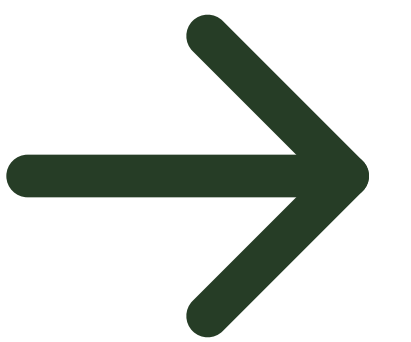




SOCIAL IMPACT PROJECT

Enhancing National Park Experiences with AR



Hrushikesh Ingale + 1 Product Designer

The Idea

Problem Statement

How might we drive more customer traffic to National Parks with an experience motivating younger generations to visit and conserve the national parks while increasing its repeat value?

Strategy

An AR app that gamifies trekking with a live leaderboard to ensure a repeat value and an immersive fishing game promoting conservation efforts.

The Process

Mood Board

User Research Overview

- Diminishing repeat value
- Need for conservation resources
- Traditional way is less immersive
- Lack of motivation for younger generations

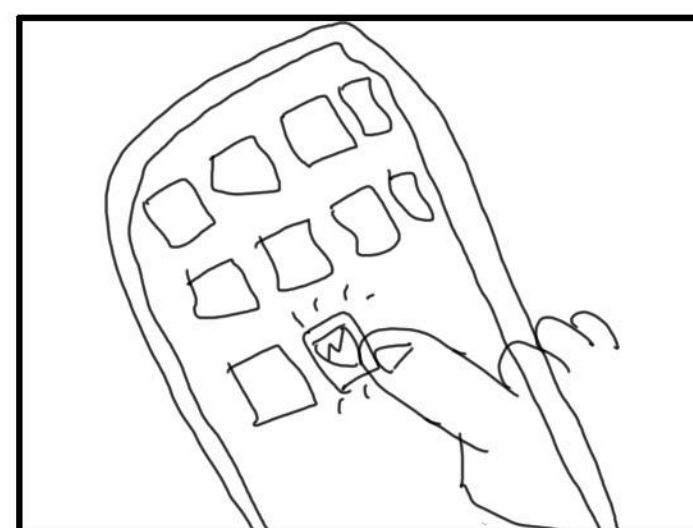
Mood Board



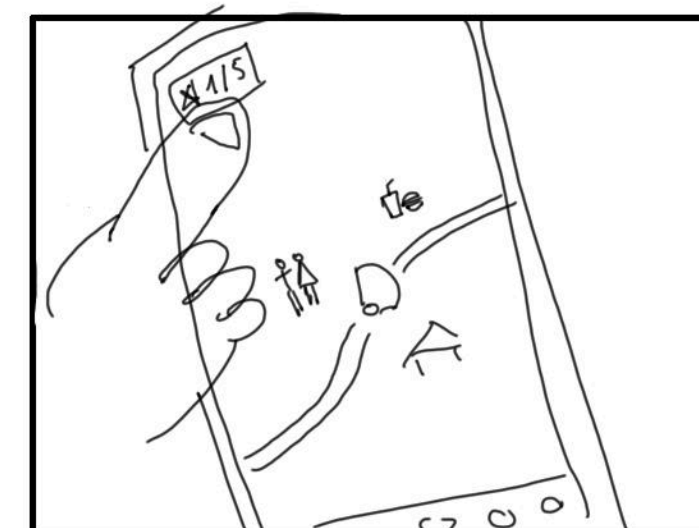
Storyboard



