



# AN AUGMENTED REALITY GAME FOR ACTION MOVIE FANS

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Course: WNM 643 (Fall 2017)  
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**PROBLEM**

Jackie Chan is a worldwide famous comedy martial art actor, with his iconic fighting style and memorable comedy scenes. However, by the time pass, only few young adults know him and have watched his movie.

**SOLUTION**

As a big movie fan and a designer, I will create an interactive program about Jackie Chan and his phenomenal movies to raise the awareness and bring enjoyable and remarkable experience for younger generations.



# HOW MIGHT WE PROVIDE AN INTERACTIVE EXPERIENCE FOR ACTION MOVIE FANS?





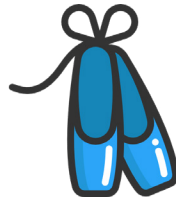
**MARKETING RESEARCH**

**GENDER DISTRIBUTION**

(TOTAL NUMBER OF INTERVIEWEE: 47)



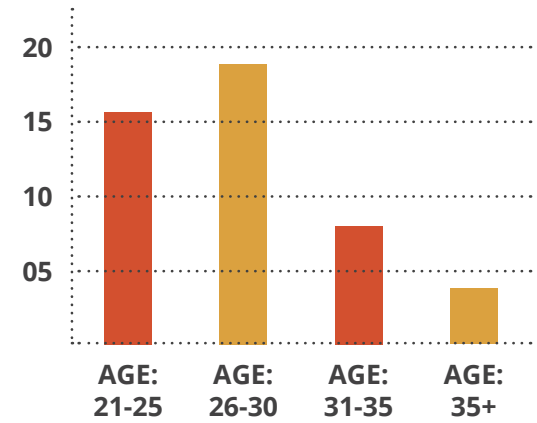
**MALE**  
59.6%



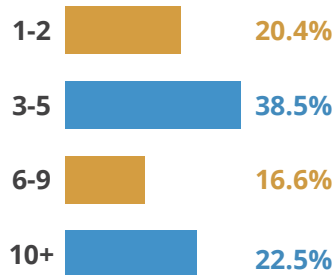
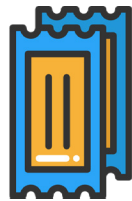
**FEMALE**  
40.4%



**AGE DISTRIBUTION**



**NUMBER OF MOVIE WATCHED PER MONTH**



**WAY TO WATCH MOVIE**



**IN THEATER**



**AT HOME**



### APPEAL THE MOST IN A MOVIE



STORY  
31.5%



ACTING  
26.8%



DIRECTOR  
19.6%

### FRUSTRATE THE MOST IN A MOVIE



DIALOGUE  
25.7%



EFFECTS  
21.4%



EDIT  
12.7%

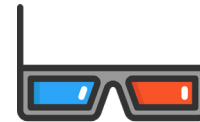
TOP 3 THE MOST FAVORITE MOVIE TYPE



ACTION  
58.6%



COMEDY  
51.1%



SCI-FI  
39.5%

TOP 3 THE LEAST FAVORITE MOVIE TYPE



MUSICAL  
10.3%



HORROR  
11.4%



ROMANCE  
17.9%



**KEYWORD HIGH LIGHTS:**



Popular movie type:  
**ACTION MOVIES**



Most focus part in movie:  
**STORY**



Movie fan needs:  
**PARTICIPATION, INTERACTION**

**WAHT KIND OF EXPERIENCE ABOUT A MOVIE YOU WOULD LIKE TO HAVE IN THE FUTURE?**

"... can always sit at the perfect spot and have some place to put my leg and feet comfortable."

"Lounge sofas with stop start options, and ca fast forward through the parts that are too painful to watch."

