VERIZON AR EXPERIENCE

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Overview

Scope

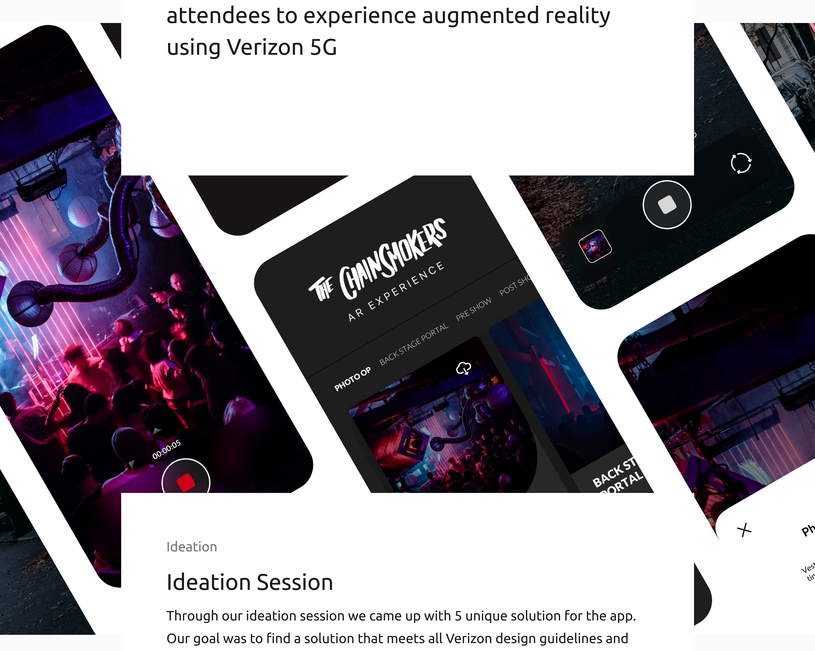
UX Research
UI Design

Key Metrics

App launched for Coachella Valley Arts Festival
Successful 5G test with event attendees

Objective

Design an app for Coachella valley arts festival attendees to experience augmented reality using Verizon 5G



Ideation

Ideation Session

Through our ideation session we came up with 5 unique solution for the app. Our goal was to find a solution that meets all Verizon design guidelines and also capture the theme of The Chainsmokers band.

Prototype

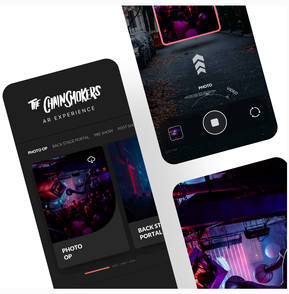
Wireframe

We created 3 different wireframes to visualize 3 solutions that we picked from 5 of our initial soulutions.

Prototype

UI Design

We used bright colors, and illustration to ensure the app felt warm, fun and cozy.



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