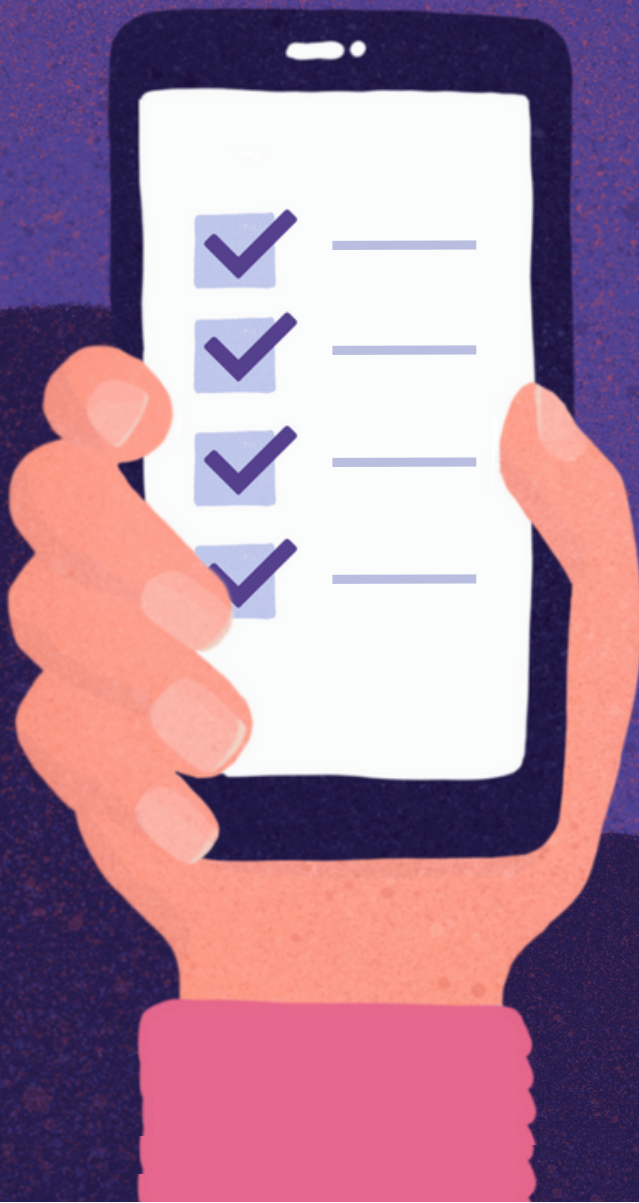




The WebAR Project Checklist



How to manage successful WebAR activations

For any WebAR project there are many different elements you need to consider to ensure a successful activation as well as limitations you'll need to be aware of. Beyond the creative development itself, there are a lot of moving parts and details that all contribute to a smooth process and the best experience for users and clients.

The WebAR project checklist was designed to capture all the important details and considerations that go into managing and creating a successful WebAR project and end-user experience.

While every project is unique and comes with its own challenges and opportunities, the checklist should help you avoid many of the issues that we've encountered and learned from over 11+ years and thousands of AR campaigns.



Setting up your WebAR project

- Consider the 5 C's for successful activation
- Receive a signed SOW
- Start the vendor setup process
- Consider legal & infosec
- Determine third party dependencies
- Set your KPIs
- Determine who will be hosting the content
- Compile asset lists
- Determine the best creative tool for the task (ZapWorks Studio, Unity, three.js, Playcanvas etc.)
- Consider social sharing
- Establish approvals process
- Consider markets & device support
- Determine what localisation support is needed
- Agree on the domain name
- Check font requirements
- Set up the analytics framework
- Consider activations in China
- Set guidelines for printed collateral
- Understand your targets & tracking
- Start the conversation on PR, internal & external comms
- Set up weekly status calls

Managing expectations with WebAR

- Camera/orientation permissions
- World tracking in WebAR
- Video recording
- Sound
- Sharing on iOS and Android



