

GLASS

IGNITION
GLASSWARE BRIEF

11.10.2014

AKQA

A close-up photograph of a man wearing Google Glass. He is looking slightly to his left with a neutral expression. He has short dark hair and a mustache. He is wearing a light-colored zip-up hoodie. The background is blurred, showing what appears to be an indoor setting with warm lighting.

WHAT IS GLASS?

Glass is a lightweight wearable technology that rests neatly above your eyes to make exploring and sharing the world around you faster and easier.

It helps you navigate your world, capture memories, and engage your passions with greater ease and depth.

THE BRAND VISION

It's simple: let humans do what they do best, and let technology do what it does best.

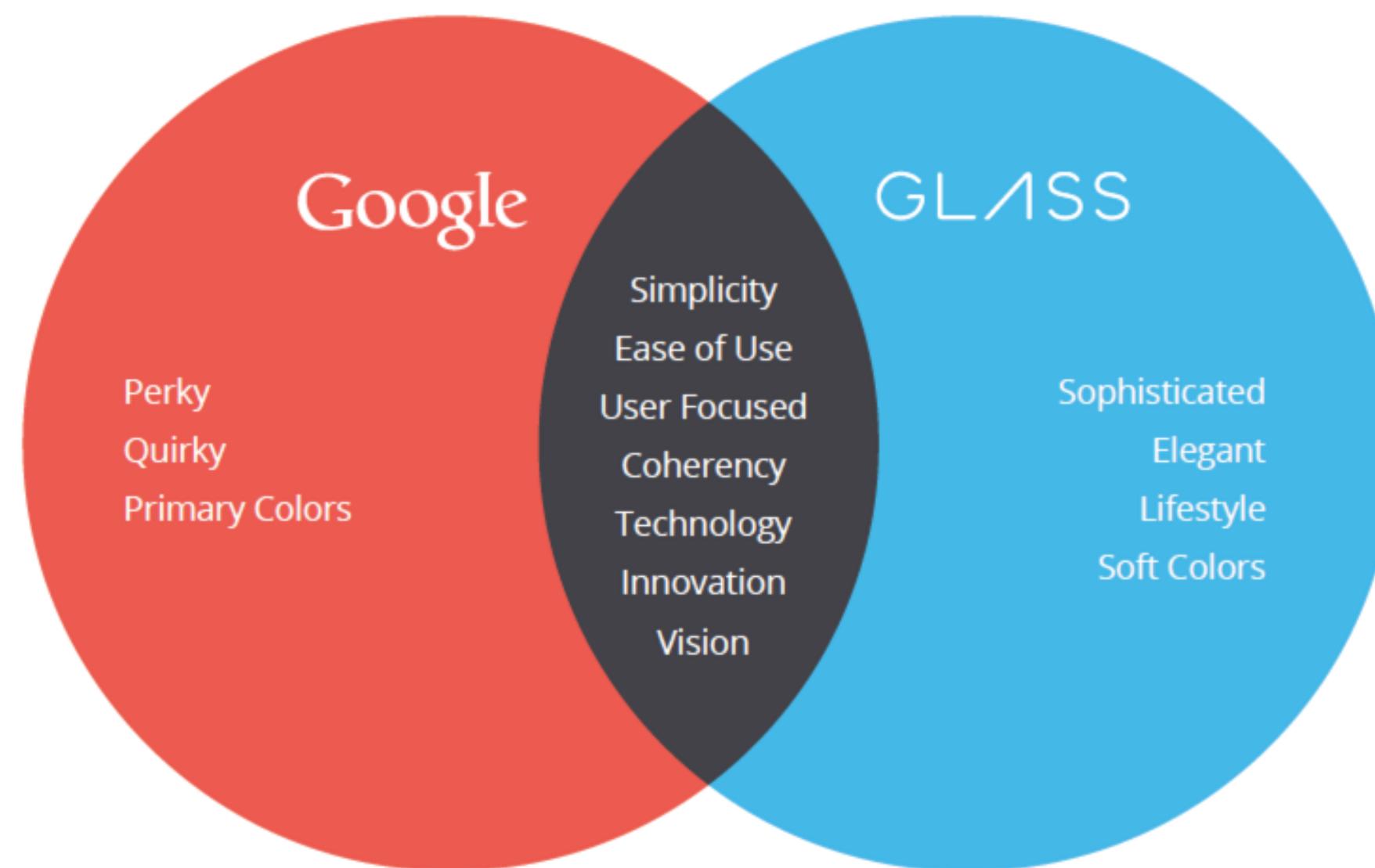
The idea is that technology should feel natural, almost invisible to us - keeping us engaged in the world, while adding depth to that engagement. Through graceful, intuitive, adaptive technology, Glass seeks to augment our lives, and fulfill our natural desires to understand the world we live in, stay in the now, and create more meaningful connections with others.

GUIDING PRINCIPLES

- 1 Start with people
- 2 Look up
- 3 Be there
- 4 Seek balance
- 5 Go deeper
- 6 Empower humanity

[Full brand guideline document is here for reference](#)

GLASS VS GOOGLE



Although Glass is born of Google, it is a different brand from what you might expect to see from Google. There is, of course, some overlap. But Glass needs to be able to stand on its own two feet, independent and revolutionary in its own right.

YOUR CHALLENGE

Glass is launching early next year (current launch date set for May 2015) on a mass scale in the USA, with 20 killer apps.

This is a chance to create Glassware that will be part of the awesome launch of something new.

Your task this week is to create a proof-of-concept of a killer Glassware app, and tell a great story as to why people would want to have it in their daily lives.

THE TARGET AUDIENCE

Those in the pursuit of the now: a pure, immediate experience of, and in, the moment.

