

# SDCC GOOGLE GLASS APP

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# CREATIVE BRIEF

**COMPANY** San Diego Comic Con (COMIC CON INTERNATIONAL)


**PROBLEM** San Diego Comic-Con is used as a platform to show off what is new and upcoming in the sci-fi and fantasy genre. Wouldn't it be great if it partnered up with the latest technology to keep fans happy and engaged?

**OPPORTUNITY** Create a service that makes finding and connection with other cosplayers with similar interests as you fun and easy. In doing so, it will keep con-goers happy, and help reinforce the community aspect comic conventions should have.

**SOLUTION** I applied the google glass development and design requirements with the Comic-Con re-branding guidelines to mock up possible slides for an interactive google glass application. One card provides information and direction to local restaurants in the area; the other provides tracking and location information on where you parked.



Restaurant  
Guide



Where did  
I park? 🚗



## Restaurant Guide

Search  
by...

Food Type

Closest

Cheapest

What are you in  
the mood for?



Burgers

Chinese

Sandwiches

Pizza

Mexican

Indian

Maryjane's Coffee Shop

0.1 mile \$\$\$\$ ★★☆☆

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Subway

0.3 mile \$\$\$\$ ★★☆☆

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Bolillo Tortas

0.5 mile \$\$\$\$ ★★☆☆

Maryjane's Coffee Shop

0.1 mile \$\$\$\$ ★★☆☆

Directions

Menu

Contact

Maryjane's Coffee Shop

Hulk Smash Sandwich	\$6.95
Teenage Mutant Ninja Panini	\$7.50
Stark Shawarma	\$7.50
Brony Roast Beef Sandwich	\$8.50

Maryjane's Coffee Shop

Teenage Mutant Ninja Panini \$7.50

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Totally radical pizza Bacon ipsum dolor sit amet beef ribs meatloaf moll aliquip ball tip. Nostru esse pork belly eiusmod short loin.





Where did  
I park? 🚗

Is this your car's  
parking location?



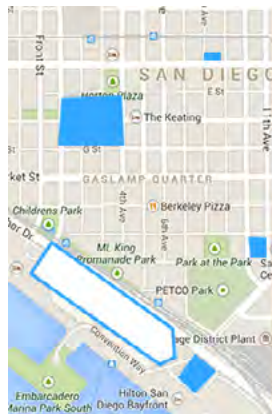
Location set.

**B-15** | Bayfront Hilton  
1 Park Blvd



**B-15** | Bayfront Hilton  
1 Park Blvd

Directions



## Which Garage?

Convention Center

Hilton Bayfront

Balboa Parking

Central Library



## Hilton Bayfront

A

1

B

2

C

3

D

4



## Location set.

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Directions