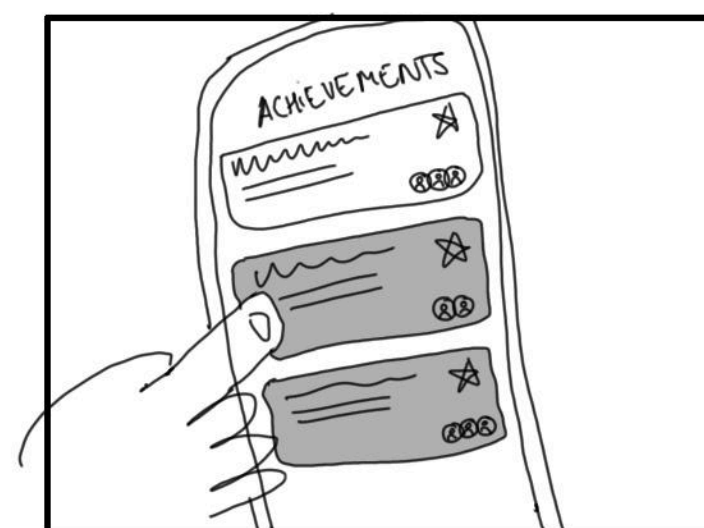
USER VISITS A NATIONAL PARK



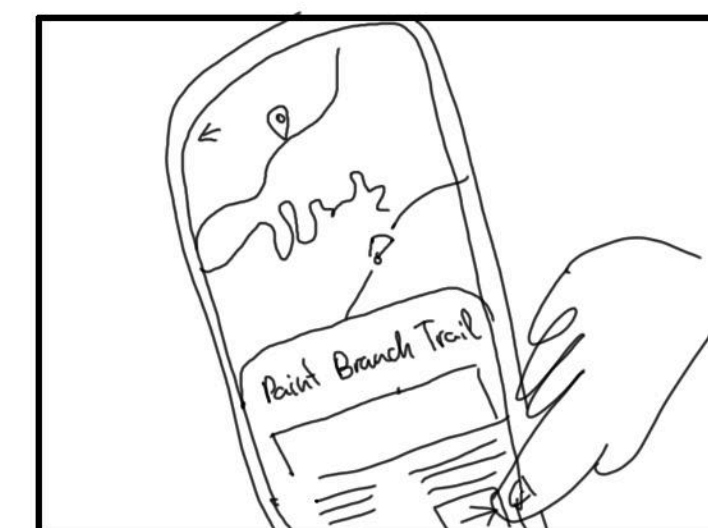
OPENS THE NATIONAL PARKS APP



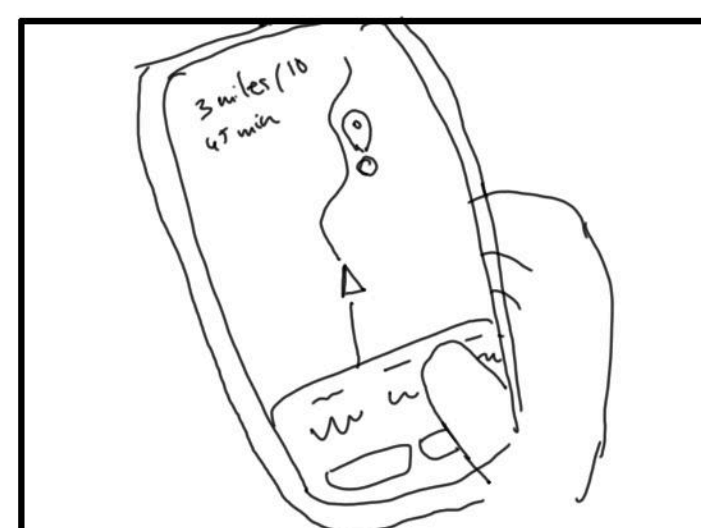
GOES TO THEIR ACHIEVEMENTS



SELECTS AN INCOMPLETE ACHIEVEMENT



CHECKS TRAIL INFO, SEES LOCATION OF COLLECTIBLE AND HITS GO →



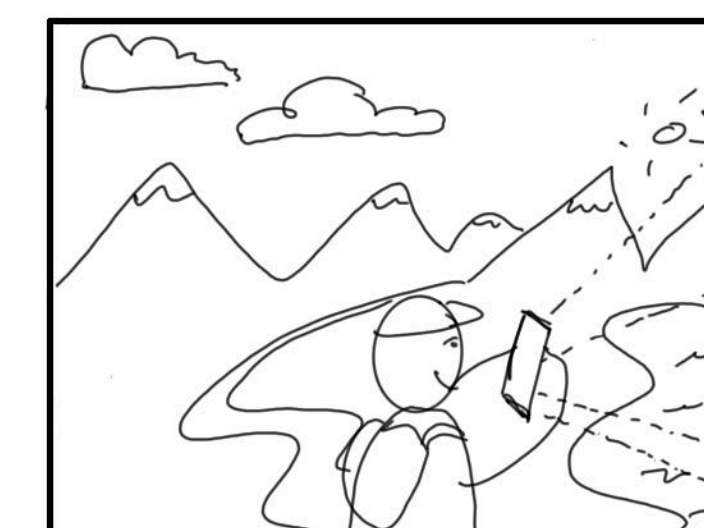
FOLLOWS THE ROUTE



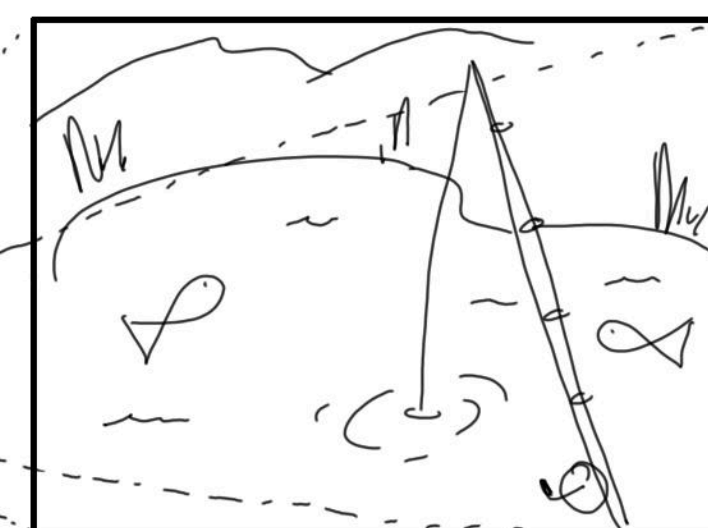
WHEN NEAR THE LOCATION OF THE COLLECTIBLE THE APP NOTIFIES THE USER



USER GETS INTRODUCED TO THE AREA AND THE AR EXPERIENCE



THE USER STARTS THE AR EXPERIENCE AND LOOKS AT THEIR ENVIRONMENT



(AR) A LAKE AND TWO DIFFERENT FISH SPECIES APPEAR, AND THE USER NEEDS TO FIND THE INVASIVE TO PROTECT THE LAKE AND LEARNS WHY IT'S IMPORTANT.



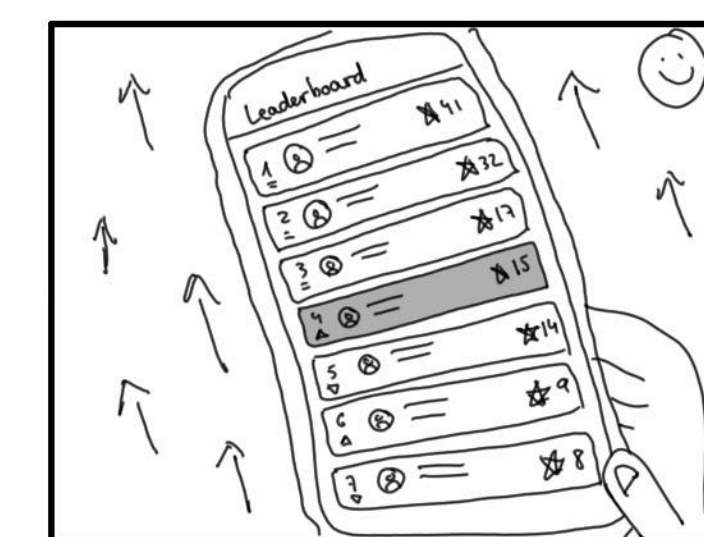
UPON COMPLETION, THE USER GETS THE BADGE