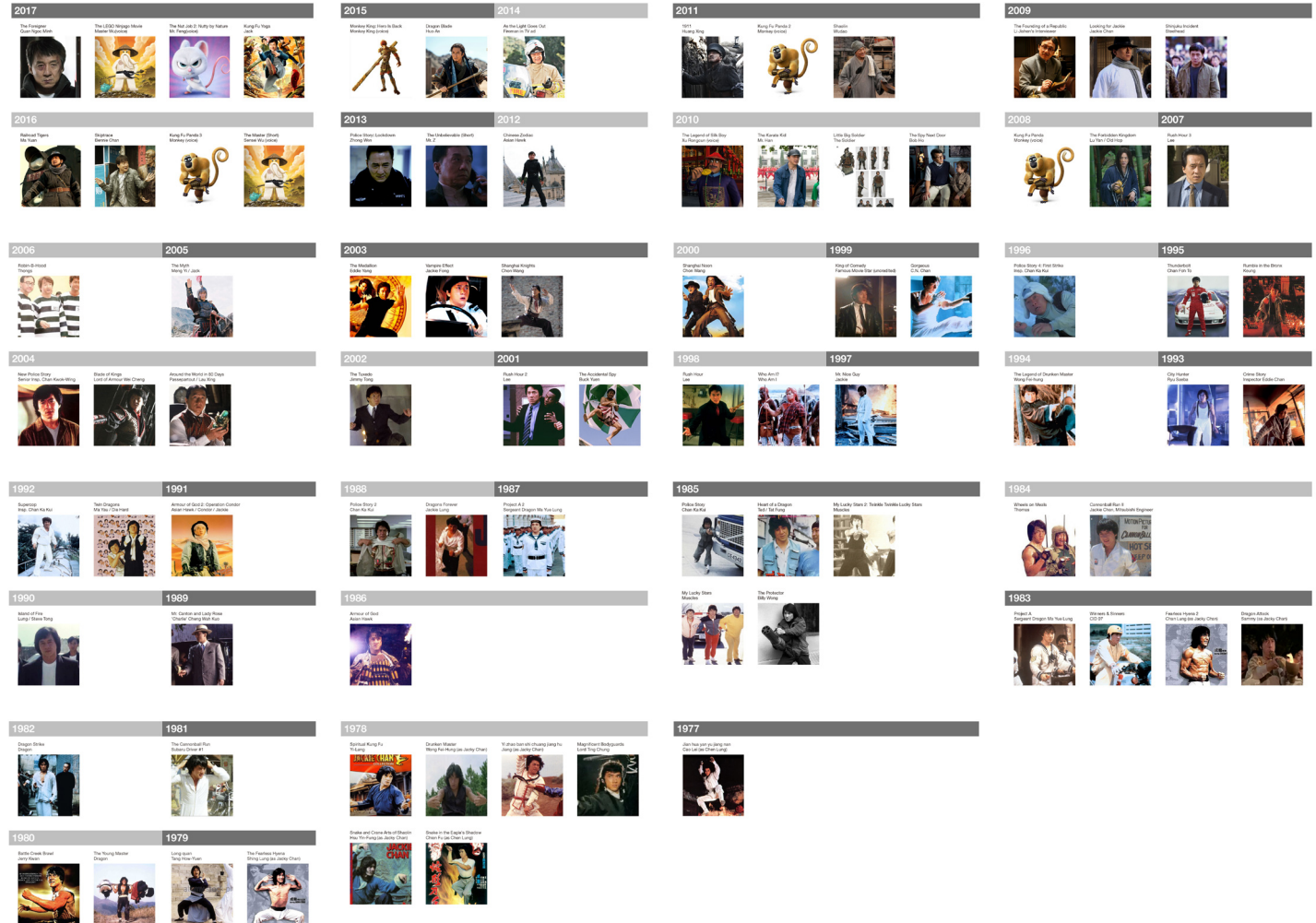
"Planetarium experience where you feel like you're in the movie."

"... has interaction with actors."

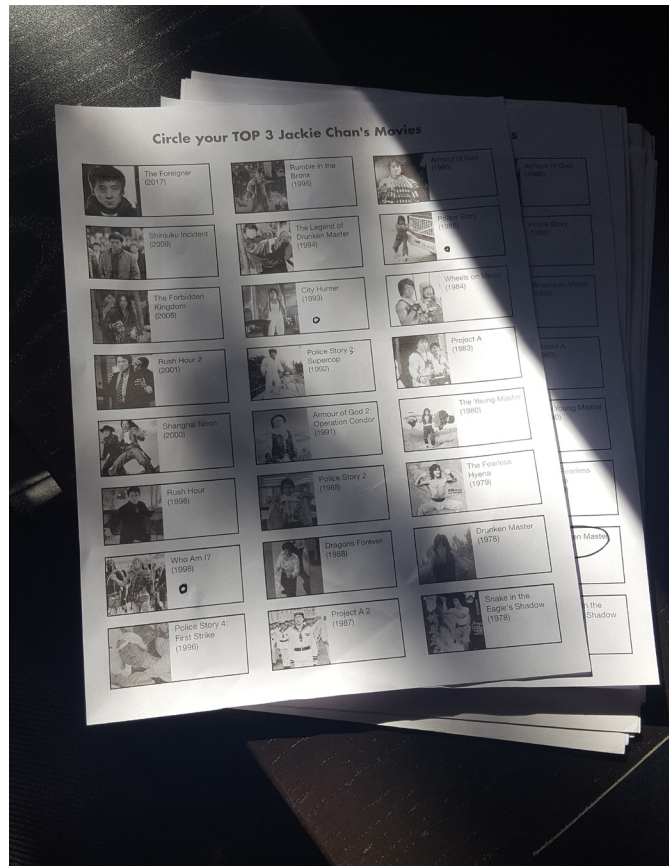
"VR experience"

