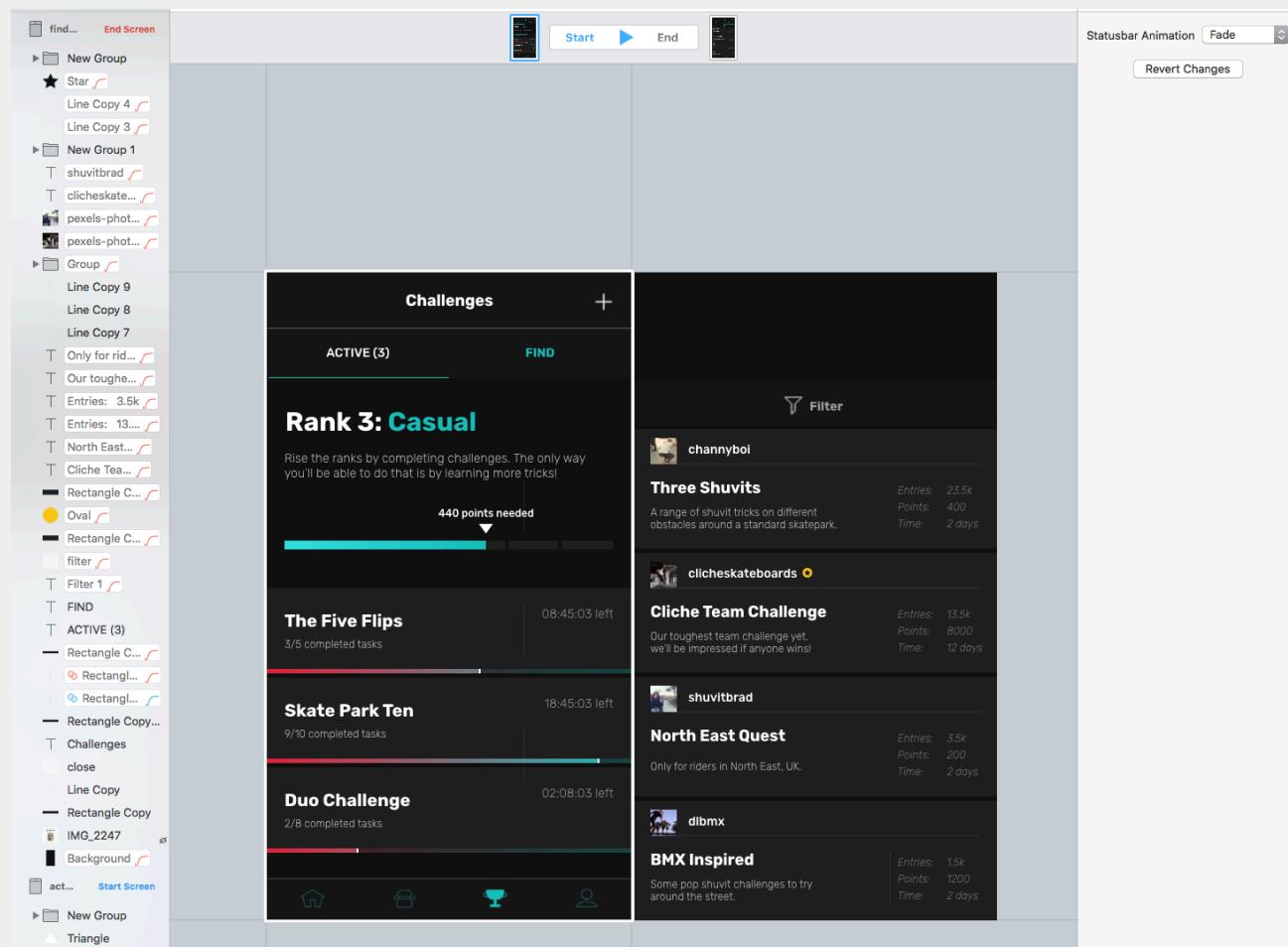
Adding Functional Interactivity

Scrolling & Buttons



Scrolling was a huge part of my home feed. To ensure I could show off various post types, I had to group the content together, before ticking the Vertical Scroll feature. I then specified the scrollable area. I could then reveal all of the content below the screen.

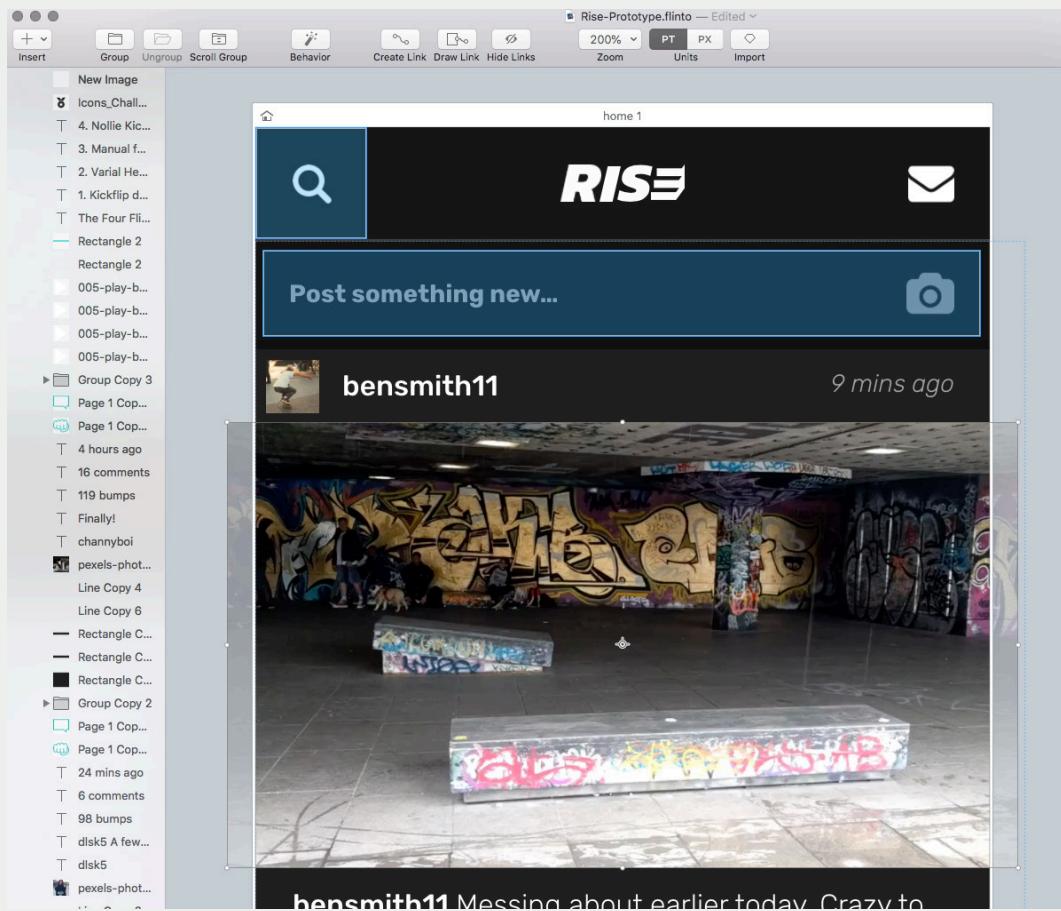
Transitions



Transitions were a great way to flow through screens clearly. I could push the user towards different screens in a logical and fun way. As standard, the screen transition is a swipe from the right. I could subtle move various elements from the end screen, adding delays, opacity changes and movements to illustrate the navigation within the app.

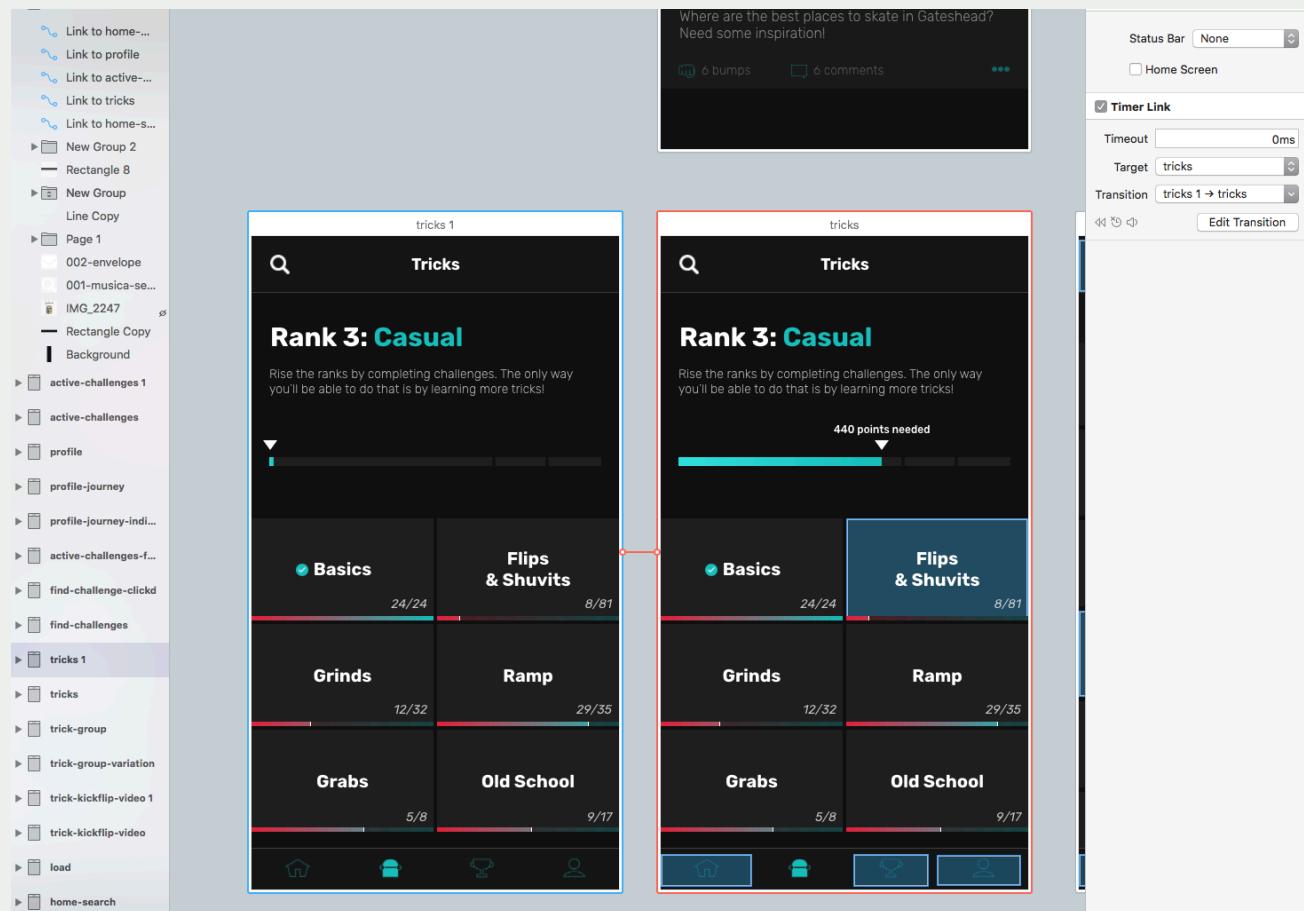
Adding Stylish Interactivity

Video Content

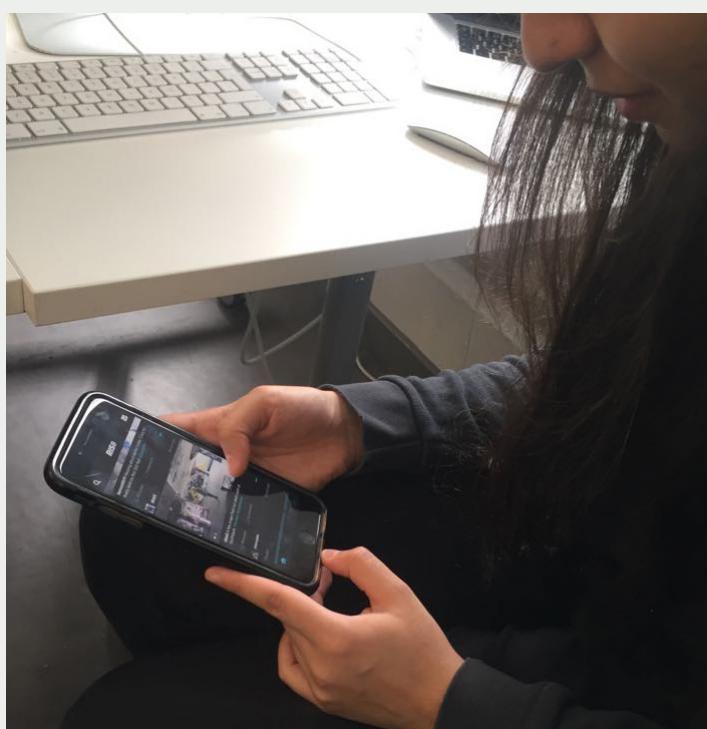
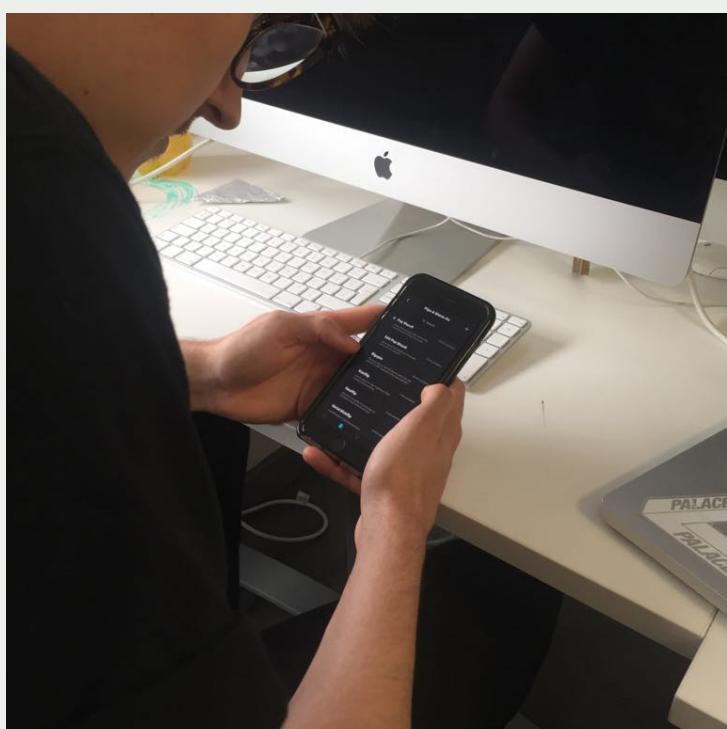
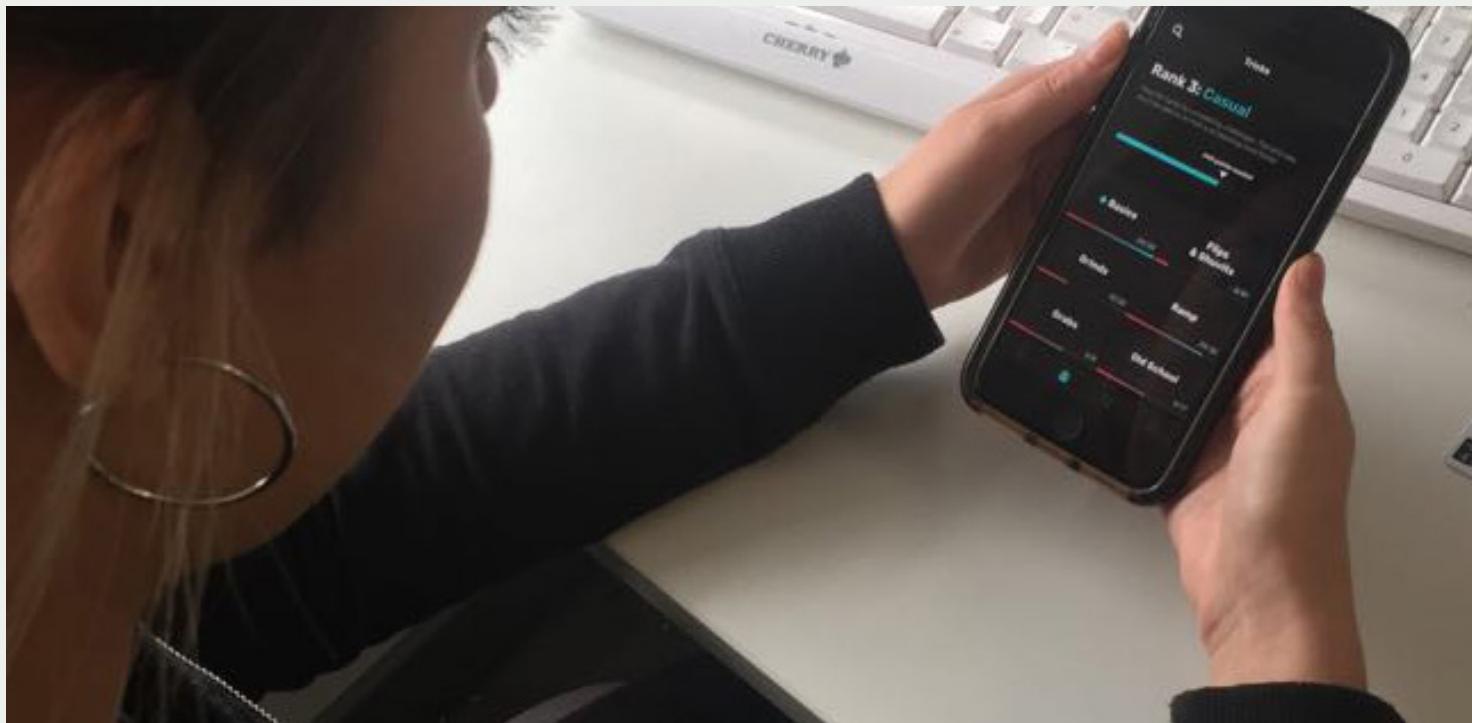


Video content was as simply as including an image into the design. I could loop the playback with the tick of a single box, and masked the image nicely to fit the content area.

