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# HP Reveal

An Augmented Reality Mobile App

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# What is HP Reveal?



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# Purpose of Study

To gain insight into how students react to AR technology.

Gathering perspectives on:

- Target audience
  - Motivations for initial and continued use
  - Applications for the technology
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# Tasks

1. Download the HP Reveal app
  2. Log into the HP Reveal app
  3. View an existing Aura
  4. Discover an Aura created by another account
  5. Create a new Aura
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# Procedures

- Think-aloud Protocol
  - Confidence/Difficulty
  - Points of Delight/Frustration
  - Microsoft Product Reaction Cards (MPRC)
  - Net Promoter Score (NPS)
  - Open-ended Discussion
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# Results: Points of D/F

## Delight

- Seeing animation
- Playing music
- Interesting overlays
- Customizing overlays
- Easy to find/follow other profiles

## Frustration

- Difficult figuring out how to view Aura for first time
  - Unable to preview Auras
  - Unorganized overlay list
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## Results: MPRC



*End of Task 3*



*End of Task 5*

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# Results: MPRC



A word cloud of MPRC results. The words are arranged in a roughly circular shape. The most prominent words are 'Confusing' (red), 'Creative' (green), 'Exciting' (green), and 'Busy' (red). Other words include 'Entertaining', 'Impressive', 'Innovative', 'Simplistic', 'Familiar', 'Unprofessional', 'Cutting-Edge', 'Inspiring', and 'Old'.

Entertaining  
**Busy** Impressive  
**Confusing**  
Creative Old  
Innovative  
Simplistic  
Familiar **Exciting**  
Unprofessional  
Cutting-Edge  
Inspiring

*End of Task 3*

## Confusing:

“I wasn’t sure what Auras were and nothing really gave me more information about them.”

## Busy:

“The home page had a lot going on.”

## Creative:

“Interesting concept, makes AR more exciting. Also makes it more accessible.”

“It’s a new way to look at whatever media you’re trying to share.”

## Exciting:

“The AR was smooth and interesting. I haven’t seen it before.”

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# Results: MPRC

Entertaining  
Unconventional  
Exciting  
Creative  
Innovative  
Impressive  
Irritating  
Cheap  
Inconsistent  
Intuitive

*End of Task 5*

## Cheap:

“It doesn’t scan well and overlays were kind of misplaced.”  
“The home page doesn’t seem like there was any time or effort into setting it up. There’s no grouping or categorization.”

## Innovative:

“It’s something I haven’t seen before.”  
“The AR is so futuristic, but the app is so old-fashioned. It doesn’t match.”

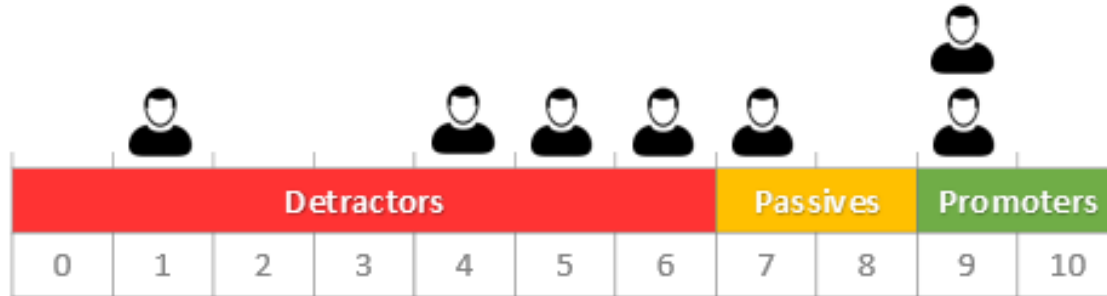
## Impressive:

“It’s neat that you can move around the image and still see the AR. You can take a picture of probably almost anything and make it into some type of AR.”

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# Results: NPS



**NPS = -28.57**

“I have no reason to recommend it. Unless someone specifically asks me for an AR app, I would have no reason to talk about it or use it ever again.” (1)

“What’s the point of the app? I wouldn’t be like ‘hey friend, look at this AR app.’ It doesn’t give you anything to do, there’s no purpose to it.” (4)

“When it works, it’s cool. But, it did have a decent amount of issues getting it to do what I thought it was supposed to do.” (6)

“I liked it. I think it would be a thing people could get into.” (9)

“It’s really cool but I would have to tell them how to use it.” (9)

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# What could this app be used for?

“Advertisements. But I’m not sure it would be very successful because it’s not very well-known. Maybe the room numbers outside the doors to show which classes are in the classroom and at what times, especially for freshmen or at the beginning of the school year.” - P1

“Could be used for advertising or art.” - P2

“I honestly have no idea. There are other apps like Amazon or Pokemon Go that work better for AR.” -P3

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# What could this app be used for?

“Games, like Geocaching. I’d be interested in a treasure-hunt type thing where you have to find clues on- or off-campus.” - P5

“You could scan on-campus posters to get information in a fun format, similar to a QR code. But everyone has a QR code scanner and they know what it is. Who is going to know to scan this coke logo to see something happen?” - P7

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# What kind of people would use this app?

“I think anybody could use the app.” - P3

“Someone into technology and new things. The everyday person may not want to take out their phone to look at a flyer.” - P2

“Probably anyone. I think more adults would use it, not so much teenagers.” -P1

“Anyone interested in what it might be able to do or show.” -P6

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# What would make people use this app frequently/continuously?

“If people’s friends were using it, they may be more likely to use it too. It would be cool if it linked to some type of social media.” - P1

“Because the app either amuses them or they’re required to use it in order to accomplish something.” - P4

“If there was a prize for finding something, even if it was just a badge on the app.” -P5

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# What would make people use this app frequently/continuously?

“If they fixed how to use the app so people knew how to use it. If they gave ideas on how to use the finished product. Like, you make one, but what do you do with it next?” -P7

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# Final thoughts?

“It was cool. I liked it, it was fun.” - P2

“I like the app, it’s nice and simple. But, I wouldn’t see myself using it.” - P3

“I’m unlikely to use the app again unless there’s a proper incentive.” - P4

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# Overall Remarks

Delighted by AR experience, but app is confusing and frustrating:

- Unfamiliar terms and processes
- Lack of instruction/tutorials

Engaging, but likely to be short-lived

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