

CUBICLE
NINJAS

AUGMENTED REALITY (AR) WORKBOOK



HELLO!

Augmented reality merges computer-generated graphics, video, sound, or GPS data with real environments to open a world of opportunity for gaming, education, medical, architecture, navigation, and commerce applications.

This workbook anchors the vision for your application against shared creative and technical goals. While the creative process will allow us to explore all elements in vivid detail, this is an important first step. With a completed workbook we will provide you a clear, fixed timeline for our ninjas to execute against.

Tired of homework? As long as you know this information we're all set. Our expert development team can capture this information by phone or in person if it would be a better fit.

PROJECT DETAILS



Name

Email

Phone

Project Name

Project Deadline

Project Budget

YOUR AR GOALS



What is your vision for the experience?

Can you describe your target audience(s)?

What is the desired call to action for your audience(s)?

YOUR AR GOALS



What functionality should the application have?

How long do you want your average user's experience to be?

Are there any similar AR applications that you enjoy or dislike? If so, why?

Do you have any existing 3D assets or would you like help in creating these elements?

YOUR AR GOALS



**Which devices should
this application be
available on?**

Android Phones

Android Tablets

Apple Phones

Apple Tablets

Dacqri Smart Glasses

Microsoft Hololens

Other:

**Do you need
assistance publishing
the application?**

Yes

No

**Does end user
information need to
be collected?**

Yes

No

**Is there a need to push
new, updated content
over time?**

Yes

No

**Should this experience
integrate with any
current systems or
utilize existing APIs?**

Yes

No



YOU'RE READY!

We've got everything we need now to have an effective conversation about your AR project. Understanding your unique goals, audience, and experience vision helps us provide the most helpful creative and technical recommendations throughout the process. Be sure to save this document and refer back to it throughout the design process. Let's get started!