



ASSIGNMENT 4: CONCEPT VIDEO

Presented by Time & Space: Team 1

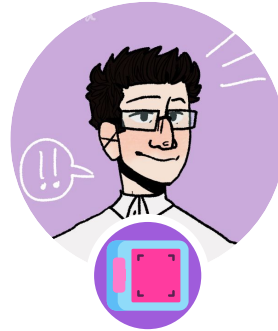
TEAM INTRODUCTION



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**Hyunseok
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PROBLEM AND SOLUTION OVERVIEW

Problem

When we reminisce about our memories, we want to remember the emotions we felt in those moments. Current tools exist to help document our memories (ex: 2D photos), however, it's still difficult for people to fully revisit and re-experience the emotions they felt.

Solution

A location-based AR app that ties AR memories in specific locations. Users can create their own pieces from scratch or scan in objects around them. These pieces can only be shown at the places they are placed. Once a user discovers a location, a 3D render of their piece will show up on their phone.

PROJECT NAME & VALUE PROPOSITION

The definition of trove is “a store of valuable or delightful things”.

Memories are valuable to us, and we want to have a safe place to store and view them.

Value Proposition: “Treasure your memories”.

Although there are many other apps that are used to document memories, they don't allow you to fully re-experience your emotions that make your memories valuable in the first place.



“Treasure your memories.”



03

MARKET RESEARCH

Deep analysis + Competitive matrix

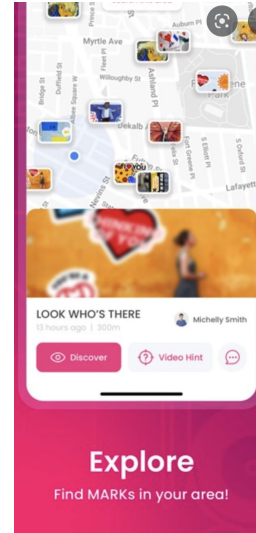
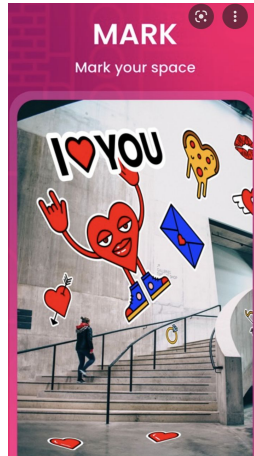
COMPETITOR ANALYSIS 1



MARK: AR Social Network

Developed By
"People sharing streetart together"

+1K Downloads on PlayStore



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MARK: AR Social Network

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Storing AR Object at a proximate location.
Sharing AR Art with friends.
Theme is centred on spray/graffiti paint style

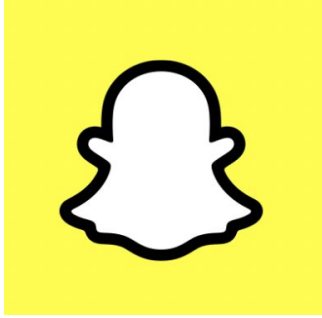


Overlapping target audience.
Does not offer diverse editing tools
No persistent AR object.



AR drawing/editing tool is primarily in 2D.
Lacks realism and does not offer 3D object scanning.

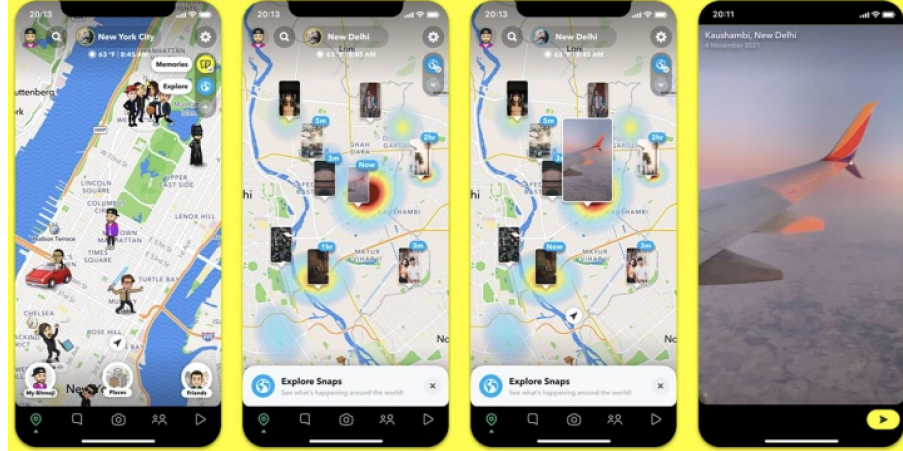
COMPETITOR ANALYSIS 2



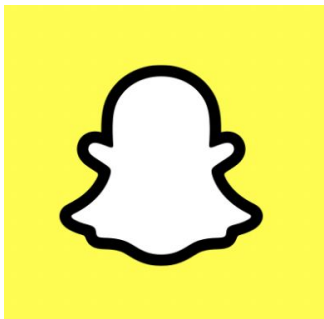
Snapchat

Valuated at 38.3 Billion USD

Snapchat Map: secondary feature



COMPETITOR ANALYSIS 2



Snapchat

Valuated at 38.3 Billion USD

Snapchat Map: secondary feature



Displaying 2D videos and photos at a proximate location.

Sharing AR Art recordings with friends + global audience
Offers diverse APKs and development environment.



Emphasis on social network ability.
Live feed of new uploads.
Huge user acquisition.



AR memories are not interactive.
AR objects does not appear in physical location.

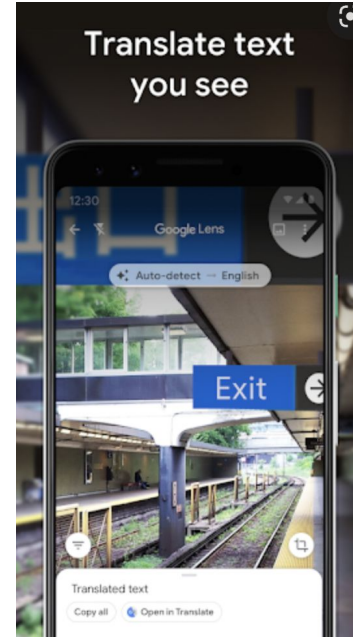
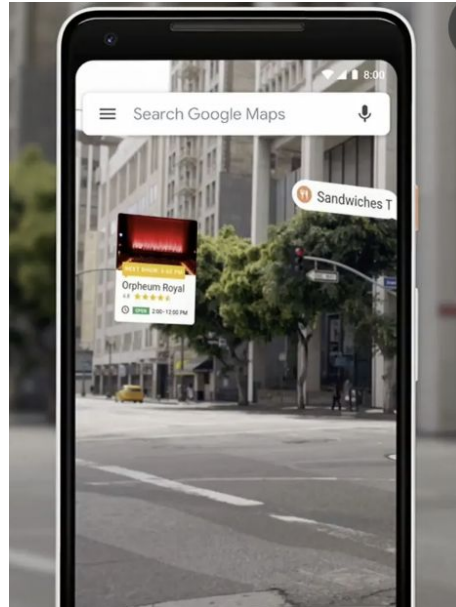
COMPETITOR ANALYSIS 3



Google Lens

Developed By Google
Valuated at 1.3 Trillion USD

AR placed in physical world context



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Google Lens

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AR placed in physical world context



Viewing physical world with AR object as assistant.
Persistent AR object tied to specific physical object.
High quality AR with enabled occlusion.



Mainly used for searching computer vision database.
No emphasis on memories or logging data.
Provides additional information overlaid on top of the physical world.



Does not offer AR object placement tool.
User cannot place new object without getting verified.
Limited artistic expression.

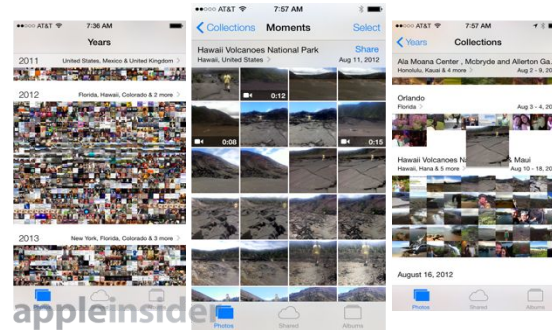
COMPETITOR ANALYSIS 4



Apple Photos

Developed By Apple
Valuated at 1.3 Trillion USD

2D Photo/Video Storage with
location tags



appleinsider

COMPETITOR ANALYSIS 4



Apple Photos

Developed By Apple
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2D Photo/Video Storage with
location tags



Storing 2D photos and videos.
Categorize photos via location tags.
Can easily create albums and share with friends.



Built-in product to primary hardware.
Huge user base and overlapping target audience.
Easy-to-use and accessible.



No social interaction feature included.
No AR memory included.
No gamification included.