THE APP SHOWS INITIATIVES AND VOLUNTEERING OPPORTUNITIES



LIST UPDATES



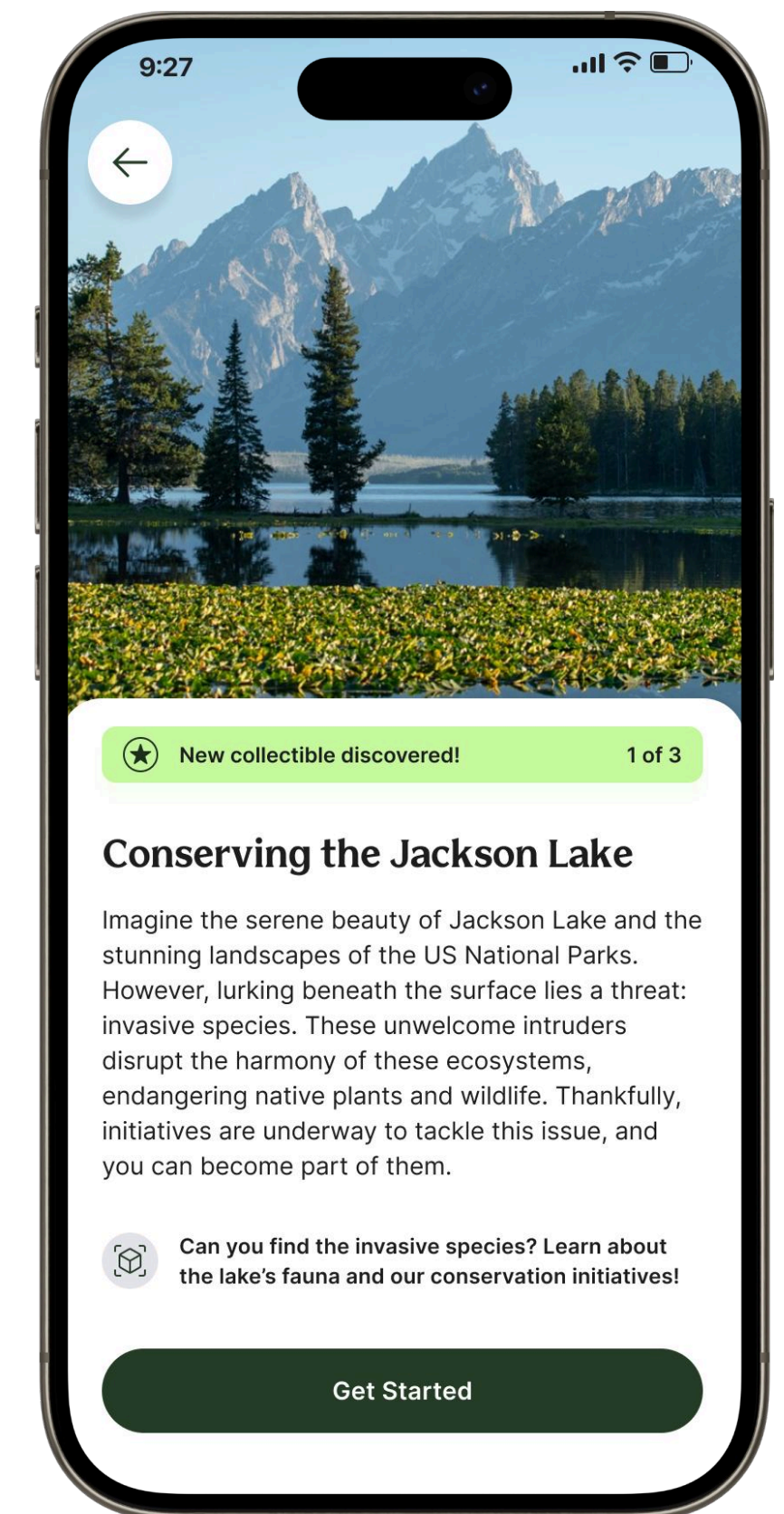
