Project proposal

Introduction

• AR (augmented reality) is not widely used, yet
  • Difficulty of creating 3D models by everyday users
  • AR features are lacking in mainstream apps

• Qme is an easy-to-use AR messaging/content sharing app
  • Create own AR “messages” for ready-made 3D frames
  • Share these AR messages in social media or in messaging apps

• Qme is for all users used to messaging and sharing content in web or social media.
  • Added with a gamified twist (by AR)!
Project goals

- In this project, a full version of Qme would be done
  - In September 2018 there is a demo project going on with reduced features
- The main goal is to create a working mobile app with
  - Seamless user experience with intuitive user interface
  - Technical implementation of creating, sharing, and opening AR message and the viable server solution for the content

Technologies

- The demo version of Qme could be used for the starting point
  - Students could suggest optional technology
  - The project manager of the demo project might be available if that solution is used as a starting point
Requirements

• Creative and visual thinking, as well as 3D modelling / AR / VR interests are appreciated
  • Technical and user interface details are not determined so students can suggest better solutions
• Image recognition technology will be used for AR coding part
• Creating and evaluating user interface is appreciated
• Willingness to develop in cross-disciplinary team
• Task might vary from moderate to demanding

Legal issues

• Intellectual Property Rights (IPR):
  The client gets all IPRs to the results.

• Non-disclosure agreement (NDA):
  Signing the NDA included in the Aalto's contract template is required.
Client

• Aurora Careliensis Oy is a Finnish, one woman enterprise. I’m the only owner and CEO at the moment. My formal background is a Ph.D. in Psychology (Cognitive neuroscience) but as an entrepreneur I have implemented cultural projects and specialized in Arts Management. I have developed the Qme concept almost one year but now it is time to get it real! I’m open for a business partnership to make this app the best in the world! I have worked in the end of 90s in technical positions (IT support, application administrator for elearning software etc.) so I have a basic understanding of tech side. However, I’m not a tech-guru so detailed technical specifications require extended expertise.

• My timetable is very flexible since this project is my 1st priority and I’m available for the team whenever needed.

• **Client representative**  
  Product Owner Miia Seppänen  
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Additional information

• The documentation must be written in English but communication language can be either Finnish or English