

AR CREATURE CRAFT 01

AR Game Design
Personal Project

2024.1-3

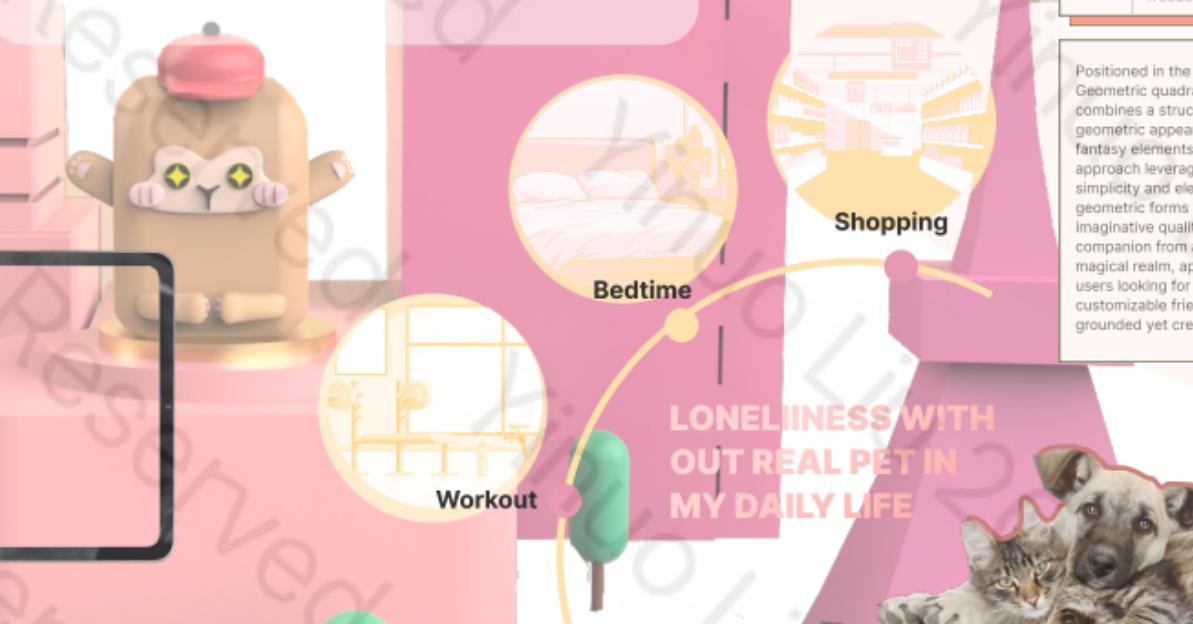
This iPad-based AR toy combines physical play with interactive digital elements, creating a dual-system experience. Users start by customizing a physical toy, providing a comforting, tactile element. By scanning it with the iPad, they activate a virtual version that interacts and responds in an immersive digital space. This fusion of real and virtual play offers a personal, adaptable companion designed to ease loneliness and bring joy anytime, anywhere.



BACKGROUND

• Where does my loneliness come from ?

Loneliness can stem from various sources, such as social isolation, lack of close personal connections, or even the fast-paced nature of modern life that limits meaningful human interactions. For many, technology has become both a bridge and a barrier, connecting us but also emphasizing solitude. This AR toy project aims to **create a bridge for individuals experiencing loneliness**, providing companionship in a unique, accessible format.



RESEARCH

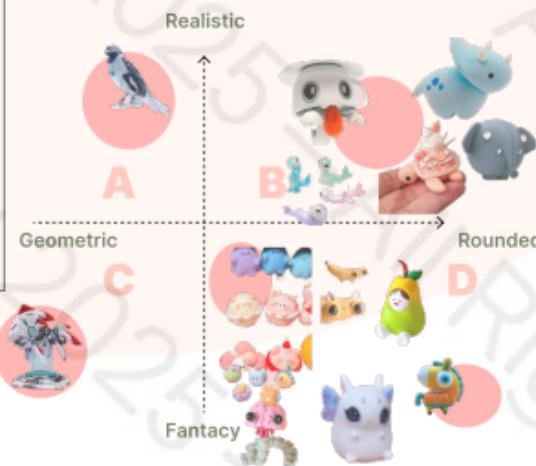
• What is on market ?

