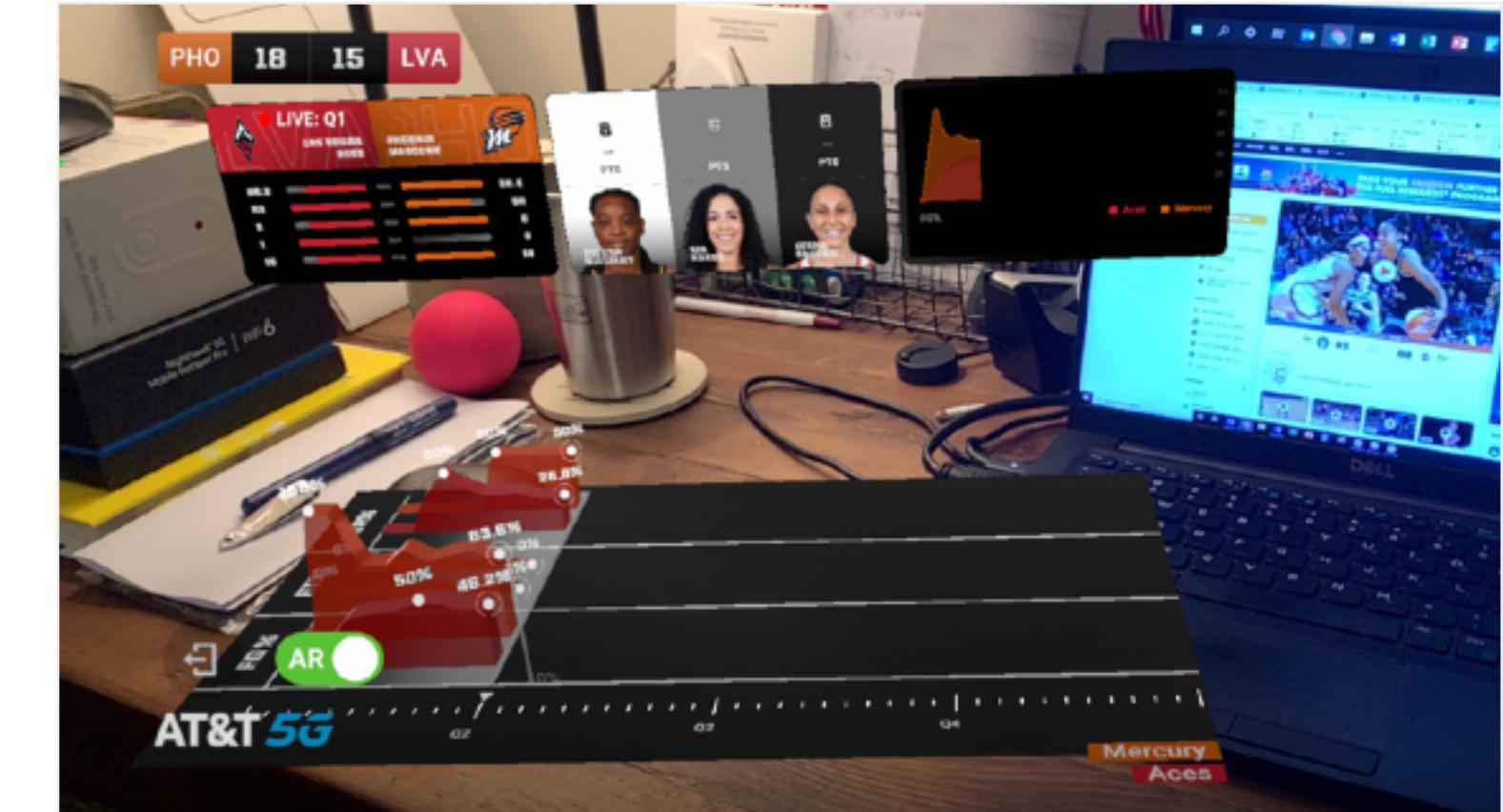