Animation



Adding animation was a little more tricky. To bring the progress bars to life, I creating an empty progress bar screen, to link to the full progress screen after a short delay. Then, it was a case of building a new transition. This was useful as well as stylish, as I could highlight the importance of the progress to the user through the animation.



Flinto

Additional User Testing

It was actually really satisfying to show my peers my working prototype through the process of creating it.

I kept all transitions consistent and logical. Content would move from the right as you progress further into the app, and left as you travel back to the beginning screens.

Unlike the blank wireframe testing, I left each user to their own devices, and they seemed to genuinely enjoy exploring the app. Every single tester understood the difference between each section, and appreciated the visual style.

This was really useful as my peers were not actually skateboarders. The fact that they were guided through the app with specific and specialist content easily ensured it was well thought through.

Because of this feedback, I decided to round off the app development. It was now time to focus on the AR development, as this was brand new to me, and I needed more time to learn and adapt.

6.0

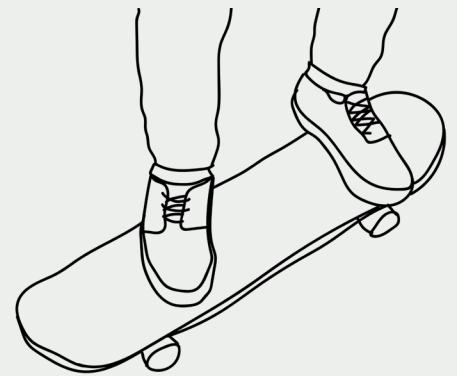
AR Development



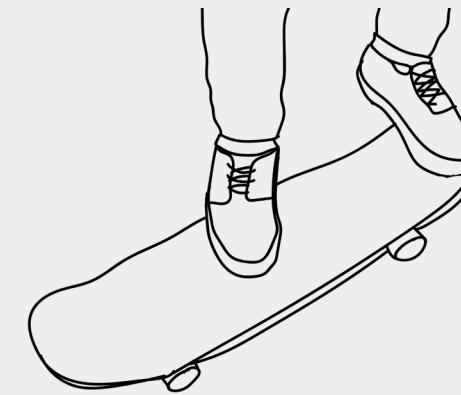
3D Animation

AR Storyboard

Kickflip Breakdown

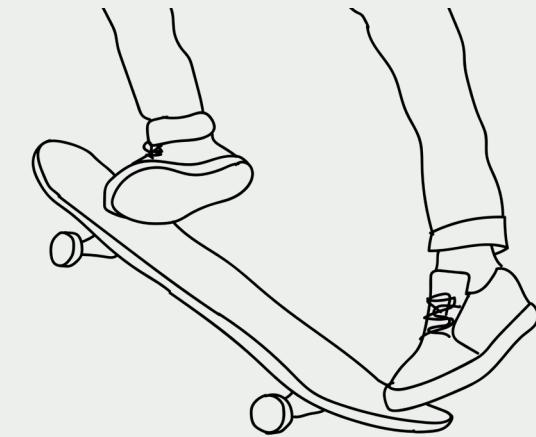


1. Still Position



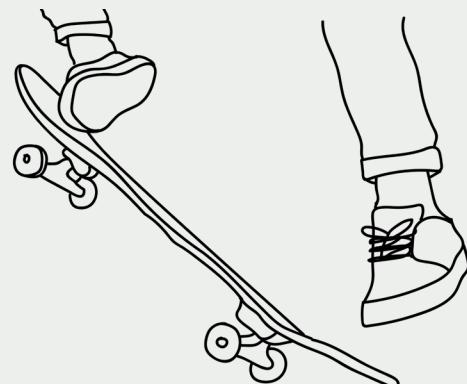
2. Position Feet

Front foot behind the front bolts.
Back foot on back edge.



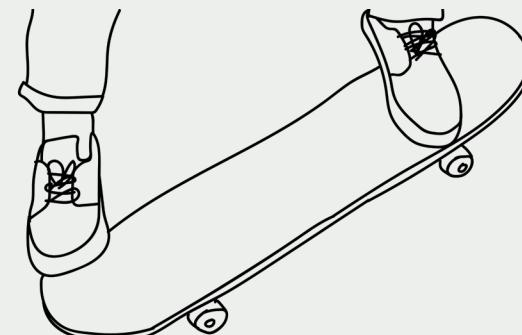
3. Pop the board

Back foot pushes board down,
bringing board to rise.



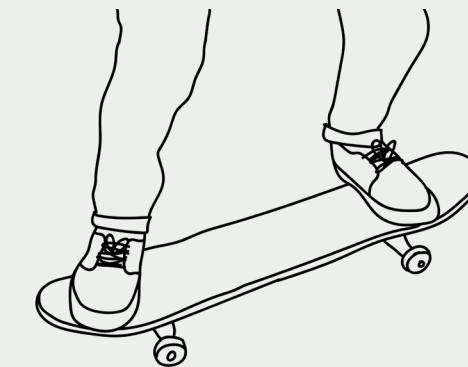
4. Flick Board

Sliding front foot across lower edge of the board,
and flick outwards, spinning the board.



5. Back foot catch

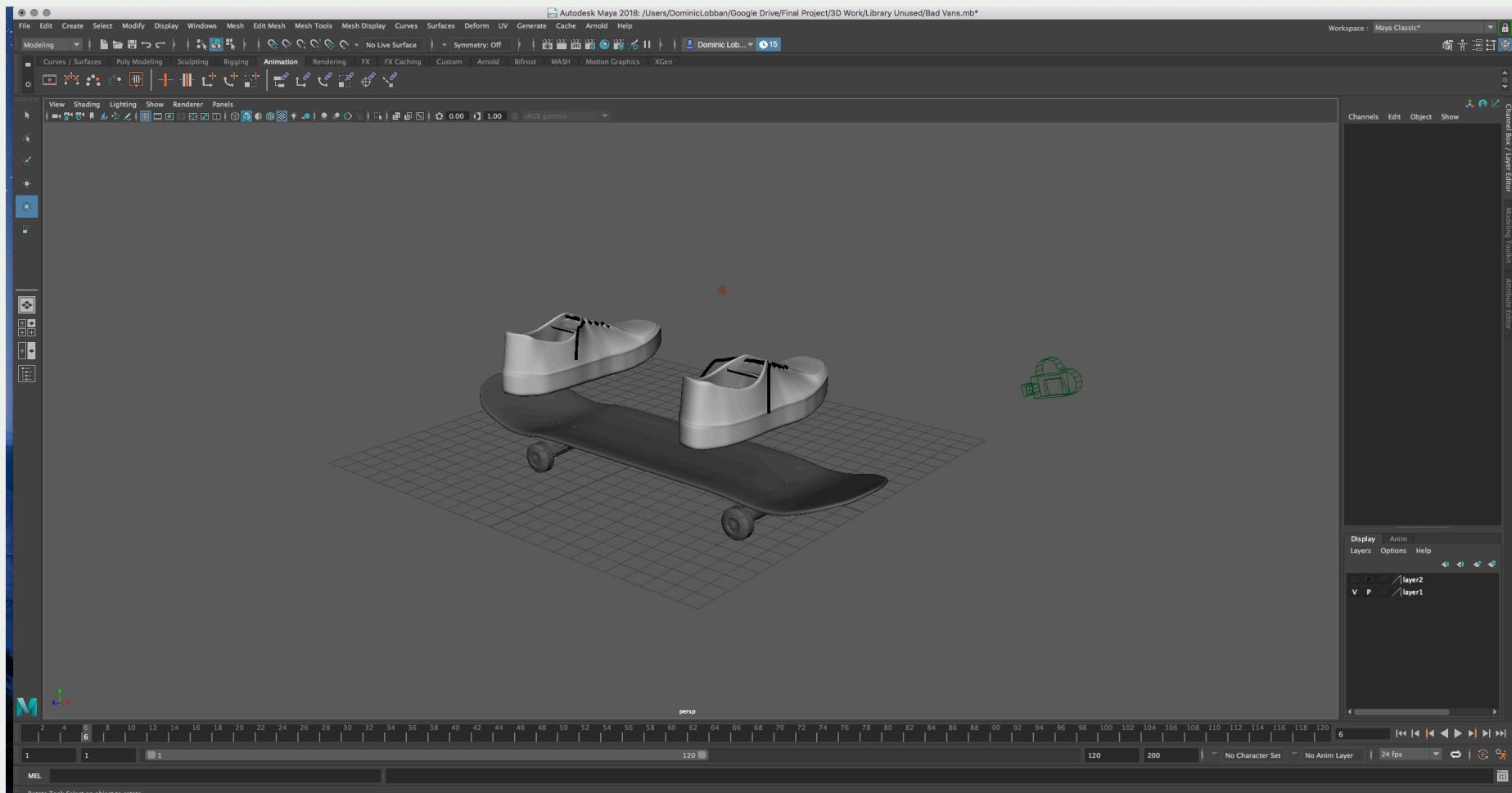
Catching the board spinning with the backboard.



6. Absorb (same as #1)

Catching the board spinning with the backboard.

Maya 3D Animation

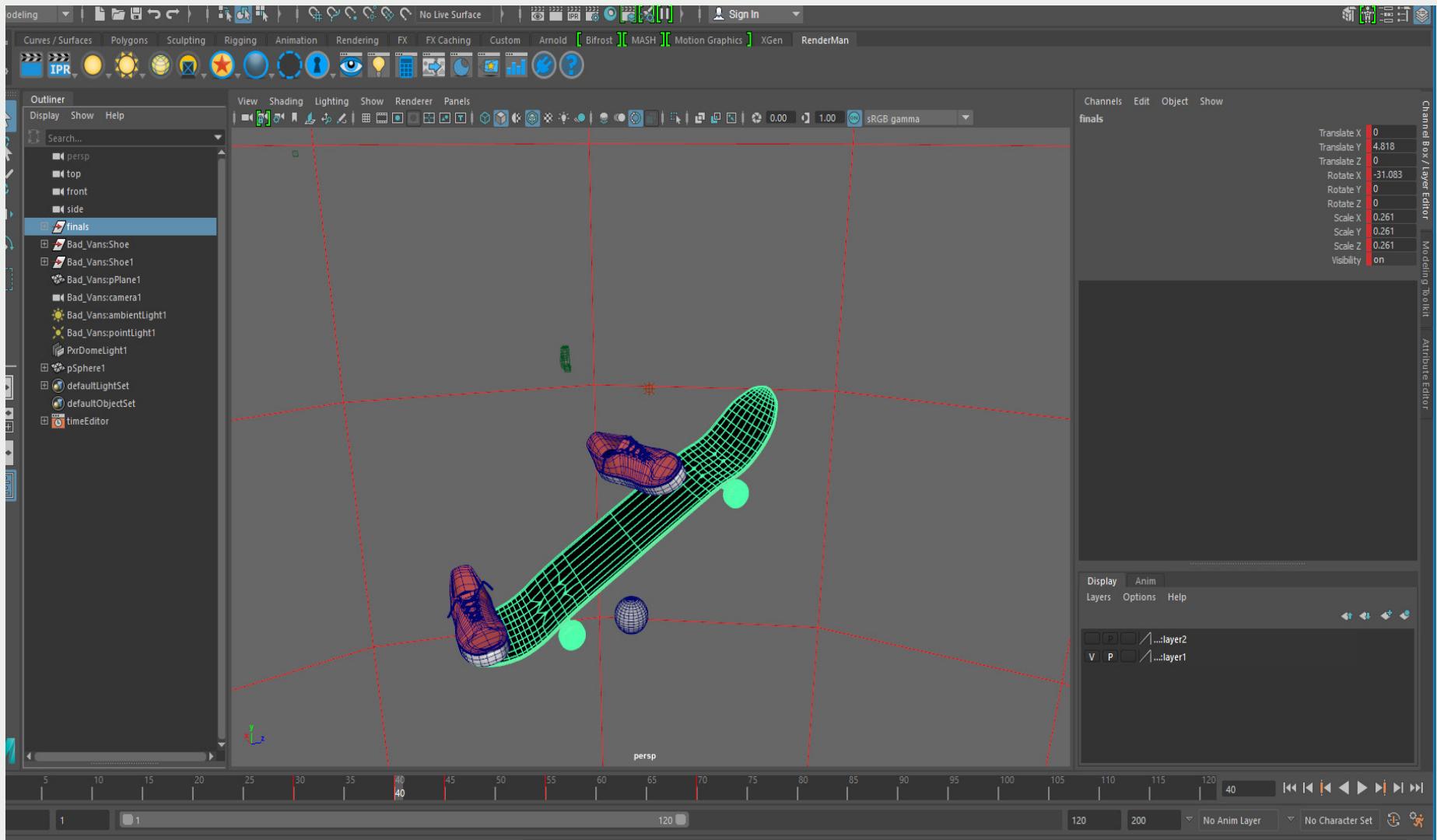


Initial Version

The learning time to become comfortable with Maya was quite long. I struggled when selecting the separate models, as well as finding the 'translate', 'scale' and 'rotate' tools.

Eventually I did find these, and creating a basic animation based on my 6 steps. However, once I had created the keyframes, using the 'S' keyboard shortcut, I couldn't find a way to go back and access them. I spent a long time trying to find out, and decided I would start again, as I wanted to refine the speed of the rotation to be more accurate and realistic.