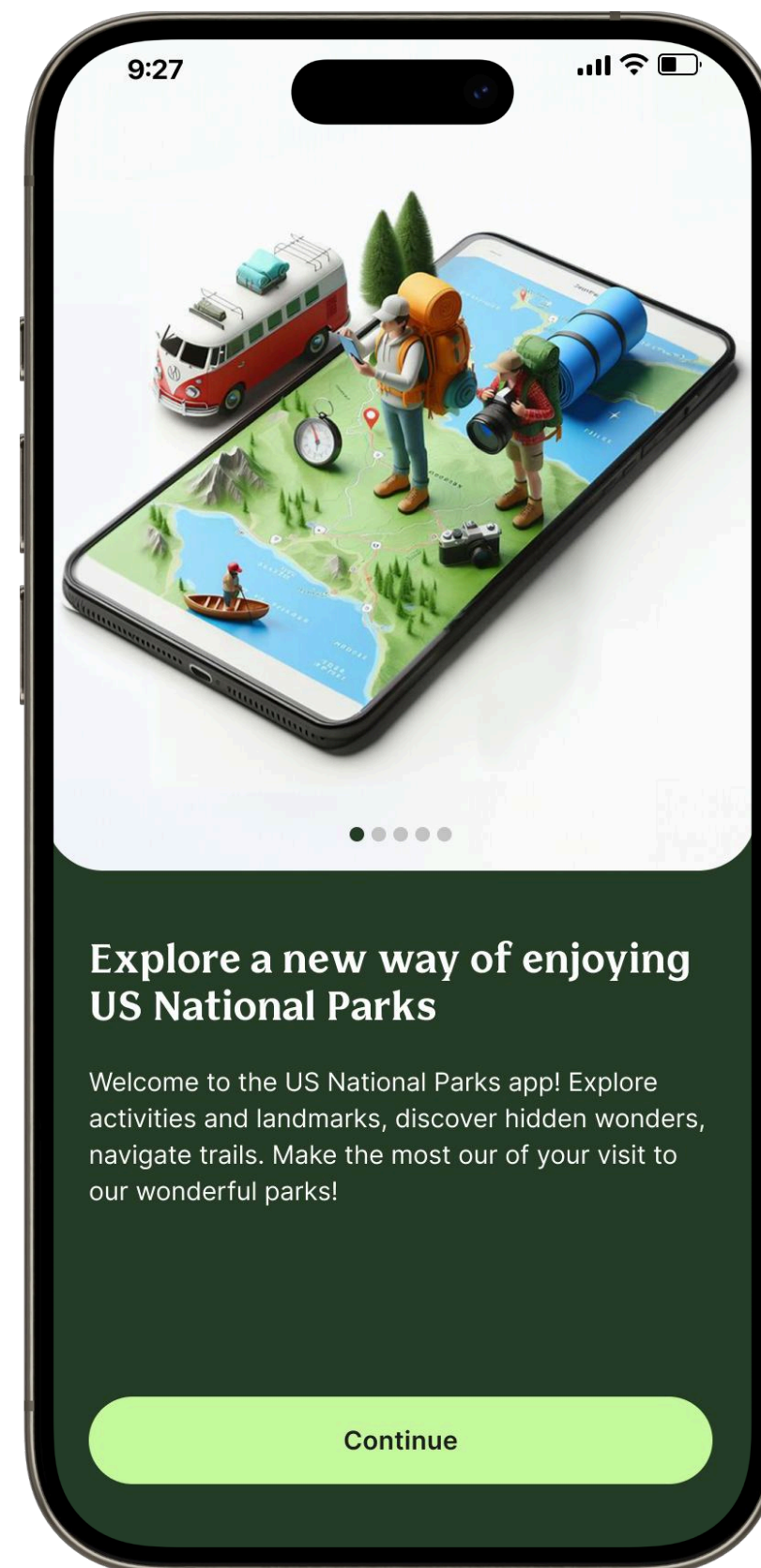
USER CHECKS LEADERBOARD VS FRIENDS