Technology, at its best, brings us closer to this goal. It provides direction as we explore, instruction as we create, and feedback as we learn.

WHAT GLASS DOES BEST

Capture + Share

Navigate + Explore

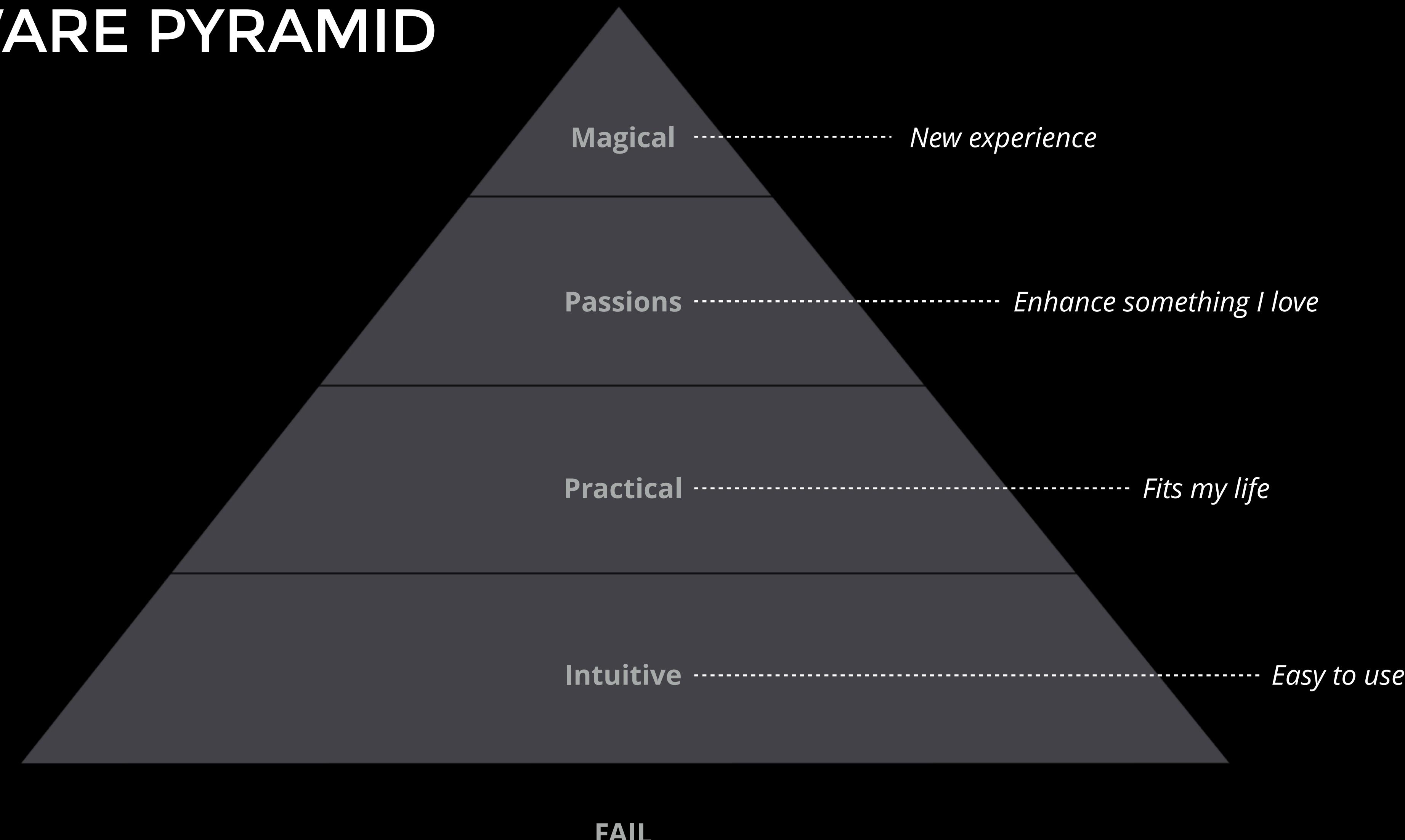
Learn + Coach

NEW GLASS FEATURES TO CONSIDER

The new version of Glass to be launched in 2015 will have many enhancements including:

- UI will generally be more content sensitive and relevant
- Bluetooth audio streaming will be introduced
- The camera will better and faster
- There will be more microphones
- It will be water resistant
- It will be foldable

GLASSWARE PYRAMID



FILTERS TO APPLY TO YOUR THINKING

Has breadth of appeal
Fits the pyramid
Enhances the experience
Addresses platform limitations
Suits launch in May (cultural calendar)
Focuses on 3 key features (max) for each experience
Addresses social norms / etiquette

NO GO'S

- Automotive
- Gaming
- Violence
- Face /people recognition
- NSFW

TEAM ASSIGNMENTS



SCHEDULE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
10.30 Preparation	09.00 Check-in	09.00 Check-in	09.00 Check-in	09.00 Final Check-in
12.00 Lunch	12.00 Lunch	12.30 Phase 1 Presentation	12.00 Lunch	11.00 Check-in w/ Team leads
01.00 Phase 1 Brief		01.30 Lunch		12.00 Lunch
02.00 Check-in w/ Team leads	03.00 Phase 2 Presentation			
05.00 Q&A w/ Nick & Paul	04.00 Check-in	04.00 Phase 2 Brief	04.00 Check-in	
07.00 Dinner	07.00 Dinner	07.00 Dinner	07.00 Dinner	



**GOOD LUCK,
BE AWESOME,
MAY THE
GOOGLE GODS
BE ON
YOUR SIDE**