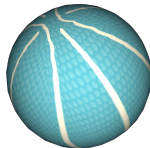
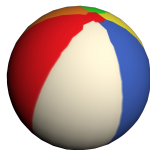


Basketball GO AR

About: Basketball Go AR is a fun augmented reality game where users can shoot hoops wherever they desire. Users simply start by placing a virtual basketball hoop on a computer-detected flat surface!

Gameplay: Users can choose to use a desk-sized virtual hoop or a life-sized virtual hoop. The game has several objectives/incentives for users to work towards:

1. Beat your high scores and rise up the global leaderboards!
 - a. Categories:
 - i. Most shots made in 60 seconds
 - ii. Longest distance shot
2. Collect In-game currency to purchase new balls to use in-game. Ex: "Giant Tennis Ball", "Legendary Beach Ball", "Frozen Fireball"



More Info

Promotional video (30 seconds):

<https://youtu.be/gLIUjzqspA>

App Store Link:

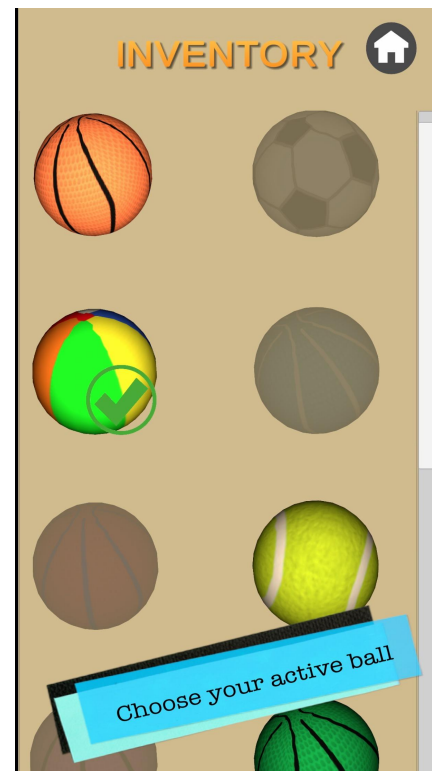
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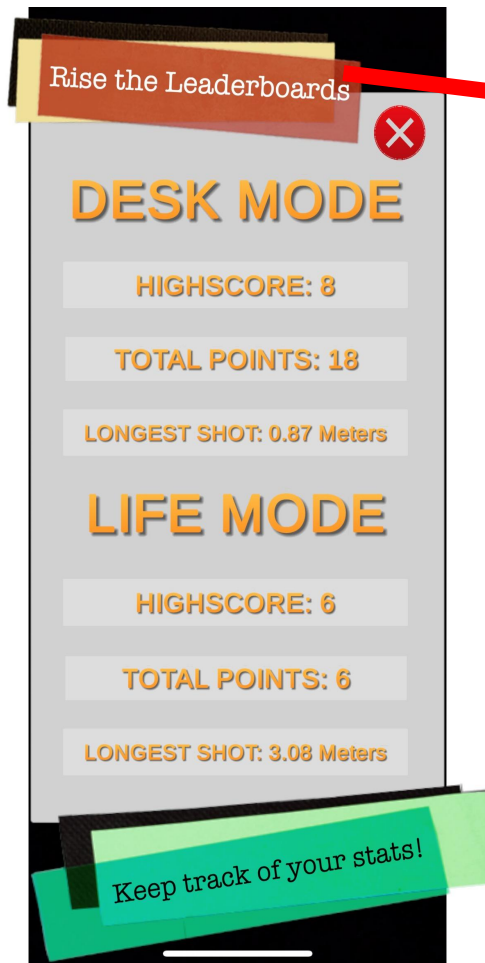
Homepage



Live camera background

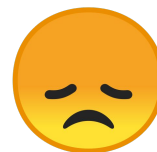
Screenshots





DESK MODE HIGH SCORE			All Time ▾
1	P	Patrickyeh15	45 Points
2	S	Santaville	39 Points
3	S	Skyngthowhing	26 Points
4	L	Luis.tekkers	26 Points
5	MB	Mahir bose	24 Points
6	PX	PatrickX15	23 Points
7	C	carter_bergeron	21 Points

(I can't even be the best at my own game)





My Development Process

1. Ideation: brainstorming features, gameplay logic, etc
2. Coding: Unity Game Engine (C# scripting)
3. Designing Artwork/3D Assets
4. Testing: Convergent Experimentation
5. Publishing
6. Marketing: Creating a social media challenge



Ideation

1. Devised Game Logic and Gameplay

- a. **Brainstormed base concept:** AR Basketball game where users can shoot hoops wherever they go
- b. **Brainstormed incentives to encourage users to play the game:** Rise to the top of the global leaderboards, beat your high scores, and collect in-game currency to purchase new balls.