COMPETITOR ANALYSIS 5

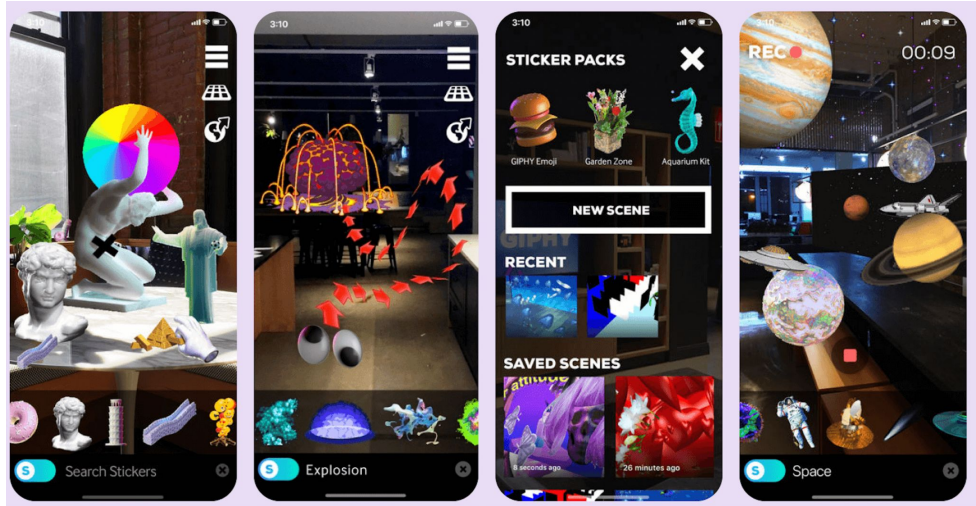


Giphy World

Developed By Giphy: Acquired By Meta

Valuated at 900 Million USD

AR object manipulation tool



COMPETITOR ANALYSIS 5



Giphy World

Developed By Giphy: Acquired By Meta

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AR object manipulation tool



Extensive range of tools to interact w AR object.
Manipulation of AR object in the user's physical location.



Targets artistic individuals interested in 3D drawing
Realistic AR objects with occlusion + shadows.



No gamification or social context.
No persistent AR saving feature.
No sharing AR memory with friends other than 2D recordings.

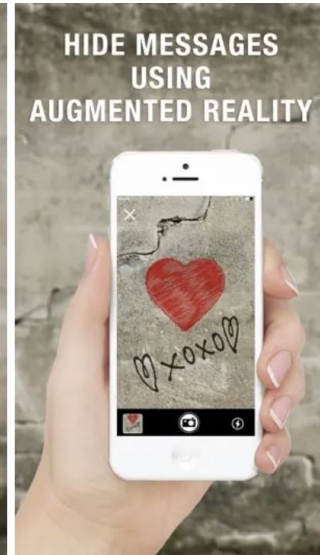
COMPETITOR ANALYSIS 6



WallaMe

Developed By Wallame LTD
Valuation Unknown

Sharing AR contents via location



COMPETITOR ANALYSIS 6



WallaMe

Developed By Wallame LTD
Valuation Unknown

Sharing AR contents via location



Storing AR Object at a proximate location.
Sharing AR Art with friends.



Message only discoverable at physical location.
Overlapping target audience.
Private and public message feature.



Does not have extensive reputation nor user base.
AR drawing/editing tool is primarily in 2D.
Lacks realism and does not offer 3D object scanning.

COMPETITIVE MATRIX: FEATURES + TARGET AUDIENCE

	Realistic AR	Location-based	Social context	Gamification	Target user
1.MARK	✗	✓	✓	✓	✓
2.SNAP	✓	✓	✓	✓	✓
3.LENS	✓	✓	✗	✗	✗
4.PHOTOS	✗	✓	✗	✗	✓
5.GIPHY	✓	✗	✗	✗	✗
6.WallaME	✗	✓	✓	✓	✓

04

VALUES IN DESIGN



VALUES IN DESIGN



Creativity and creative expression:

We will be providing diverse range of tools as to not limit their expression.



Accessibility + Mobility:

We will be providing necessary substitute recording methods for people with disability or additional needs.



Safety + Censorship:

We will not be providing service in dangerous areas or have parental controls to make app use safe for minors. We will also monitor contents via computer vision to remove inappropriate contents.

VALUES IN DESIGN: CONFLICTING VALUES



Violation of Privacy Rights of individuals scanned as AR objects:

We realise that some individuals do not wish to be featured in our database as AR objects. Unless given explicit permission or identification, we will be substituting anonymous AR object's faces with pre-rendered avatar faces to public display.

And also have extensive content report system to eliminate abuse of the privacy rights.



