



AT&T Sponsorship Process Analysis

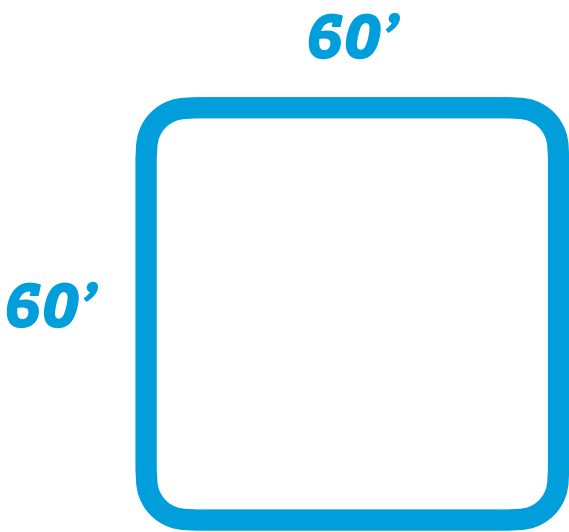
# Why We Need A New Process



*A lot of new people have been added to the team in the last year, making this a good time to evaluate process given that important steps are being skipped with the old one.*



*The*



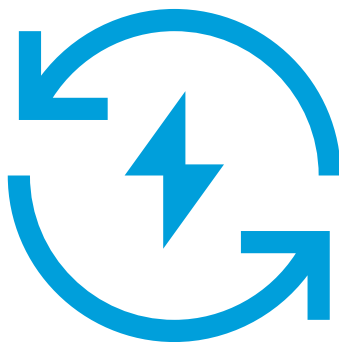
*We have a minimum **60'x60' footprint** at Fan Central for all of CFP weekend.*



*The total number of **mobile AR users in the United States** is set to reach **85 Million by 2023***



*We will also work to build out the promotional plan with **talent onsite** and **digital amplification** as budget allocation comes into focus.*

