

## Prototype Abstract



The ARt prototype will focus on two different areas – The usage of the QR codes and The website/online presence of the project. With our prototype we try to answer the following questions:

- Will people scan the QR codes we provide?  
In order to answer that question we developed different kinds of QR code designs to test out which one is more attractive to students. We will choose strategic locations in campus to put those codes and then analyze which ones have the best impact.
- What QR code designs gather the most interest?  
To study what kind of codes users are likely to scan, designs will slightly vary and some will have instructions for scanning along with a brief description of our app's concept.
- How will people interact with the AR?  
To answer this question we will develop a basic online version for the website that will show what people will see once they scan the QR code.

In addition to answering this questions we want to define our marketing strategy for the app. We work towards developing a logo and other outreach materials. Through this prototype we aim to understand what people enjoy about our product and what else they would like to see more.

Updated Gantt chart:

