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T-mobile BlizzCon (Social App)

As a sponsor of 2016 BlizzCon, t-mobile made headlines with the first augmented reality time-freeze event. This PDF details the HCI user interface for the event that guides the user through the photo capture and social sharing experience of an Augmented Reality photo op with characters from Blizzard's Overwatch Franchise. This WebApp solution required heavy focus on the balance between both the Blizzard/Overwatch brand and the t-mobile brand representation.