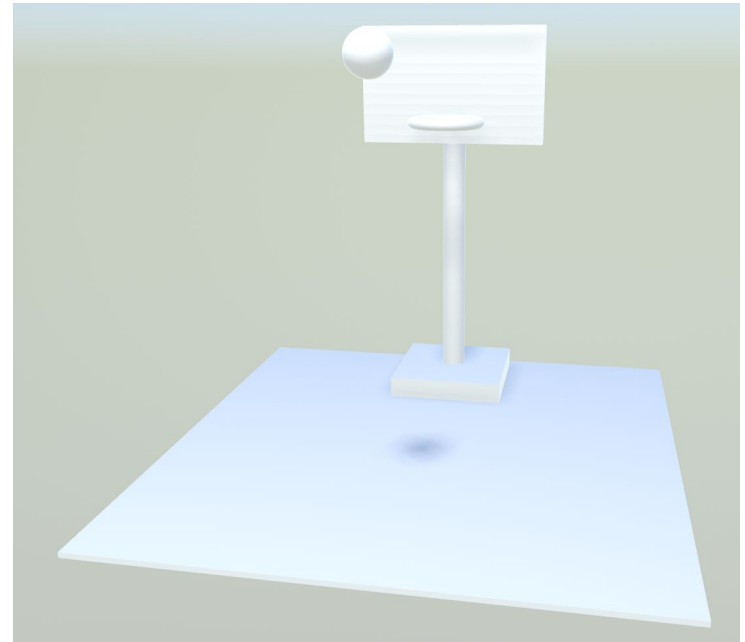
2. Outlined Features:

- a. **Baseline:** Features needed to create the aforementioned Base Concept and incentives
 - i. Ex: AR Plane detection, translating a 2D swipe to a 3D digital throw, leaderboard, in-game shop, storing high score data.
- b. **Enhancements:** Features needed to improve user experience and to make the game more enjoyable
 - i. Custom music, How to play instructions, wider varieties of balls to purchase, confetti when a point is made, sound effects.

Coding (Unity Game Engine)

1. Created placeholder objects for assets
2. Created C# Scripts to implement game logic and aforementioned features.
 - a. Scripts are designed to control specific events
 - b. Examples of C# scripts:
 - i. ARTapToPlace: Creates the hoop when a plane is tapped
 - ii. DataManager: Stores high score and ball purchase data
 - iii. Navigation: Transitions between build indexes (game scenes)
 - iv. HandleShoot: Creates 3D vector and cooldown timer when swiping the ball

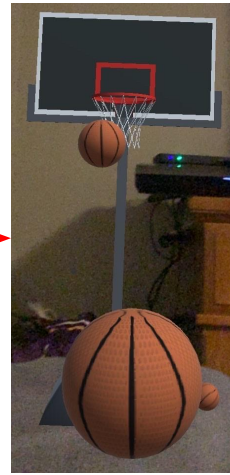
Example of Placeholder Assets



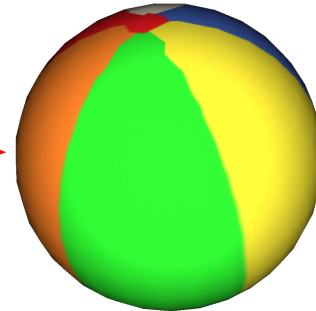
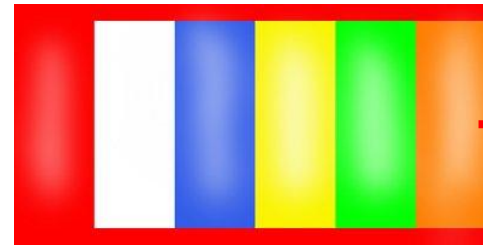
Artwork/Assets

Replaced placeholder designs:

- 3D designs (the hoop) created in Blender
- 2D assets (ball UV maps, logos, icons) created in Photoshop
- Created user interface
- Created original background music in garageband (played in the promo video)

