5D+ AR Cardz

Exploration for packaging design

Design 1

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Design 1

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Design 2

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Design 3

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Design 3

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Design 4

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Design 4

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Design 5

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Design 5

5D+ AR CARDZ

Exploring packaging with
value added accessory

1. Activity book

An activity book based on the theme for each theme.

It shall contain a curated walkthrough using short story and AR to introduce each content (cards) to the user.

Each spread has a 2 liner storyline, and space to keep the Flashcards

Components

1. 16 AR Cards + 1 Gift card + 1 Surprise Card
2. Activity book (Contains code and instructions)
3. Mobile stand

Size w.r.t current packaging

2. Pop-up graphic on cover & Environment

A foam base, with theme specific visuals & grey board cut outs in the shape of objects, around the environment
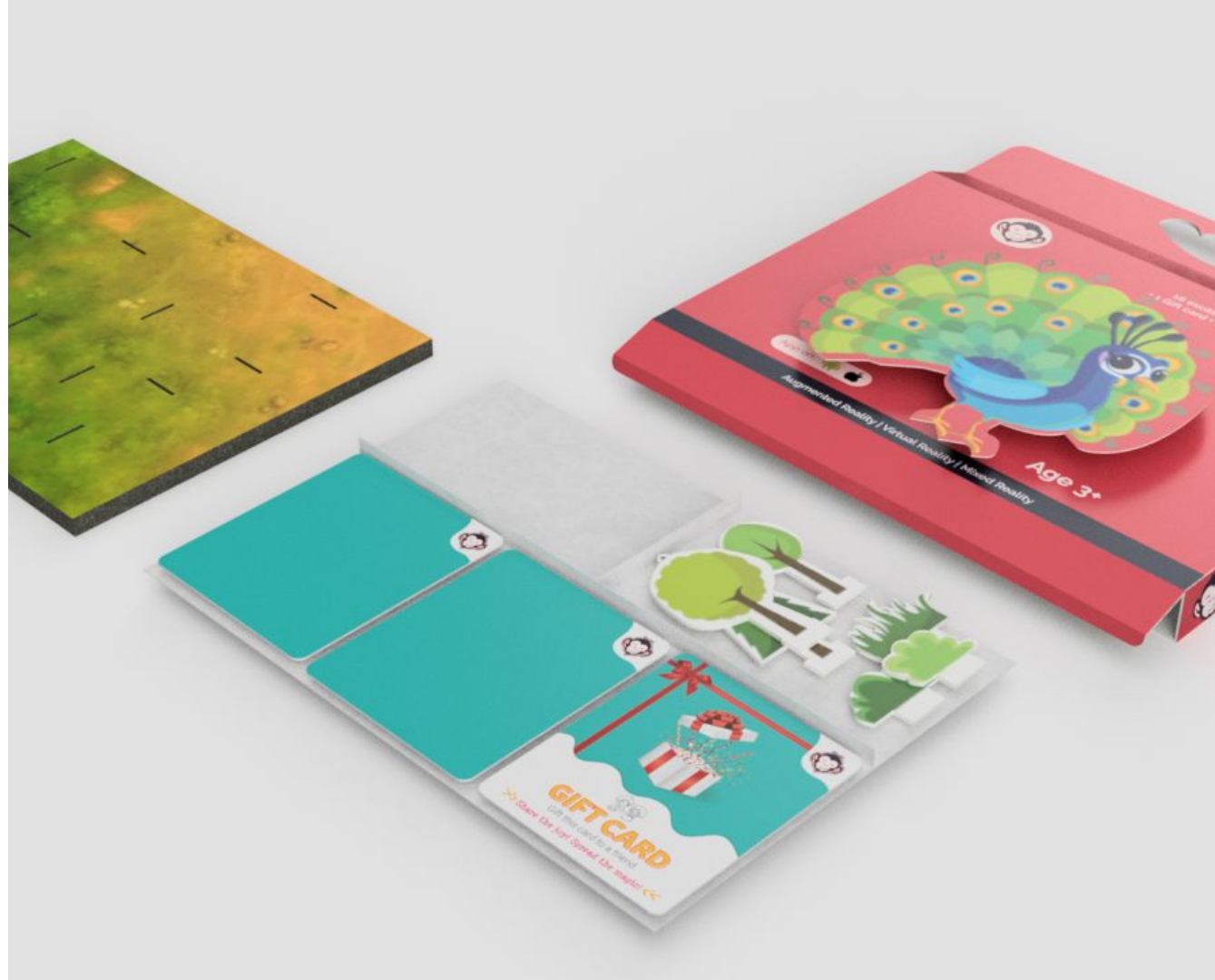
User can place the cut outs to make their own environment, here they can keep the flash cards for AR experience

Components

1. AR Cards
2. Foam base
3. Environmental elements
4. Instruction sheet & code
5. Mobile stand

Size w.r.t current packaging

3. Board game

A board game with snake & ladder mechanism and theme-specific graphics for multiplayer experience.

