ABSTRACT

THESIS/CREATIVE PROJECT: Augmented Reality: Integrating Design Thinking and User Centered Strategies To Create An Effective Digital Sporting Experience

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This study documents a case on how design thinking strategies may be used to inspire development of AR products specifically designed to enhance a grassroots sports marketing campaign. The study also provides a framework on how the topics of sport, sports marketing, design thinking, and augmented reality can efficiently work together to create user-centered augmented reality products.

The design thinking methods and prototype development based off of the results of this study provide strategic guidance for marketers looking to incorporate augmented reality into sports marketing campaigns. This study successfully paired user-centered design strategies with augmented reality to develop a prototype based on the personal experiences and opinions of future users. The user-centered focus group and qualitative survey producers provide future researchers the tools to integrate design thinking techniques into their own campaign designs.

The augmented reality prototype and accompanying research in this study show how integrating cutting edge technology, creating more access, and acquiring young audiences are some of the adjustments that niche sports need to make in order to stay relevant, create a modern identity, and break into the mainstream sports market.