7) Building AR Interaction | The Switch as the metaphor

Rhetoric of Visual Interface Metaphors in Augmented and Virtual Experiences

GOAL
To Design a poster as an AR Marker to trigger a microinteraction designed in an Interaction Design Concept;

Microinteractions are everywhere: in the devices we carry, the appliances in our house, the apps on our phones and desktops, even embedded in the environments we live and work in. Most appliances and some apps are built entirely around one microinteraction.

Microinteraction:
Inviting attention of the user and reducing visual clutter
When there are elements in the environment that can be interacted with, one of the ways to let the user know of it, is through responsive behavior of the respective element.

1. **Trigger**- Triggers initiate a microinteraction.
2. **Rules** - determine what happens once a microinteraction is triggered.
3. **Feedback**- Lets people know what's happening. Anything a user sees, hears,or feels while a microinteraction is happening is feedback.
4. **Loops & Modes** - determine the meta-rules of the microinteraction. What happens to a microinteraction when conditions change?

Scenario:
Storyboard a Micro Interaction in a Maker based Poster Design in a AR Environment
As UX Designers my partner and I have been asked to mock up a AR experience trggered by a Poster Design as a marker based Solutions Prototyping it In Reality Composer...

Video Demo located at:

JeffLu-7-Building_AR_Interaction.mp4

Jeff Lu's Contributions:

1) **AR Video Demo** - In Adobe Reality Composer built the Interaction using Apple iPad
2) **Slide Presentation** - Contributor to Visual Design metaphor and Microinteractions writeup