Optimizing for WebAR

- Check the browser prompts
- Consider portrait vs landscape
- Consider AR/ non-AR toggle
- Provide clear instruction and help menus
- Think about your distribution method and desktop use
- Consider the file size
- Add your sound & audio
- Think about the QR & Call To Action
- What is your driving action
- Design with accessibility in mind
- Agree clear events tagging for analytics
- Coordinate PR, online, social and internal comms plan for launch

Wrapping up your WebAR project

- Set up a protocol for ending your campaign
- Assemble a FAQs and walkthrough video
- Hold a project wash-up
- Coordinate plan for data reporting against KPIs
- Create case study material to share internally and submit for awards



Setting up your WebAR project

Consider the 5 C's for successful activation

From over 11 years of experience in creating and delivering AR campaigns for 100s of brands around the world we have developed a tried-and-tested process for success in AR (our 5 C's for Success) we recommend setting up a meeting to go through these at the very start of a project as this will help manage expectations for everyone and ensure that all stakeholders understand the requirements.

Receive a signed SOW

Before starting you will need a signed Statement of Work (SOW) from your partner and/or a PO number against the project for the agreed fee. This can sometimes take time and often there is still project scoping at the initial phase of a project, and in this case it's often necessary to carve out an initial fee for the first milestone of Discovery and project Definition.

Start the vendor setup process

What is required for vendor set up and what system is being used? It's good to start this process from the very beginning as it can take time on both sides. Work with the accounts and legal teams to ensure everyone has what they need.

Consider legal & infosec

Make sure you have all the links to the Privacy Policy, any legal notices, cookie policies (if required) etc. as early as possible. Are there any other processes that need to be considered from the infosec team?



Determine third party dependencies

It is important to establish from the start whether there are any other third party dependencies on a project for APIs, assets, approvals, fulfillment, agency partners etc. These will help determine timelines and budgets. This can be explored and tested further during the initial Define phase but an informed estimate may be required beforehand when costing up the full project.

Set your KPIs

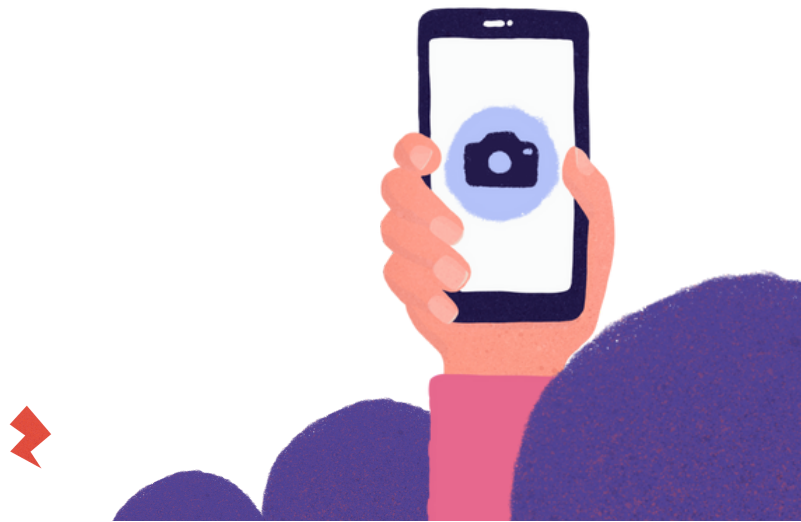
What does success look like? What are you actually looking to achieve from this activation and how are you measuring it? You can't just look at the scan data in isolation so what other metrics can you isolate and who is responsible for getting this data? This needs to be established early on.

Determine who will be hosting the content

Who is serving and hosting this content? At Zappar we normally advise that we serve and host the content through AWS as that also gives us the ability to instantly publish updates as required. But it's possible for our partners to serve and host the content if they wish, but it's important clients are always aware that if this requires extra process it can affect the costs.