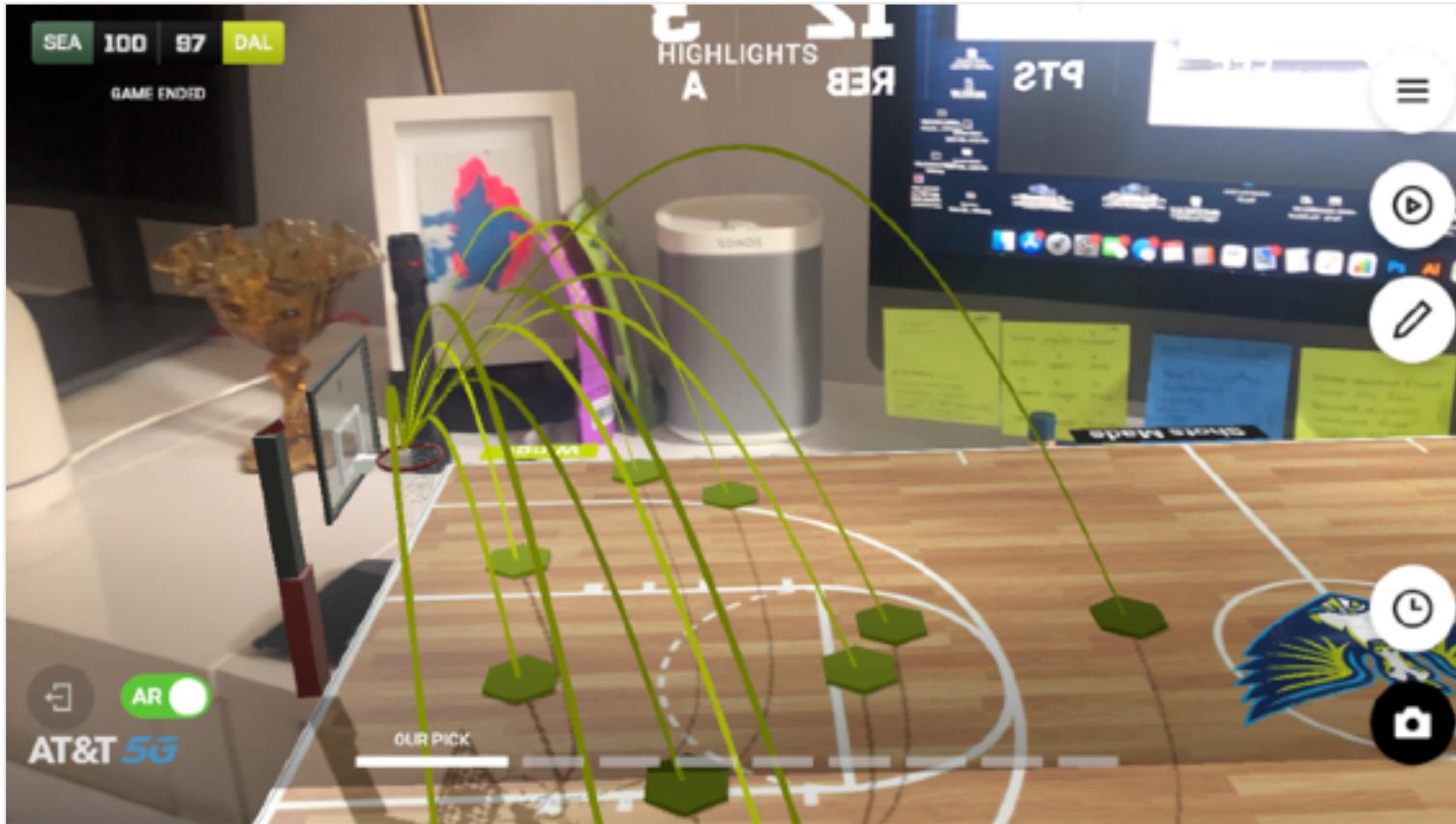