Market Research of companion toys

Feature	Structured, angular designs; Real + Geometric resembles real objects, while Imaginary + Geometric leans toward abstraction.
Pros	Geometric designs feel sophisticated and minimalist. Imaginary + Geometric adds a playful, escapist element, appealing to those drawn to clean aesthetics with creative freedom.

Typology A + C

Positioned in the Imaginary + Geometric quadrant, my AR toy combines a structured, geometric appearance with fantasy elements. This design approach leverages the simplicity and elegance of geometric forms with the imaginative qualities of a companion from an abstract or magical realm, appealing to users looking for a unique, customizable friend that feels grounded yet creative.



Typology B + D

Feature	Soft, rounded forms; Real + Rounded feels lifelike, while Imaginary + Rounded adds whimsy.
Pros	Rounded shapes convey warmth and friendliness, with Imaginary + Rounded especially appealing to those seeking comfort and wonder.

Interview

• Who is target user ?



Q: Do you need a toy to accompany your loneliness?

A: Absolutely. In today's world, loneliness is more common than ever, and sometimes a toy that feels like a companion can offer a sense of comfort and security. Having something personalized and interactive provides emotional support and makes me feel less alone.

Q: Do you think children with ADHD need a toy that can accompany them for a long time?

A: Yes, definitely. Children with ADHD often struggle with concentration, and having a consistent, interactive toy can help them focus and feel grounded. A toy that adapts to them and responds to their needs could provide comfort and even a sense of stability.



Q: Are you willing to buy a companion toy for your child?

A: Yes, I would. Knowing that the toy offers emotional support and engages my child in positive ways makes it worthwhile. I think a companion toy that fosters connection and creativity would be a meaningful investment in their well-being.



• What is design strategy ?



Create an emotional connection



Create intimate interactions

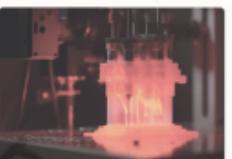


Create an immersive experience

This AR companion toy creates a personalized, engaging experience by blending customization with immersive interaction. Users can build a unique bond with their toy through modular physical parts and lifelike AR responses. The toy's design combines physical and digital elements, fostering a comforting and interactive experience that offers companionship and joy.

• Material tech research

C INJECTION MOLDING Production process



The injection molding process forms the rest of the parts. Heating the plastic in an injection molding machine and injecting it into the mold until the plastic cools and solidifies, and then opens the mold.

C WATER TRANSFER PRINTING Surface treatment process



It is a printing/printing process that uses water as a dissolving medium to transfer the transfer paper or transfer film with color patterns to the graphics and tools

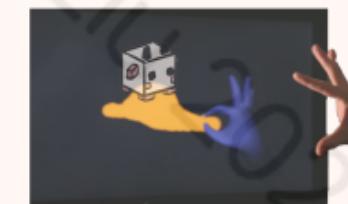
Concept

• Physical



The physical toy is designed with a modular body and interchangeable parts, connected using magnets, allowing users to customize their companion easily. Inspired by popular toys like Mr. Potato Head, users can mix and match parts to create their ideal "little friend." Many parts feature animal elements, enhancing the toy's relatability and cuteness, making it more appealing for both children and adults.

In AR, the toy "comes to life" and responds to the user's gestures. For example, when a user holds out their hand invitingly, their virtual companion will eagerly crawl onto their hand, seeking attention and affection. This interaction creates a seamless bridge between physical and digital, allowing users to feel as if they are truly bonding with their companion.

