



Moment Brew

Smartphone-based AR for capturing and sharing special coffee moments

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Moment Brew is a mobile augmented reality product that allows users to visually express and capture their thoughts, feelings, and context of their unique coffee-accompanied moments and share them with others. It also opens up new possibilities for synchronous and asynchronous social interaction.



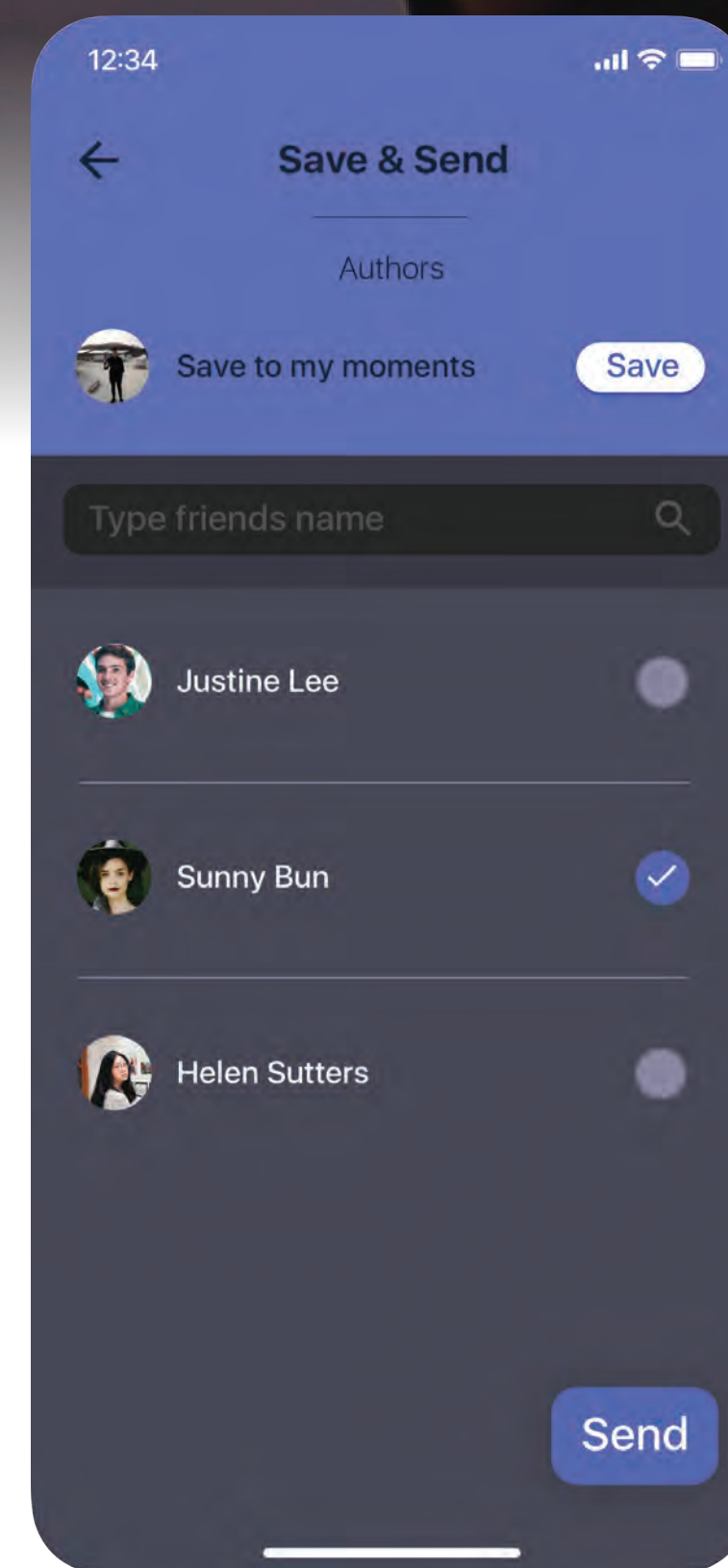
Solo Drawing

Cup as a canvas on which you can draw to express your current thoughts, mood, and experience.