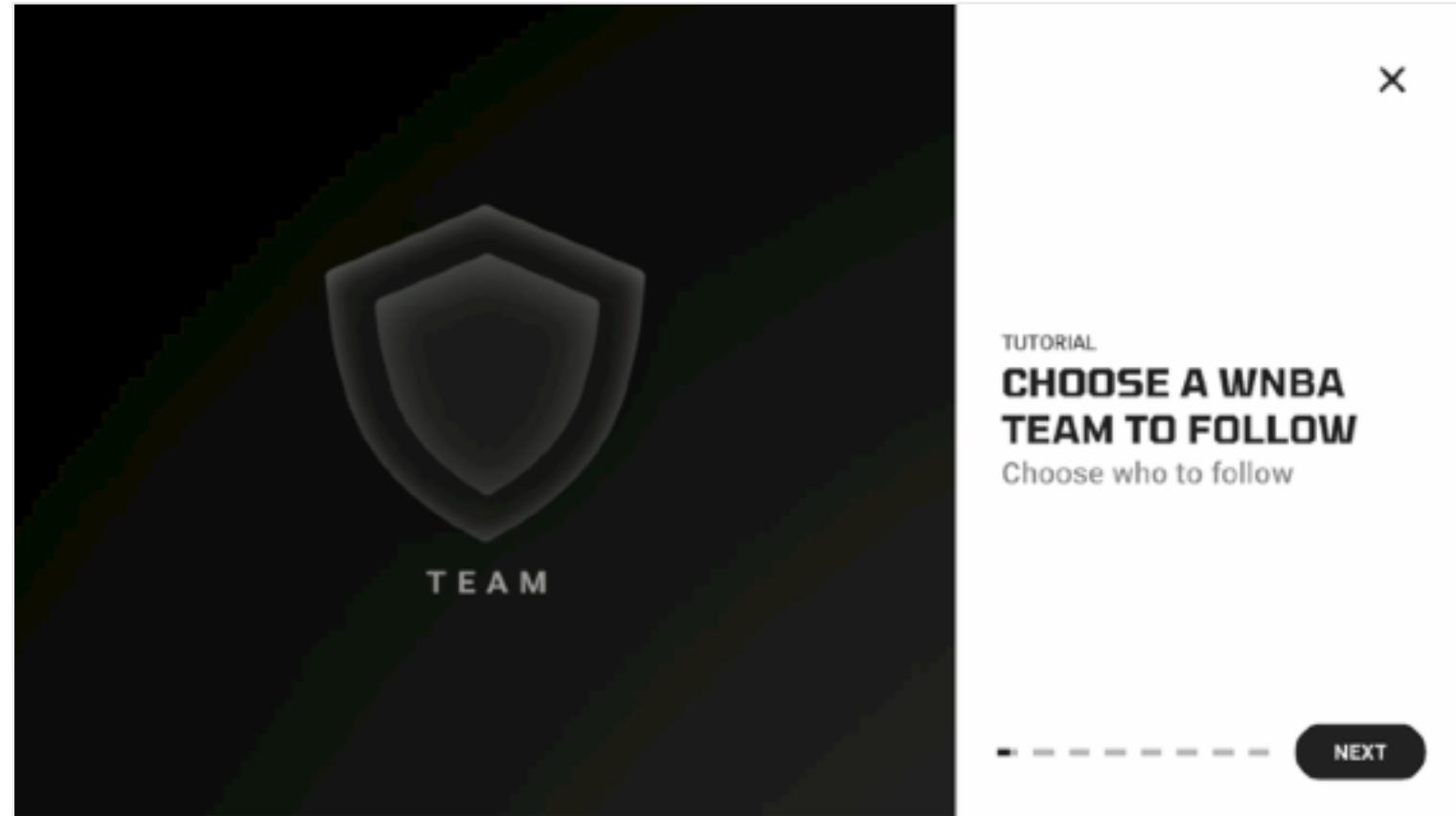