USER GETS A PHYSICAL COLLECTIBLE/GIFT

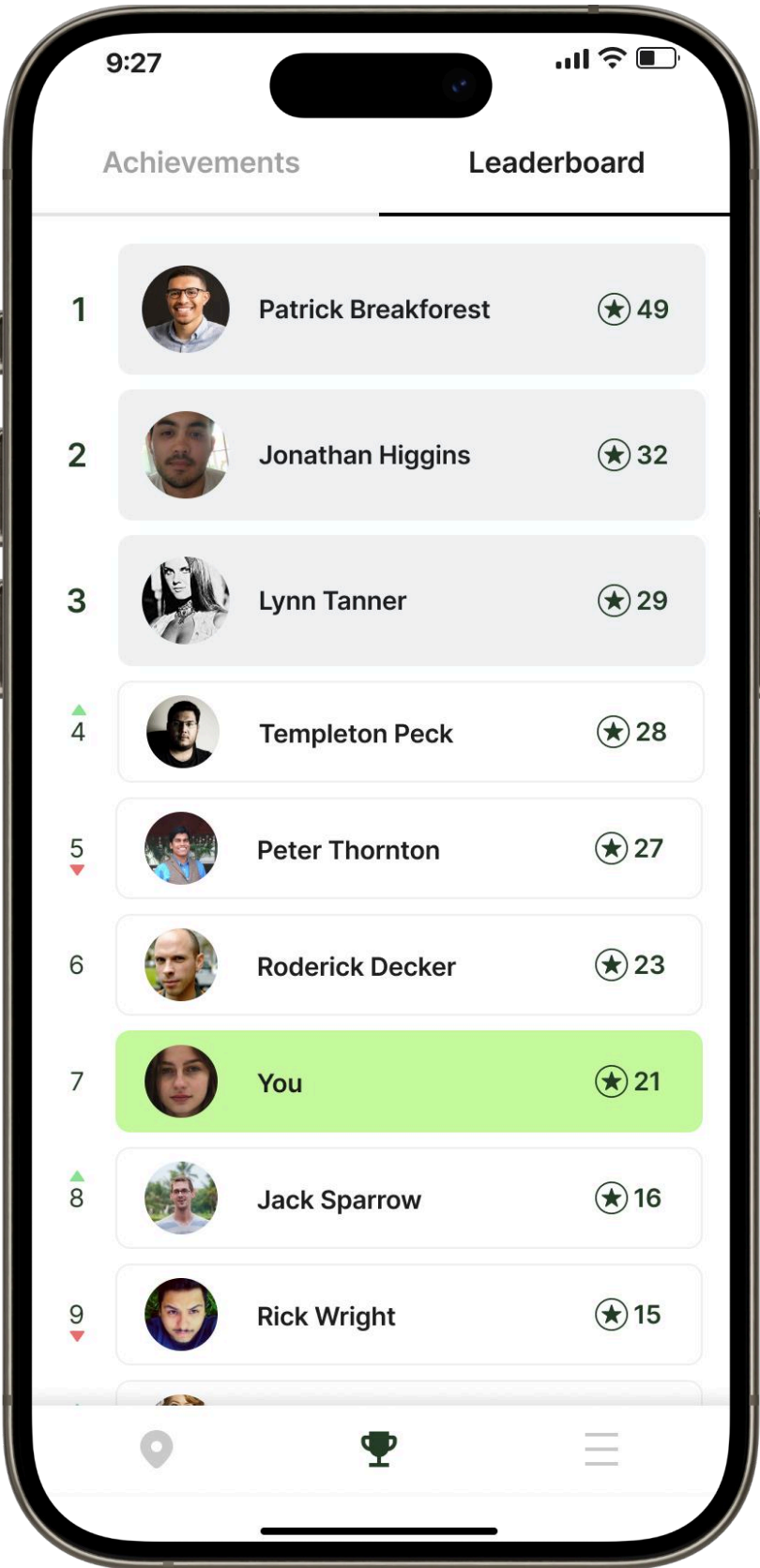