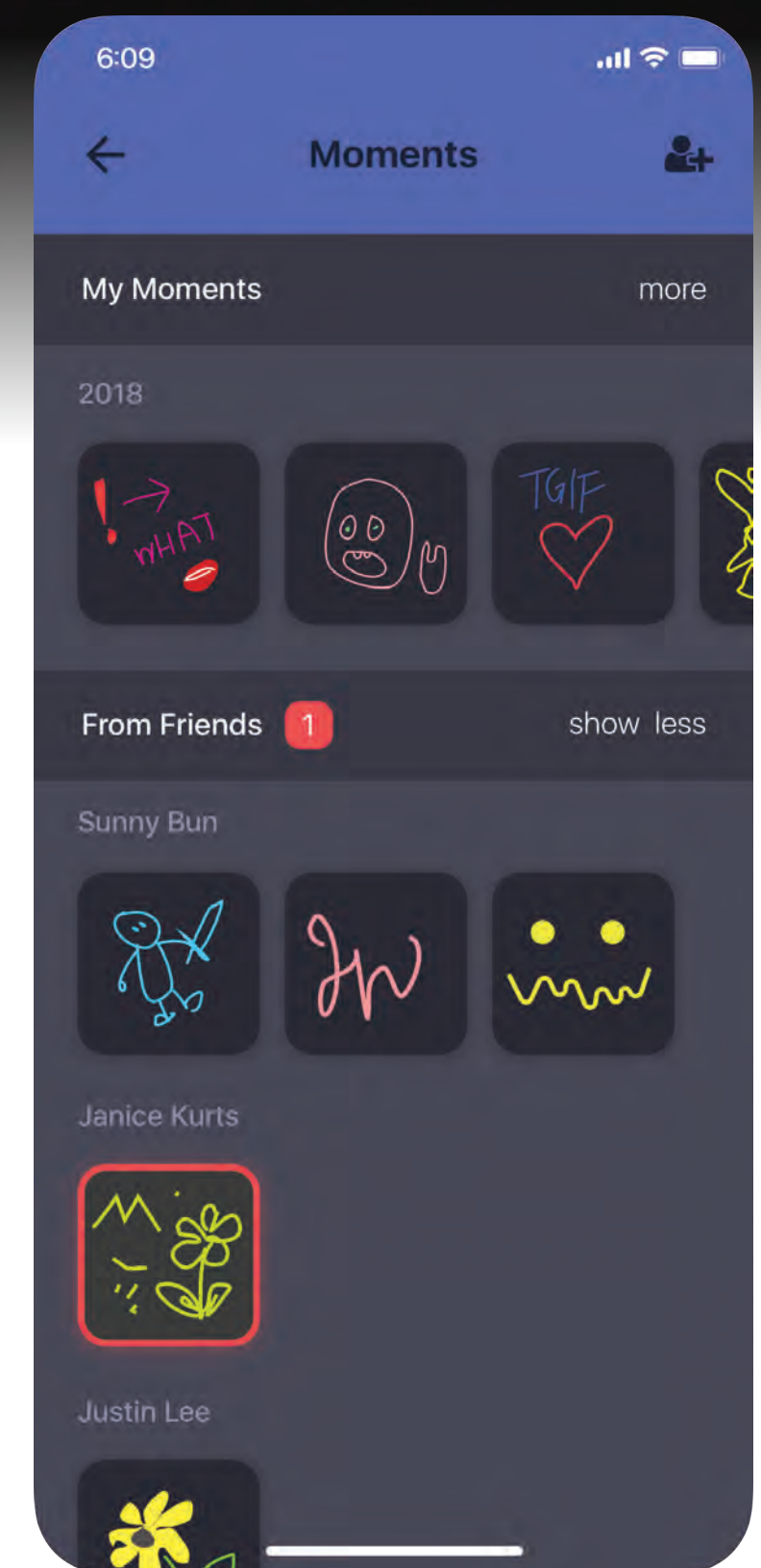
Co-drawing

Invite friends, regardless of distance, and draw on the same canvas together simultaneously.



Save And Share

Save your precious moments to cherish, and also share them with your beloved ones.



Moment Archive

Look back at your saved moments, and receive shared moments from your friends.

PROBLEM & OPPORTUNITIES

People tend to **capture their moments in a visual way with details** to better enhance the captured moments. With the rise of AR technology, we sought ways to **explore its potential as a moment-capturing medium**, enhanced through engaging visuals and non-image components in a 3D world.

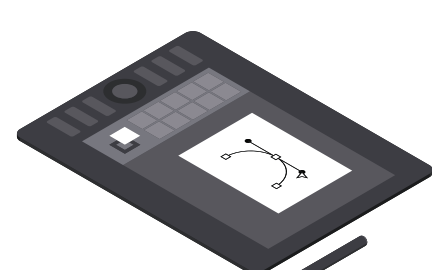
WHAT WE LEARNED

Our team gained valuable **insights on how people define, capture, and cherish unique memories, and their current behaviors on sharing them with others**. Reflecting on people's excitement and concerns on AR technology, we experimented and evaluated our designs with different prototypes.



USER RESEARCH

The research insights were drawn from nine in-depth user interviews, three contextual inquiries, ESM data analysis, and literature review.



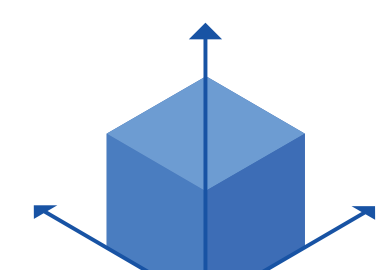
DESIGN

We ideated seven concepts of potential solutions, which were then scoped down based on user feedback sessions and design evaluations.



EVALUATE

14 design evaluation sessions in total were conducted to evaluate the concept and its usability and usefulness, which resulted in three design iterations.



IMPLEMENT

After having a concrete product direction, we used Invision, Unity and Vuforia to build our smartphone-based AR prototype platform.