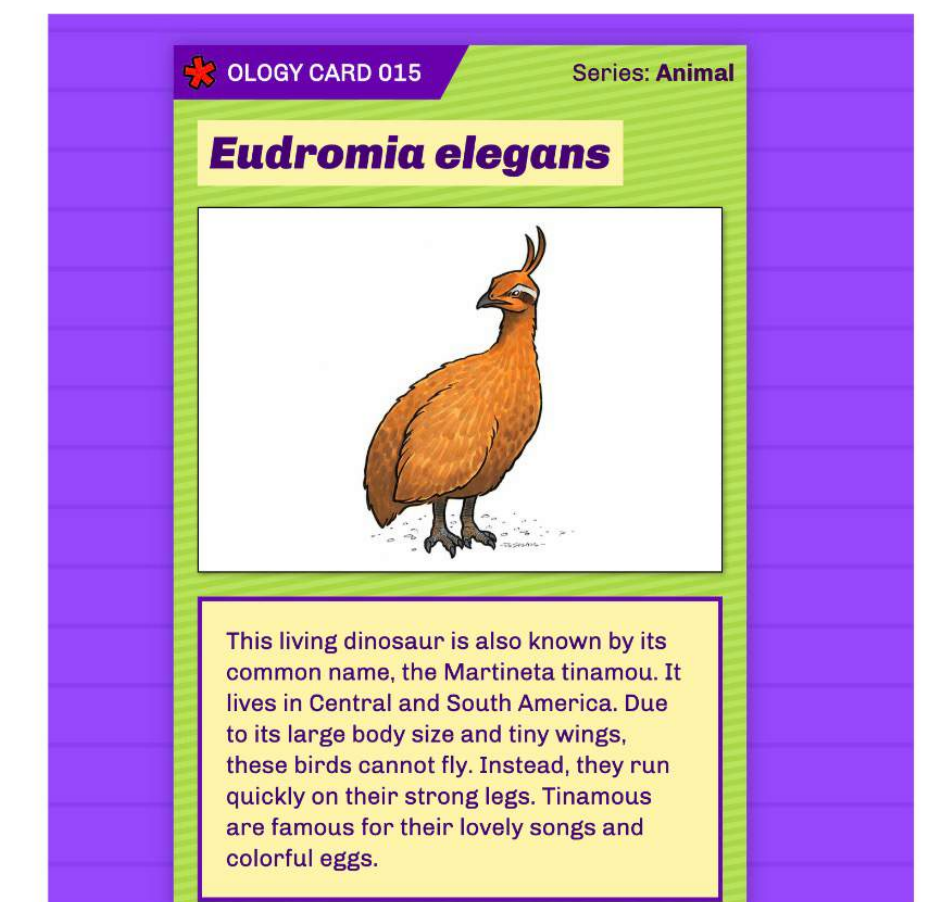
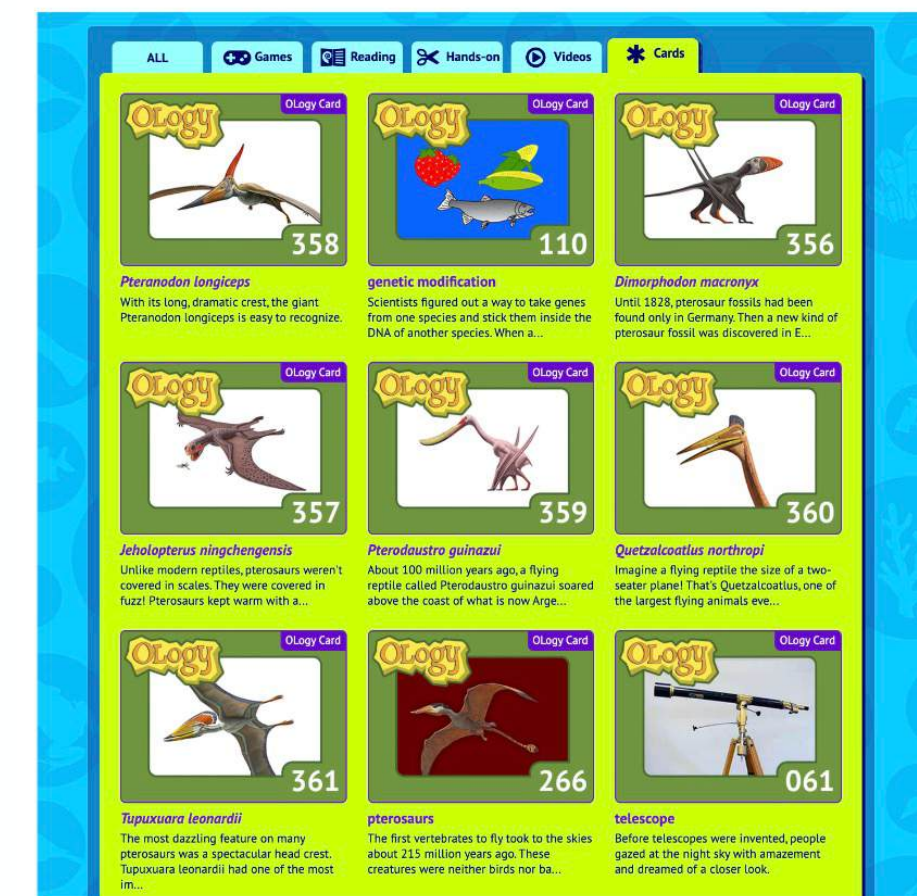


Interactive 3D Oology Cards

Design for AMNH

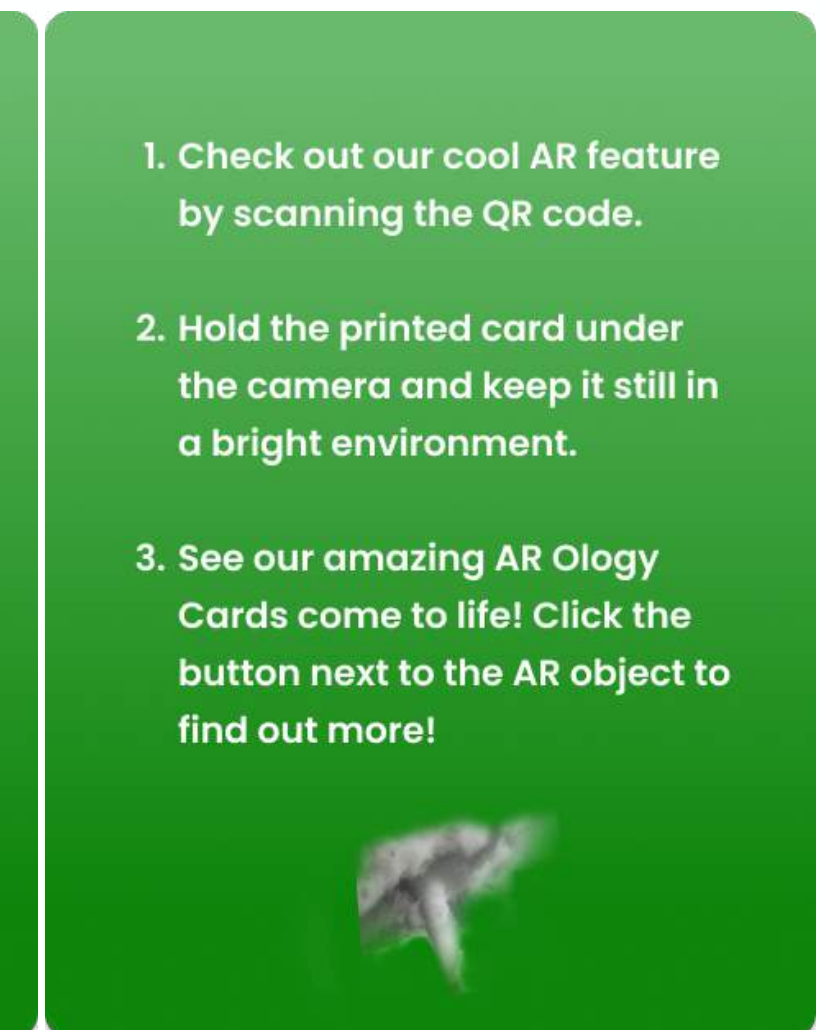
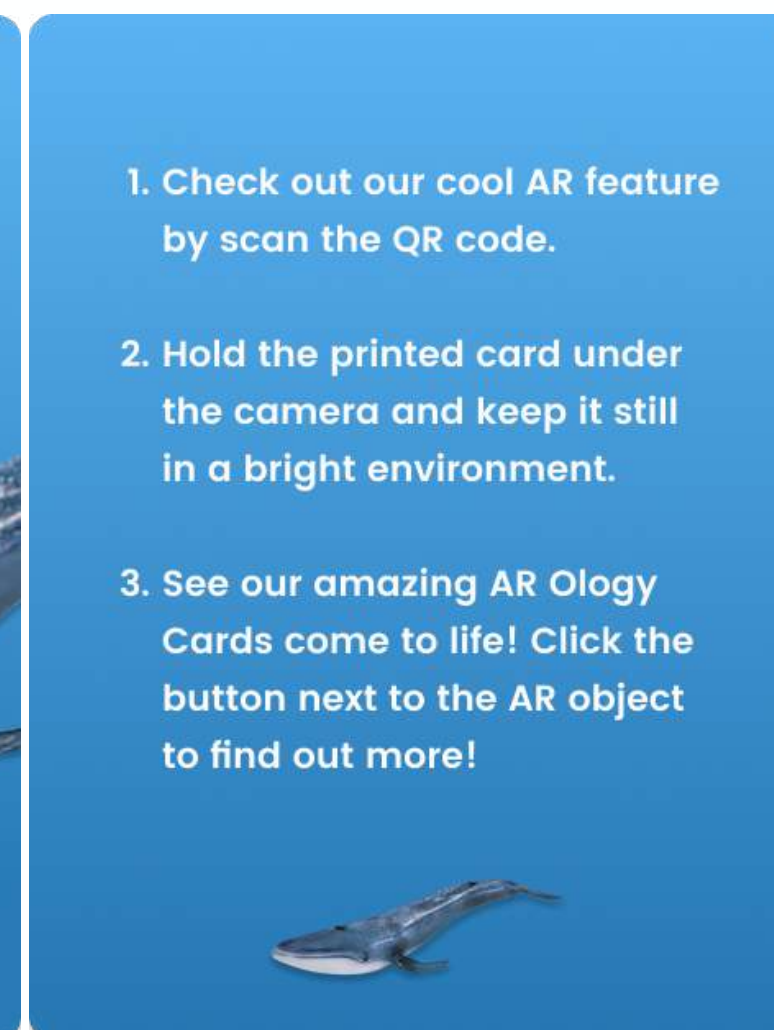
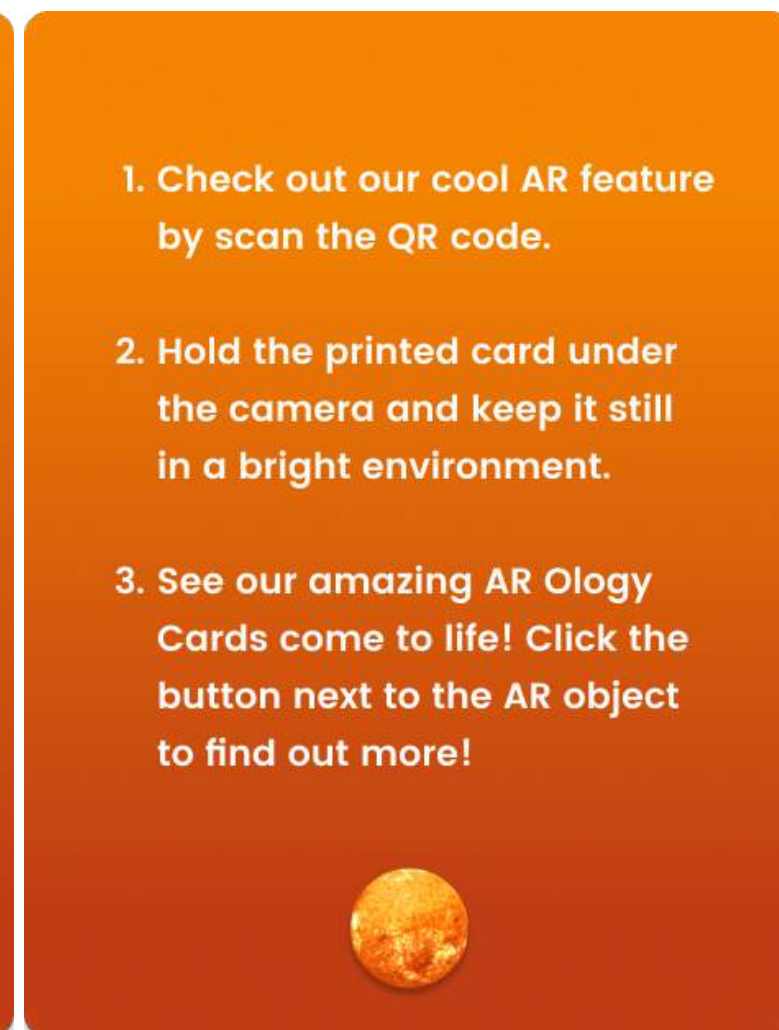
Our evaluation indicates that the current format of the OLogy website's static, digital-only cards might limit young learners' engagement.