"Peeing time pause"

## TIMELINE OF JACKIE CHAN'S MOVIES



SECOND ROUND SURVEY ABOUT TOP 3 JACKIE CHAN'S MOVIE



**Circle your TOP 3 Jackie Chan's Movies**

The Foreigner (2017)	Rumble in the Bronx (1995)	Armour of God (1986)
Shinjuku Incident (2009)	The Legend of Drunken Master (1994)	Police Story (1985)
The Forbidden Kingdom (2008)	City Hunter (1993)	Wheels on Meals (1984)
Rush Hour 2 (2001)	Police Story 3: Supercop (1990)	Project A (1983)
Shanghai Noon (2000)	Armour of God 2: Operation Condor (1991)	The Young Master (1980)
Rush Hour (1998)	Police Story 2 (1988)	The Fearless Hyena (1979)
Who Am I? (1998)	Dragons Forever (1988)	Drunken Master (1978)
Police Story 4: First Strike (1996)	Project A 2 (1987)	Snake in the Eagle's Shadow (1978)

RESULT: TOP 10 JACKIE'S MOVIES CHOSEN BY FANS



1  
RUMBLE IN THE BRONX  
(1995)



2  
DRUNKEN MASTER  
(1978)



3  
ARMOUR OF GOD  
(1986-1991)



4  
RUSH HOUR  
(1998-2007)



5  
POLICE STORY  
(1985-1996)



6  
SNAKE IN THE EAGLE'S  
SHADOW (1978)



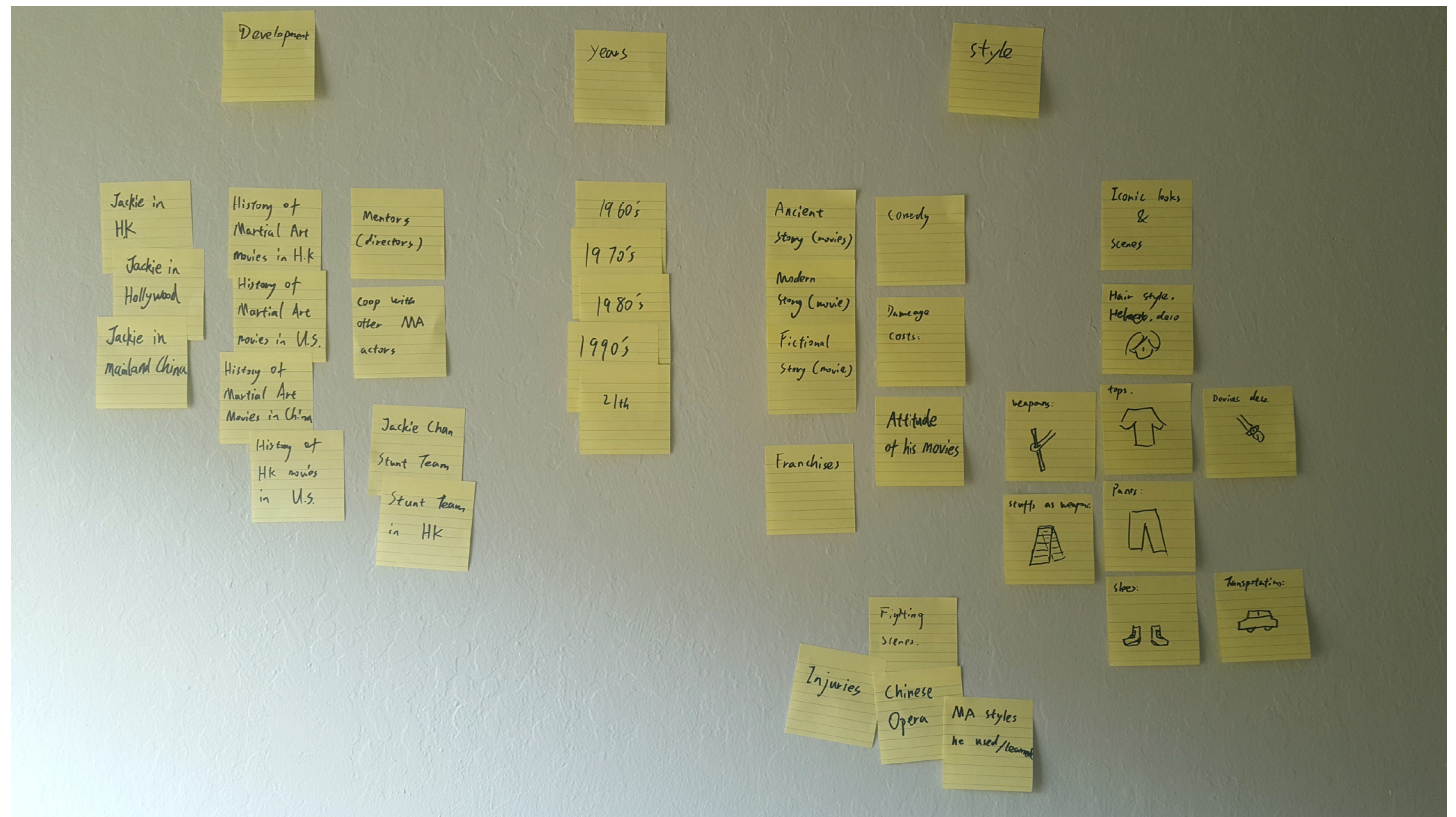
7  
WHO AM I?  
(1998)



