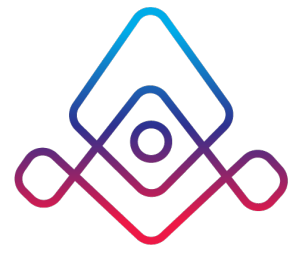


Hilltop Coffee + Kitchen

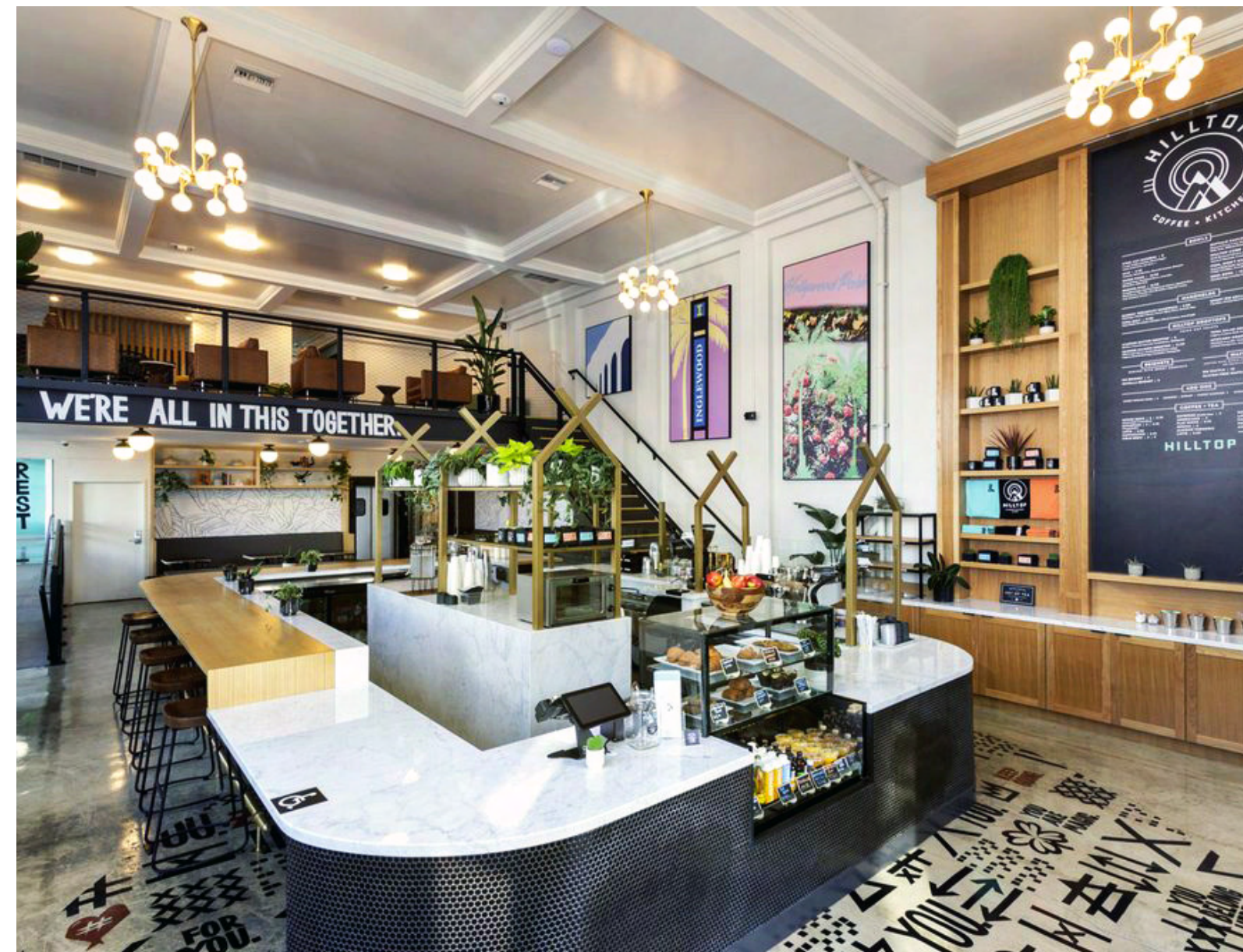
An augmented reality lens utilizing Snapchat's platform to create a memorable experience.

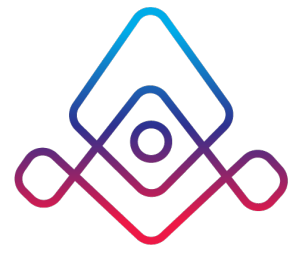




About the Company

Hilltop Coffee + Kitchen is a coffee shop with three locations in Los Angeles, California. The coffee shop is owned by young and ambitious owners, climbing to find their own Hilltops personally and professionally. While climbing to their dreams and goals, “Hilltop” is where the name originated from. Hilltop Coffee + Kitchen creates a place that invites Dreamers and Doers to Utilize their space to work on their desired goals, ultimately finding their “hilltop”.





Business Goals

Having clear business goals gives you a clear focus on what you want the business to achieve. You can then take control of the direction of the business and work towards achieving these goals.