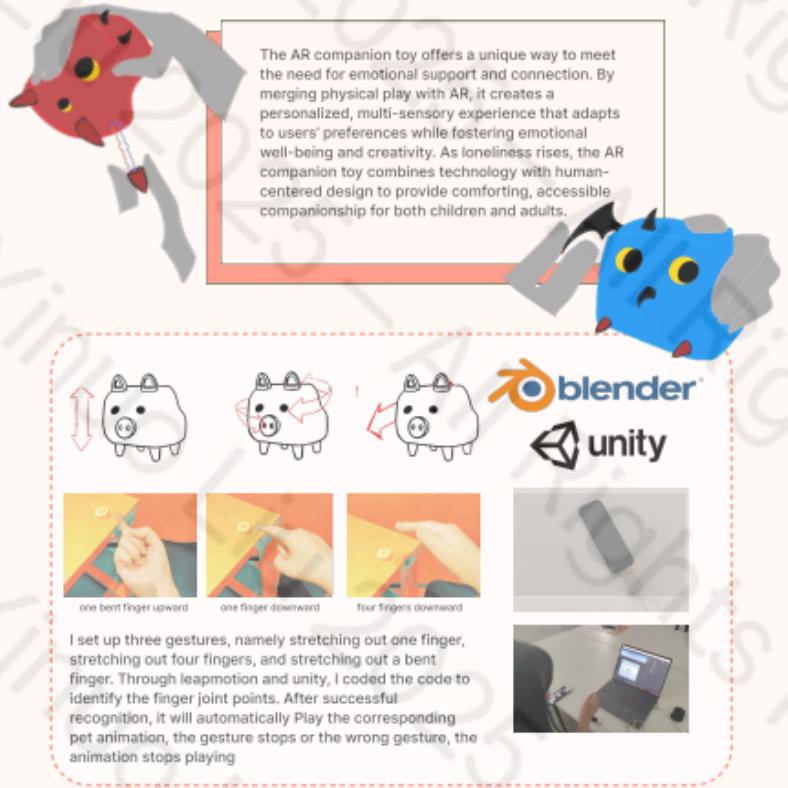


• AR

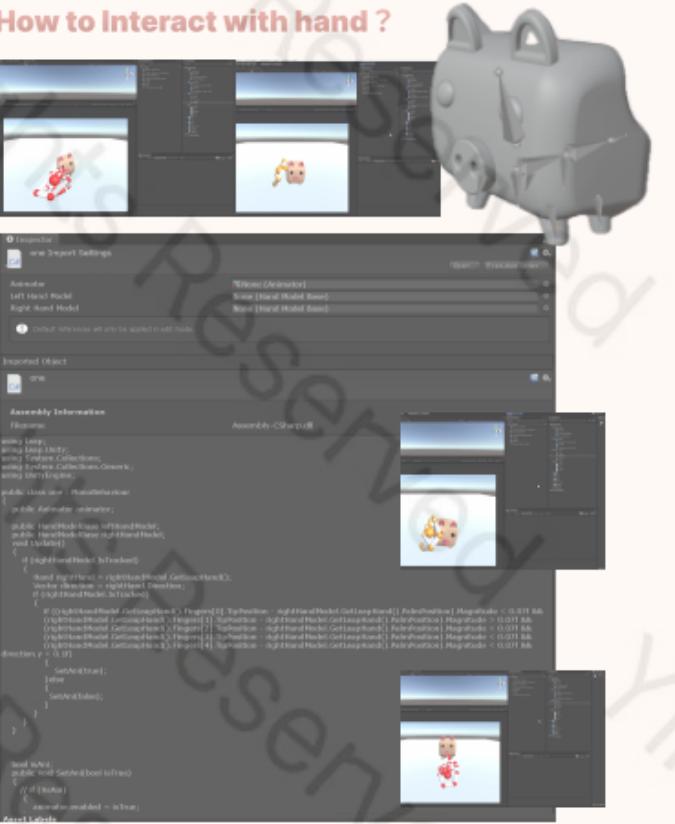


Development

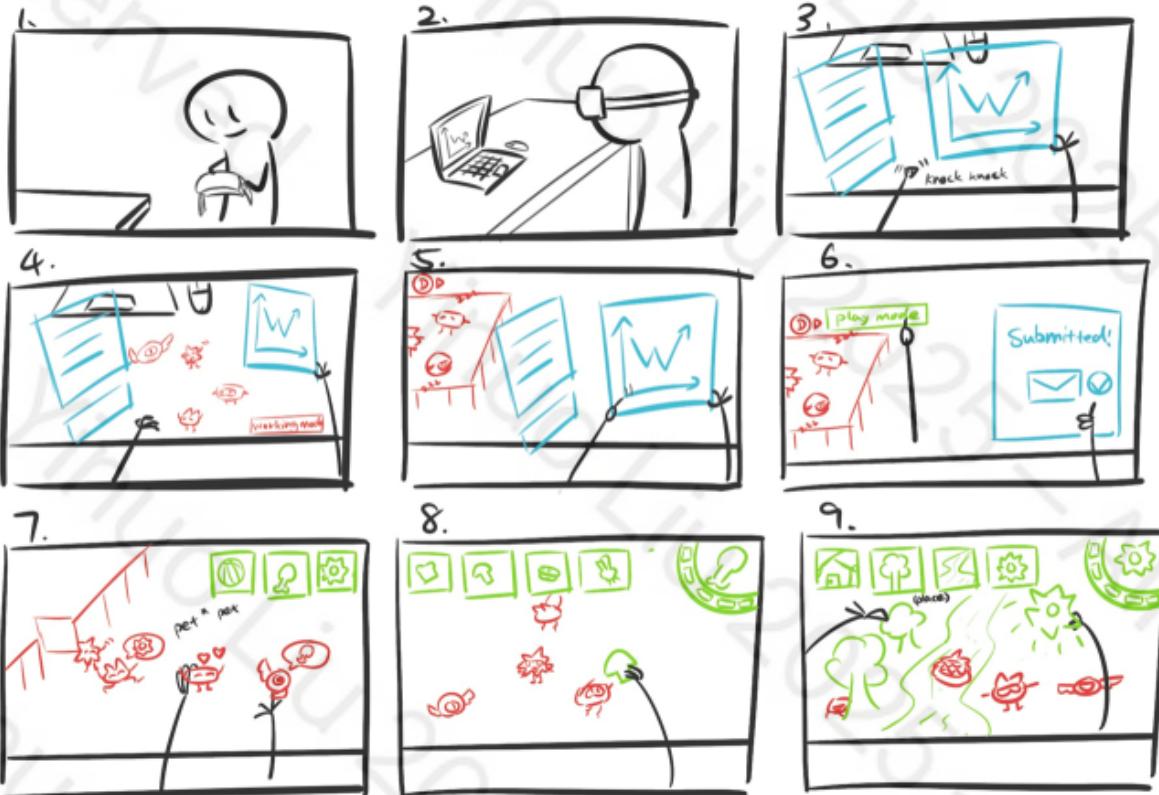
• What is AR companion toy opportunity ?



• How to Interact with hand ?



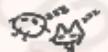
Story Board



Interface Display

COMPANY

In companion mode, the pets will assume a sleeping posture, gather in a group and stay in the fence, and the user will wake them up by clapping their hands.



ENTERTAINMENT

In entertainment mode, pets will appear flying in the air. Players can interact with pets through different gestures. Players can wake up pets by knocking the desktop.

KNOCK

CREATURE CRAFT

MEDICAL FEED PLAY BUILD

CREATURE CRAFT

Creature Craft is an AR electronic pet game inspired by plasticine. In the game, players can claim their pets to relieve the anxiety of loneliness. The game is mainly divided into four functions: building, feeding, playing and medical treatment.

Each function corresponds to a different gesture, and players need to wear in-depth AR glasses

UNHEALTHY

When the pet shakes from side to side, it means that the pet is sick and need a medical treatments



HEALTHY

When the pet jumps up and down, it means that the pet is in a full state. Users can judge the health of the pet by its action status.