Introducing 3D Ology Cards

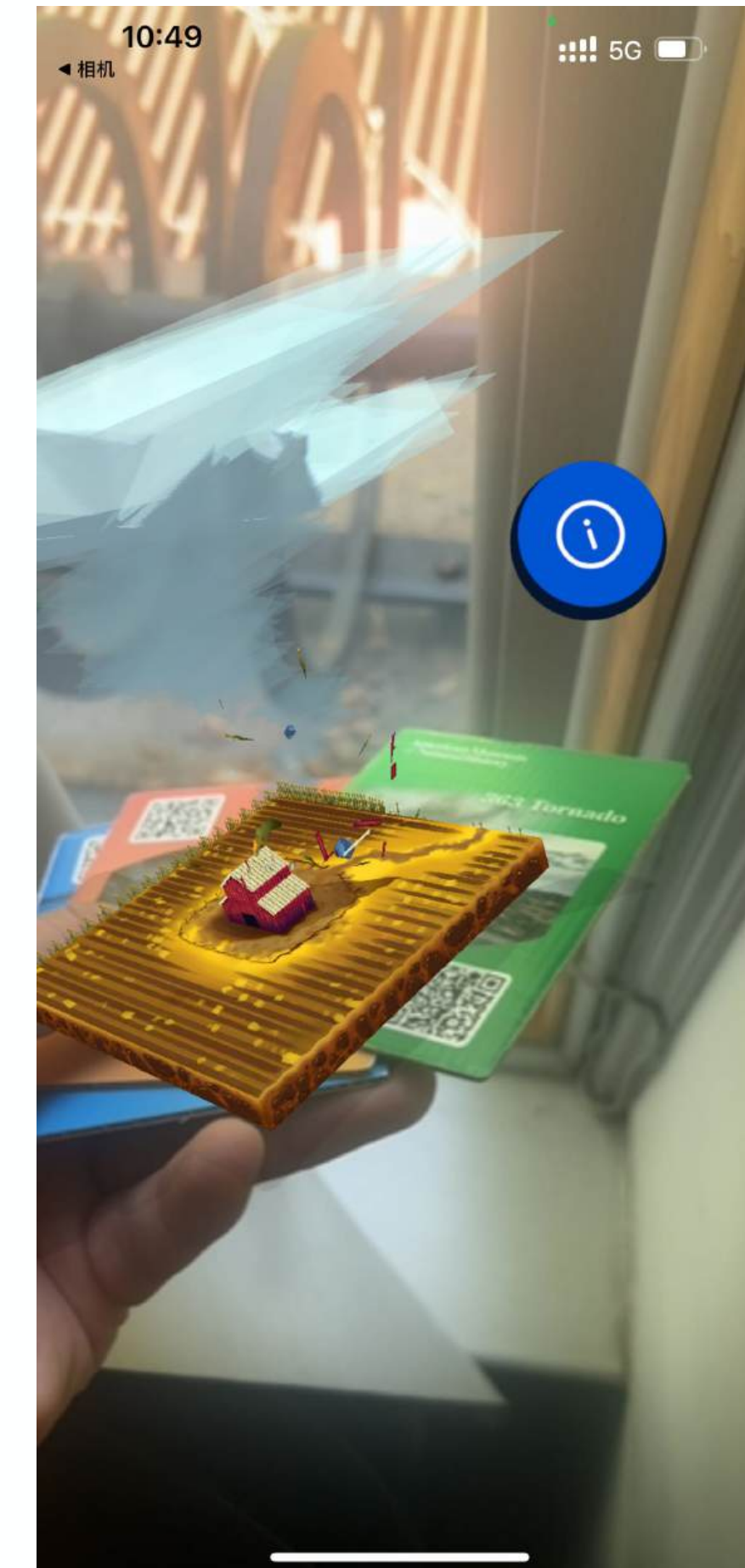
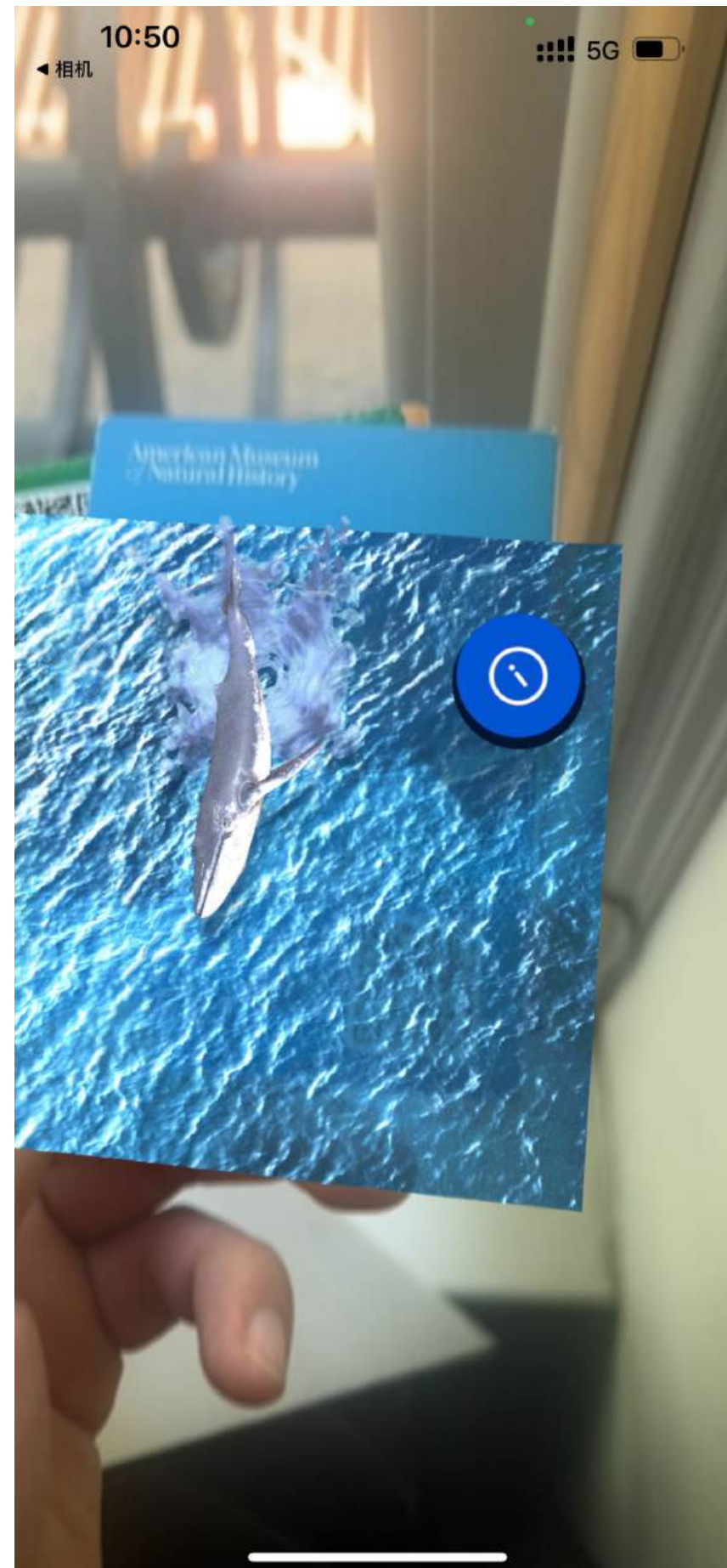