05

OUR TASKS

Simple

Moderate

Complex



OUR TASKS

We categorized different tasks conducted by users by focusing on two main matrices: Frequency of use + Complexity of use.

Frequency of use: How often in the application cycle, is the task completed to serve its purpose to fulfil users' needs.

Complexity of use: How many steps of interfaces are required to complete the task without the need for additional learning by the user.



OUR TASKS

Simple

- Recording and placing AR art in the real-world.

Moderate

- Change who has access to and who can edit your AR memory piece.
- Editing existing AR artwork.

Complex

- Finding a location where an AR art piece was placed.
- Scrolling through different time frame collections of the same location.



06

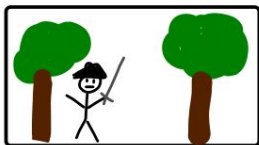
CONCEPT VIDEO STORYBOARD

Storyboard

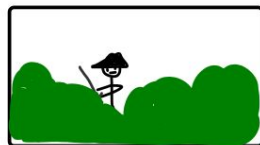
rotating transition



NARRATION: In all my years as a pirate, I've never found a treasure quite as bountiful as Stanford University's fabled coconut.



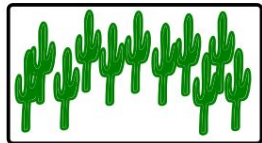
The pirate fights through rough terrain (outside the cactus garden) before finding the original resting place of her coconut.



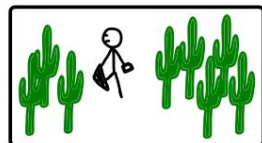
She holds up her picture of Coconut.

20s

adds a flashback here to show emotional connection



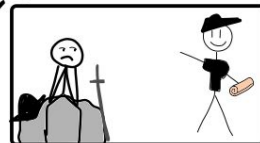
2D photos don't capture the same feeling of adventure so she leaves the garden, despairing that she may never feel that sense of adventure again



35s

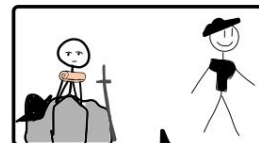
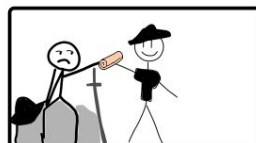


She finds a rock to cry on



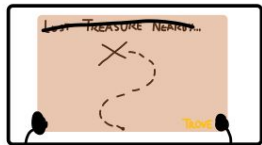
adds a shot from behind pirate here

Along comes a strange pirate in unfamiliar garb. He gives her a treasure map and a knowing smile before taking his leave.



we ran out of time for this

60s (top)



She opens the map to discover that it points to lost treasure, so she skeptically follows the path back to the cactus garden.

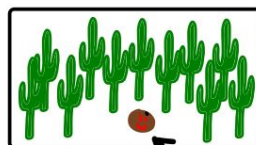


there was no rock so I sat on the ground.

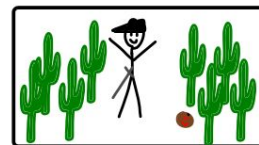
(but eagerly)



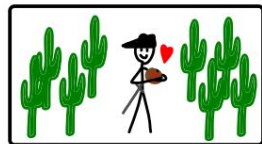
She holds up the map before her eyes, and when she lowers it, her Coconut has appeared!



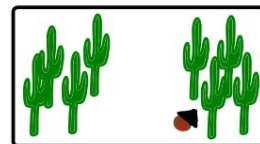
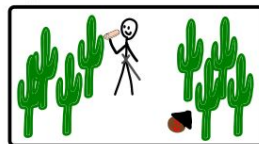
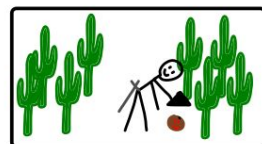
sits on a stump



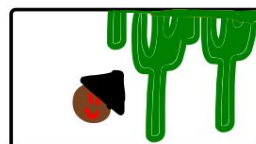
She is overjoyed!



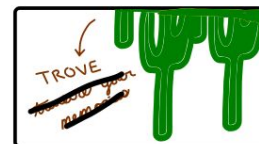
She embraces Coconut with childlike glee. Satisfied that she could re-experience that feeling of discovery, she leaves her hat with Coconut before departing with her new magic treasure map.



The camera zooms in on Coconut and the hat. They disappear together, and in their place appears our slogan, written in the dirt.



on the ground,



TROVE
never your
map

we lack the video editing skills to make it disappear

+ (redits (120s))

CONCEPT VIDEO - TROVE





APPENDIX

Here's a [link](#) to our storyboard (also included in the deliverable).

Here's a [link](#) to our video.