8  
PROJECT A  
(1983-1987)

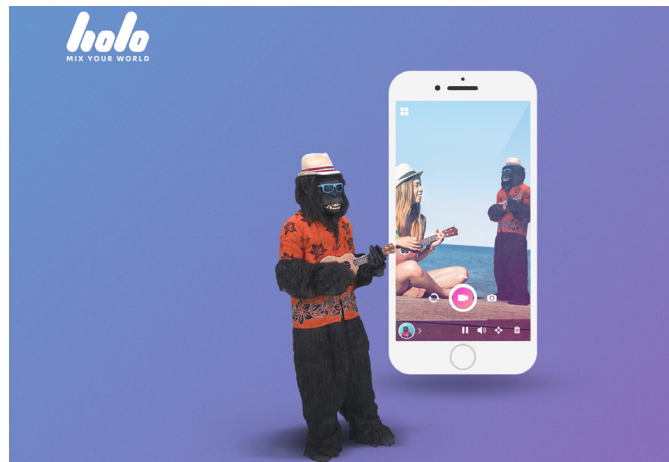
## RESULT: KEYWORD HIGH LIGHTS

- COOL OUTFITS
- FRANCHISES
- PHENOMENAL LOOKS
- JACKIE'S STUNT TEAM
- MARTIAL ART STYLES
- FIGHT SCENES
- DAMAGE COST IN MOVIE
- INJURIES IN MOVIE



## HOLO




Holo is an augmented reality based app that allows user to add hologram footages into the camera and take photos & videos for fun. It has variety of hologram footages including movie characters, celebrities, athletes, musicians and comedians, as well as fun original characters and animals.



## DINOSAURS EVERYWHERE!

Dinosaurs Everywhere is an augmented reality based app that to place dinosaurs in the real world and users can see dinosaurs walking all around in real size.



	PLATFORM	PRICE	RECORD	APP TYPE
 RAGE JACKIE	IOS & ANDROID	FREE	VIDEO ONLY	GAME BASED
 HOLO	IOS & ANDROID	FREE	PHOTO & VIDEO	CAMERA BASED
 DINOSAUR EVERYWHERE	IOS & ANDROID	\$0.99	PHOTO ONLY	CAMERA BASED

**UNITY**

Unity is a cross-platform game engine developed by Unity Technologies, which is primarily used to develop both 3 dimensional and 2 dimensional video games and simulations for computers, consoles, and mobile devices.

**VUFORIA**

Vuforia enables Unity developers to create engaging AR experiences and reach the broadest possible audience. Deploy your AR project across a wide selection of handheld devices for iOS, Android and UWP and unlock new categories of apps by overlaying digital content on physical 3d objects.







**TARGET AUDIENCE**

**PRIMARY AUDIENCE**

Age 21-27, young generation movie fans. They want to participate in their favorite scenario and interactive with their favorite characters.

**SECONDARY AUDIENCE**

Age 29-38, artists and designers who have passion on movies. They want to create a brand new art experience relate to their favorite movies.