Compile asset lists

Check what existing assets are available (2D, 3D, audio etc.) and their state in terms of being usable for AR and therefore impact on time and cost. For 3D assets you'll need to know what software the assets were built in, their polygon count and how they've been rigged and texture. Nine times out of ten even usable assets will need to be optimized for AR in some way so this needs to be accounted for in the budget. You'll also need access to brand guidelines, logos, fonts and any other style guides or marketing assets and key visuals related to the activation.



Determine the best creative tool for the task

The type of activation you're developing (with animations, physical, particle effects etc.) will determine the best tool to use for the best outcome. This will also have a bearing on timings and costs for execution. You'll need to have a clear view on this to build out your budget and timing plan.

Consider social sharing

You'll need to test and check the social channels and formats being used and have a full list of where it's being posted (e.g. Instagram, Facebook, LinkedIn etc.) and start date for go live. As operating systems and their implementation by social networks changes so frequently you can never assume that this will work straight out of the box.

Establish approvals process

How many stakeholders are there and how many rounds of approvals will be required internally? Similarly, how long will be required for consolidated feedback. Answers to these questions will impact timings and costs.

Consider markets & device support

Consider from the very start how many markets or territories the activation is likely to run across and think about device penetration across iOS and Android. In Eastern Europe or India for instance expect there to be more Android devices and ensure you test with those markets in mind. With over 20k different Android devices on the market on different OS we recommend setting a bar as testing them all is just not possible. You'll also want to consider network connectivity in markets and plan types for your user base (where file size might become a natural constraint to consider).



Determine what localisation support is needed

How much text is there and will you get the translations from the partner right the first time out? Are there any right-to-left scripts to be conscious of as this can affect the design? All potential adaptations should be considered and budgeted for at the start of the project to avoid additional work later on - Hebrew, Arabic or Chinese scripts will need additional design oversight and testing provision for example.

Agree on the domain name

Agree the domain name convention at the start of the process.

Check font requirements

Can you use the font required in AR with all the accent requirements and character sets across different languages? Some fonts don't play nicely in AR and can take time and therefore budget to get right - Check the licensing (the client should provide any specific brand fonts, so request this upfront in the SOW).

Set up the analytics framework

Confirm as early as possible which platform you'll be using to capture and report on user engagement. Remember to be aware of your status as "data processor" and not the "data controller" in regards to what you can set up and what information you cannot store.

Consider activations in China

Are you publishing in China? If so you'll need to allow some extra time and cost for setting up with WebAR instance and Alicloud serving and hosting solution.



Set guidelines for printed collateral

Make sure to find out the print deadlines, dimensions, stock being used, placement and if you can receive a physical sample for testing. It's also important to check that the print material is going to have a matte finish (not gloss) to optimize scanning performance. It's also worth advising on the CTA and QR size (we'd recommend 12mm in diameter as a minimum where possible but much depends on the distance of the user to the image in question).

Understand your targets & tracking

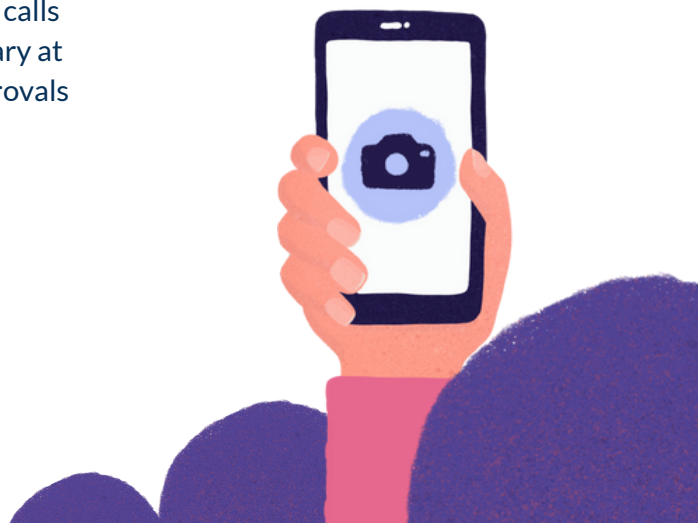
It's important to know from the very start what media channels, physical collateral or social channels will start the AR experiences. This will determine what types of tracking algorithms are needed for the activation: i.e. image tracking for print, packaging and posters; cylindrical tracking for products; world tracking and extended tracking for real world placement; or face tracking.

