

END USER APP

DOWNLOAD & LAUNCH



1
User launches the application from their homescreen after download

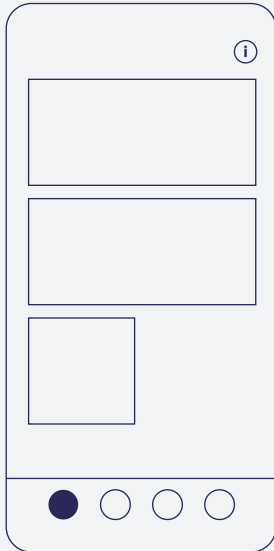


2
Users are presented with the splash/loading screen



3
Users are led through a very brief onboarding process.

MAIN SCENE



1
Following the onboarding users are presented with the featured or home page.

The onboarding can be revisited from the information button in the corner of the screen.

Featured content is presented on this screen in tile format - tapping on these will take the user to a full detail page.

At the bottom of the page is a static navigation bar that can hold up to 4 key pages;

e.g.
FEATURED
MAP
BROWSE
ABOUT



1
Tapping on a featured tile takes the user to a full detail page with relevant information.

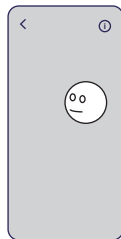
Content, related information, links to webpages, directions etc. can all be presented here.

Deeper AR experiences specific to this content can also be launched from this page.

AR PAGE



1
Tapping the AR button will take the user to a full screen camera view.

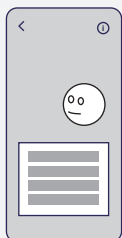


2
When onsite, users can get information and guidance from the AR concierge - guiding the user to relevant location based content or engaging them with questions.

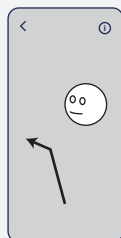


3
When offsite, users may instead place suitable content (if any) into ground plane mode.

CONCIERGE



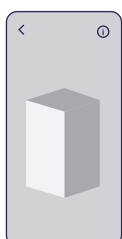
1
The concierge is capable of delivering site specific questionnaires and information, via text and audio.



2
It can also provide wayfinding at scanned sites.

This can include audio content for informational or entertainment purposes.

CONTENT

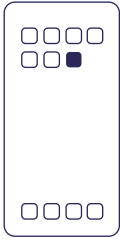


1
All AR experiences (off site, on site, concierge driven etc) can support a range of content types;

Videos & stills (360 and 2d)
3D models (animated/static/interactive)
Audio
Text based displays

OPERATOR APP

DOWNLOAD & LAUNCH



1
Users who have had the app made available to them (via direct build or test flight) can launch from the home screen.

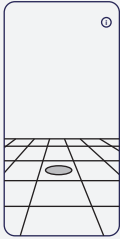


2
Users are presented with the splash/loading screen

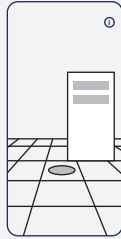


3
Users are led through a configuration screen.
From here users can create a new "site", or initialise an existing one.

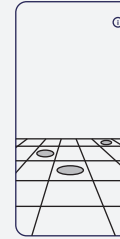
CLOUD SCANNING



1
When building a new scene the operator scans the site and creates anchor points to build reference points for end users of the app.

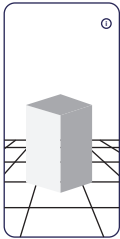


2
Each anchor point can be designated as interior or exterior (or other custom designations) to determine content behaviour.

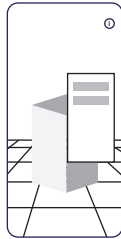


3
Any given site can have multiple anchors with varying designations.

CONTENT PLACEMENT



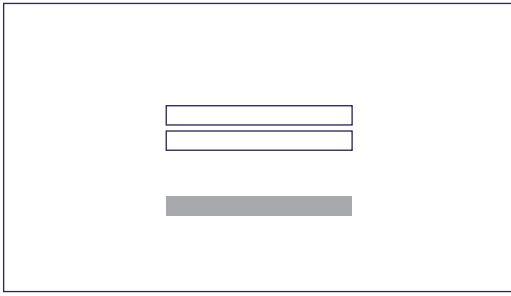
1
Content can be placed by operators after the site has been scanned.
Placement is accurate to approximately 10cm.