Maya 3D Animation



Refined Version

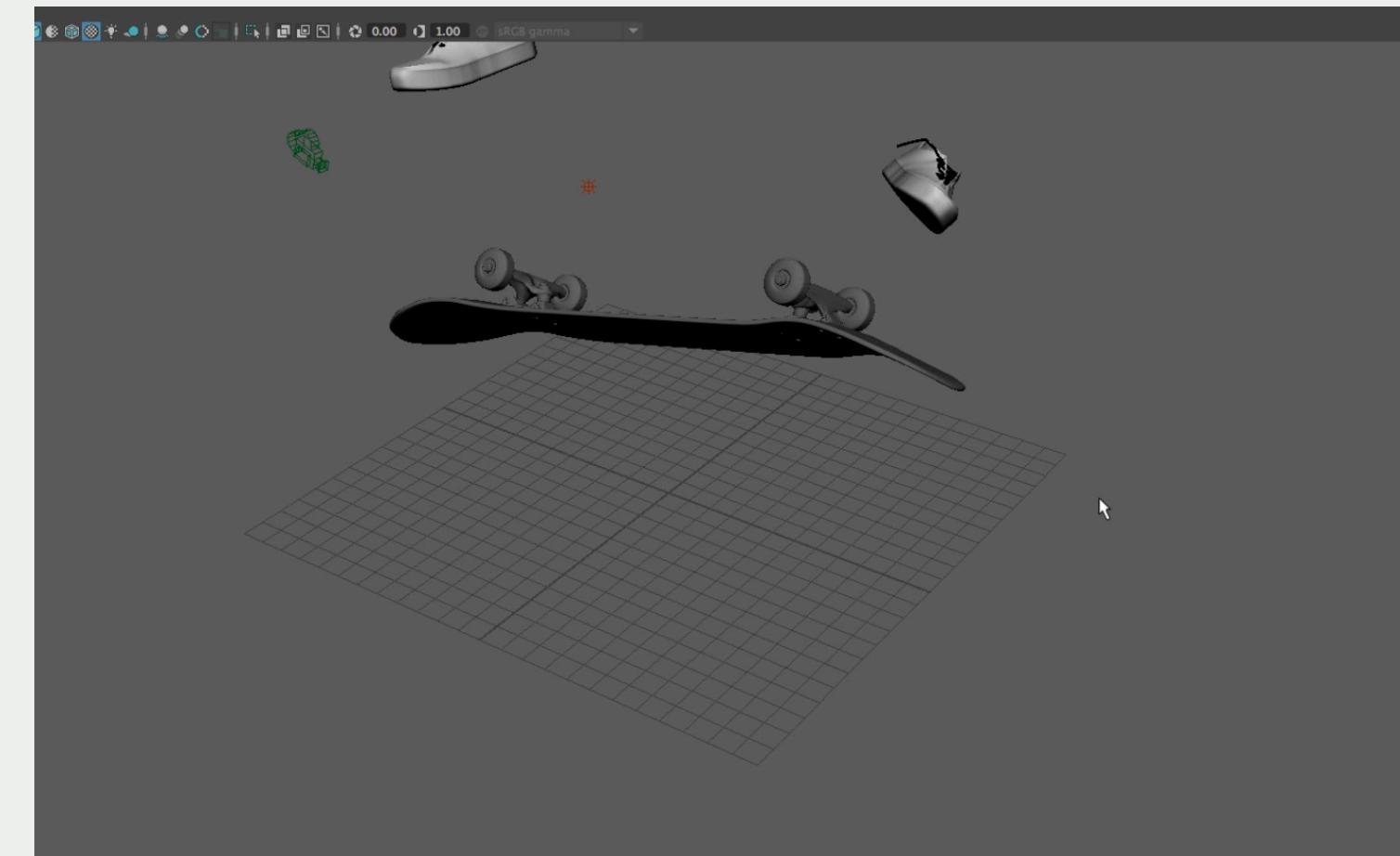
I discovered the Outliner menu when creating my refined version. This allowed me to select all of each of my three models. When I added keyframes now, I was able to access them again. This was perfect, as I could now get a general animation going with keyframes for each part of the trick. After this, I could shift them across the timeline to create a realistic movement of the board.

Texturing was the next step. Following a few tutorials, I applied the standard Disney Pixar texture to the different areas of the models. I went with a blue skateboard deck, with red shoes. This was in order to match the visual style of my application.

Render Issue



The above image shows a screenshot of the rendered model, including the textures I applied. I tried to drag the .ma workspace into Unity, as I believed this would work. Unfortunately, it didn't want to load any of the scene into Unity. Because of this, I researched which file format I needed, and .fbx was appearing in most online forums. I then exported the Maya animation into a .fbx file.



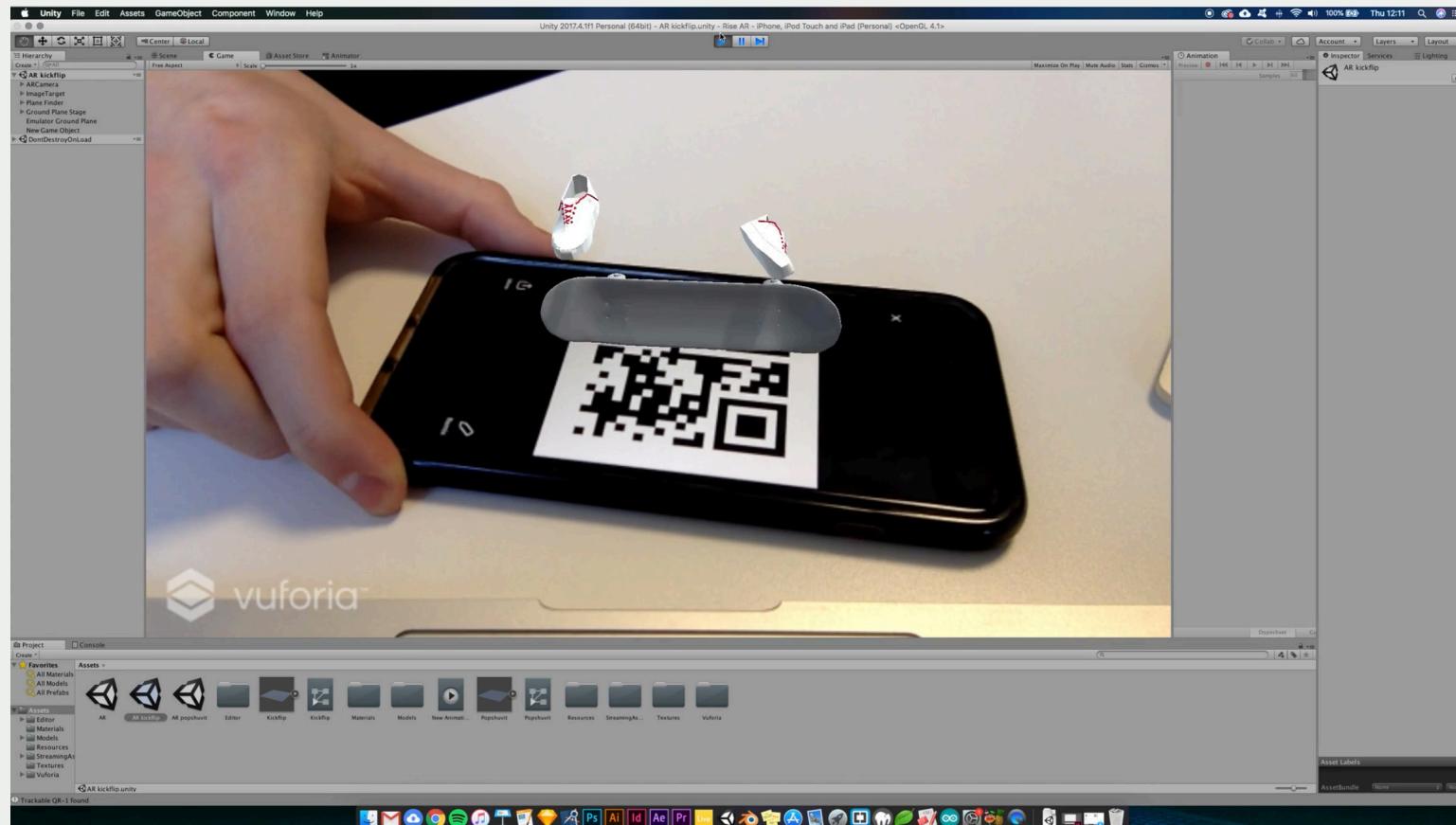
Unity imported the .fbx binary file into the scene, however all of my textures had gone. This was an issue, but the local technician suggested I continue working on the AR experience, and worry about re-applying textures at a later stage of development.



Unity & Vuforia

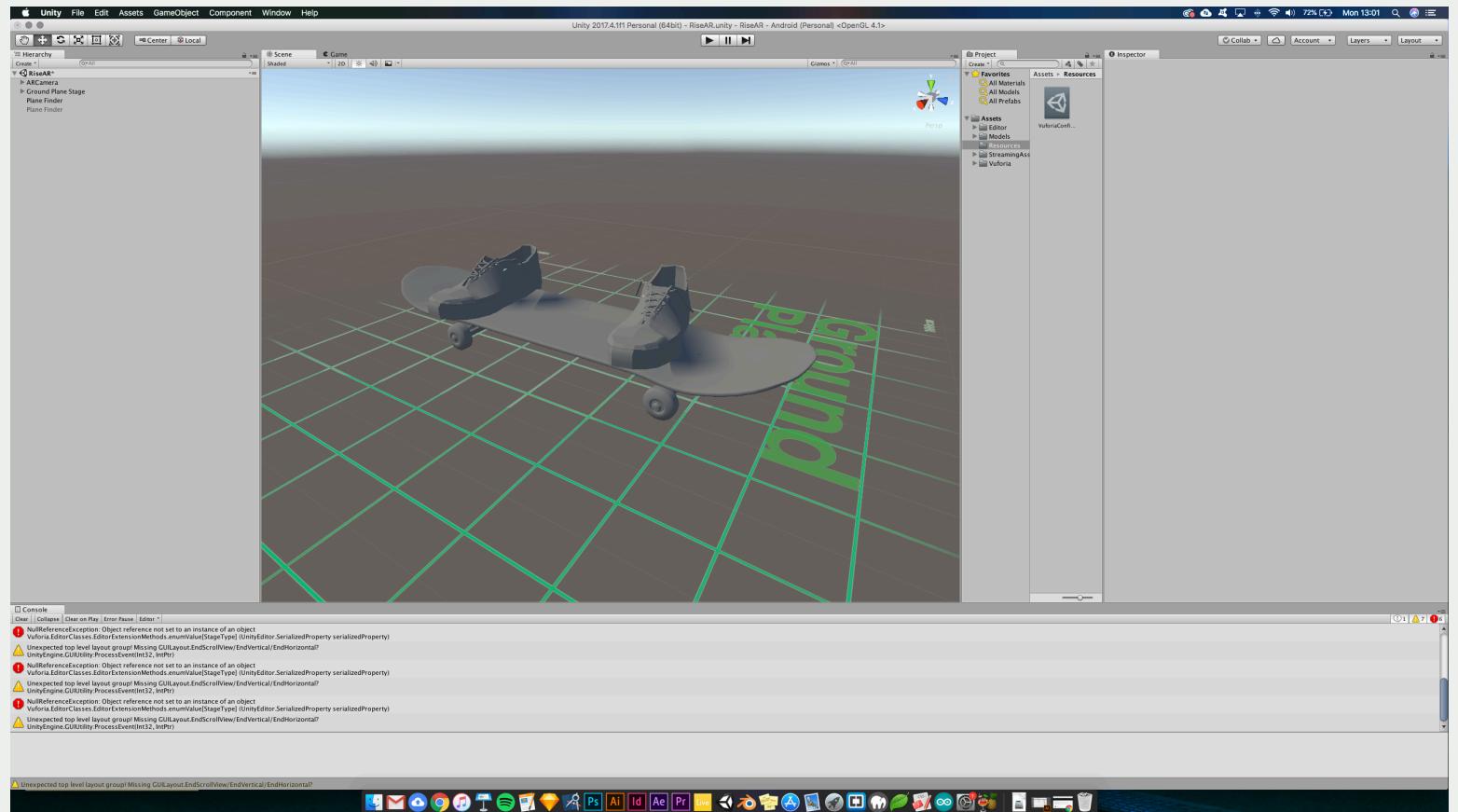
Triggering the animation

Image Target



The first way to trigger the animation was through an Image Target. After uploading an 8 bit Greyscale or 24 -bit RGB image to a database, I was able to link the scene appearing to the camera recognising this image. The issue here is the lack of immersion. However, the animation ran smoothly and without jumping around.

Ground Plane



The alternative I found is a new plugin called Ground Plane. After adding a ground plane, I positioned the animation to fit this area. The only issue was that I couldn't preview this on a computer as it didn't have compatibility. I had to build a mobile app to test this version.

Building the Mobile Demo

Following the developer tutorial: <https://unity3d.com/learn/tutorials/topics/mobile-touch/building-your-unity-game-ios-device-testing>

Issue with Vuforia, Xcode 9.3 and iOS 11

Known issue when developing with Vuforia 7, Xcode 9.3 and iOS 11.3 beta (ARKit 1.5)

Vuforia-Strasza Hello all,


Official Vuforia Employee

Vuforia Joined: Jun 13, 2017 Posts: 397

There is a known issue when using:

- Vuforia 7
- Xcode 9.3
- Devices running iOS 11.3 beta & support ARKit (version 1.5, bundled with iOS 11.3 beta)

When developing with these versions, you may observe a camera preview that renders a black screen.

This is being addressed in an upcoming release of Vuforia. In the meantime, it is recommended to use Xcode 9.2 (or earlier) to ensure development continuity.

We will provide an update once the issue has been resolved.

Thanks for your continued interest in Vuforia,

Vuforia Support

Vuforia-Strasza, Feb 6, 2018 #1

fabiogarcia and Snkhell like this.



I faced a really annoying and unfixable issue after exporting to iOS. I ran Xcode to build the app and place it on my iPhone 7 Plus. However, everything worked, apart from the rendering of the camera's view. I stumbled across this verified help forum where a Vuforia employee addressed the issue. Apparently it was being addressed but I didn't have the time to wait for a patch.

This prototype would demonstrate the experience fine within Reveal Show, however for realistic mockups I want as close to the final experience as possible.

Building the Mobile Demo

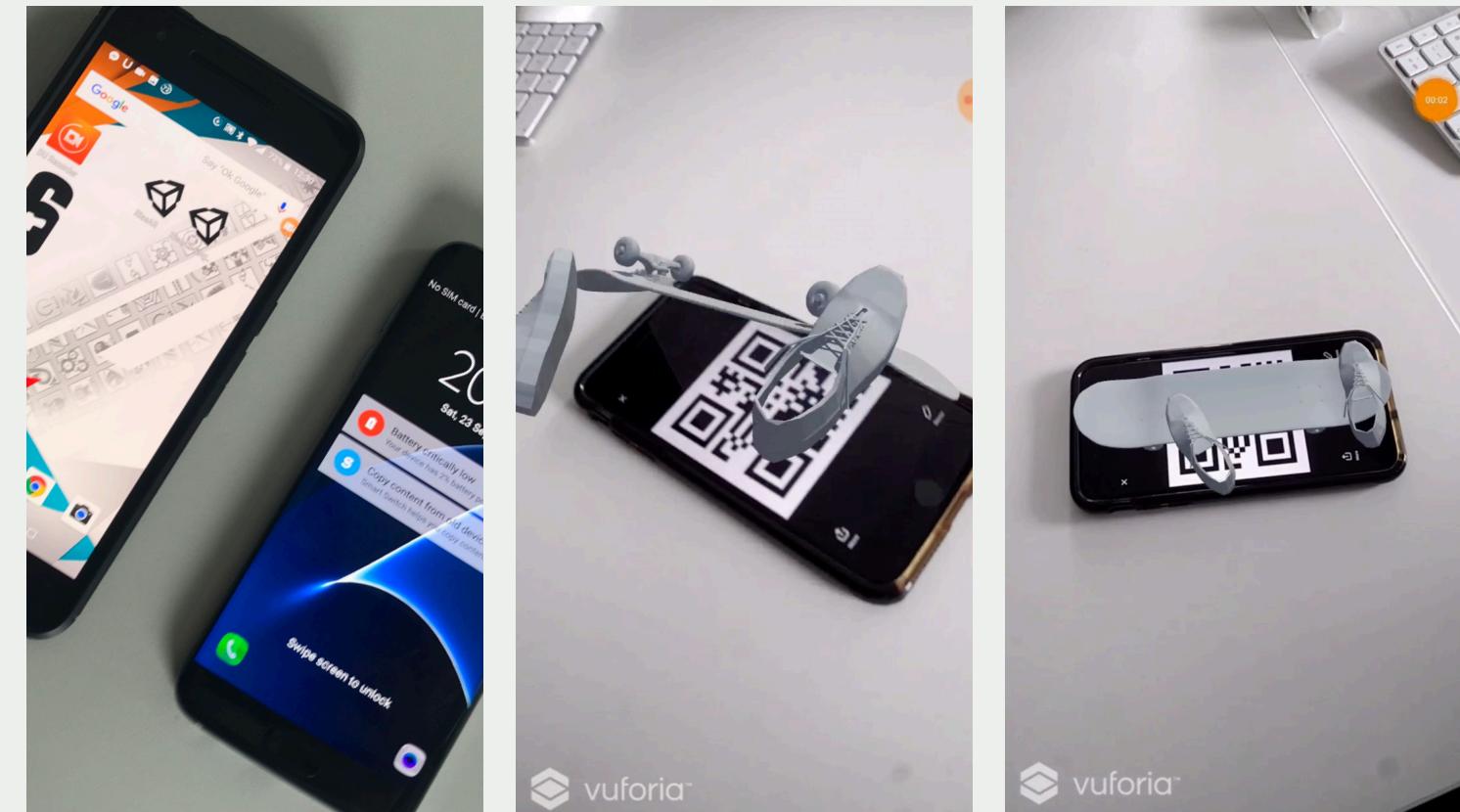
Android Ground Glitch - Positioning



I switched to Android, and after changing the Player settings and installing the corresponding SPK files and Java files, I found a huge, horrible glitch would happen with the Ground Plane. This was because the system simply couldn't keep up with ever-updating ground surface. The result was a jumping skateboard, making the demonstration completely unclear. It would stay in its fixed loading position, and would instead fly off of the screen into the distance.