Start the conversation on PR, internal & external comms

Start the process of how you're going to help support communication of the WebAR activation as early as possible. This normally requires a conversation with your partner's PR agency or internal corporate comms team for approvals. Given the positive benefit of marketing communications around the activation it is in everyone's interest to help push this internally, within the industry and B2B channels and in broader social channels direct to customers. That means getting the press release signed off and appropriate stills and video. Better comms are proven to deliver better results.

Set up weekly status calls

Once a project is approved we would recommend planning in status calls for key stakeholders on a regular basis. Often it is best to start with weekly calls as the project kicks off and having these in the diary at an agreed time each week gives a slot where approvals and discussion points can be pointed towards.



Managing expectations with WebAR

Camera/ orientation/location permissions

WebAR experiences require the user to accept browser permissions to access the camera and location (if required for the experience) permissions as well as orientation on iOS. These are unavoidable and interruptive to the user experience but they are a browser requirement for everyone. It's worth making your client aware that these will be required and that they cannot be branded. The best next thing is to make your end users aware that they are coming and why they are needed.

World tracking in WebAR

World Tracking is possible in WebAR but it is not perfect. You cannot access ARKit or ARCore in the web browser. So we have built our own implementation for browsers. That is more of a challenge due to access to camera data in the web browser and the multitude of Android devices. The same tracking quality for native apps should not be expected in WebAR.

Video recording

There are limitations to video recording in WebAR due to associated costs with a legacy MPEG LA license. The first 100k video recordings are free. But after that point there is a \$0.20c charge per video due from the brand owner which is prohibitively expensive in our view.

Sound

There are limitations on the use of sound on a WebAR splash page. The operating system requires the user to tap a button to access audio. So any videos or splash pages will be mute until the sound is activated but a button press. This is also true of Instagram and other social apps. Note also that if someone has their device switched to silent mode the audio won't play.



Optimizing for WebAR

Check the browser prompts

On a WebAR splash screen add wording to make users aware of the camera/orientation permissions required (and potentially include this in the launch button wording). At Zappar we typically see a 20 – 25% drop off rate from the launch page to accessing the experience and want to minimize this as much as we can.

Consider portrait vs landscape

Include a prompt for the camera to be in portrait if a user tries to put it into landscape. The reason being that you get limited screen real estate in landscape on iOS due to the browser bar which does not then lend itself to AR. This can be overcome with a prompt to scroll down to remove the browser bar but does not make for the most intuitive UI and seamless experience.

Consider AR/ non-AR toggle

This is all about taking a user-centric approach to your solution relevant to the context of an experience. With world-tracked experiences in WebAR for instance that might be accessed from a deep link in a social post or a QR code from packaging when someone is on-the-go, they might find it hard or interruptive to their experience to have to place the AR content relative to a surface. In that case, you might want to consider a toggle where they can still have the experience be screen relative.

Provide clear instruction and help menus

Always take the mindset that your end user knows nothing about AR and only has a few seconds to want to try and understand it. So make sure your instructions are crystal clear and supply a help menu somewhere if they've chosen to skip through your instructions and then realize they need help! This is particularly true of how to place, pinch and zoom and replay your experience.



Think about your distribution method and desktop use

If you have a campaign that features activations of the AR experience via a social share, email or other deep link you need to consider that someone might see the experience on a desktop or laptop. So you'll need to create and include a prompt to direct them to a mobile device via a static webpage that appears on Desktop, featuring a scannable QR code.

