

# Project Report

## 1. Project Team

The project team includes two team members as a tandem for each project task: Viktoria Langeder and Sadia Butt.

## 2. Project Idea

“Book AR”- An augmented reality app that shows reviews and ratings of books in an interactive way. The app is supposed to be available for individual users on their own phones, but could also be used by book stores who want to enhance and improve the experience of their customers.

## 3. Motivation

When buying a book in a physical book store, it is really hard to tell whether the book will be a good read. Since we know the struggle of finding the right book, especially if you are in the book store and don't have that much time to check ratings of the books in other apps, an app like “BookAR” would be a time and effort saving improvement, which would make physical book shopping much more fun again.

It is already possible to scan a book with an app through the cover or the QR-Code. But this takes much effort and is really-consuming and furthermore needs multiple steps to get to the wanted outcome. So, what if you are able to see for example the rating, the comments and other features instantly through the phone?

Our motivation is to simplify the process of selecting a book in a physical book store by creating a better customer experience and increasing the chances of buying a book, that actually fits one's personal interests.

## 4. Proposed outcome

As a final outcome we want to create an app, with which you can easily scan books in a book store or even at home, to instantly see ratings and also reviews from other people.

**Possible functionalities:**

Users can...

- rate books, to improve the quality of the ratings
- write a review
- favorite books, that they want to save for later
- see book recommendations, which are similar to the book they've chosen
- see which other books the author already wrote

**5. Project Requirements**

In order to realize the outcome for this project, it is necessary to set up a project plan with concrete milestones, functional and non-functional software requirements, a design guide, the wanted user experience, as well as conducting a usability test.

**5.1 Software Requirements**

To program the app it is necessary to use Unity. The target platform for the usage of the app will be iOS. Functional requirements are listed under the proposed outcome.

**5.2 Hardware Requirements**

To realize this project we require a laptop to write the code. For the actual usage of "BookAR" users will require an iPhone with the current iOS version.

**5.3 Interaction techniques**

The interaction will happen directly on a book or on a bookshelf. When a user scans over a book or taps on a book while holding the phone in front of the bookshelf, reviews, comments and a rating will be displayed. The user can then interact with the content that is displayed. For example by scrolling through the reviews with a swiping motion (swiping gesture) up and down.

**5.4 Planned implementation**

The implementation is yet to be planned with user stories, depending on the target group which will be defined after creating personas as well as an overarching storyboard.