Introducing 3D Ology Cards



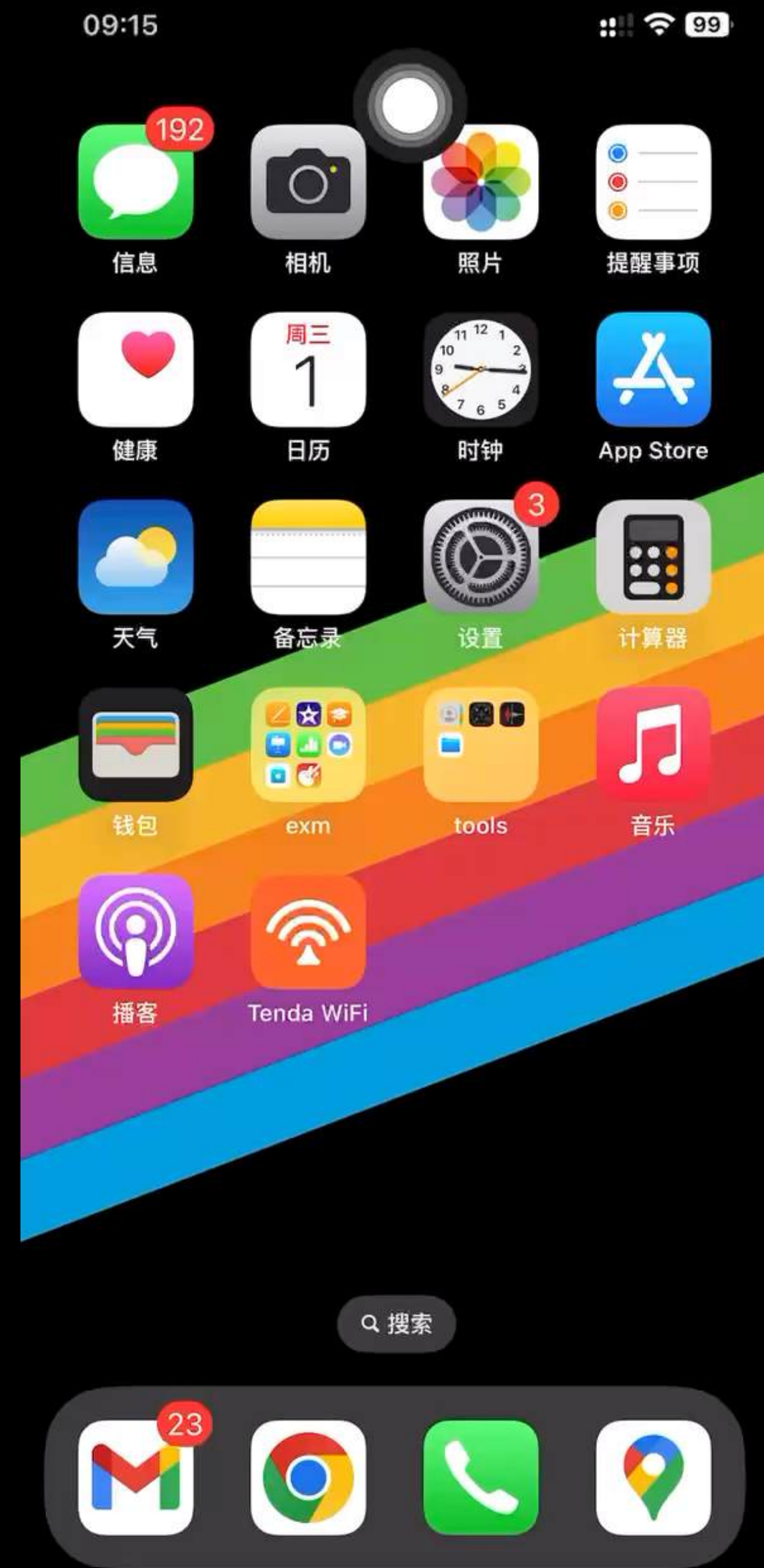
Physical Card

Introducing 3D Ology Cards

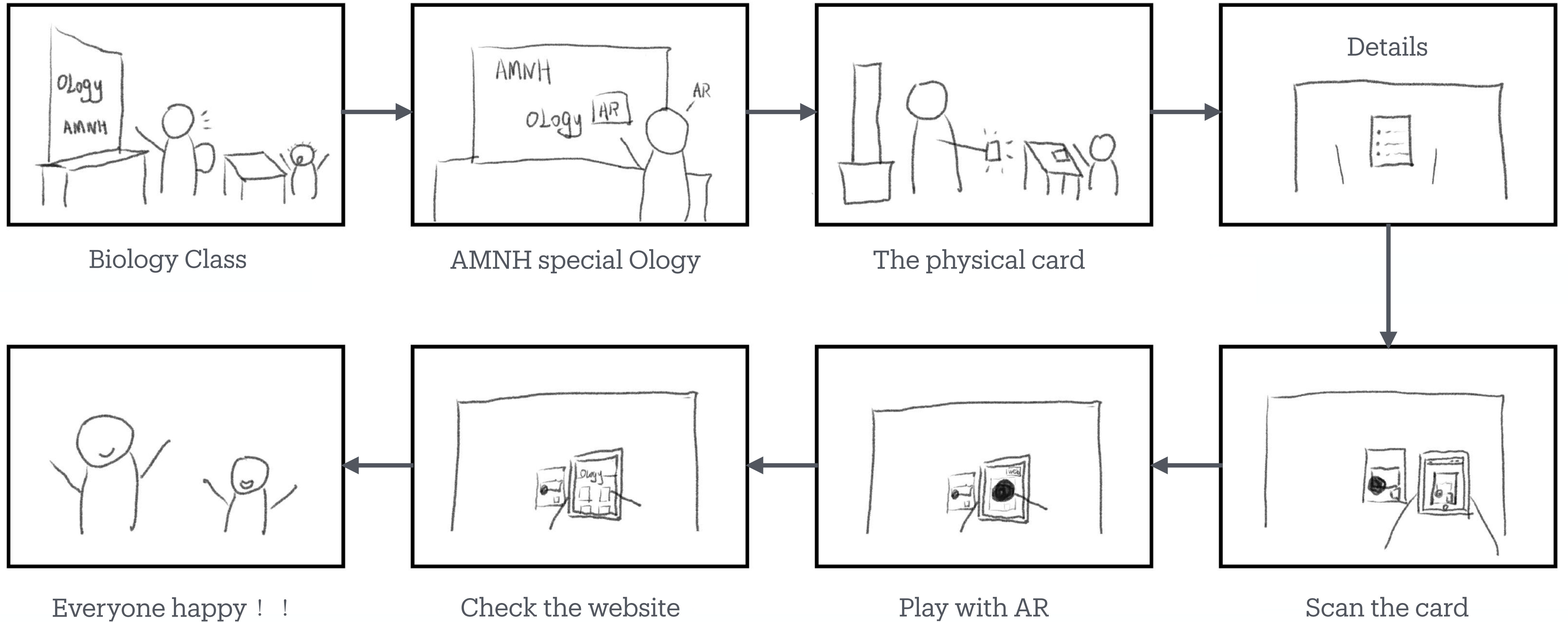