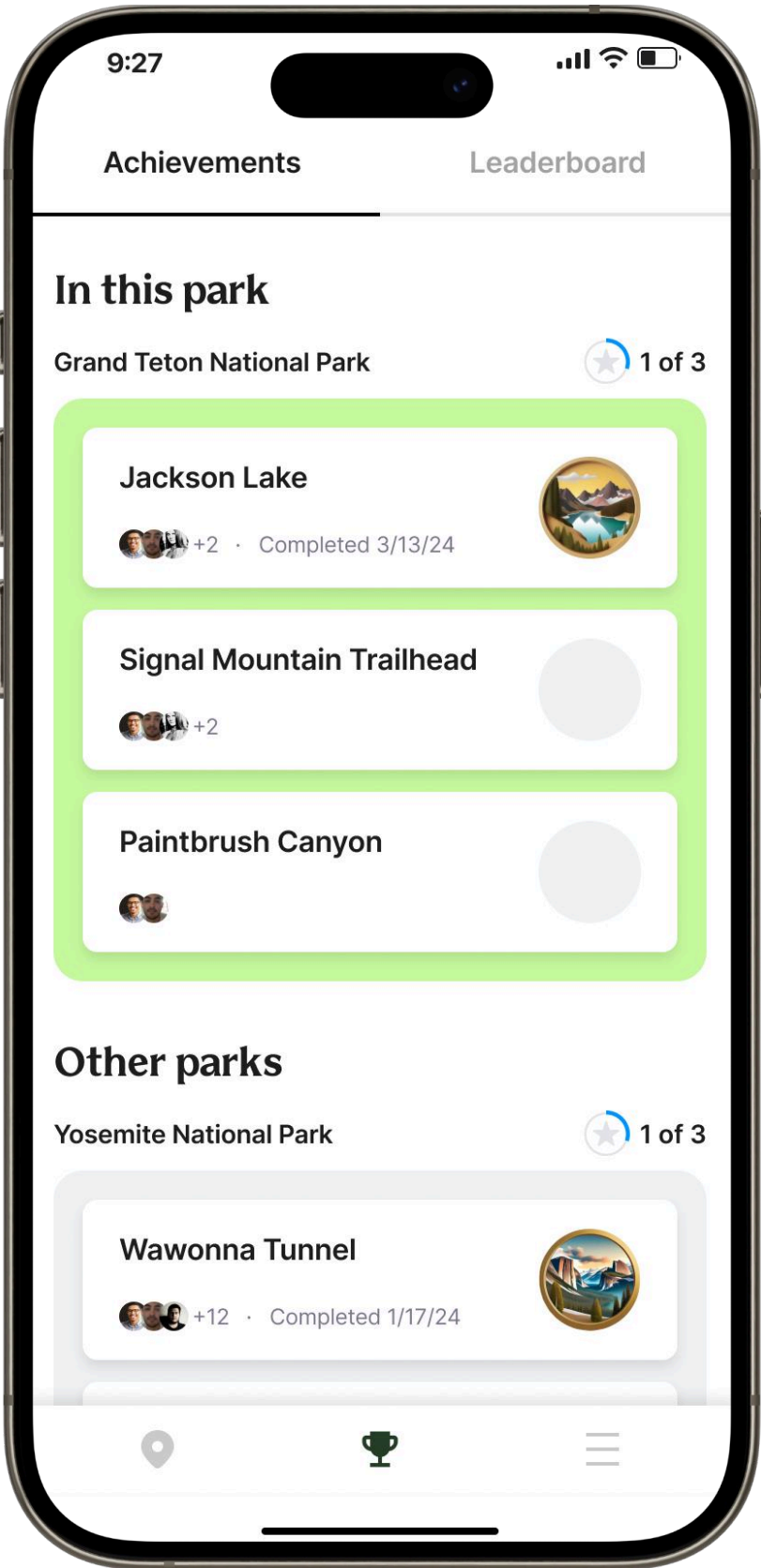
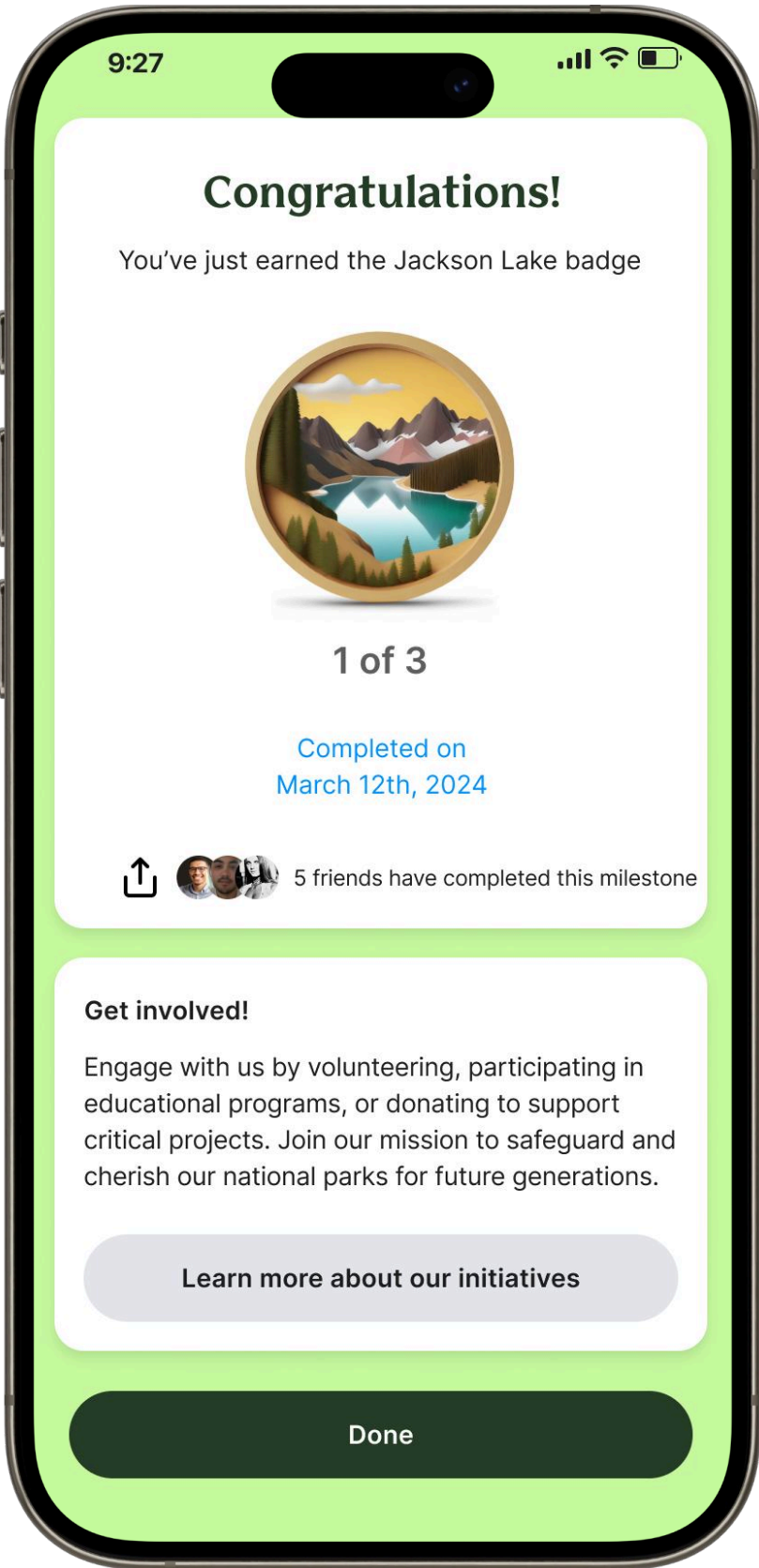
Wireframing