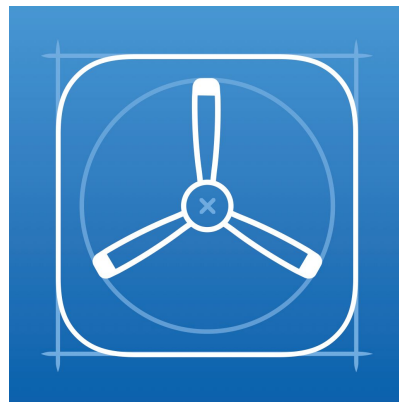
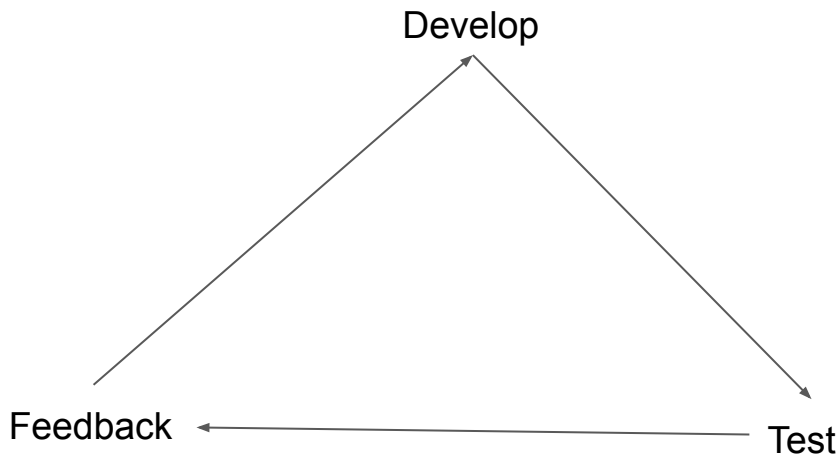


UV Map



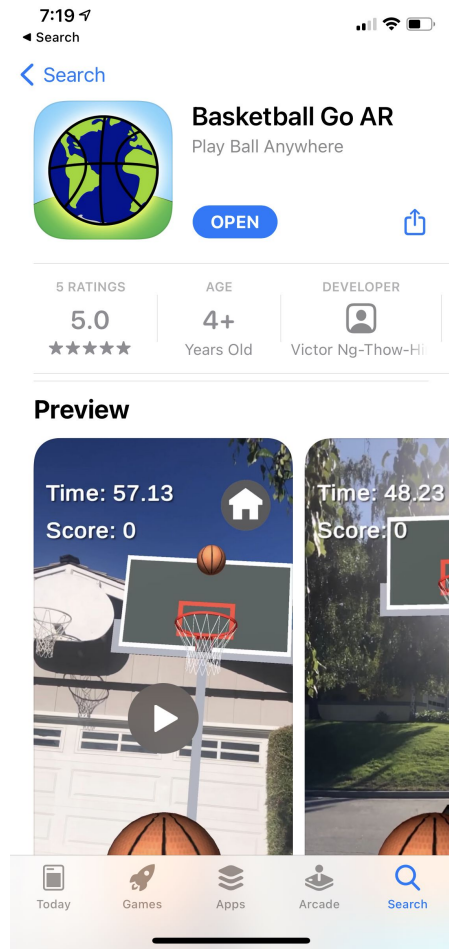
Testing

- Recruited friends and family and sign them up to Testflight.
 - Rapid Convergent Experimentation
 - Used feedback to iteratively make changes to converge towards proving an universal engaging experience
 - Feedback Loop



Publishing

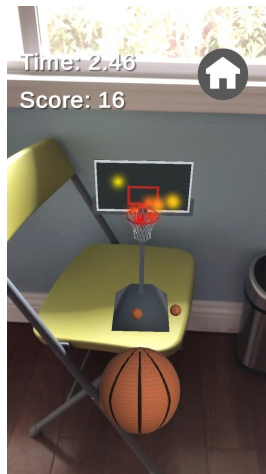
- Created Metadata materials
 - Privacy policy, description, etc
- Set up In-app purchases
- Submitted and coordinated with Apple to make any final changes



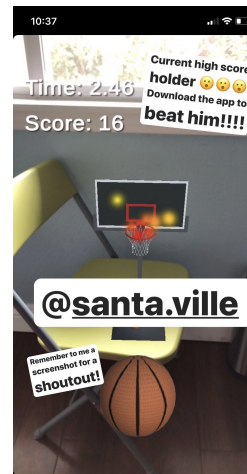
Marketing

- Created an Instagram Challenge
- Treated users as nodes in a dynamic network
 - Prompted my following on Instagram to enter the contest posting a picture of them playing the game on their Instagram story. I would then pick my favorite screenshots to share & shoutout in return.
 - This exposed my users' friends who would view their story to the game, causing a chain reaction.
 - Helped garnish 300+ downloads

User shares
on their story



I shoutout on
my story in
return



Ideas for improvement

1. Facilitate more word-of-mouth spread
 - a. Create an in-game option to share w/ friends and offer in-game as an incentive
2. Introduce a variety of game-modes to increase user-engagement and retention
 - a. Dynamic moving hoop game
 - b. Passing game: NBA skill challenges style
3. More incentives to increase user-engagement and retention
 - a. Badges/awards
 - b. Implement seasonal events with temporary rewards like Fortnite and other popular games do (Scarcity)