2
Content parameters can be modified after placement, including;
Position
Scale
Rotation

CMS - CONTENT

LOGIN



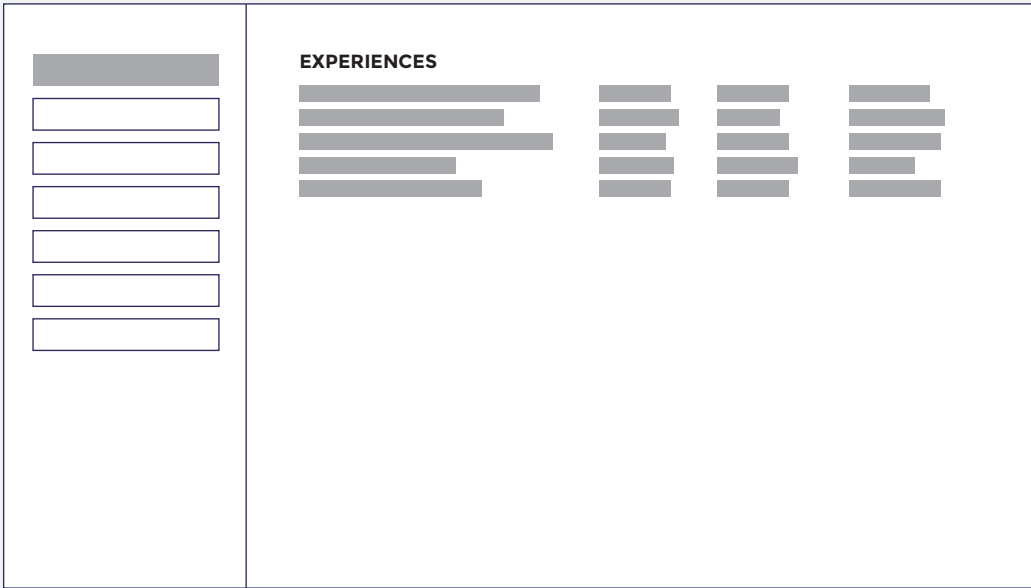
1

Loading the CMS webpage presents the user with a login screen.

The CMS supports a variety of login classes including administrator, content manager, and view only.

Others available per request and scoping.

MAIN SCREEN



1

On the main screen the key panel is a list of "experiences".

Administrators can view them from this screen and create new ones or edit existing ones by tapping the appropriate button.

2

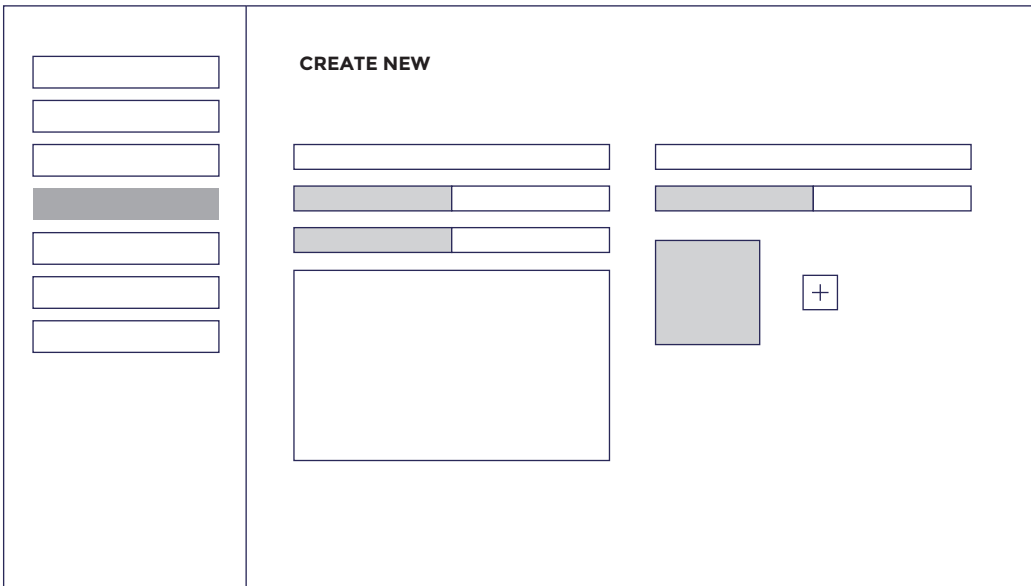
On the left hand side of the screen is a navigation column with a series of buttons for navigating the key areas of CMS panel.

MANAGE EXPERIENCES
MANAGE SITES

CREATE NEW EXPERIENCE
CREATE NEW SITE

MEDIA LIBRARY
ADD MEDIA

ANALYTICS
APPROVED EXPERIENCES



1

Tapping on a create new tab opens a page with a range of information fields (can be determined on build) that the administrator or content manager can fill in. These include text, booleans, dates, images etc.