## NATALIE MORGAN

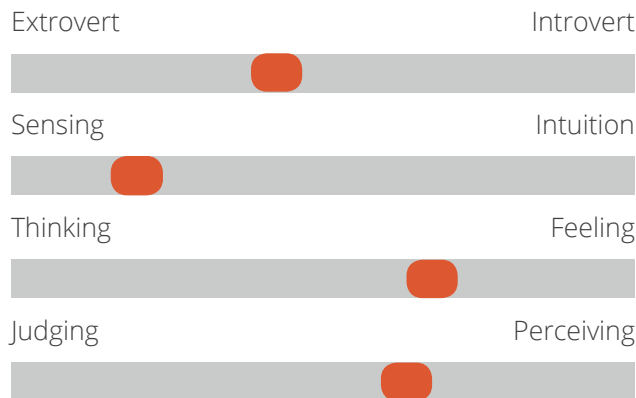
**Age:** 27  
**Occupation:** Movie Critic  
**Status:** Single, childless  
**Education:** Highly educated  
**Location:** San Francisco, CA

### BIO

Natalie Morgan is a movie critic. She frequently watch movies that has good story and decend experience. For some of the movie she will write a very long article that breakdown in detail about a movie and share on her social media as well.

Also she is a big fan of action and sci-fi movies especially cool futuristic devices.

### PERSONALITY



### TECHNOLOGY

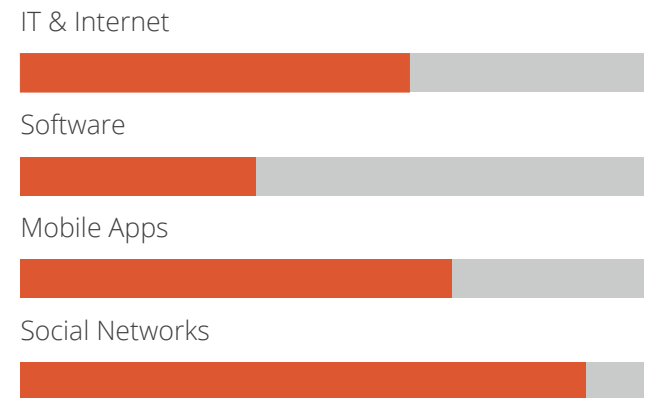


IMAGE SOURCE: 111



**NATALIE MORGAN'S  
POINT OF VIEW**

**"I need a way to see new technologies combine with movie content, but there're only few that focus on both educating and entertaining part."**



## JIMMY TANG

**Age:** 22  
**Occupation:** Student  
**Status:** Single, childless  
**Education:** Highly educated  
**Location:** Palo Alto, CA

### BIO

Jimmy Tang is a student in art school, who loves watching movies especially crime and action movies. When he's not busy on school stuffs, he stays active in his personal life as he participates in his local basketball league.

He also writes his own scripts and wish one day can make a movie out of them.

### PERSONALITY



### TECHNOLOGY

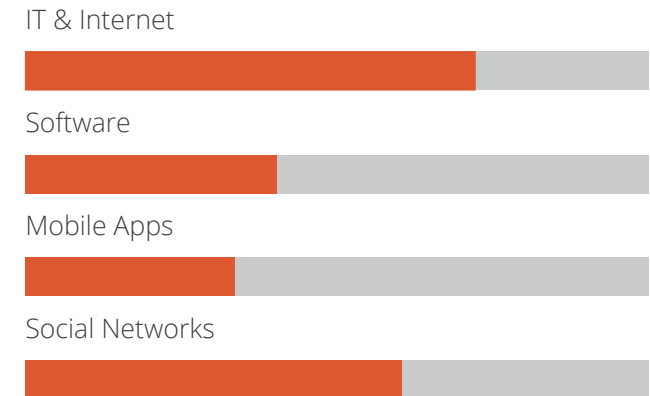


IMAGE SOURCE: 112



**JIMMY TANG'S  
POINT OF VIEW**

**"I'm so interested about getting known the behind the scene stories of an action movie, but it is hard to find in one place."**



## EDWARD JAMES

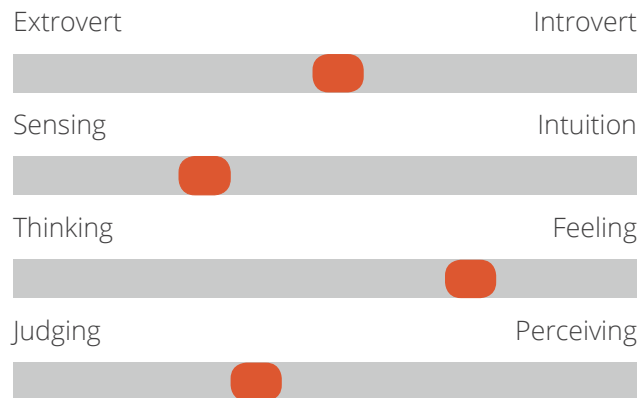
**Age:** 32  
**Occupation:** Freelance Photographer  
**Status:** Single, childless  
**Education:** Highly educated  
**Location:** San Jose, CA

### BIO

Edward is a photographer in wine industry. Also he is a hard core movie fan and he appreciate to some decent movie makers.

