

CASESTUDY 01



Augmented Reality

Carlton Books Ltd.

Overview

Carlton Publishing Group, an illustrated book publisher based in Central London, wanted to look into developing a series of books utilising the latest Augmented Reality (AR) technology within books. They wanted to be the first on the market to create this new digital product integrated with content on the page.

Goal

Understand and develop the technology, become market leader for innovation. Identify opportunities to improve or expand their service offering with an eye to offer this to other international publishers. Integrate into the broader ecosystem.

Outcome

Two final service concepts:

- a) Service for unifying print and digital creation at cost.
- a) User centred service

My Role(s)

Service Designer
Content creator
UX/UI lead
Storyboarding and Art Direction

Methods

Desk research, interviews, surveys, role play, service safari synthesis wall, trend analysis, ideation, brainstorm, journey map, storyboard, service blueprint, service offering, prototypes digital and physical.

Tools

Figma
Mural
Adobe CC

Awards

British Book Design & Production Awards 2015:
Best Interactive Multimedia Book 'Jurassic World'

British Book Design & Production Awards 2013:

[Link here to interactive PDF](#)

Read the full story

Embed a Youtube
video here

*“The physical book should
not be just a vehicle for the
app but a fundamental
companion to the app”*

Survey participant

Discovery

I started by exploring the technology, was it feasible to get the AR to activate? then I then conducted primary research through surveys and interviews as well as observational research to further understand the users' experience and identify pain points and opportunities. How do similar products convey similar information? What was the closest service they had to this digital item?

Insights

In primary research, the term 'Augmented Reality' was hard to pin down the meaning with users. It felt like a jargon term for digital industry professionals only. Videos would be required for hesitant people to understand how to use it. Stakeholder resistance to technology in 'traditional publishing' which was a fear to be reconciled. User to see educational value and less perceived 'gaming aspect'. Cover to be cutting edge but convey the technology effectively! Possibly bring a 'museum' into your home with 3D objects created and spinable. Walk through scenes created from floorplans.

Ideation

Quick and dirty experiments experience of the service based upon existing service of pop-up books, the market and the competitors, and trends in the digital industry. I then conducted primary research through surveys and in-depth interviews to further understand the users' experience and identify pain points or opportunities. sample books ordered with varying paper weights (gsm) to add perceived value - The book should not be a vehicle for the app, both should work and stay together.

A test app was created for immediate sampling, this was an existing prototype from the developer. As well as closest apps available for the age group however crude.

Post-it notes for a rough experience flow. Key outcome: If app shared/ recommended without the presence of the book what can the user do? The book is required but a test sheet JPG could be downloaded for print and activation!

Green Lantern poster

Primary Research - Green Lantern Augmented Reality triggered poster .

Pop-up books

Primary Research - Creation of pop-up books was the closest service the client had.

Prototyppe photos

“The physical book should not be just a vehicle for the app but a fundamental companion to the app”

Survey participant

Prototyping App Frontstage

We stuck sample pages into printers' dummies and tested the low fidelity prototype app in various conditions for quick feedback and Q&As with the developer.

Once the prototyping worked we were able to present to co-edition customers as well as potential licensors who did not have this technology but would be excited to collaborate.

30 minute, Role play with 12 children and 12 devices from high to low specification. Interview with the children and parents afterward on what they found fun and what they found frustrating. data collected and refined and shared with team as well as developers.

Rudimentary flow in place based on paper prototype to gauge feedback.

Discussions with developers and App store/ Android for rollout timings to ensure App is available in the territories at teh same time as the books in the international warehouses. Game developer added to schedule.

Prototyping Service Backstage

Based on the additional lead time required for the creation of pop-up books with its need for creative development as well as testing and hand glue and folds this was the closest service that could be applied and a service that was in place for 5 years which was easily applied to the print schedule with pain points of its own similar to the app creation.

Key parts of the schedule were sent to the printer, the developer and the co-edition customers with the ability to place buffers at key points if need be.

A tempalte schedule was created with a formula to automatically amend the delivery dates working back from delivery of final product. This would allow for;

- 'peace of mind' from stakeholders
- allow late co-edition partners to join the print
- A template schedule to show creative time needed for new projects that required to be created in time for a film release.
- Feedback and service blueprint created.

BBC Click iDinosaur

BBC Click showcased Jurassic World AR

Service Blueprint

Sample blueprint

Implementation of App

Android platform approvals were to be created based on the Apple model as no approval needed there. Apple advised on search engine optimisation as well as their comments on usability. UI and UX data was applied to the app and synched to book design. Testing headed by me and a team of 3 volunteers. Raw data collected and sent to the developers 24 hour turnaround.

Implementation of the service

Staff training was important as key parts of the service required approvals that if missed could cause a delay and knock on effect. These approvals were not required for every AR project just ones that need consultant approvals or licensor approvals. The service would be tailored to different types of product. Continuous improvement loops of the technology meetings took place once a month to review how the updates could be applied in the next iteration without changing the printed specification. Is the department able to consistently deliver this service was key as 5 more books were scheduled in the coming months.

Measurement

KPI (Key Performance Indicators) tracking was used to monitor sales against costs for the AR development.

Analytics for downloads, where in the world as well as what devices collected and analysed to book sales. Reviews and updates to the app monitored.

Improvements

Legacy was an issue. To keep the Apps on the platforms required a fee for the developers and the platform. This went beyond the one off price of the book currently at £12.99. In app purchases were a new development to release more content but was not referred to in the book two years down the line.

Great reviews and media coverage led to licensor interest like Universal and their Jurassic World movies, Star Wars, Disney Princess so new processes were added to the service and retested. We were awarded 3 awards for Multimedia in books.
Read the full case study here. [\(LINK\)](#)