This was really annoying, considering I wouldn't have had to do these additional steps if Vuforia had patched their software to ensure iOS compatibility. The results of this were that for demonstration purposes, I would have to revert to the Image Target trigger. However, I was determined to create a subtle and stylish target to fit with my brand, and the surrounding environment.

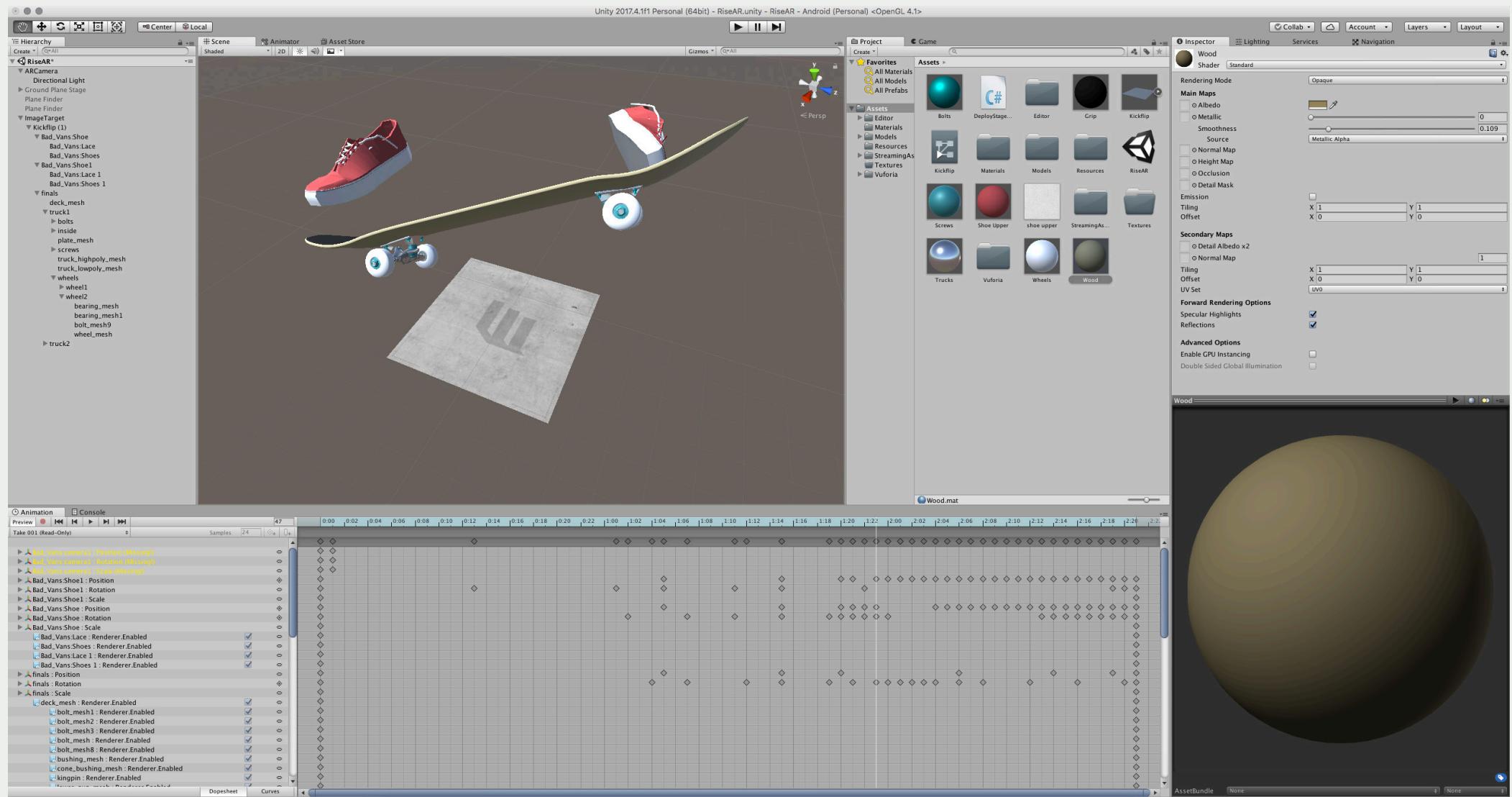
Switching to a Nexus 6P



We actually tested the Build on a newer operating system on a Nexus 6P, and EVERYTHING worked! The animation was still and smooth, and the user could truly experience a 360 looped view of the trick. This means I could still use recordings of this when presenting my prototype.

Styling in Unity

Because I had to use an .fbx file format, I lost the amazing texturing I had worked on in Maya. This was frustrating, but simply tough. After getting a smooth experience solved, I decided to look towards adding basic details and style within the Unity Game Engine.



Texture & Colour

I lost the texture exports, however the areas specified for Unity remained. This made it really simple to replace the textures. Create > Material was the process, followed by adjusting the hue, smoothness and metallic.

I found this much easier than Maya, and therefore became more confident with different materials and shaders. This inspired me to create a classic skateboard setup. Black griptape, wooden deck and chrome trucks.

From this point, I realised the colours can be part of the experience. This can be the standard colour for the AR demonstrations. As a player ranks up the level system of my application, they can unlock new colours, models and textures for their skateboard.

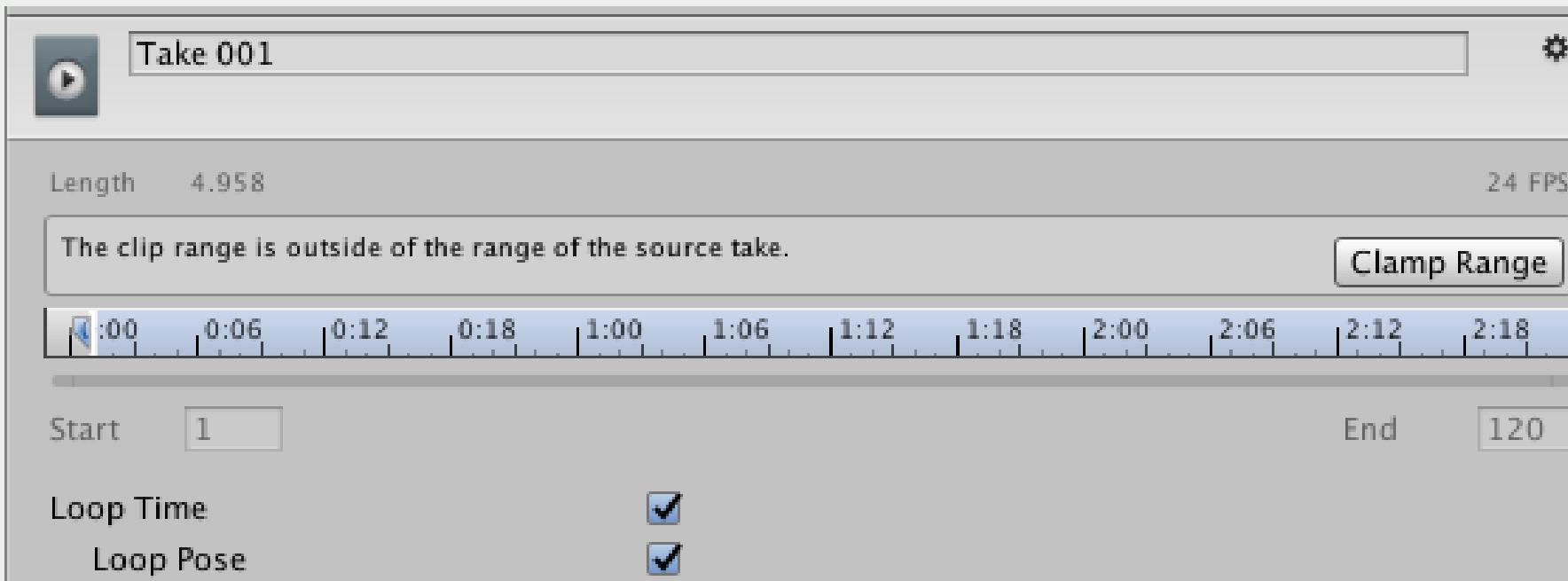
Styling in Unity

Animation

Earlier in the development process, the plan was to contain a button within the AR screen to actually trigger the animation.

However, this was criticised as being tedious and unnecessary as part of the process. Instead, I created a constant looping animation, that would reveal itself when the image target was recognised by the camera.

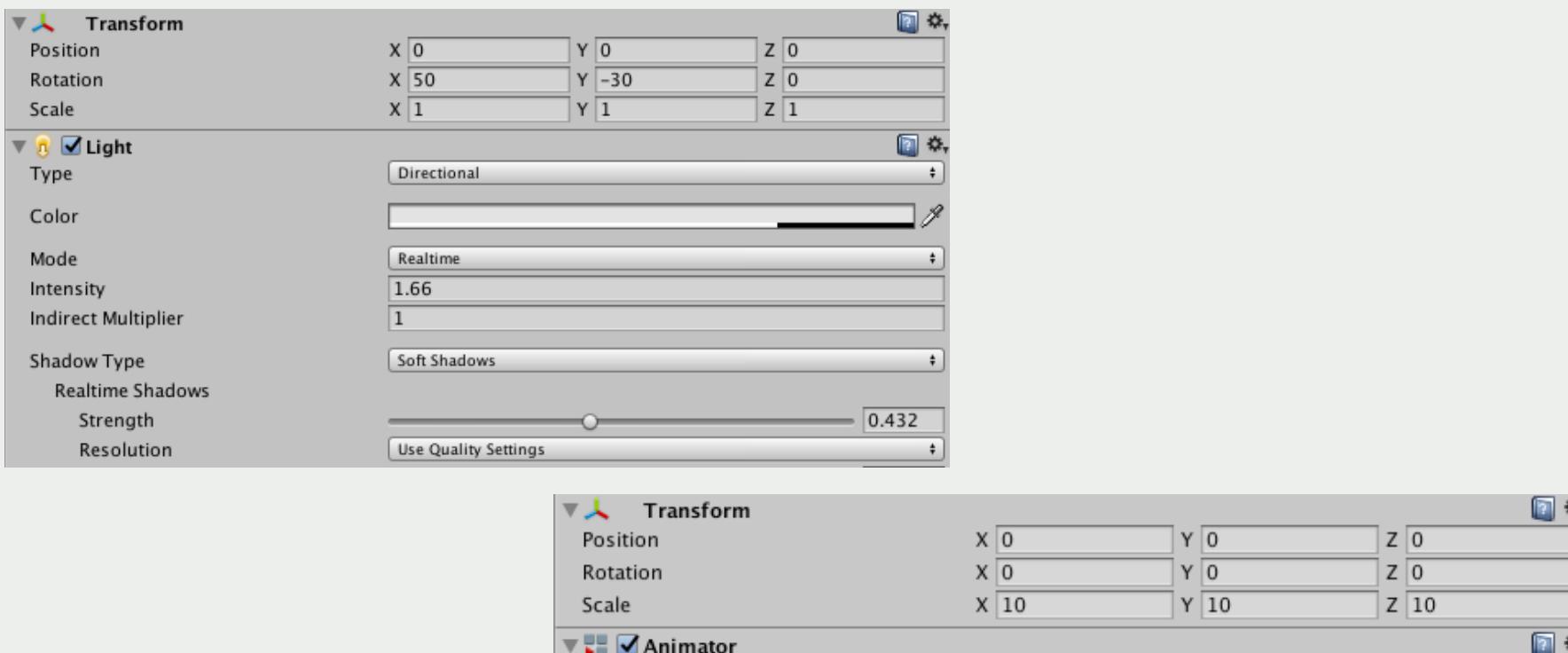
This way, the user doesn't actually need to do anything else other than scan the target. They can then freely watch the trick over and over again, until they feel comfortable with the process.



Lighting & Scaling

Lighting was altered within Unity, to help the colours pop nicely from the real world. By placing a directional light source, just in front of the AR camera in the scene, I was able to create subtle shadowing depending on the user's location. I boosted the intensity of the shadow to 1.66 for added contrast, as well as ensuring it was soft and smooth rather than pixelated and harsh, for a more real digital render.

I also scaled the animation to a 10x in comparison to the image target, which was just smaller than A4. The intended effect is actually from chest height, that this should render at a realistic skateboard size.



Achieving the intended effect

PLAN A

Live Demo:

I intend to have a subtle image target featuring my brand logo on a stand. The user can walk around the stand, viewing the skateboard through their phone screen on the Nexus 6P.

Screen Recordings from Android:

I will take screens recordings of this experience, applying one to the end of my prototype, to finish off the learning a trick experience. I will also use the recordings within my video demonstration.

PLAN B

Live Demo:

If I do not have access to the Nexus 6P, as it is not my property, then I intend to have the iPhone version to use, yet this will unfortunately have no real world aspect to the camera.

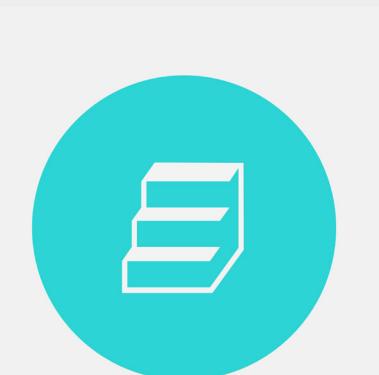
Image Target Design



Originally, I wanted a cement like area with a subtle logo watermark, however it turns out this was simply too monochrome and not unique enough for Vuforia to pick up.



I toyed with a griptape concept that perhaps could be printed onto a card for the user to take with them. However, the darkness of the griptape would require a bright image to contrast.



Then the idea of a scannable sticker came about. Upon signup, the user could receive their sticker in the post or through email to print out and scan. Again, I found this design to be slightly boring, and didn't convey the message 'scan me'.



The final look sticker looks like this. It is a playful barcode/logo hybrid, that is unique enough to trigger the animation with testing in Unity.

Sticker Campaign



As a part of skate culture, I thought it was a useful advertising campaign to include this real life interaction to a skater's lifestyle. The stickers can be applied to favourite spots, skateboard decks, phone cases or laptops to always have close by. Meaning you can have access to the AR skate companion wherever you are.