Consider the file size

Think about the file size of the project in relation to where the experience is being used (at home, at retail, on the go, which markets?). This can also affect some of the lower end devices which it comes to RAM usage if you're trying to stream content.

Add your sound & audio

There's something about a silent AR experience that feels unfinished. Having sound, audio, feedback on button taps all makes the experience feel more immersive and engaging. It's worth finding out early what sound, audio and music exists and has been cleared for usage, or whether we need to find our own which then also needs to be factored into the timings and costs.

Think about the QR & Call To Action

Make sure that conversations about the call to action and QR code to appear on any collateral happens from the start of a project. Follow the best practice guidelines for QR to ensure they are a minimum of 12mm in diameter where possible; with safe area, good contrast and avoiding inverting the dark and light bits. Also ensure that the value proposition is clearly spelt out in the CTA (you can also include the URL to the activity alongside the QR in case users have difficulty scanning for some reason).



What is your driving action

What is the final action we are looking for a user to perform from engaging with the AR activation? E.g. Directing them to a website, promotion, offer, product page or other form of registration, sign up. What's the full stop to the experience?

Design with accessibility in mind

Remember to consider whether and how the activation can be made accessible to blind, partially sighted & deaf users. This should be discussed at the very start of the project and identified in the concept and execution phases. It may be that the AR element cannot support accessibility functionality and alternative means need to be made to access the same information or custom experience for these users. But this needs to be considered at the start of a project as it is very difficult and costly to try and retrofit.

Agree clear events tagging for analytics

To get the most out of your activation you're going to want to know how it performed. There are lots of events you can tag in an experience to understand how users are interacting with your experience. Just make sure that you've agreed the priority of events you're most interested in and that you've given them a naming convention that everyone understands and can work alongside other data sources related to the activation that might come from other systems (on footfall, sales data, web traffic etc.)

Coordinate PR, online, social and internal comms plan for launch

This is that all-important last C for success in communication. As part of optimizing for AR, ensure that you've captured the videos and screenshots of the experience in action that can be used in your online, external and internal communications to make the most of what you've built and 'sweat your assets'.



Wrapping up your WebAR project

Set up a protocol for ending your campaign

Is there an agreed date when the campaign/ activation needs to be deactivated? Who is responsible for taking the project down. Also, does the project need to be archived or transferred to another workspace? Do the assets related to the project need to be sent back to the client for use in other digital campaigns? It's important to consider the steps required well in advance and factor into any costs.

Assemble a FAQs and walkthrough video

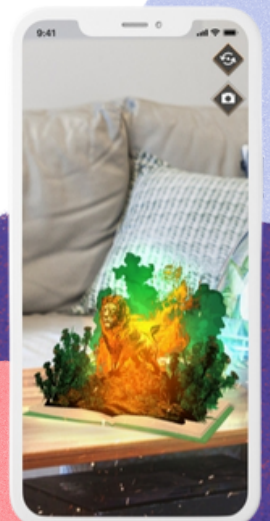
At the end of a project it's useful to put together a Frequently Asked Questions document that can be circulated internally amongst the brand team as well as for external partners (say for attractions and retail locations) or customer support and call centers where necessary. Typically troubleshooting with AR comes down to human error (sound was switched off, no network connectivity etc.) but some guidance is always welcome. Having a clear and full walkthrough video of the whole experience is also useful to share so everyone knows what to expect from the experience and the planned behavior.

Hold a project wash-up

Ensure to book a project wash-up session no later than four weeks after launch with both the internal team but also (separately) the client and external agencies where relevant. Every project is different and there are always elements that can be improved and lessons learned. Make sure these are captured, communicated and implemented in future activations.

Create case study material to share internally and submit for awards

Every activation will create new learnings for your team and organization. Make sure you capture them and share with others so they can build on the success (and indeed lessons) to make improvements for the next activation. Also see if there is an opportunity to enter the activation for internal or external awards schemes to shine a light on what you've been up to.





Looking to get started with your own AR project?

[Get in touch today >>](#)