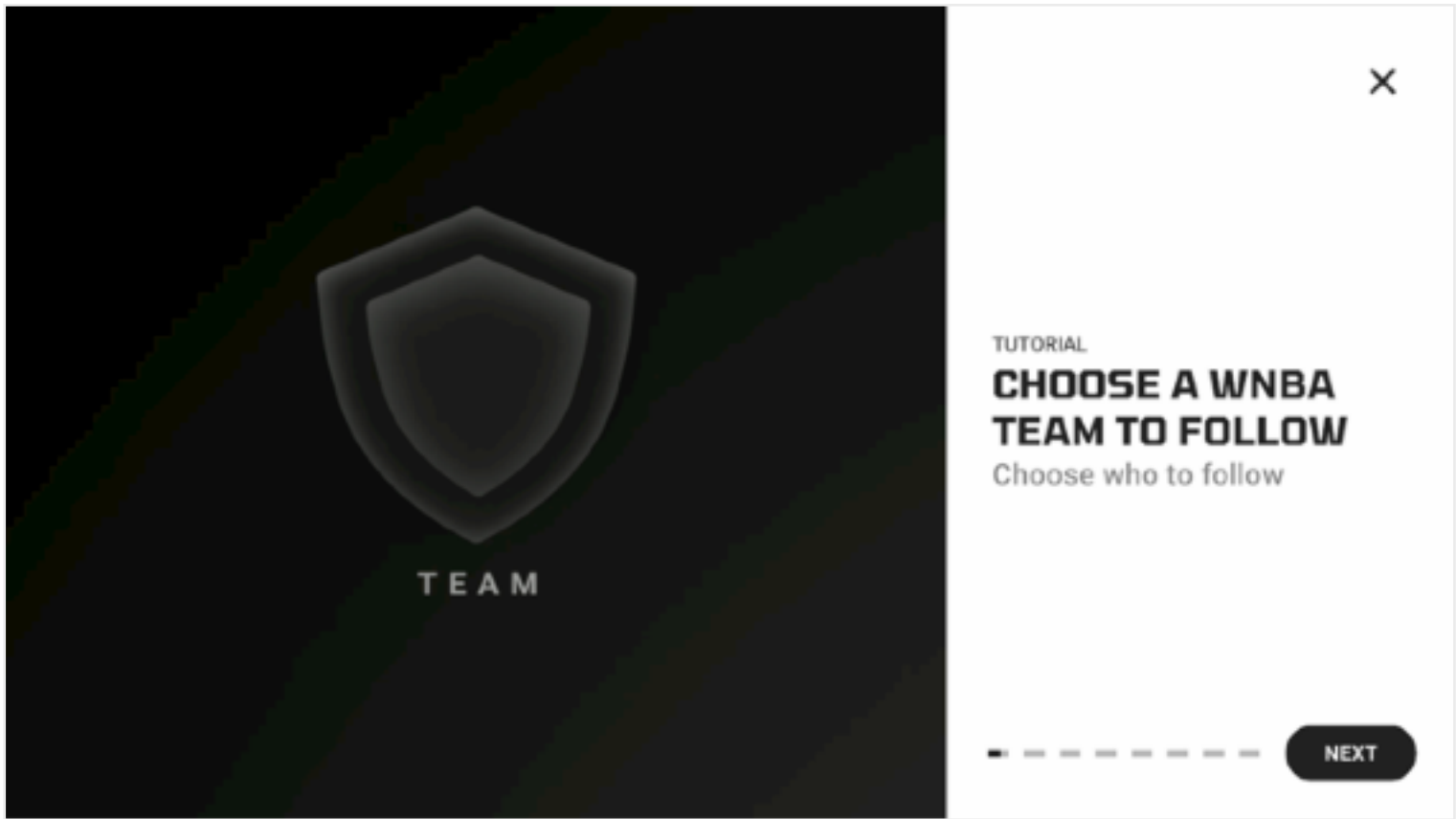


*Per the Brief, you'll see **thematically consistent elements** tying AT&T's regular season campaign to our CFP activation to build a consistent presence for AT&T within college football.*



AT&T 5G AR UX Analysis

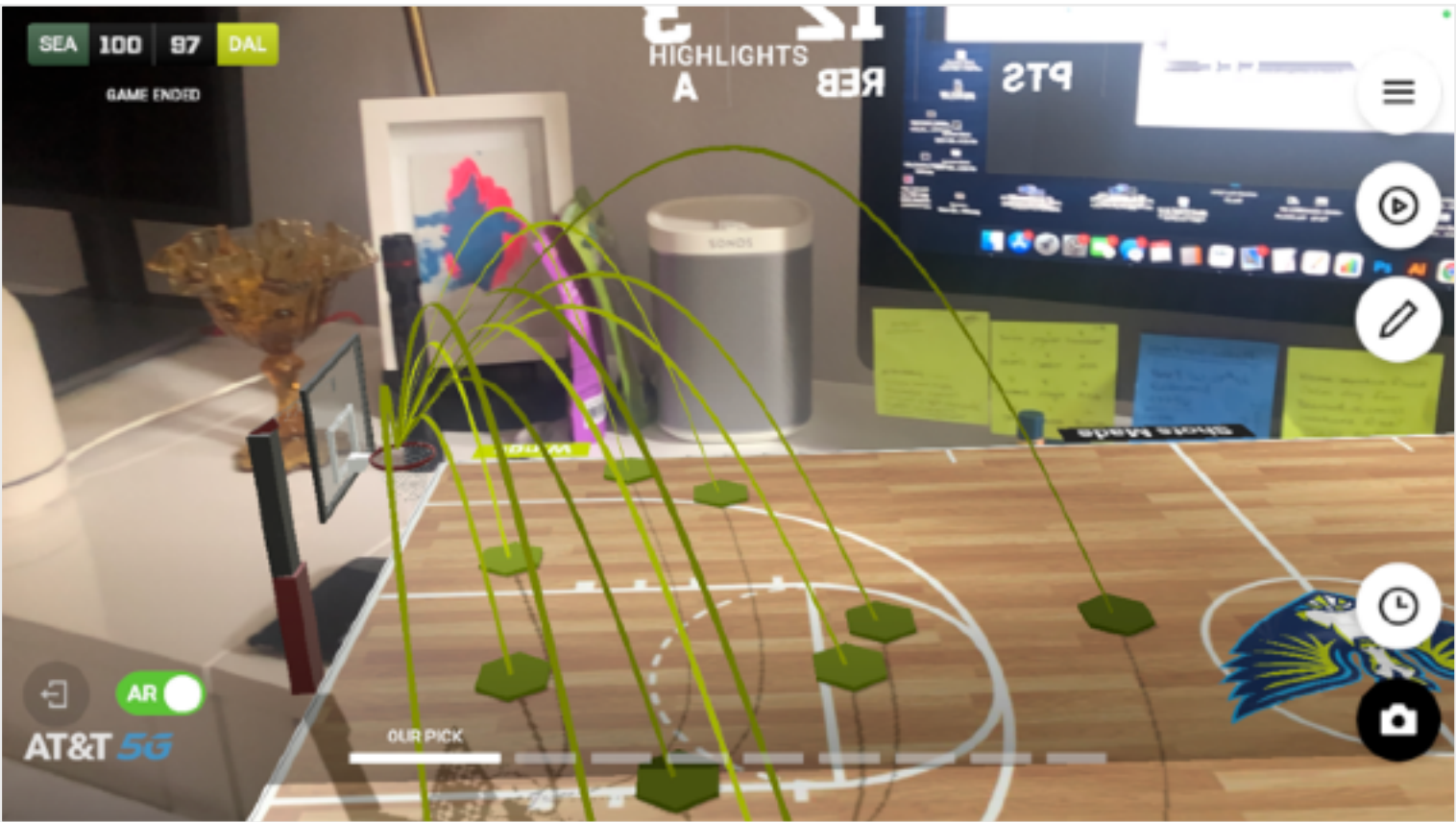
# Current AR Experience



## Tutorial Navigation

After rotating device, users are immediately dropped into a tutorial that appears to ask them to do something