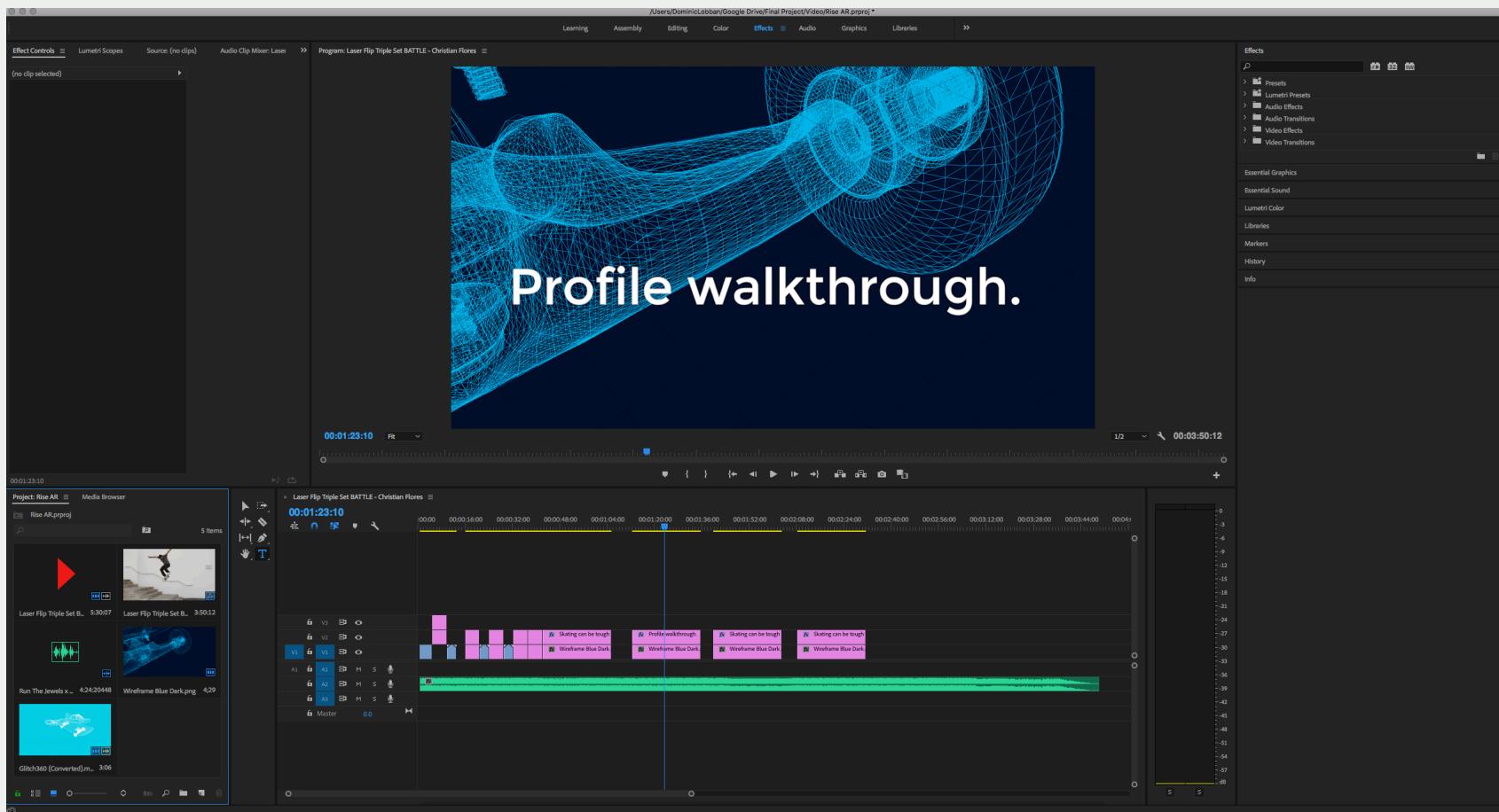
7.0

Presenting the Solution



Video Demo

Video Animatic & Soundtrack



Including Found Footage

Instead of creating a storyboard, I opted for a quicker method. In Premiere Pro, I created a rough animatic of my video. Here, I collected the online found footage I would go on to use, and create placeholders for my own recordings.

This worked better for me instead of a storyboard, as I can begin to plan out shot types and animations depending on time frames that I have.

I edited the animatic to the chosen soundtrack song. I opted for a old hip-hop style drum beat with a synth heavy melody, creating a grungy and street-worthy feeling, that old schoolers can appreciate with the new audience.

Shot List

Shots for Rise

All shots needed for Rise Promo

HOME CONTENT

- A skater rides up to his two friends sat chilling. Says hello.
- OTS shot of him scrolling on his phone through the home page
- 2/3 of them gather around and laugh at the content.

TRICKS & AR

- In uni bored, so decides to get phone out
- OTS shot finding kickflip trick and playing AR demo
- Footage of him using AR

CHALLENGES

- Sat on stairs outside flat on phone
- OTS finding Shuvit challenge
- Footage of him scrolling from bottom of stairs, (to have challenges pop up)
- Sets up to record himself.

LEVEL UP - AE Mockup

PROFILE

- Upset and injured on bench
- Scrolling through profile
- Scrolling through rider journey
- Smiling at phone

Based on the Animatic...

I was able to plan each shot I needed for my shoot. The aim was to tell the story of two friends who enjoy using the Rise App together. I would be one user, and my friend would act the part of another. Planning each shot out hopefully means I can be productive on the day of shooting.

Voiceover

SCRIPT

Skateboarders always talk about that one feeling.

Oooooo.

Not this kind of feeling.

Nope.

THIS kind of feeling.

Yaaaaahh.

Now, there's an app designed to give you that sense of achievement every time you ride.

It's called Rise.

A user-driven challenge platform to provide new incentives to the skate community.

(all through a mobile app).

No matter where you are, find the best skate content all in one place, with the diverse home feed.

Discover new tricks and track your progress in the trick database.

There are clear instructions and advice to help you learn,
not to mention...

an augmented reality digital coach, providing versatile, 360 demonstrations.

Our scannable stickers are available to purchase or download,
so you can have access to your personalised skate mate on the go,
and learn tricks in no time.

Motivate yourself and friends with user-generated challenges.

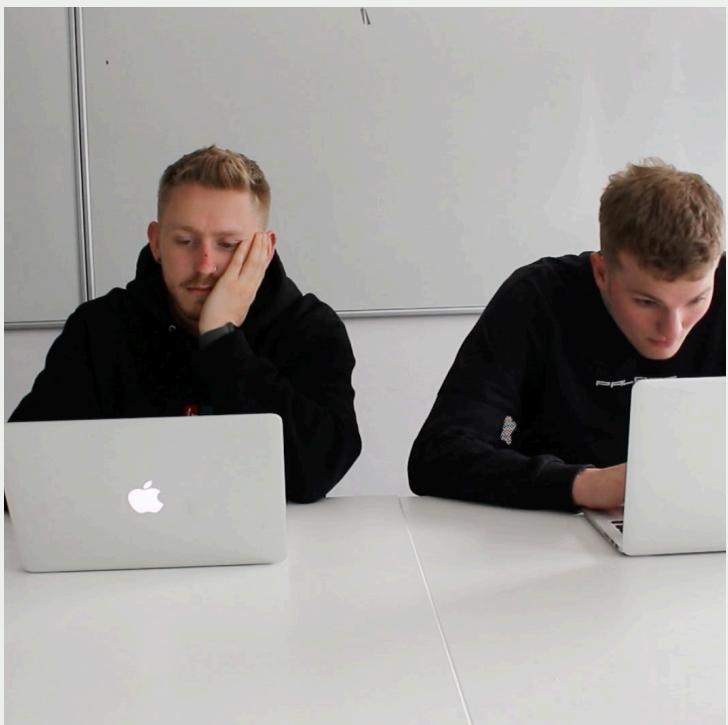
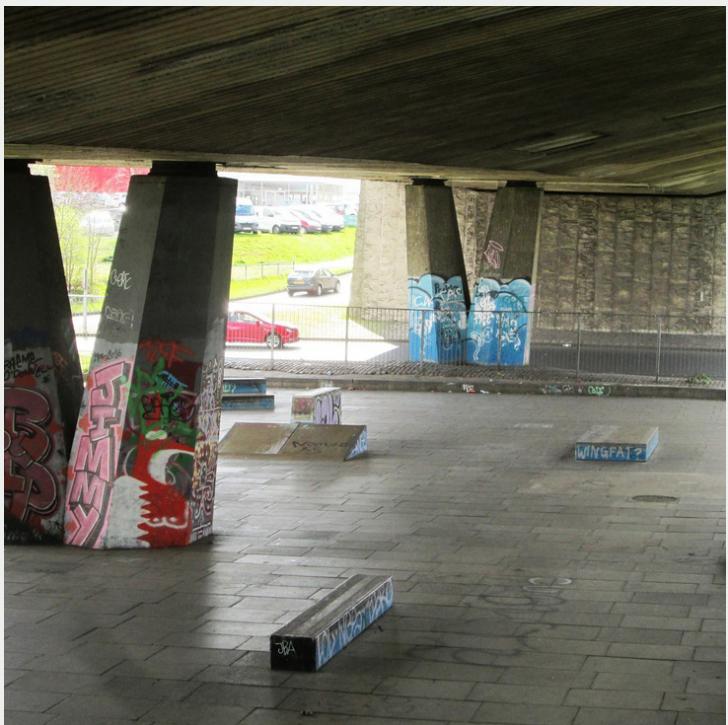
You can track current challenges that are in progress,
as well as finding new challenges from other users, skate pros and your favourite skate brands
Accept a challenge,
and submit your attempts for verification.

To influence my recording...

I created this script for my voiceover. By doing this, I could go out to shoot in my specified locations, knowing exactly which shot would go along with each part of the voiceover.

This ensured that when filming, I could picture the footage going with the words. I knew therefore whether we had gotten the footage I needed.

Locations & Equipment



I had a location for each section of my video. This was hopefully to show my app in the real world context, making it more real for skateboarders globally. The Home content would be revealed in the skate-park. The Challenges in a street spot location. The exciting Trick features in a contrasting, boring office environment and the profile page in a gloomy but urban street.

I considered these places as I knew glare may be a problem. My dark UI would require a lot of tweaking of camera angles to ensure there was minimum glare on my footage.

I had a Canon 100D and small tripod ready to shoot.

<https://rebanas.com/gambar/images/10-kamera-dslr-entry-level-terbaik-2016-pricebook-58369436150ba069097b23c6-1480322963>
<https://www.amazon.com.au/Beastgrip-Universal-Adapter-System-Smartphones/dp/B019TCX0GU>
<http://www.skyscrapercity.com/showthread.php?p=138686868>
<http://livingspaces.co.uk/property/4098048/>

Model Release Form

PHOTOGRAPHER: DOMINIC LOBBAN

MODEL: ADAM DAWSON

MODEL'S EMAIL ADDRESS: ADAM.DAWSON.DESIGN@HOTMAIL.COM

MODEL'S MAILING ADDRESS: 6 PIMLICO ROAD, HETTON LE HOLE, TYNE AND WEAR,
DH5 0EX

IN CONSIDERATION OF HAVING RECEIVED (i.e. Photos/Compensation/etc) LUNCH

IN RETURN FOR POSING FOR PHOTOGRAPHS/VIDEOS TAKEN ON (date): 26TH APRIL

AT (location): NEWCASTLE

I hereby assign full copyright of these photographs to the above-mentioned photographer (and the related representatives and assigns) together with the right of reproduction either wholly or in part.

I grant to the Photographer or licensees or assignees the permission to can the above-mentioned photographs either separately or together, either wholly or in part, the perpetual and irrevocable and unrestricted right to use and publish video and/or photographs of me, or where I may be included for editorial trade, product advertising and such other fashion /business purpose in any manner and medium.

The Photographer and licensees or assignees may have unrestricted use of these for whatever purpose, including advertising, with any retouching or alteration without restriction.

I agree that the above mentioned photographs and any reproductions shall be deemed to represent an imaginary person, and further agree that the Photographer or any person authorized by or acting on his or her behalf may use the above mentioned photographs or any reproductions of them for any advertising purposes or for the purpose of illustrating any wording, and agree that no such wording shall be considered to be attributed to me personally unless my name is used.

Provided my name is not mentioned in connection with any other statement or wording which may be attributed to me personally, I undertake not to Prosecute or to institute proceedings, claims or demands against either the Photographer or his or her agents in respect of any usage of the above mentioned photographs. I hereby release the photographer named above from all claims and liability relating to images, video or photographs taken of me.

I have read this model release form carefully and fully understand its meanings and implications.

signed: A. R. date: 26/4/11

Model Release Form



Video Shoot

Reflection

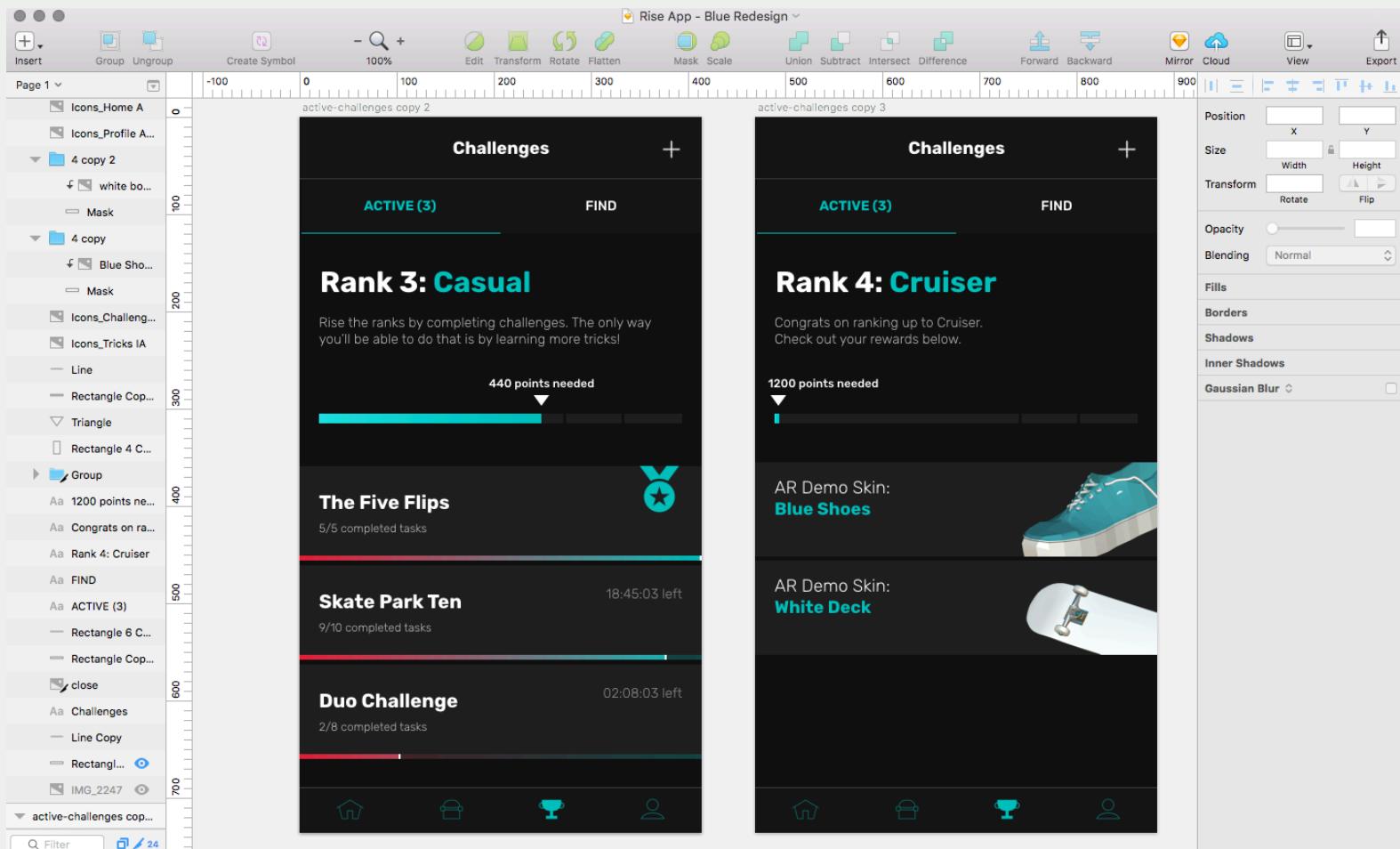
The shoot went great! We started at around 11am, and thanks to the location choices, the weather didn't concern us. We set up in various positions resulting in different shot type to consider in post production.

Working for the full day ensured we weren't rushed for time and we could have fun when creating the story.

The use of the app prototype actually motivated the conversation between the Adam, the model and I. We were talking about the progress and potential rewards when completing tasks and rising up through the ranks.

He asked what else the user could get, instead of just a new title?

Additional Gamification Screens



In response to the conversation with my model, I decided to include some new screens within my video promo. The rewards pop up can show new rewards to give users a goal to strive towards when accepting and completing challenges.

I decided to add a sense of customisation to the AR trick demo companion, unlocking new skins for the shoes and skateboard parts the further on your progress.

It was too late to include these designs in the prototype, but this was easily solved through an After Effects demo, which I planned to include in the video promo.



Video Feedback

Solid Content, but is there a need for AR Demos?

We can see why you changed USP and focused on challenges, but it leaves us thinking that there's an unexplored element of the AR trick demos.

Perhaps this could be part of the challenge experience and campaign rather than a tool?