AR Scanning

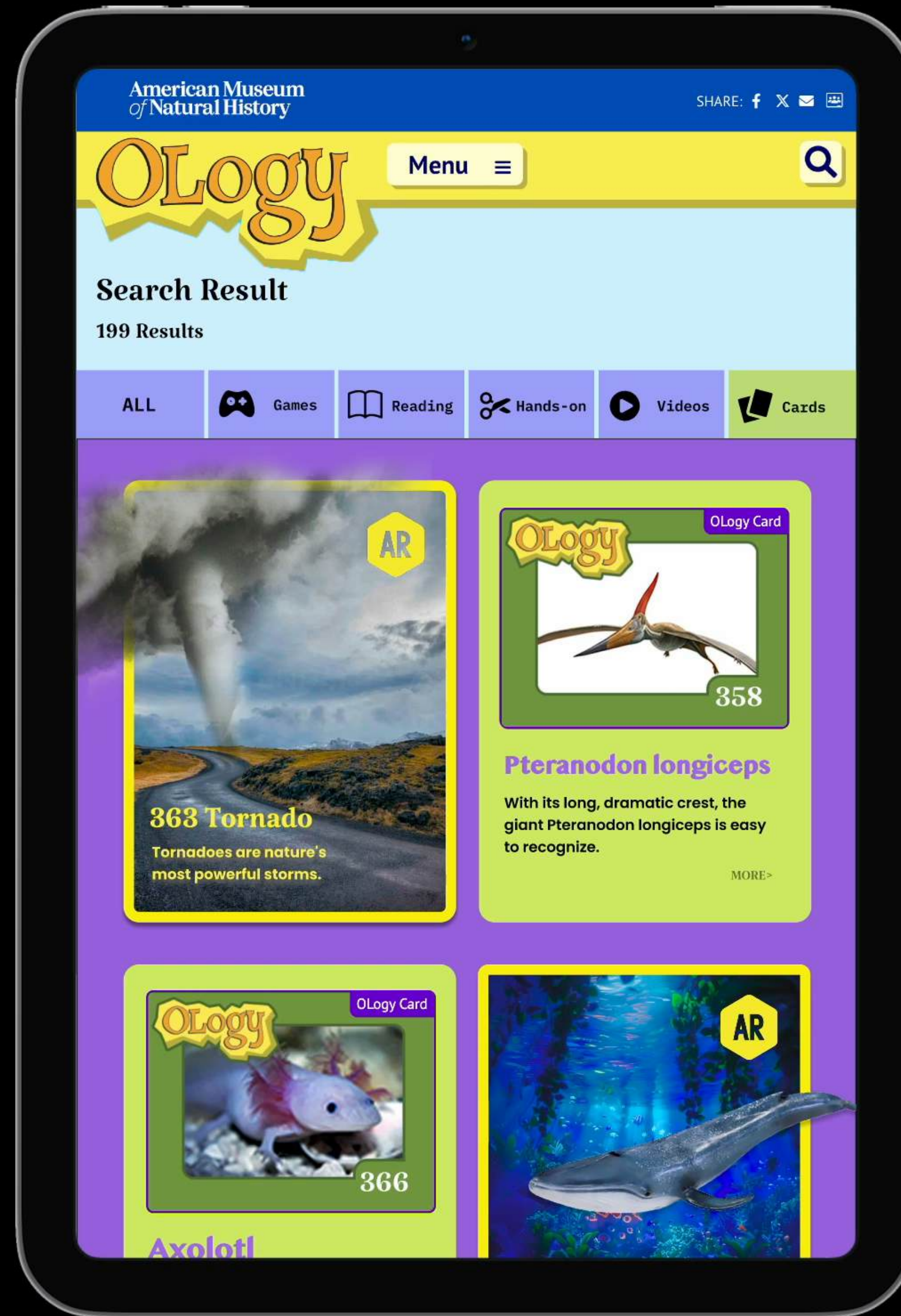
User Flow Demo

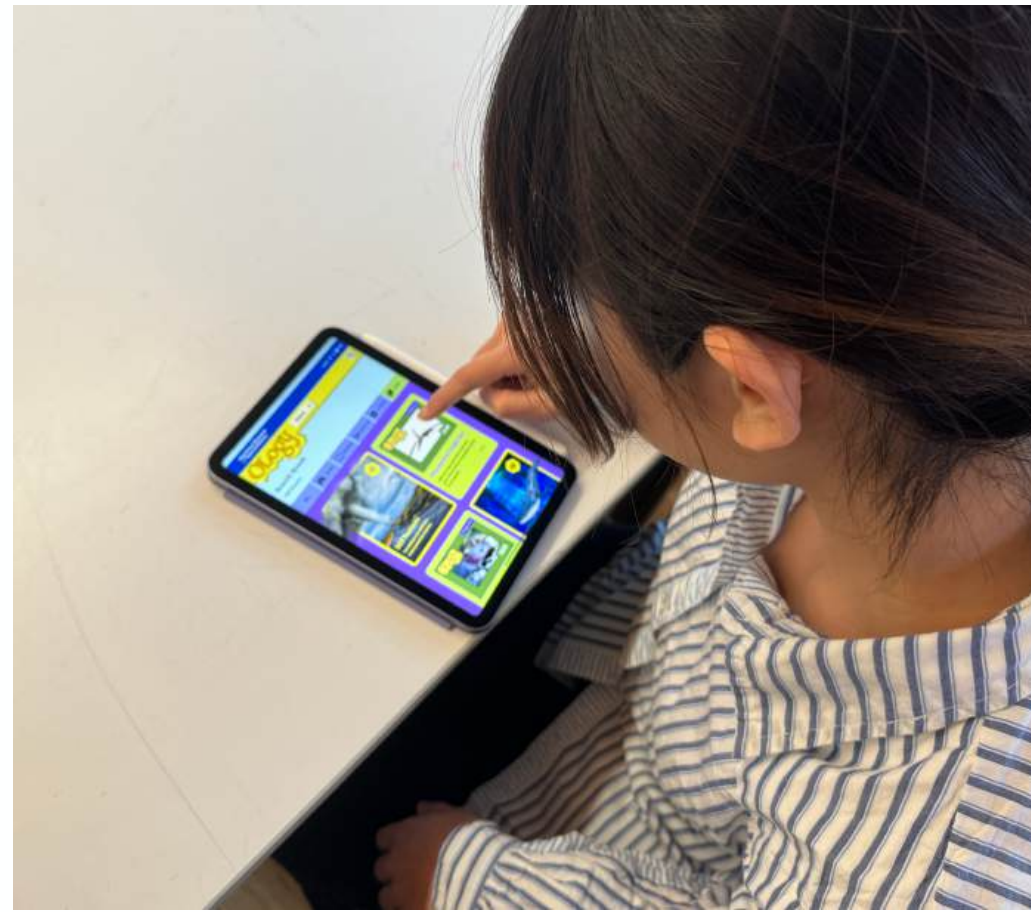