## AT&amp;T 5G AR UX Analysis

## 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

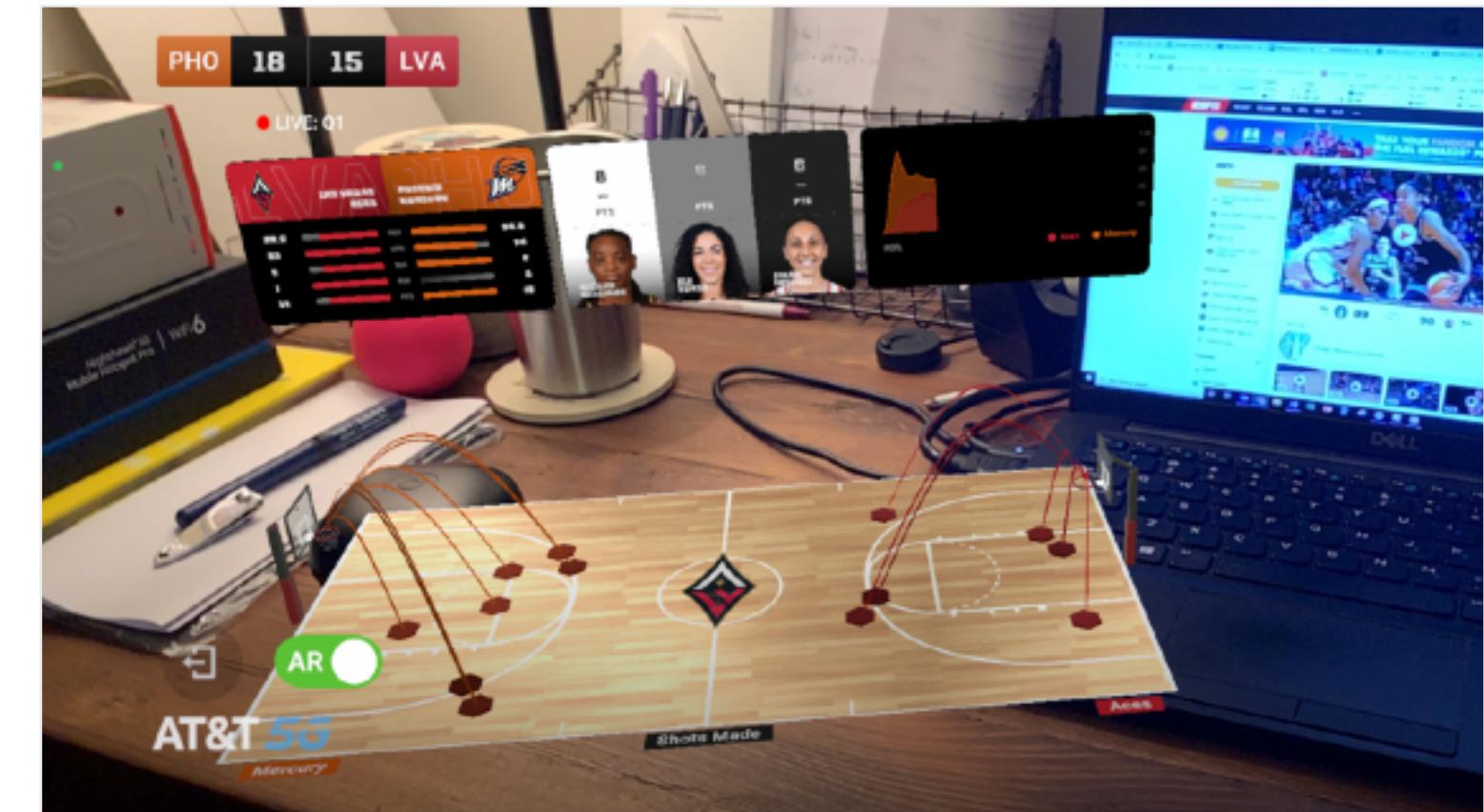
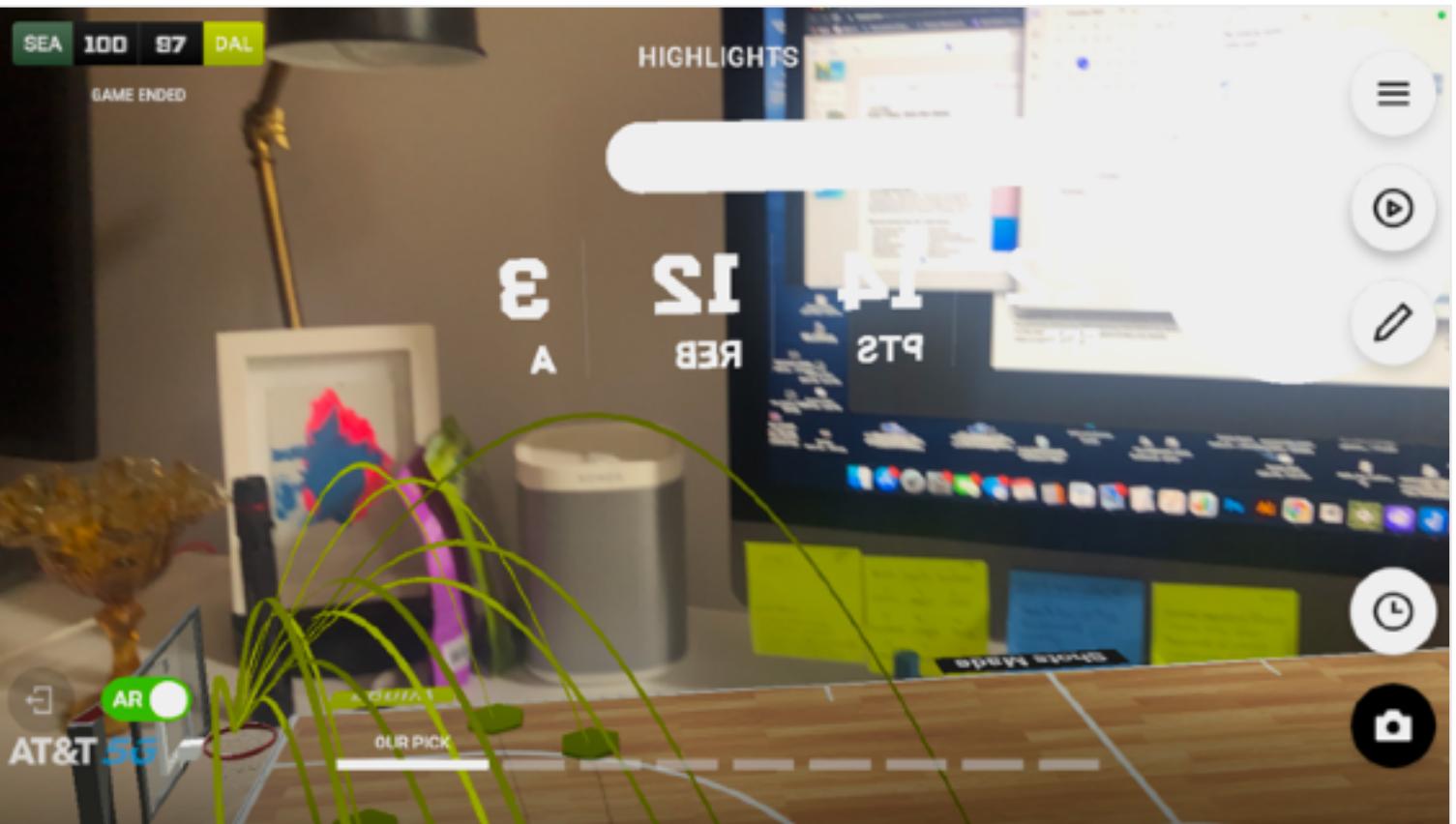
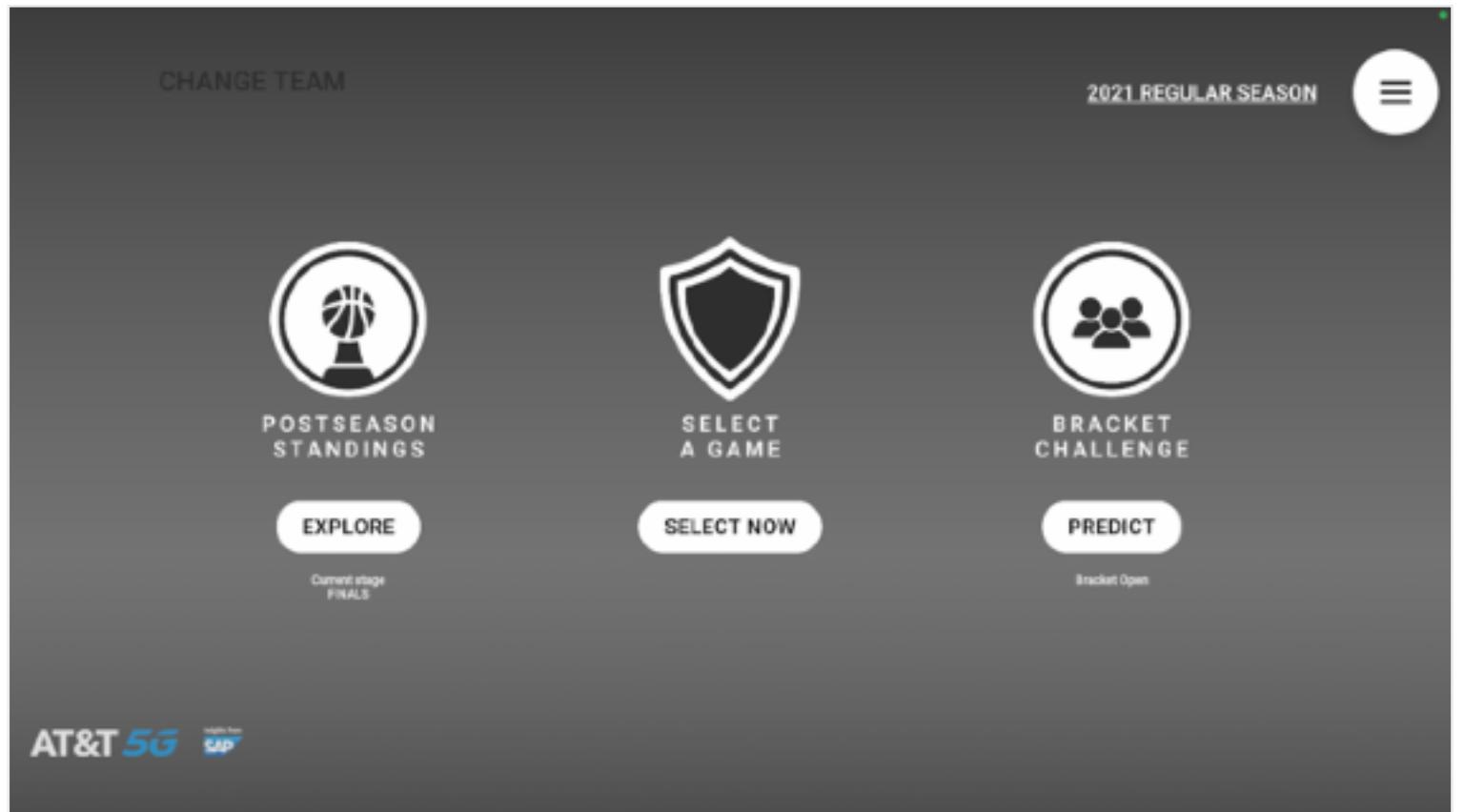
The app has access to a lot of interesting information, but it's hard to understand what you're looking at or how to navigate

- 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



## AT&amp;T 5G AR UX Analysis

## Potential Bugs



## No Team Selected

After unselecting a team and navigating around, the UI prevents user from selecting a new team on home screen.

- **UI ISSUE:** After **unselecting** a team, a user is taken to a teamless home screen that won't allow user to select a new team. The "change team" selection is greyed out and untappable.

## Reversed Text

When mapping to a smaller surface area, the UI occasionally reverses during its reveal, showcasing backwards stats

- **UI ISSUE:** After the first AR surface scan on a small desk, the AR displays a backwards court with reversed stat text

## Live Score Push

During a live game, the AR live score display never updated past the first quarter of the game

- **UI ISSUE:** Screenshot was taken in 4th quarter when the score was 89 to 90. The AR score display stopped updating the live game score after the 1st quarter.