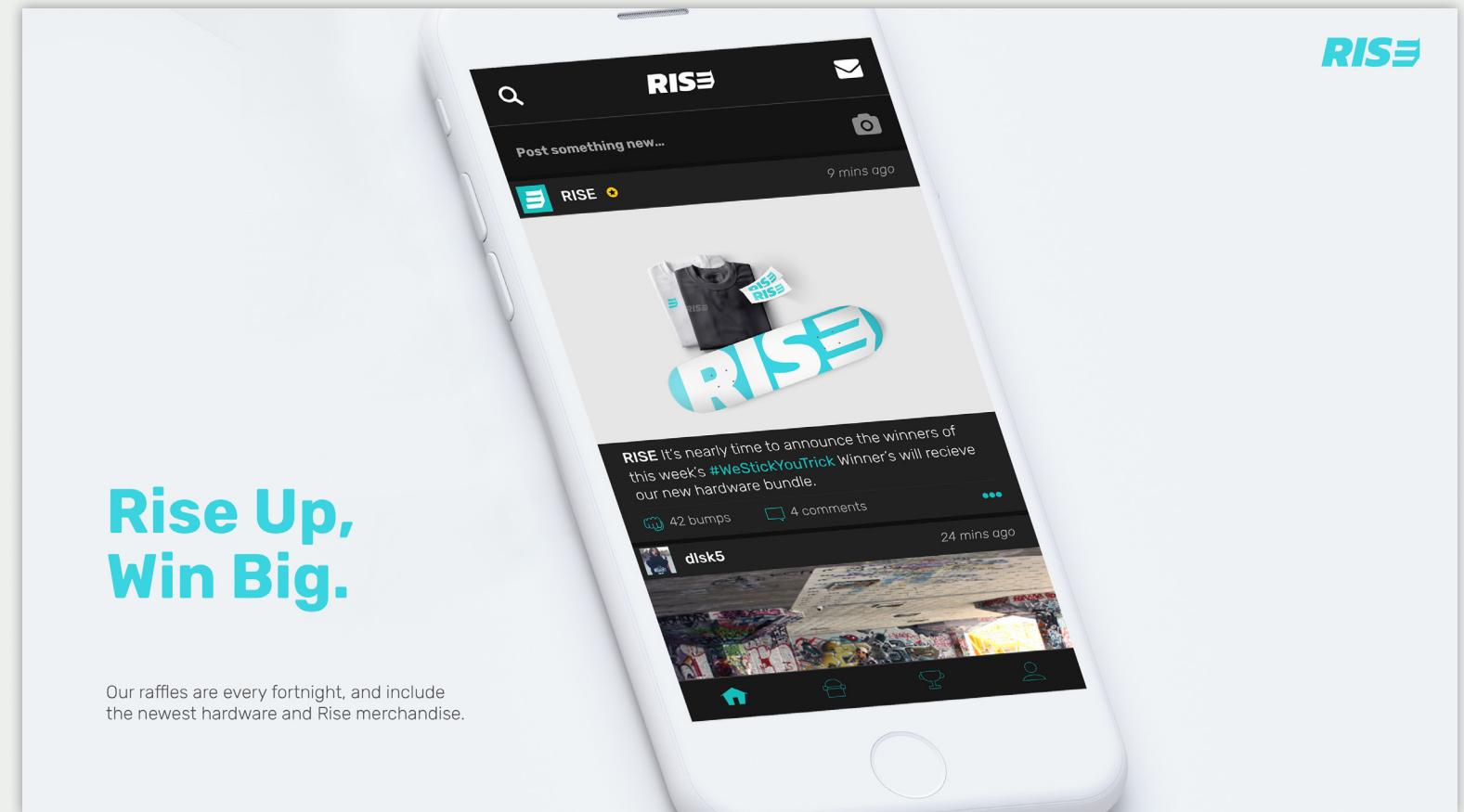
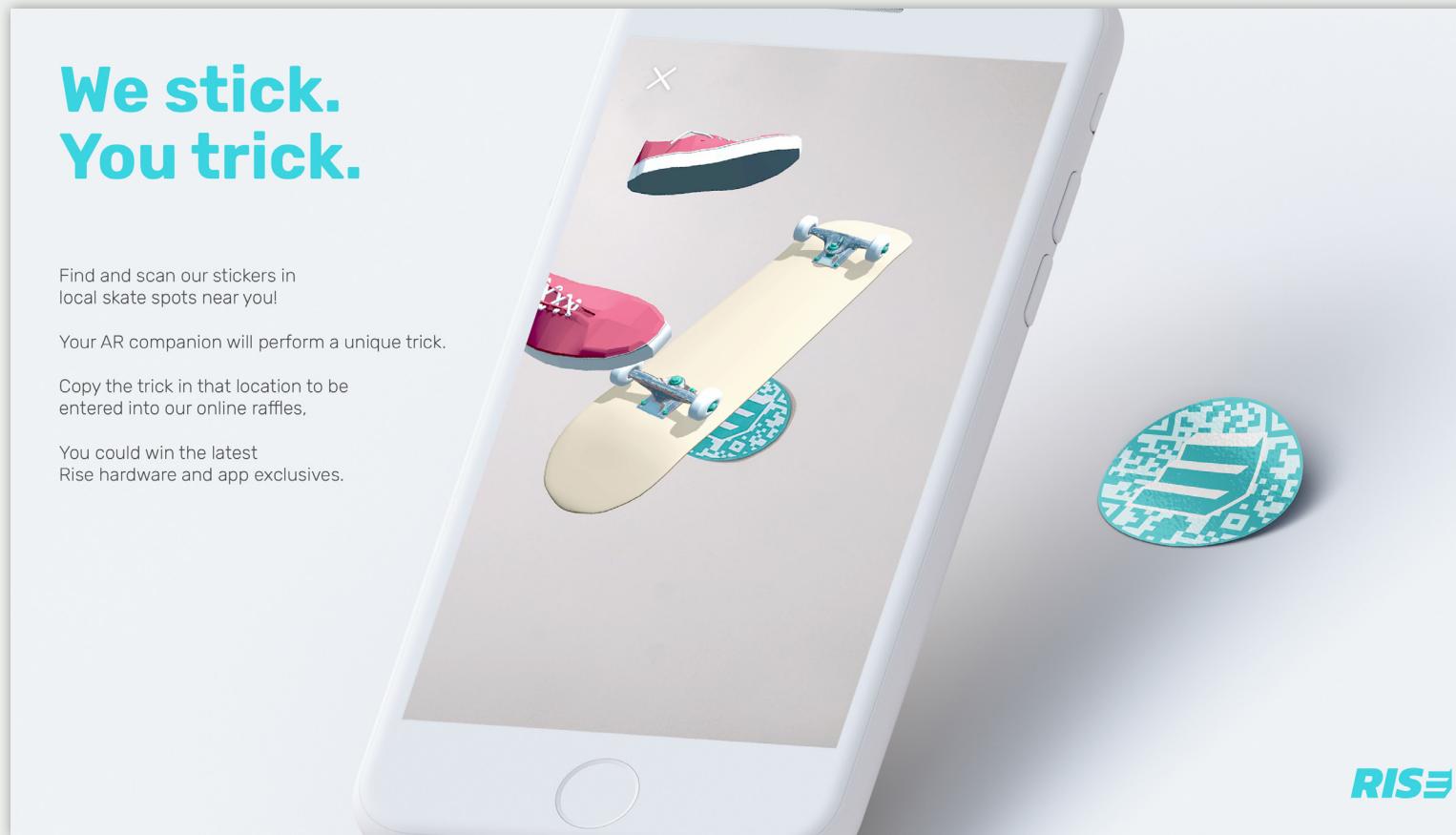
Changing the AR Aspect to a part of the Experience

A new AR Challenge Campaign

Stickers placed around local skate spots. Each sticker has a unique challenge set for that location. Submit your attempt to be entered into the Weekly showreel.

Winners receive special accolades, along with our Rise hardware package.

Campaign Materials



Re-shooting the AR Campaign

New Script Additions

"They've got this cool new augmented reality challenge too.

Find the scannable stickers in your favourite local skate spots.

Each sticker has a unique challenge for you to replicate in that location.

Submit your attempt for the chance to win the online raffle,

with exclusive prizes like new hardware bundle and special app titles."

Shooting



I had originally intended to re-shoot the Trick section of the app too, from the uni setting to an outdoors environment. My model actually let me down and so I had to keep it the way it was.

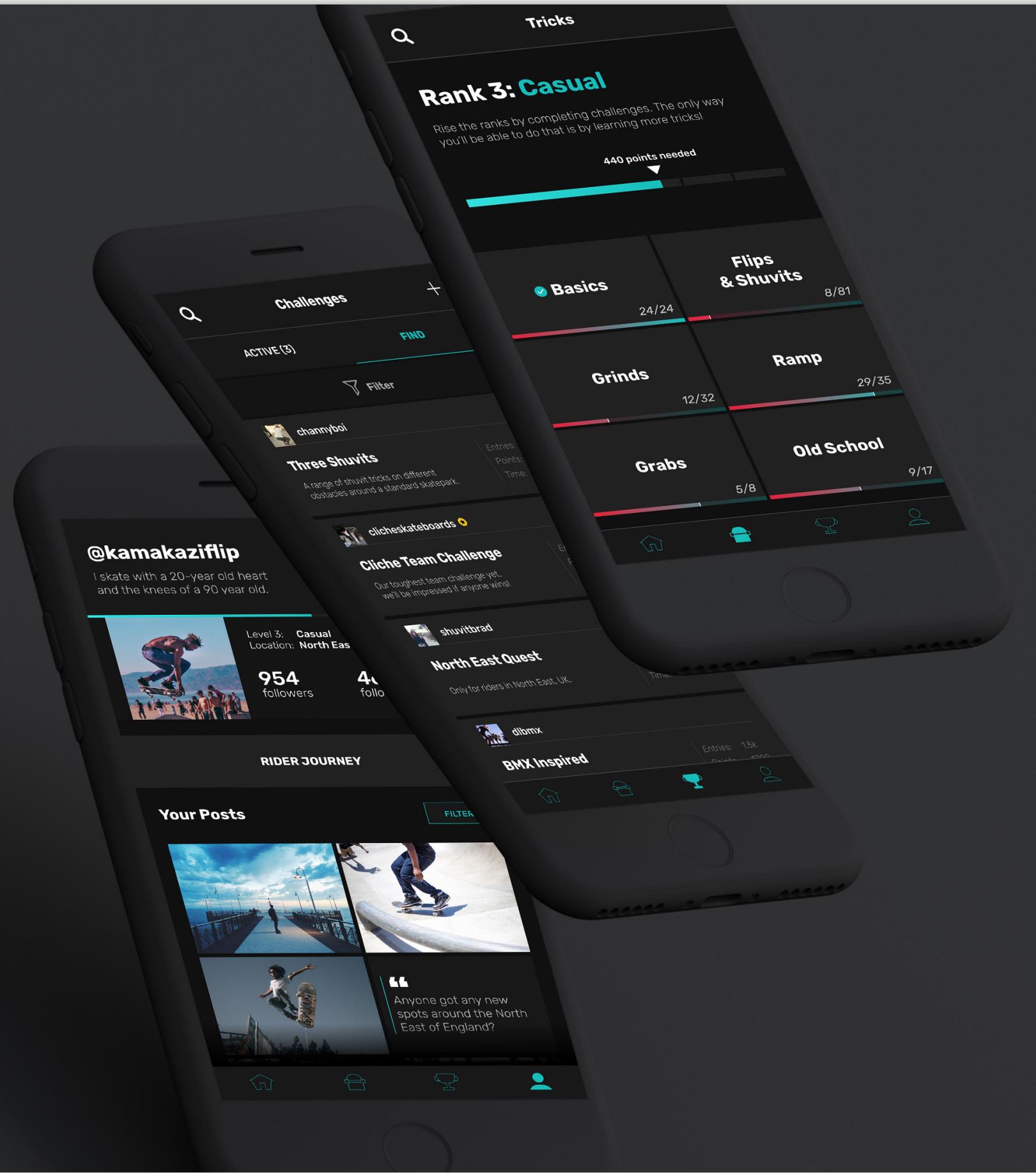
Instead, I focused on the development and storytelling of my new AR challenge campaign.

I made a very clear and simple demonstration around the urban environment at university. I faced issues of glaring screens, and a jumpy AR prototype. I simple had to keep trying until I got a less shaky hand and therefore the application ran smoothly.



Final Outcome

RISE



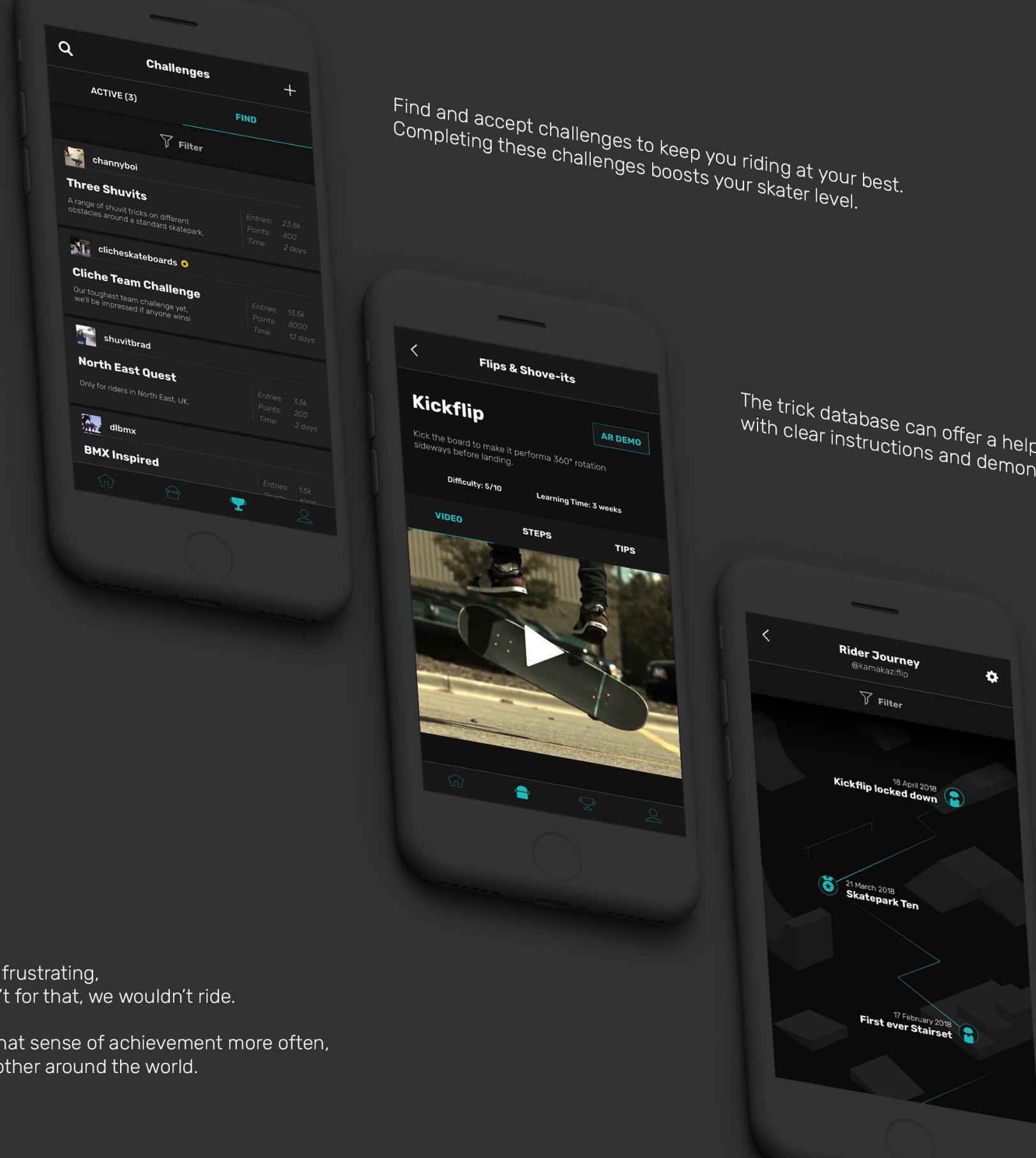
Link up. Level up.

A user-driven challenge platform
to provide new incentives to the
skate community.

RISE

We know skateboarding can be frustrating,
tiring and painful. But if it wasn't for that, we wouldn't ride.

Our mission is to help you get that sense of achievement more often,
by rising up to challenge each other around the world.



Find and accept challenges to keep you riding at your best.
Completing these challenges boosts your skater level.

The trick database can offer a helping hand with those frustrating tricks,
with clear instructions and demonstrations.

If you're after a bit of motivation,
head over to your Rider Journey to relive your best skate moments.