User Journey

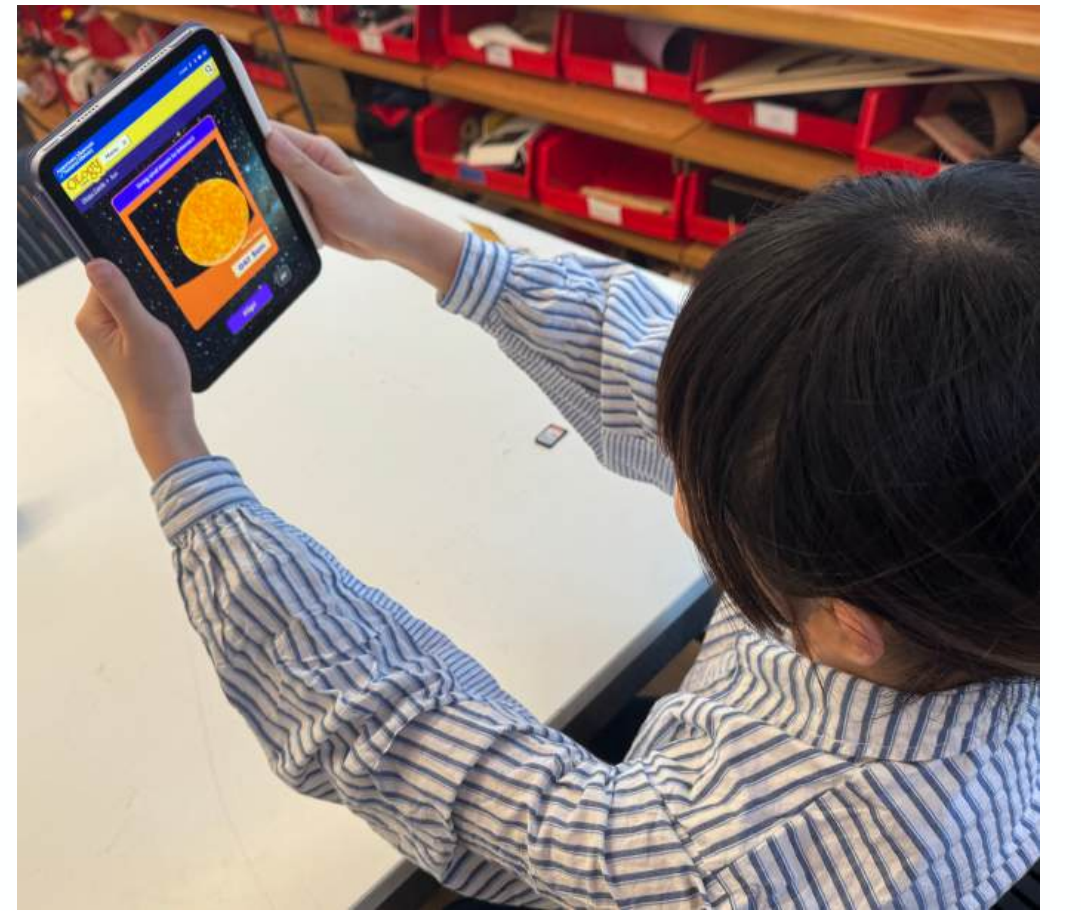
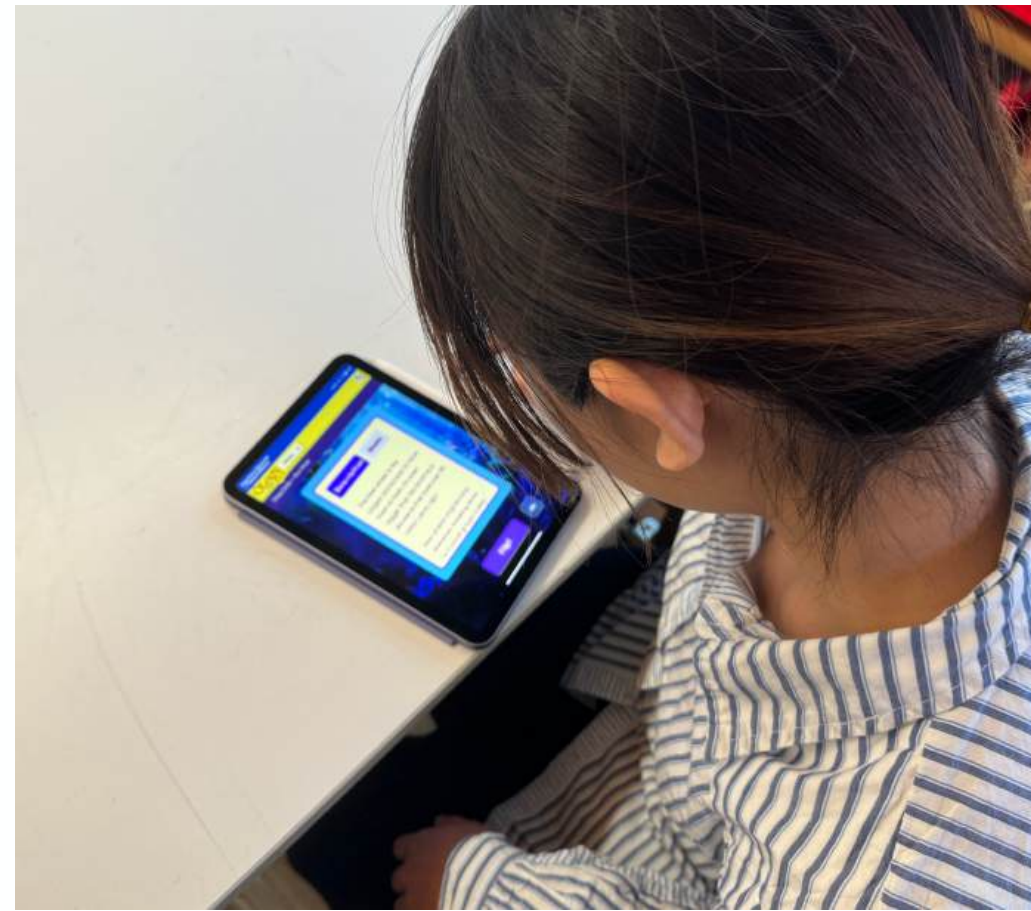
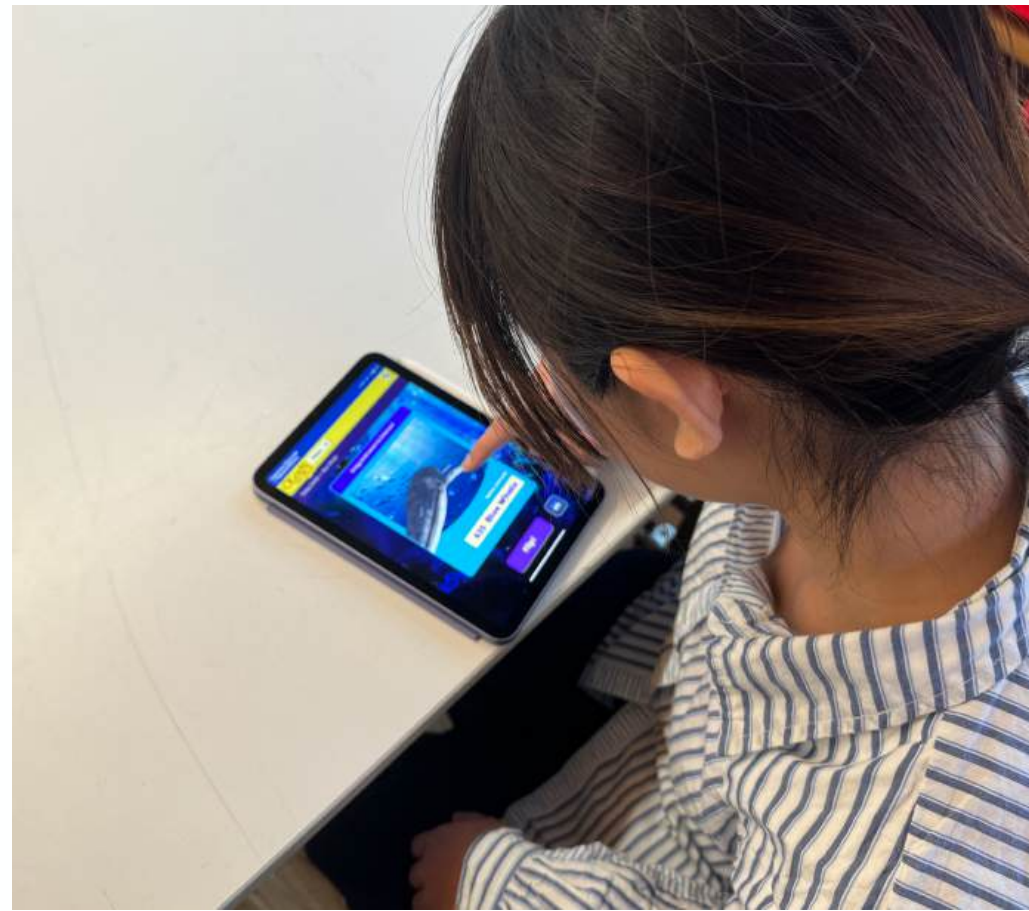