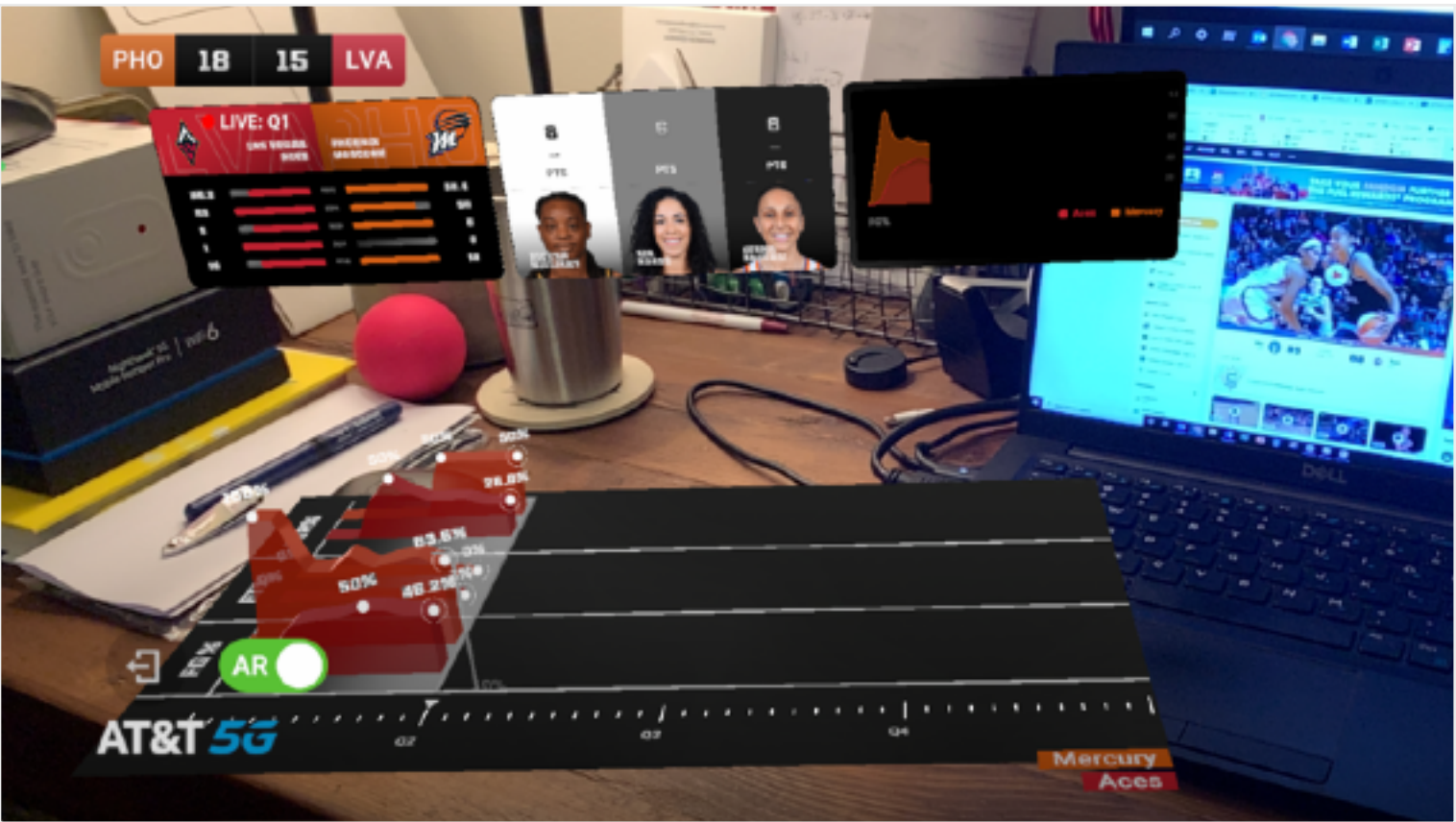
- **UI ISSUE:** In the screen grab above, the UI reads as if it's asking you to choose a team right then and there, especially since there are dotted lines that look like a text input vs. indicating the length of tutorial.
- **SUGGESTION:** Either remove tutorial all together or have it be a process where you ARE selecting information to move from one screen to next as a setup (ex. for the above screen, you would select a team to continue)



## Surface Needs

A common UX with AR interfaces is knowing how much room you need for the UI to show up properly

- **UI ISSUE:** Hard to determine surface scan size for UI
- **SUGGESTION 1:** Prioritize a use-case for the app based on where the app is used most. ie. an AR interface for in stadium with no surfaces to scan is going to look different than a user on their couch, which is going to look different than a user at computer with a smaller desk surface. Design for the most-used case or find a location-agnostic design.
- **SUGGESTION 2:** Condensing UI to most important information to reduce need for large scan surface needs.



## Information Overload

The app has access to a lot of interesting information, but it's hard to understand what you're looking at or how to navigate

- **UI ISSUE:** Too much stat data = information overload
- **SUGGESTION 1:** Simplify initial interface display to only include top stats and players unless otherwise selected by user.
- **SUGGESTION 2:** Only display ~2 pieces of stat information at a time (current screen grab is displaying 5)
- **SUGGESTION 3:** Not every bit of information needs to be in AR. Create a combined interface that allows less visually impressive stats to exist as supplemental content