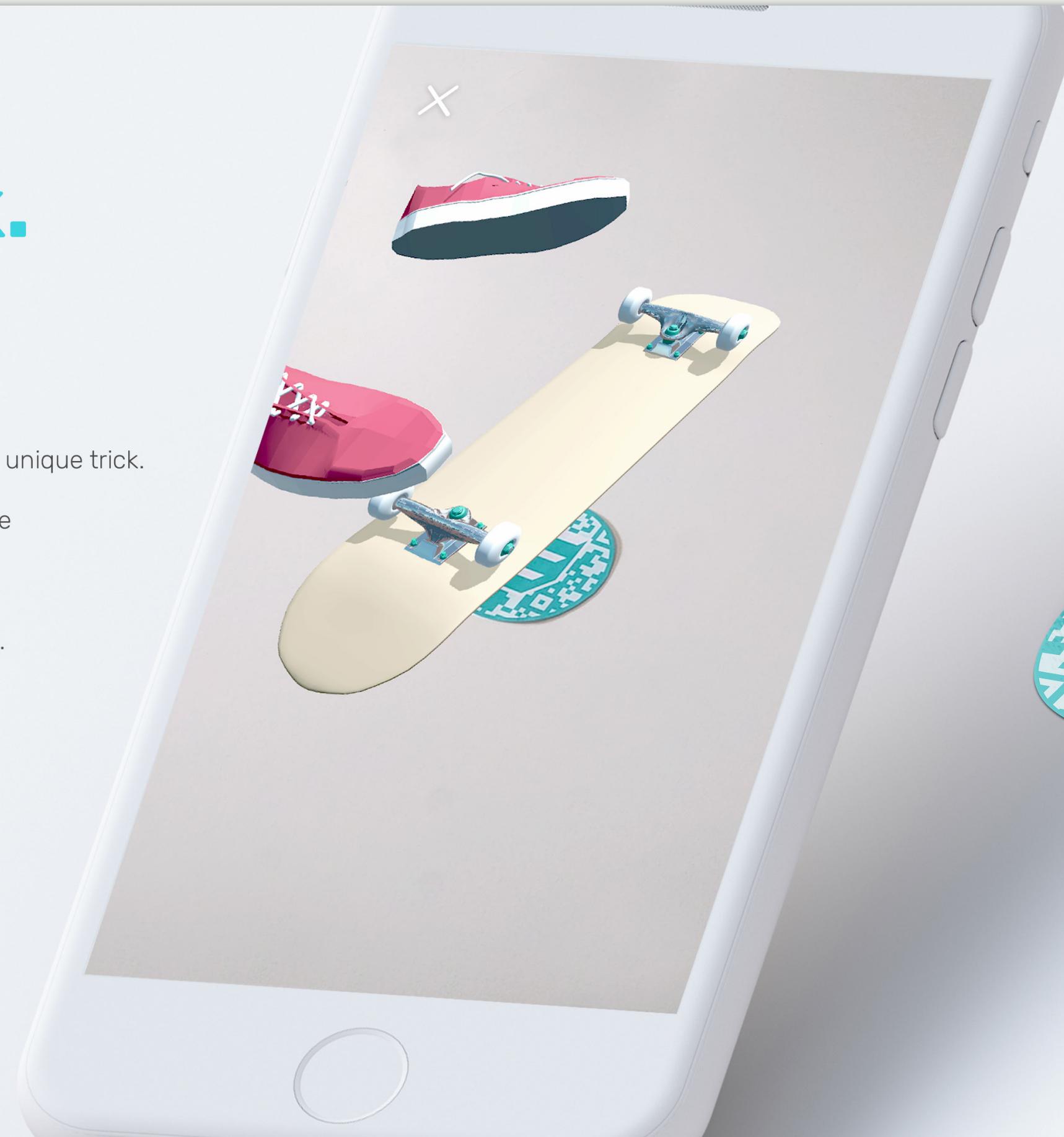
We stick. You trick.

Find and scan our stickers in local skate spots near you!

Your AR companion will perform a unique trick.

Copy the trick in that location to be entered into our online raffles.

You could win the latest Rise hardware and app exclusives.

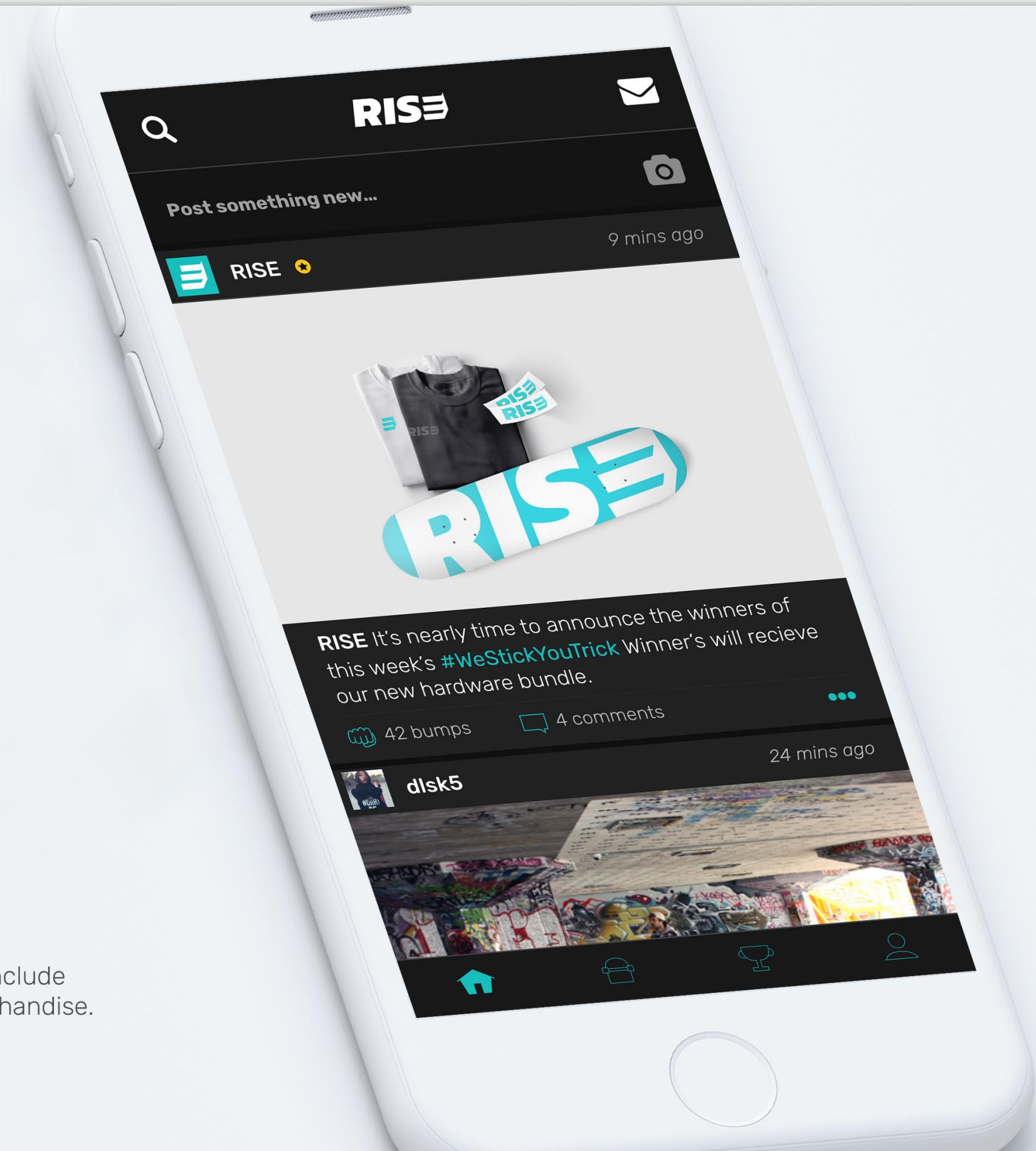


RISE

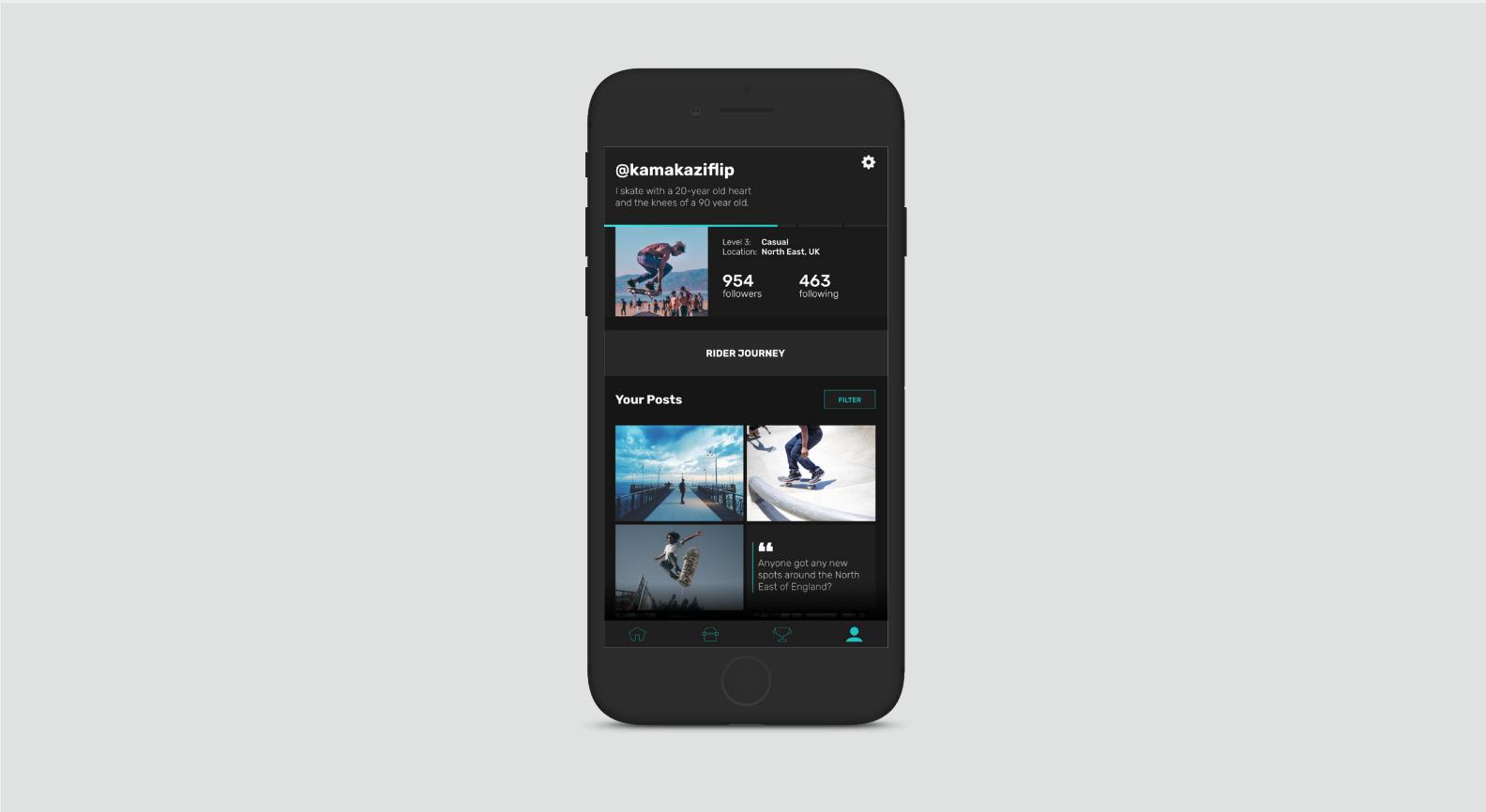
RISE

Rise Up, Win Big.

Our raffles are every fortnight, and include the newest hardware and Rise merchandise.



App Prototype



Available to view on the free Flinto View App, includes working preview of AR tool

Download .flinto file here:

[https://drive.google.com/
open?id=1Slyhlpe1VaZJZu8u2jGj05quW5c65XfE](https://drive.google.com/open?id=1Slyhlpe1VaZJZu8u2jGj05quW5c65XfE)

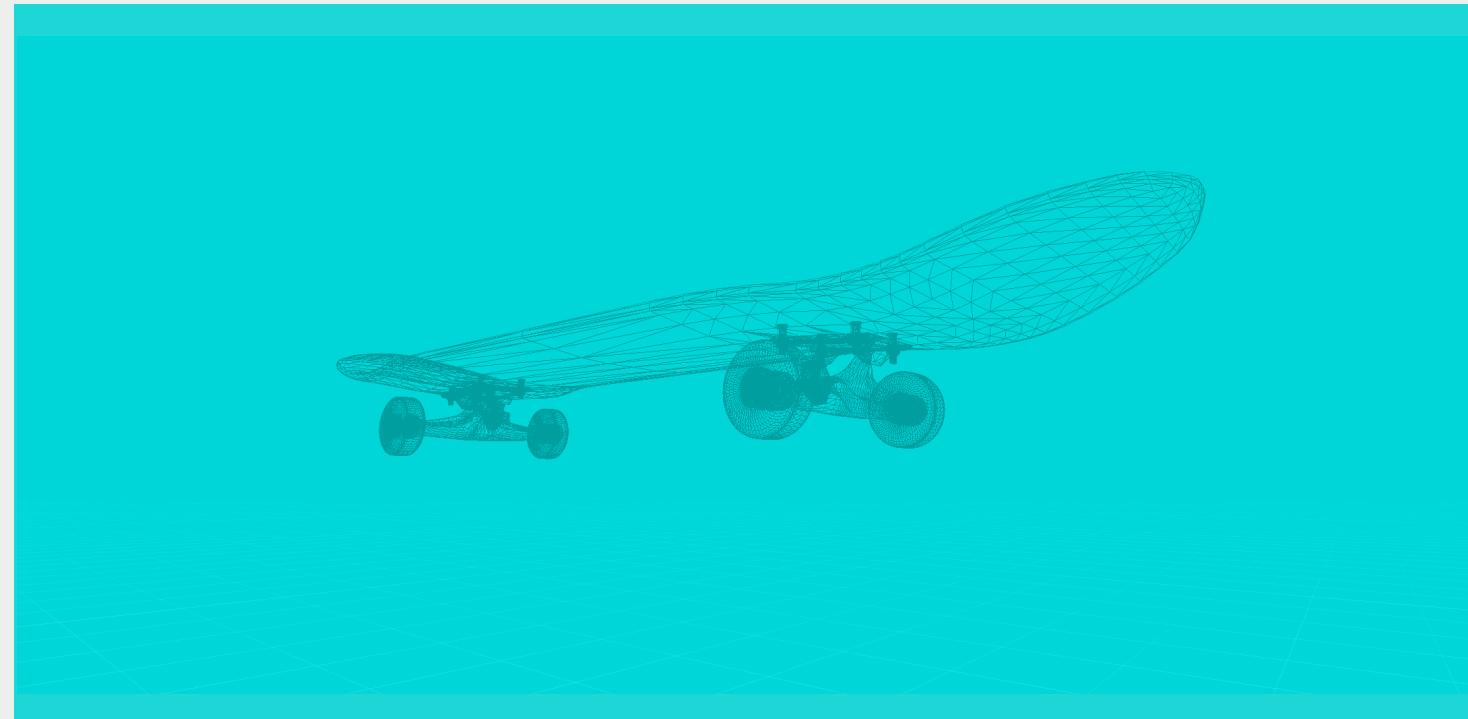
Video Promo



Available soon on dominiclobban.com

8.0

Evaluation



Future Consideration

I really feel proud of how my project has shifted and snowballed into the social challenge platform that it has. I really feel it has potential if I were to revisit this project.