Made with



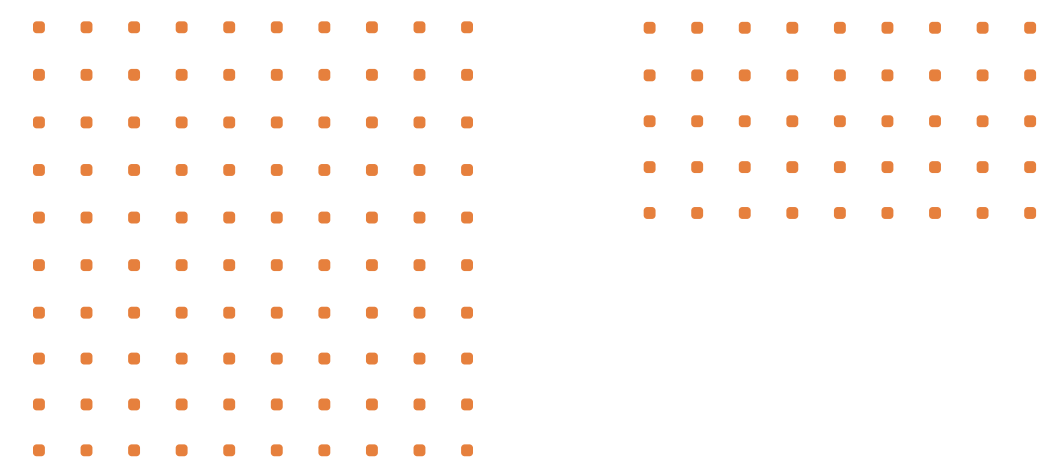
Wireframing

Made with



Prototypes

Made with



01

Paper Prototype

[Watch Video](#)