Edward has a "90 minutes rule" of movie that 90 minutes is enough for a good and complete story telling time in a movie unless its a historical movie or documentary.

### PERSONALITY



### TECHNOLOGY

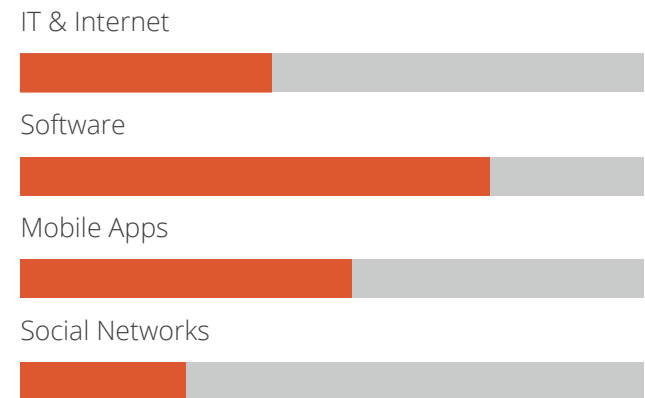


IMAGE SOURCE: 113



**EDWARD JAMES'  
POINT OF VIEW**

**"I need a way to show different perspectives of any good movie, because it is my way to respect movie makers on their hard works."**



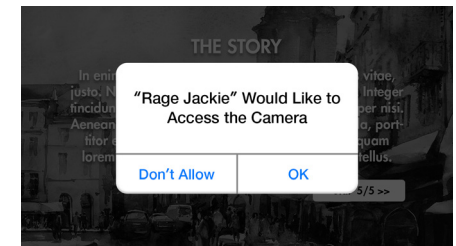
## NEW USER PLAYS THE GAME



01. Landing page.



02. Story of the game, tutorial.



03. Get camera access permission to play the game.



04. Main game page.



05. Move the cell phone to go left and right.



06. Find a ladder (or other matched item) on the street.



07. Click item to trigger next move.



08. Unlock a new character.

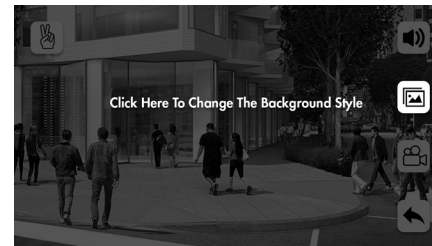


09. Use new character in the game.

CHANGE BACKGROUND STYLE VIA IN APP FILTER



01. Main game page.



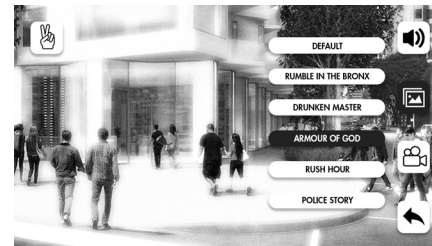
02. Show how to change the background filter style.



03. Click the filter button and show all filter options.



04. Change to Rumble in the Bronx style's filter.

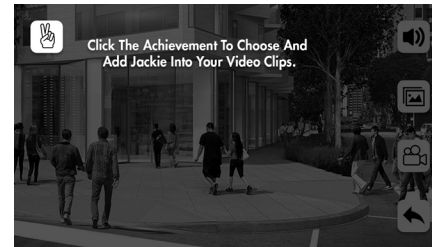


05. Change to Armour of God style's filter.

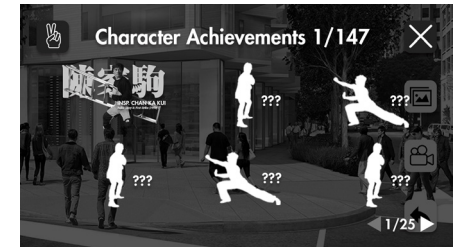
**CHOOSE CHARACTER AND RECORD A MOVIE CLIP**



01. Main game page.



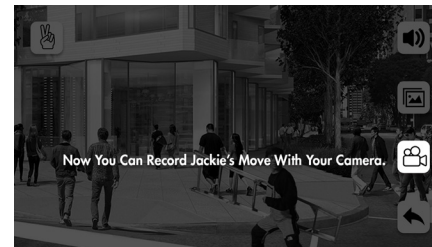
02. Show where can view all unlocked characters.