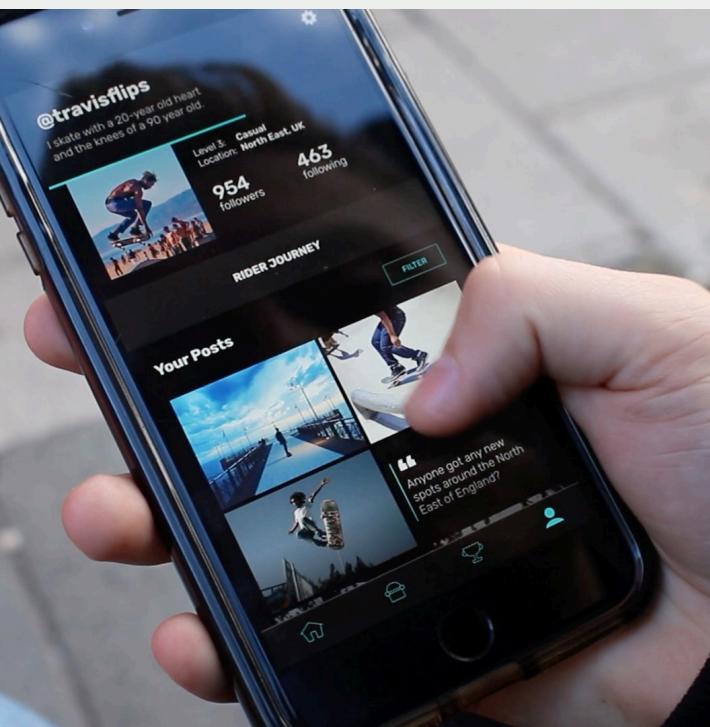
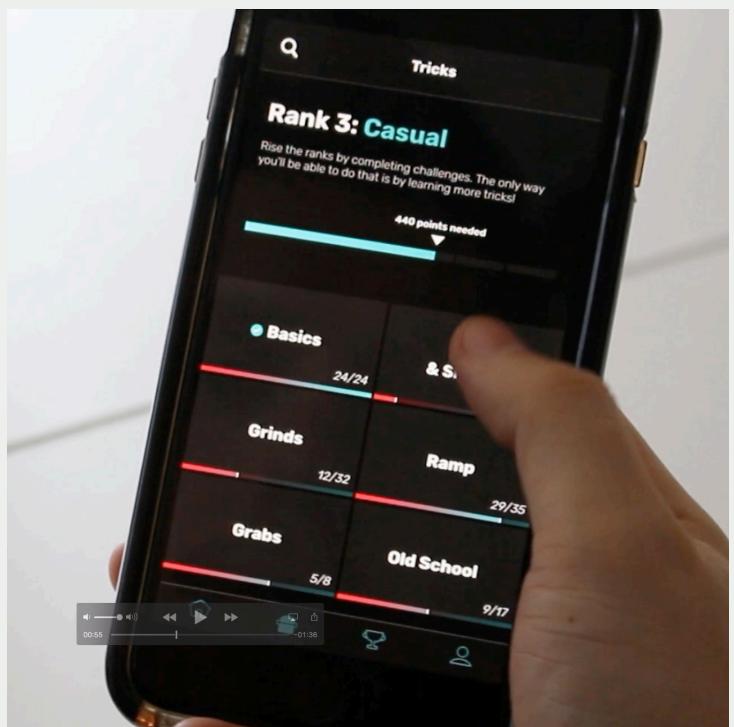
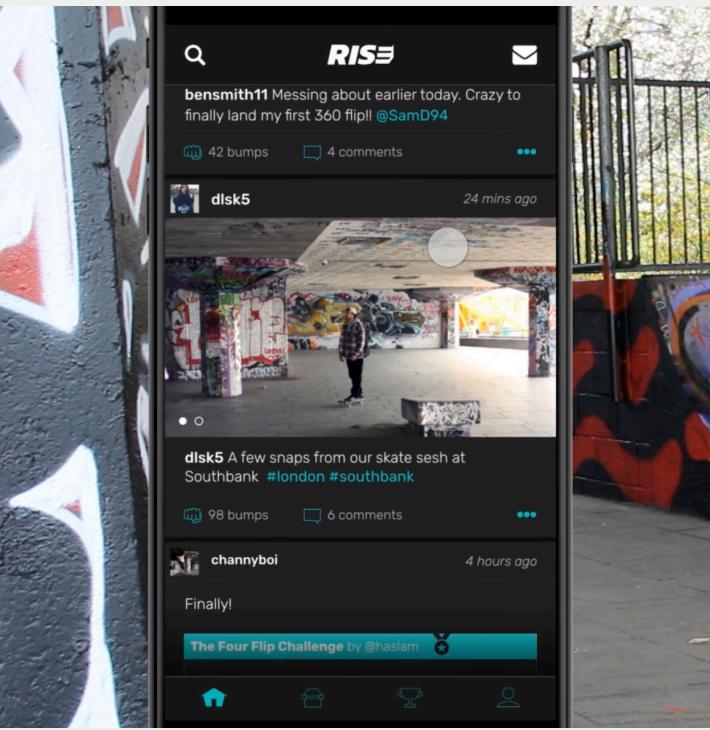
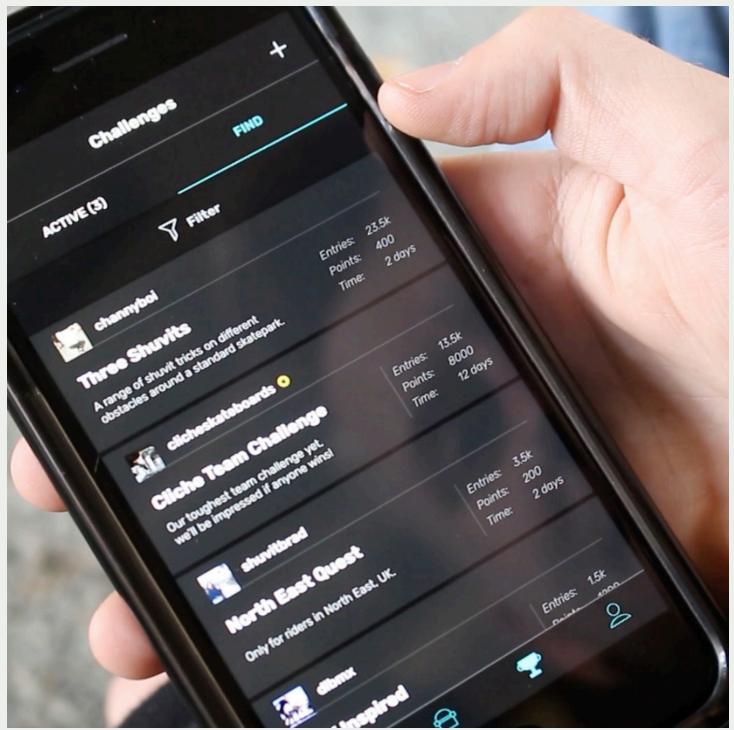
Firstly, the AR campaign now helps provide a new experience when finding challenges from RISE. I abandoned the Trick Demo tool, but this is a potential use for the technology. I would love to explore some other ideas surrounding the augmented reality skateboard experience. I would take forward the AR trick line concept I considered early on. Is there a way of mapping your journey for others to follow?

The next consideration is collaboration. I included promoted content from Rise with their competition, as well as branded skate challenges. There is a huge market for collaborative projects and promotions, and I believe my platform could be the place for it. There could be viral trends, challenges and competitions. I would also love to expand on ideas of gamification further, by perhaps providing a social leaderboard, where users can filter their challenge statistics.

Another idea is to expand the full Rise concept into different action sports. As a keen BMX rider, I would personally love to see a similar thing. Likewise, there are skiing, snowboarding, blading and parkour fans just to name a few, that would love some interactive content they can sink their teeth into.

<http://skatebillys.com/168/>
<https://free3d.com/3d-model/bmx-bike-1653.html>

Final Project Critique



Positives of the project

I'm pleased with so many aspects of the project. I felt concerned that I couldn't rival last semester's visual design, however I feel I have created a quirky yet appropriate brand in Rise. Through colour theory, user testing and an eye for detail, I have remained consistent and professional throughout.

I also think the realisation that I didn't have to solve an obvious issue with skateboarding. I struggled with pinning down an issue. Actually the issue was that skateboarding is amazing, and sometimes the barriers like failure and boredom prevent this opinion from being held. I therefore designed to the strengths of the sport, rather than the inevitable weaknesses. Hopefully this has resulted in an emotional benefit to the user.

I believe I have advanced the sport and its culture by boosting the social interaction. Often, skaters are lonely, but there simply isn't a place for individual effort within my app.

If I had a little bit more time

I would love to work on some more screens for my prototype. Because I had to learn new software, I decided to cut app development short to meet deadlines. I would love to create a FULL prototype before the live show.

I want more time to advertise my campaign in a stronger way. By this, I mean I think a stand alone advert may work better than it being integrated into the promo advert. I would have to screen this and see user opinions.

I could even develop the app, with the working AR project integrated, to showcase as a seamless, full product. At the moment, with technical restrictions, I have a iOS prototype within the flinto app, and a working AR app on a Nexus 6P. I tried to cover this up in my video but for real life demonstrations it is simple awkward.

Back to my Brief

"Skateboarding is restricted by a lack of confidence & creativity.

Create a digital solution for the skate community to encourage their progress, provide inspiration to skate and connect skaters around the world."

I really do believe my concept hits the above criteria, through achieving the four aims I set out to explore below.



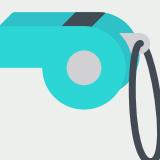
I can encourage progress and persistence through the use of incentives and rewards through my app. The app focuses around challenges any skater at any level.



It achieves this through interactive content. At the end of the day it's an individual sport, but this platform asks users to consider each other, and benefit from the social element.



Inspiration can easily be found in the content crammed home feed and reflective user profiles. Unlike my market research, the aim of this content isn't to brag, but rather to inspire each other to get out there and ride.



I even explored the concept of providing a coach to skaters, as a direct result of my primary user interviews. Although I didn't finalise this AR trick demo, it led to a fun and creative way to enforce the challenging mission of Rise.

Personal Progress

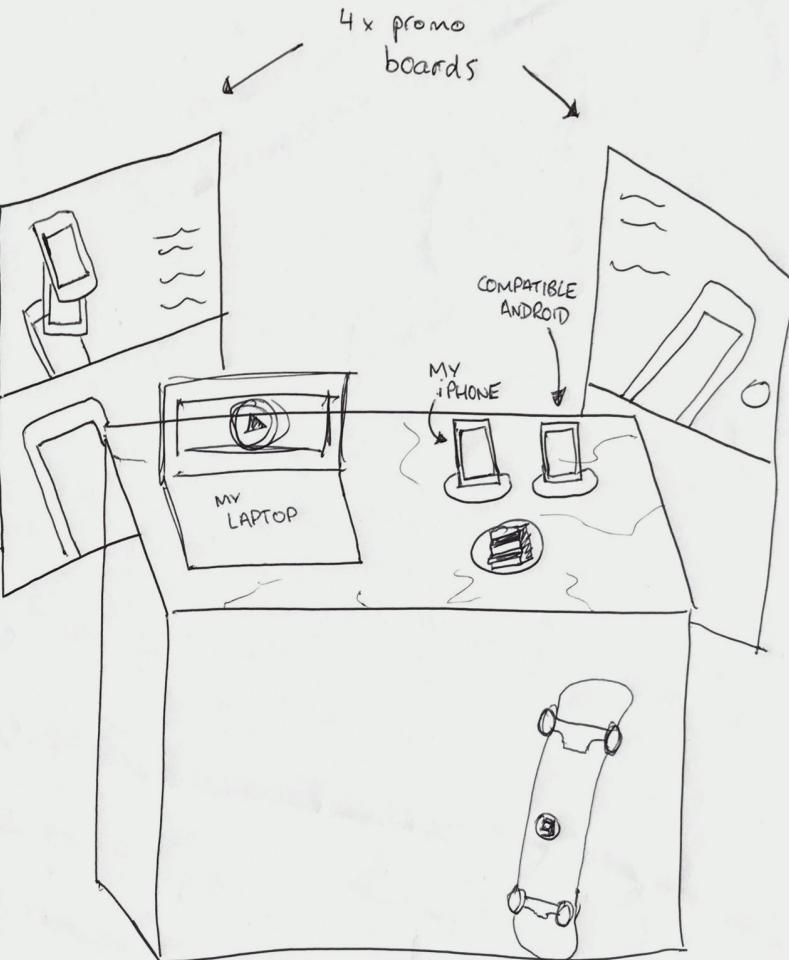
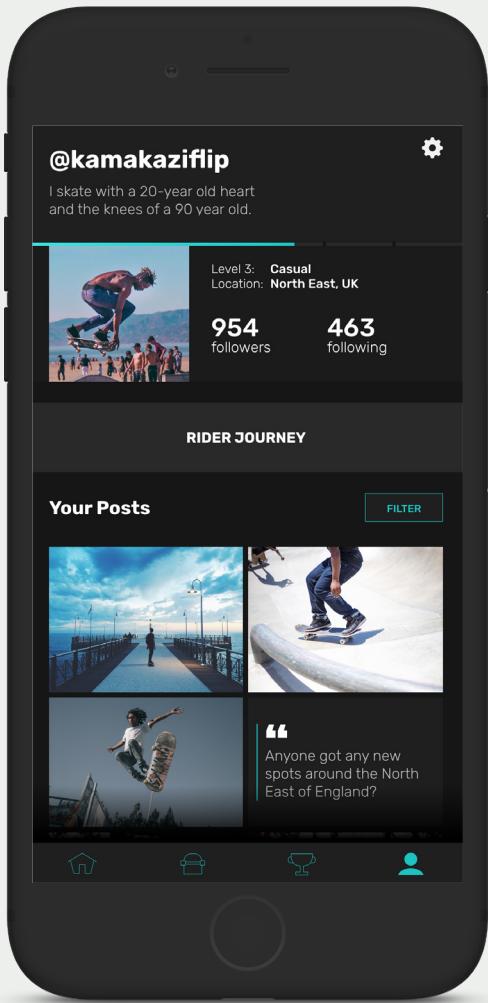
Firstly, I worked on my attitude towards design. I learned the hard way last semester that a user led approach is the secret to unlocking new areas and gaps to explore. This semester I came in driven towards skaters, and it wasn't actually their problems that needed fixing, but their love for the sport enforcing through new ways to 'play'.

As always, this project was an opportunity to expand on my visual design and interface skills. I have really began to take pride in displaying my ideas, which as came as a result of becoming more comfortable with Adobe Creative Suite. However, I wanted to push my comfort zone with the final semester of University. I opted for a dark UI, which involved a lot of tweaking after prototyping, filming and glare issues.

Although I was comfortable in Adobe Creative Cloud, I wanted to expand my skill set and use other industry software. I threw myself into the world of Sketch and Flinto. I persevered with the confusing interface of Flinto, and came out with a fully working, slick yet self evident application. Usually, I tend to give up with prototyping software, opting for the free control of After Effects instead. This time, I felt the satisfaction of achieving the same standard through live prototyping, and it came to help my massively when filming my promotional video.

I can't include improving my technical design and software skills without mentioning AR and Unity. From the start of development to the end, I was a complete novice. This was potentially risky, but the genuine interest in these types of projects drove me to carry on, even after all of the testing issues I faced. I had to familiarise myself with Autodesk Maya, to animate my models and bring them to life. I also had to develop knowledge of Unity. Straight away, I discovered the importance of knowing exactly what models and file formats were needed for a specific project. However, every problem I faced I either solved (for example the texture loss of an .fbx file) or manipulated to more advantage (the restrictive image target turned into a full promotional campaign for my brand.)

Overall, these reasons have made me massively proud of my final project.



Reveal Show Preparation

Here is my plan for the Reveal show.

I wanted to create a branded stand that will have three devices on top

- A Macbook/iPad showing my promo video
- My phone (with phone stand) for the live prototype which will feature screen recordings of AR feature
- A compatible Android phone with my working Android AR scanner.

I also wish to have a skateboard prop, a cement vinyl for the top of the stand, with my AR skate sticker placed on there. Two promo boards will be either side of the stand.

I also want to build on my prototype, adding more functionality and content to the four main sections.

Additional Reference List

Music

RUN THE JEWELS x DANNY BROWN x KANYE WEST TYPE BEAT
<https://www.youtube.com/watch?v=TIXkULWdxrM&t=90s>

Footage

<https://www.youtube.com/watch?v=rckvsWLEgRA>
<https://www.youtube.com/watch?v=9AAxXQq4Y9A>
<https://www.youtube.com/watch?v=r1Y8WMK21uo>
<https://www.youtube.com/watch?v=S9KE2R92pSg>
<https://www.videoblocks.com/>

Images & Graphics

www.flaticon.com
www.pexels.com

3D Models

<https://www.cgtrader.com/3d-models/vehicle/other/realistic-skateboard>
<https://3dexport.com/free-3dmodel-vans-footwear-139602.htm>