02

Bezi Mid Fidelity Prototype

[Watch Video](#)

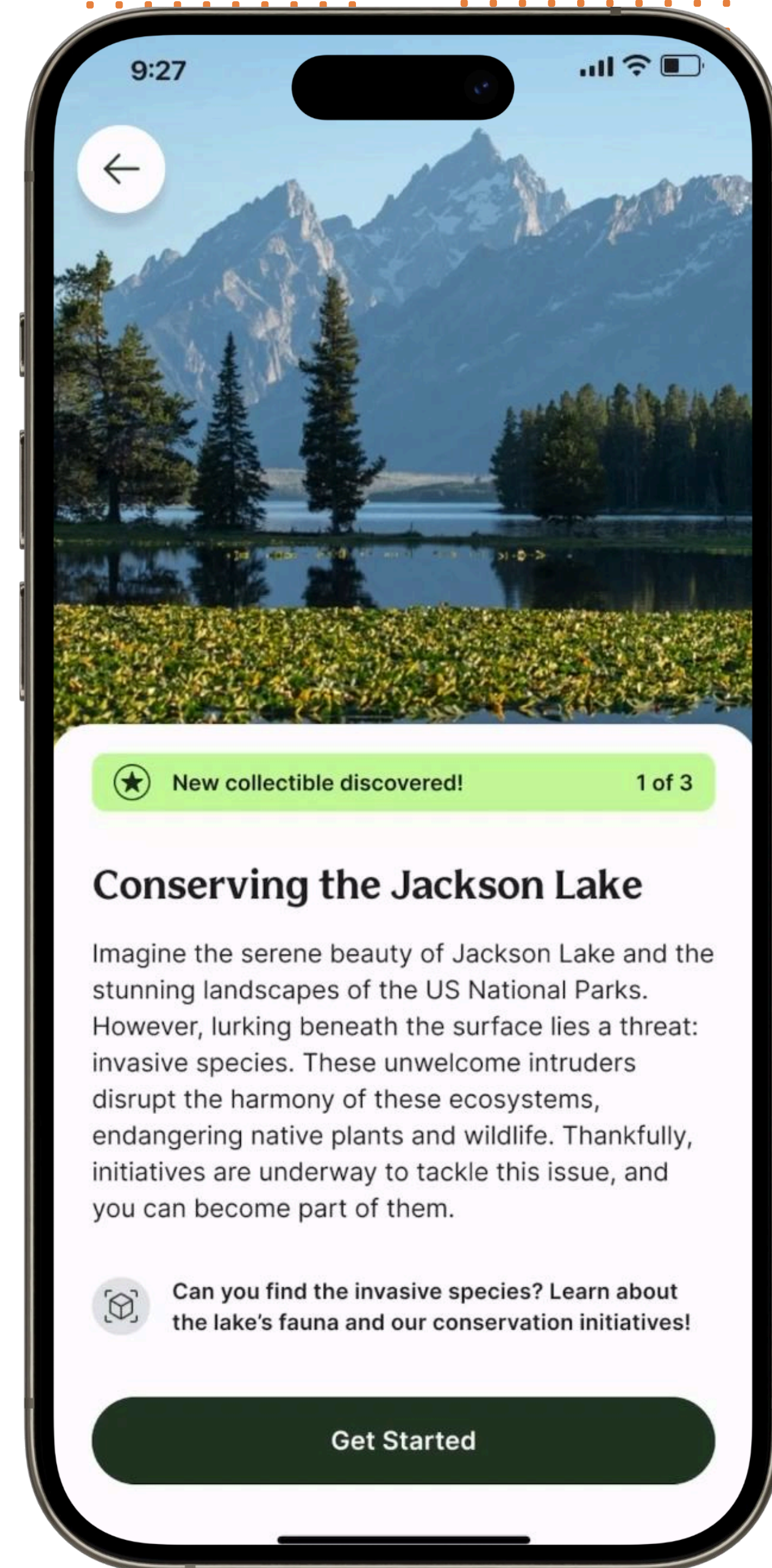
03

Unity High Fidelity Prototype

[Watch Video](#)

Prototypes

Made with



Reflection

Designing for AR

When designing for AR, it's essential to consider how digital elements interact with the real world. Factors like lighting, surface detection, and physical space influence the user experience and overall immersion.

Technical Expertise

Creating AR apps requires proficiency with tools like Unity Engine and languages like C# and C++. My software engineering experience helped me navigate challenges like optimizing performance and handling real-time spatial mapping.

Not Satisfied with the AR Product

While the project was engaging, the final product lacked polish for real-world use by trekkers. Issues like stuttering 3D models and lagging audio indicated the app's hardware demands were too high for most smartphones.