AR makers inplace of ladder and snakes with theme specific elements
(e.g. for bird theme, Snake ~ Net, Hunter, Electric wire etc. & Ladder ~ Flock of birds, wing extension, Flying clouds etc.)
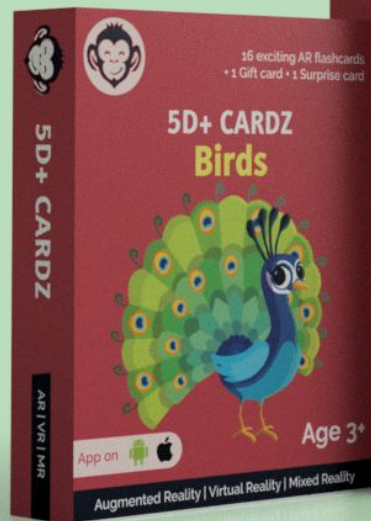
Components

1. AR cards
2. Ring to hold cards
3. Game-board
4. Player coins
5. 6 sided dice
6. Instruction sheet

Size w.r.t current packaging

Size alternate w.r.t current packaging

Scramble words

Scrambled word trivia game over the packaging

AR enabled hints

Theme-specific

Difficulty- For ages 8+, language comprehension required

4. Wristband

Theme-specific, laminated wristband given as collectibles

Special wristbands for 2-combo and 4-combo product. Along with respective theme band.

The wristband to be AR enabled, showing chosen content in the theme over it.

Components

1. AR cards
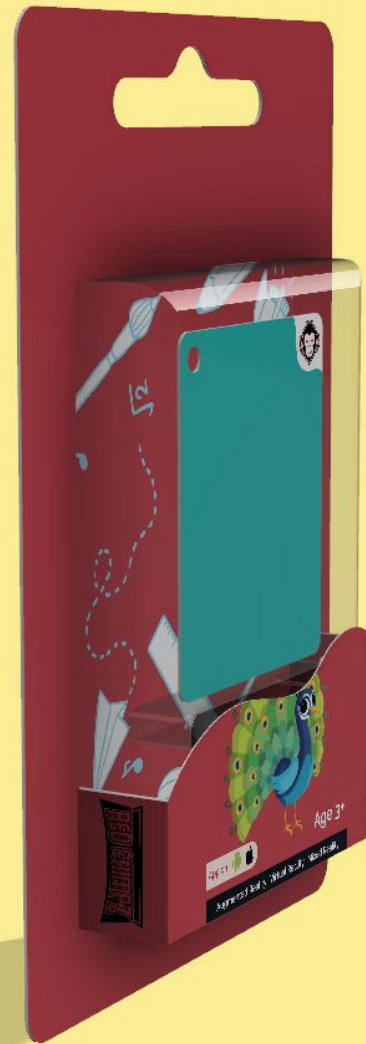2. Wristband
3. Ring
4. Instruction sheet

Size w.r.t current packaging

5. Card carry pouch

A carry pouch (cotton or synthetic fabric) to keep the AR cards. Easier for travelling and keeping the cards scratch proof when not in use.

Components

1. AR Cards
2. Ring
3. Carry pouch
4. Instruction sheet

Size w.r.t current packaging

6. Jigsaw puzzle

A 16 piece Jigsaw puzzle with theme based illustrations

The Jigsaw contains multiple elements from within the AR cards

After completing the jigsaw, it can be scanned with AR to see the elements interact with each other

Components

1. AR cards
2. Puzzle pieces
3. Carry pouch
4. Ring
5. Instruction sheet

Size w.r.t current packaging

7. 2 Player card game

The AR cards shall contain categorised facts abouts each objects

Players take turn to guess the Object correctly in the card randomly picked by the opponent

Player can use limited number of hints to guess

AR interaction precedes the card game

Components

1. AR cards with facts (addition in graphics)
2. Card holding stick
3. Rule book with instructions

Size w.r.t current packaging

Thank you