Integration into Ology Website



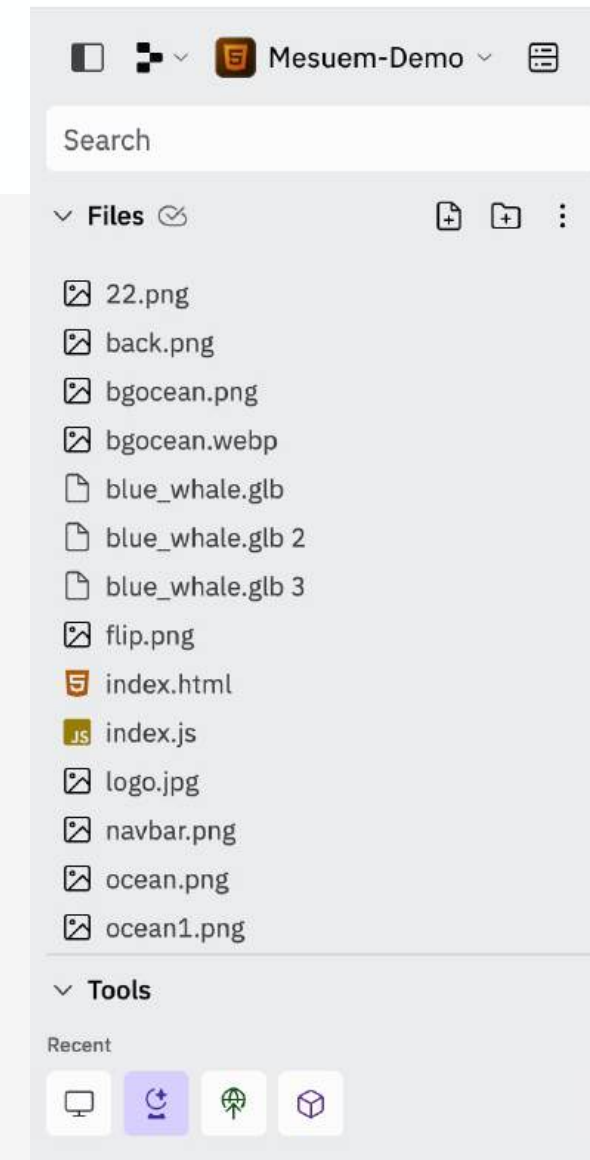


- Intuitive
- User-friendly
- Innovative

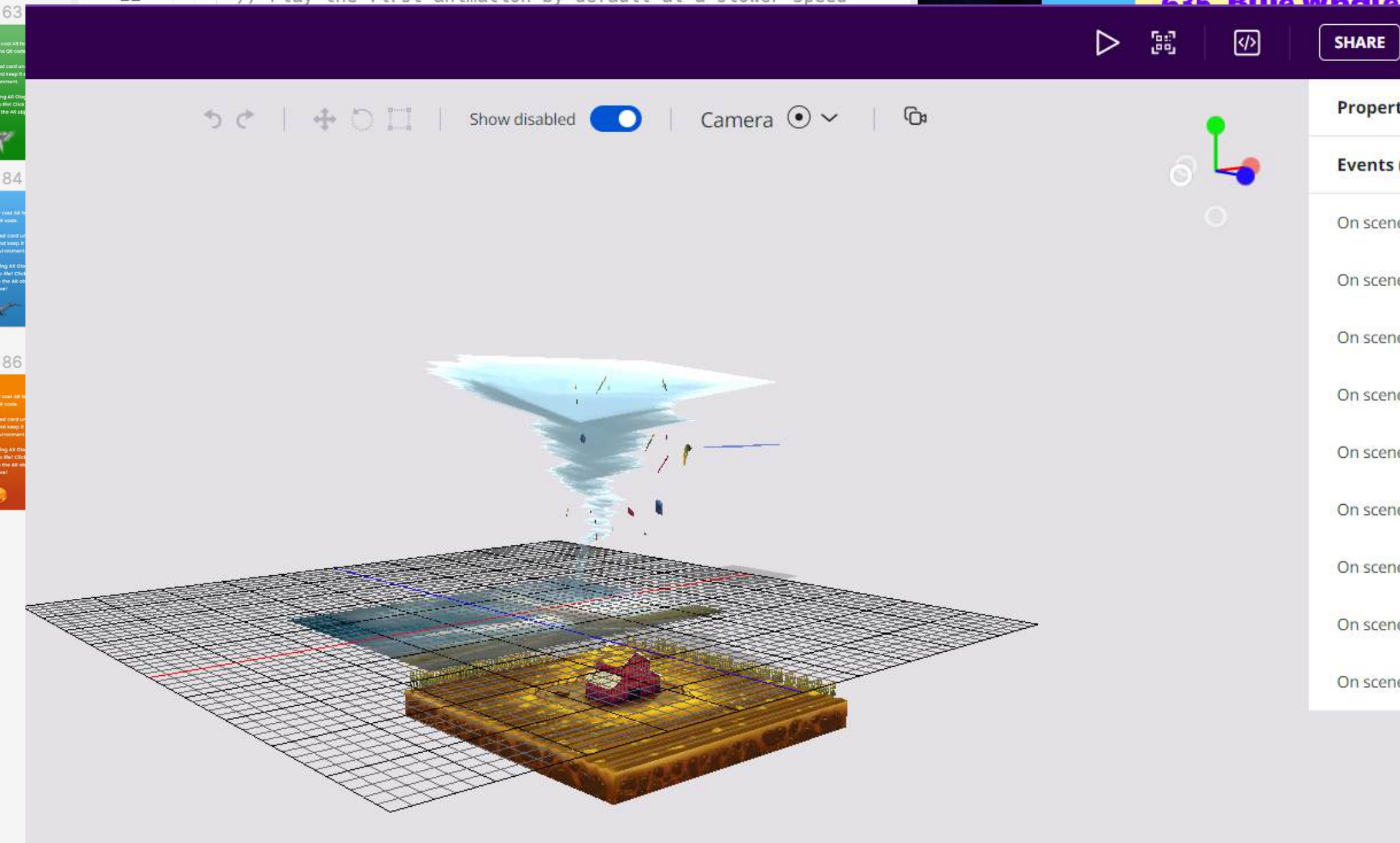
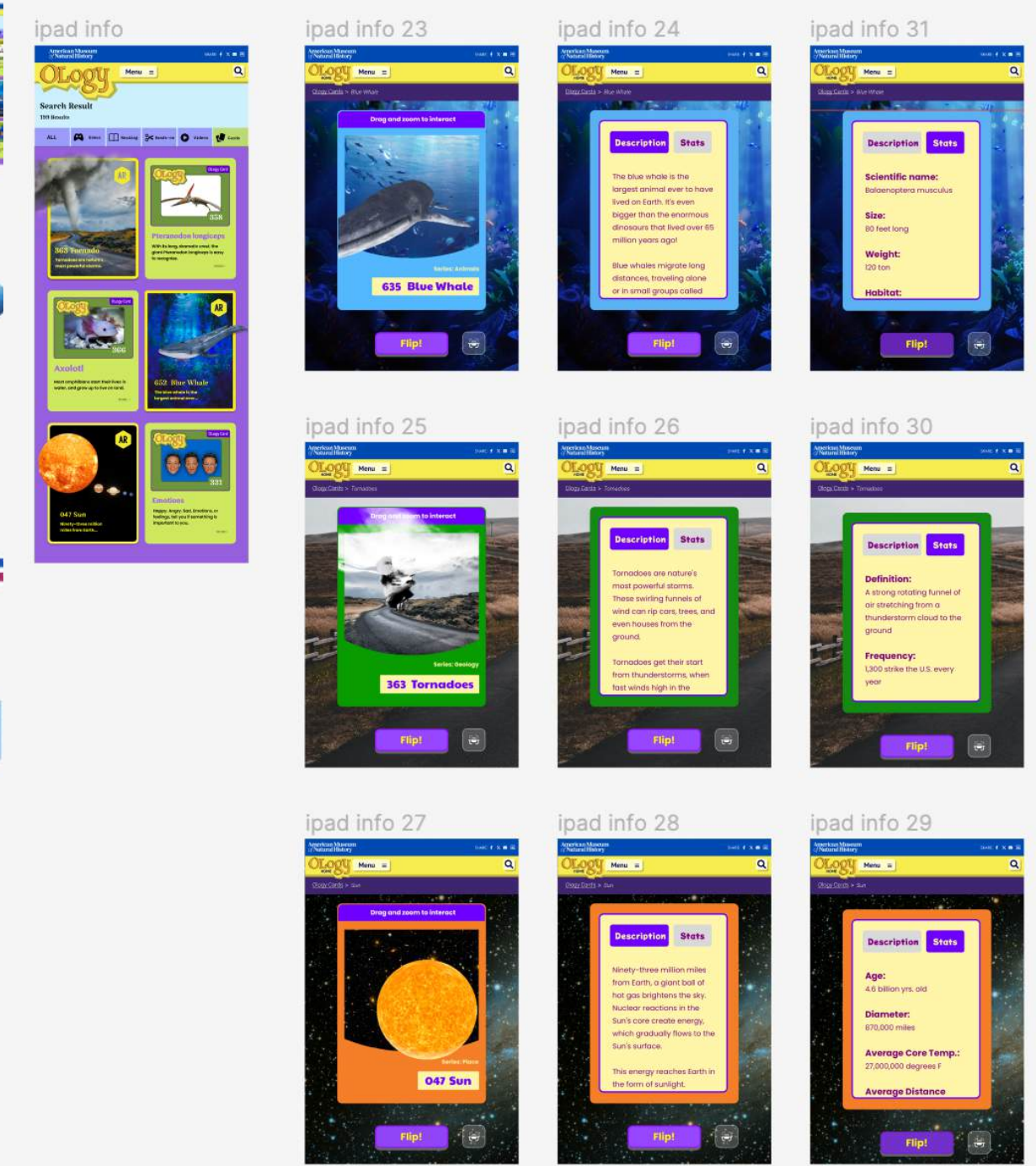
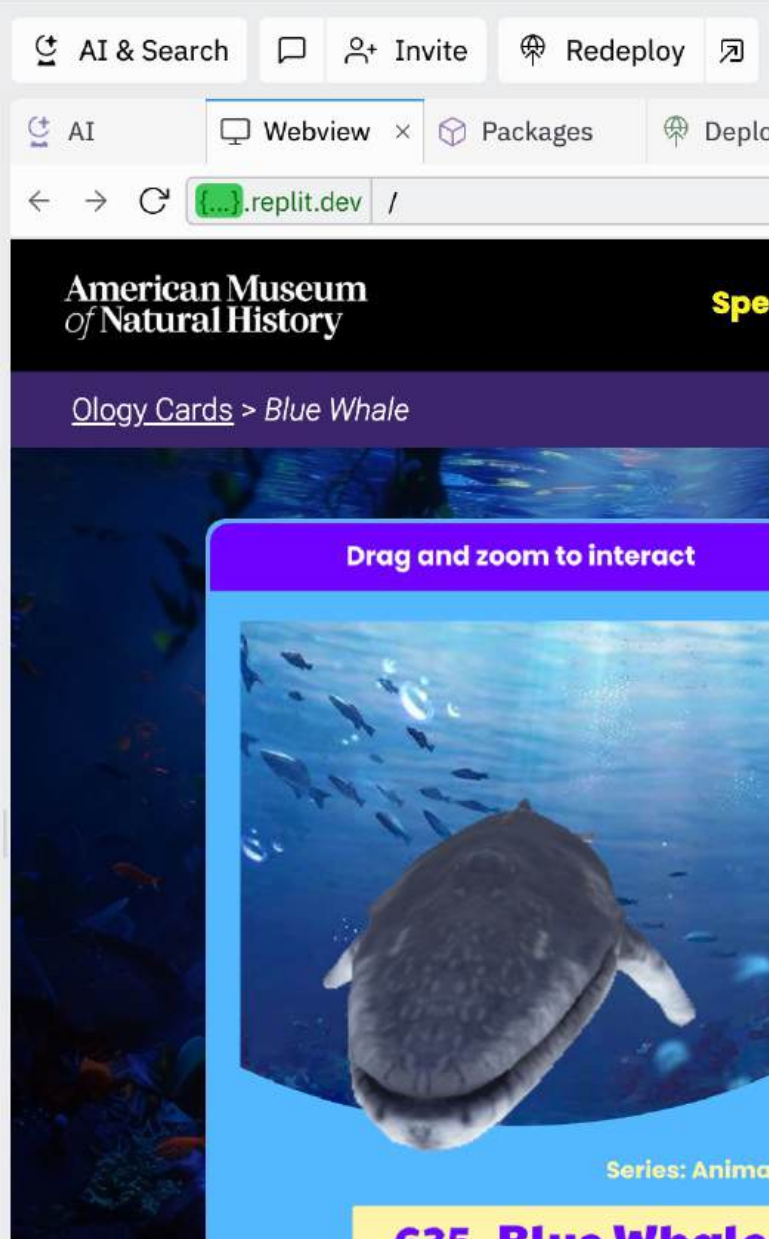


User Test

Working Process



```
index.js > f loadAdditionalModel > f additionalLoader.load("blue_whale.glb 3") callback > ...  
1 import * as THREE from "three";  
2 import { OrbitControls } from "OrbitControls";  
3 import { GLTFLoader } from  
  'https://unpkg.com/three@0.160.0/examples/jsm/loaders/GLTFLoader.js'  
  ;  
4  
5  
6 let camera, controls, scene, renderer, mixer  
7  
8 init();  
9 animate();  
10  
11 function loadAdditionalModel() {  
12   const additionalLoader = new GLTFLoader();  
13  
14   additionalLoader.load("blue_whale.glb 3", function(gltf) {  
15     gltf.scene.scale.set(0.5, 0.5, 0.5);  
16     scene.add(gltf.scene);  
17  
18     // Initialize the mixer with the loaded glTF scene  
19     mixer = new THREE.AnimationMixer(gltf.scene);  
20  
21     if (gltf.animations.length > 0) {  
22       // Play the first animation by default at a slower speed
```



Reflection and Next Steps

- Build Interactions and narrative storytelling between AR cards
- Improve the website for adding more our special card
- Build our own AR interaction platform
- Launch the cards to be a new business

Q&A

Thanks for watching