03. Choose a character on character achievements page.



04. Place the character in real world.



05. Click the recording button to record a short movie clip.



06. Recording.



07. Save and replay the movie clip.



**VISUAL DESIGN**



**#FF5728**

**#CA0035**

**#5B1646**

**Futura Std Heavy**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789



**THE PRODUCT**



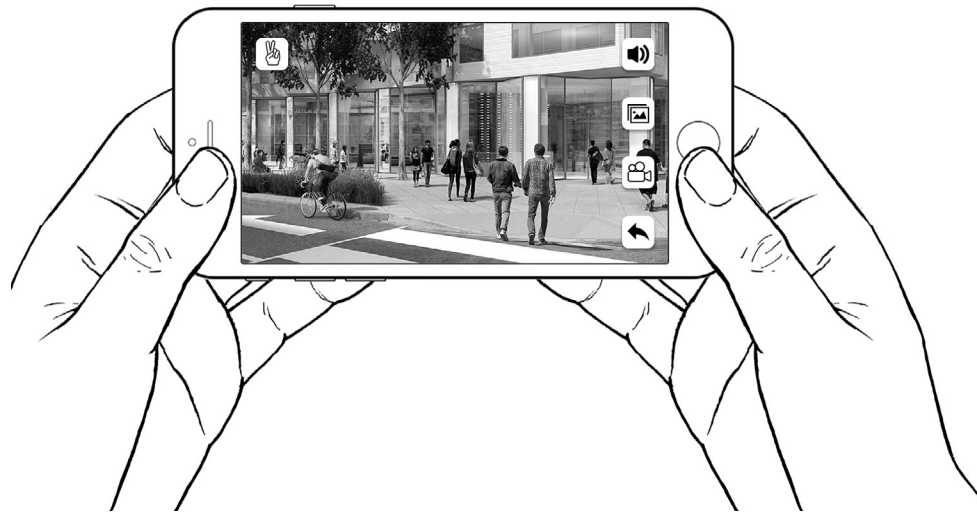
## **THE JACKIE CHAN PROJECT: RAGE JACKIE**

Create a AR project that provide the interactive experience with familiar items (furniture, tools) surround user and see Jackie Chan use them in unfamiliar ways (as a weapon), to raise the awareness of the Jackie Chan's movies for younger generation.



# RAGE JACKIE

Landscape Version



Portrait Version



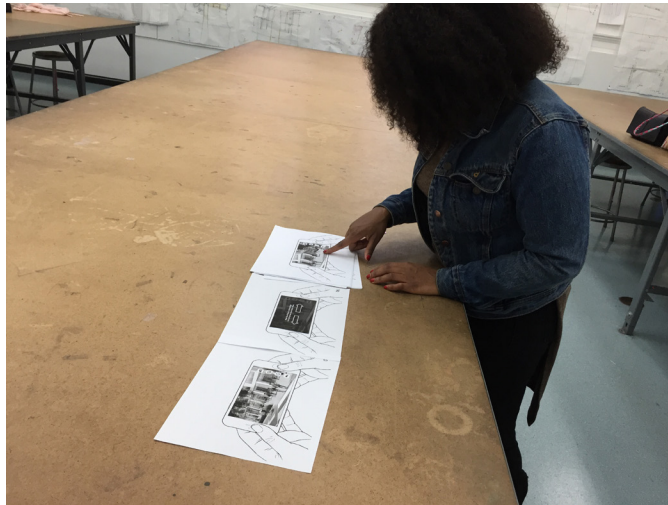
### A/B TESTING: TEST FOR LAYOUT & GAMING EXPERIENCE

Task flow 1: First time user &

Task flow 2: Gallery/Achievements

#### Group A:

Testing of landscape version, filter button on the far right corner.



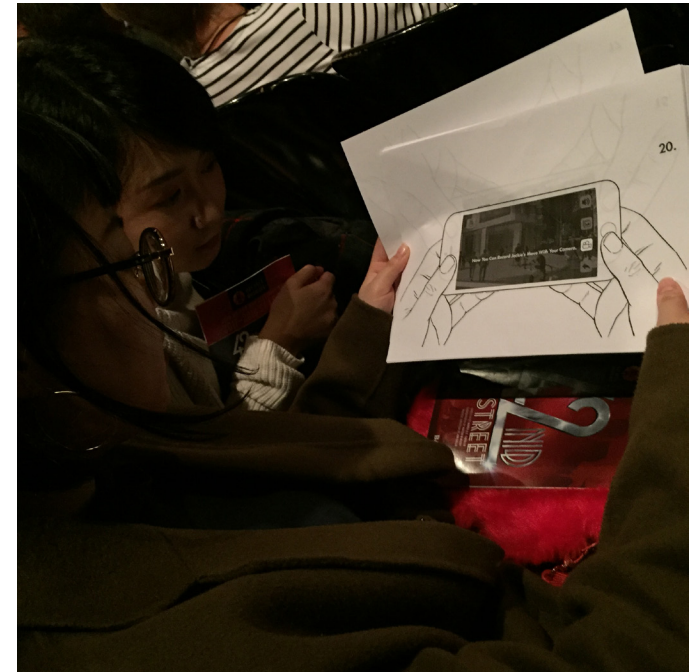
#### Group B:

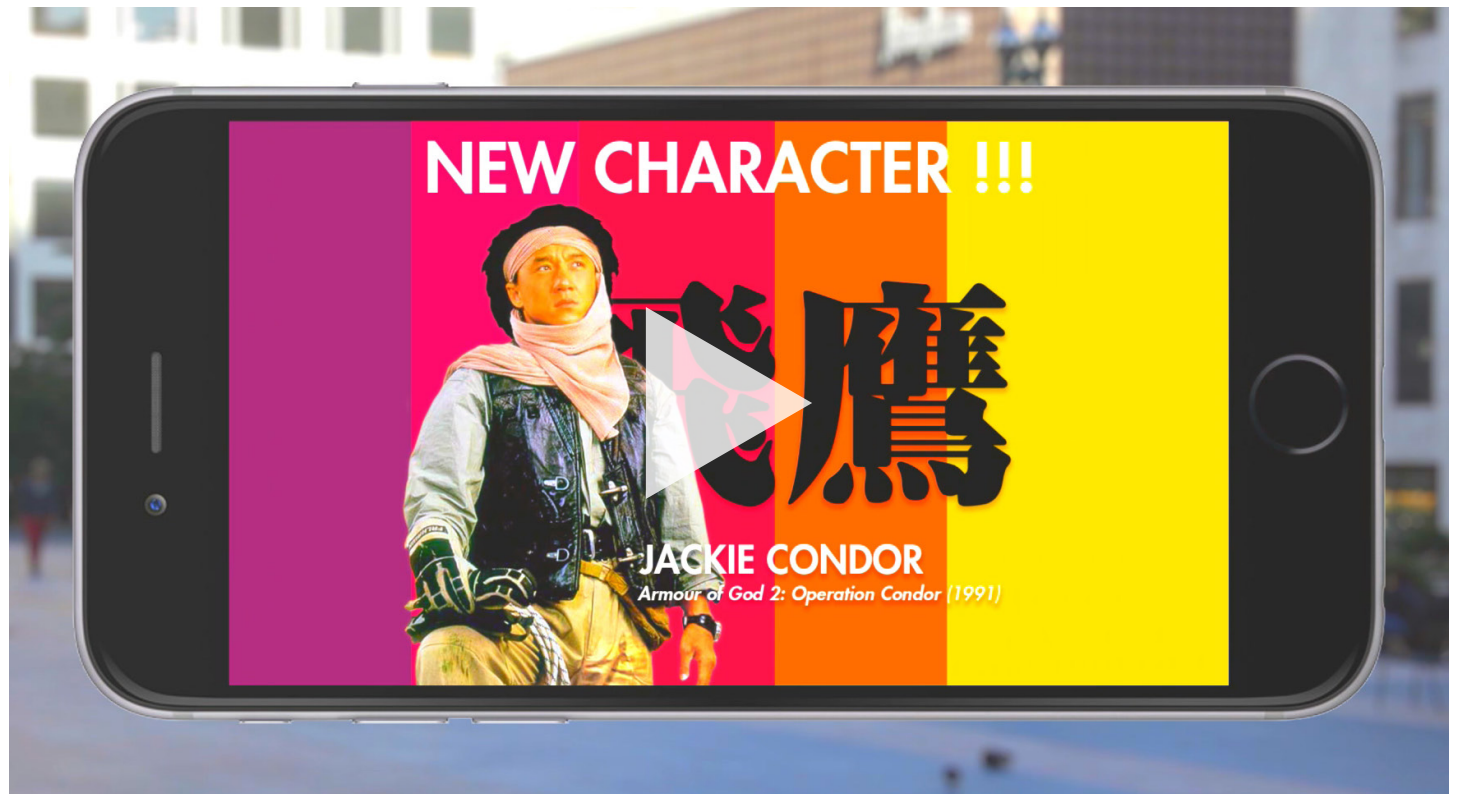
Testing of portrait version, filter button next to the shutter button.



**A/B TESTING RESULT:**

1. Landscape version gave users better view and more movie-watching feeling than portrait version, but it had to use both hands to play.
2. People in group A were less focus on the filter function than group B.
3. Both groups thought it would be more fun to customize the combination of one character's moves.





## IMAGE SOURCE:

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