Goal 01

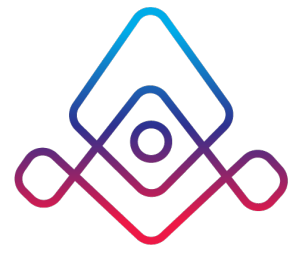
Augmented Reality Lens for Customers

Hilltop Coffee + Kitchen is creating an environment that is conducive to community and connection. Creating fun inspirational moments for users to incorporate into their snaps while working towards their dreams and finding their hilltop. The lens should be interactable and can leave a positive experience for customers to be at Hilltop Coffee + Kitchen. The company wants to share this story through an augmented reality lens on Snapchat.

Goal 02

Share & Expand the Brand Story

Other than the social media that Hilltop Coffee + Kitchen already has, a Snapchat filter will help share the brand story. Users will be able to access the lens and share with friends, family, and the community within the area by accessing the Snapchat map. Not only will this share the story, the business will gain awareness too.



Design Solutions

Here we will find creative solutions and design styles that help you target your goals. Keep in mind that these solutions can be changed throughout the sketch and design process.



3D models will be related to a Hilltop Coffee + Kitchen products as the main element for visualization. Modeling a unique product will connect customers and users to know more about Hilltop Coffee + Kitchen. This will be attach in some sort way to the users body (head, face, hand, feet, etc.) to add interactivity.



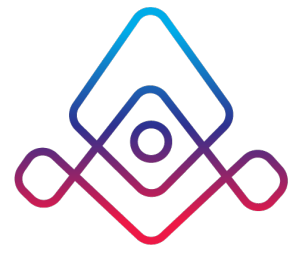
Color palette will be taken as inspiration from the environment and product of certain objects. This will include a range of browns and neutral colors. Following colors will be black, white, peach, and a mix of browns to be cohesive with the brand along with a coffee theme.



Hilltop Coffee + Kitchen logo and/or slogan will be attached to the lens (on the model or the background). Incorporating a logo or slogan is not only for brand awareness but a way to integrate brand stories inside a augmented reality experience.



Coffee imagery and/or patterns will be used as a background to follow the coffee theme and create an environment for the 3D model. In addition, multiple post effects and color corrections will be added to bring the lens together as a whole.



Moodboard

This moodboard follows a coffee theme and Hilltop Coffee + Kitchen environment where customers can reach their goals and finding their hilltop.

Direction:

This direction is modern, friendly, soothing feel. The environment encourages customers to use their space creativity along with bringing in a community and connecting with like minded people who are reaching their goals.

Brand Words:

Modern, friendly, soothing, comfort zone, goal orientated

Color Palette:

Six colors have been used to create a direction for the lens:

- **Black and white:** Neutral colors combine nicely any color nicely. Also, colors are cohesive with the the logo and slogan.
- **Tones of browns:** Comfort and warmth feel - associated to cups of fresh hot coffee.

Please note colors may change in the design process.

Incorporating coffee beans as a visual signify the the product of coffee. This could be used as a interactive element with coffee cups.

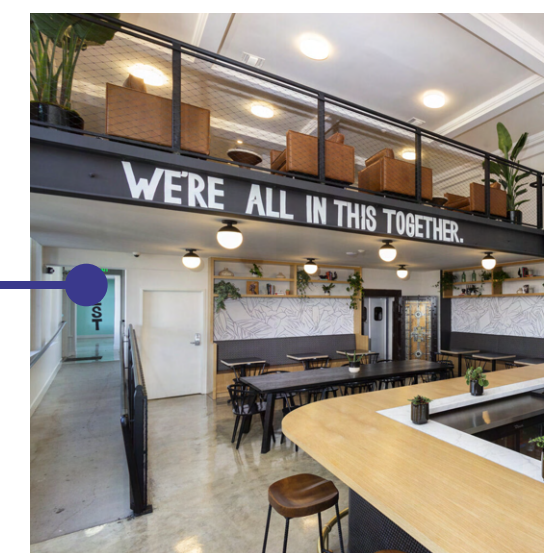


Applying grainy texture could bring realism to the 3D model.

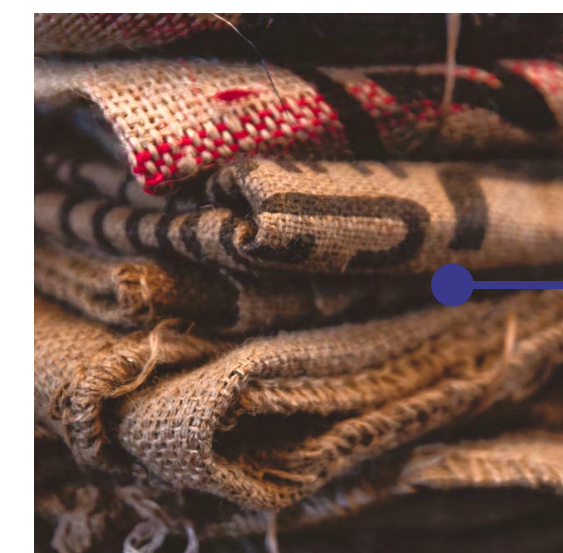


Logo can be used as a texture to add on a coffee sleeve for brand awareness.

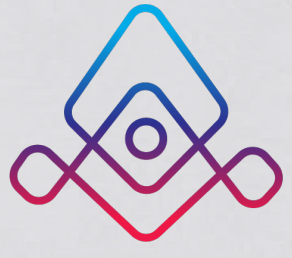
Safe space for customers to work and reach their goals.



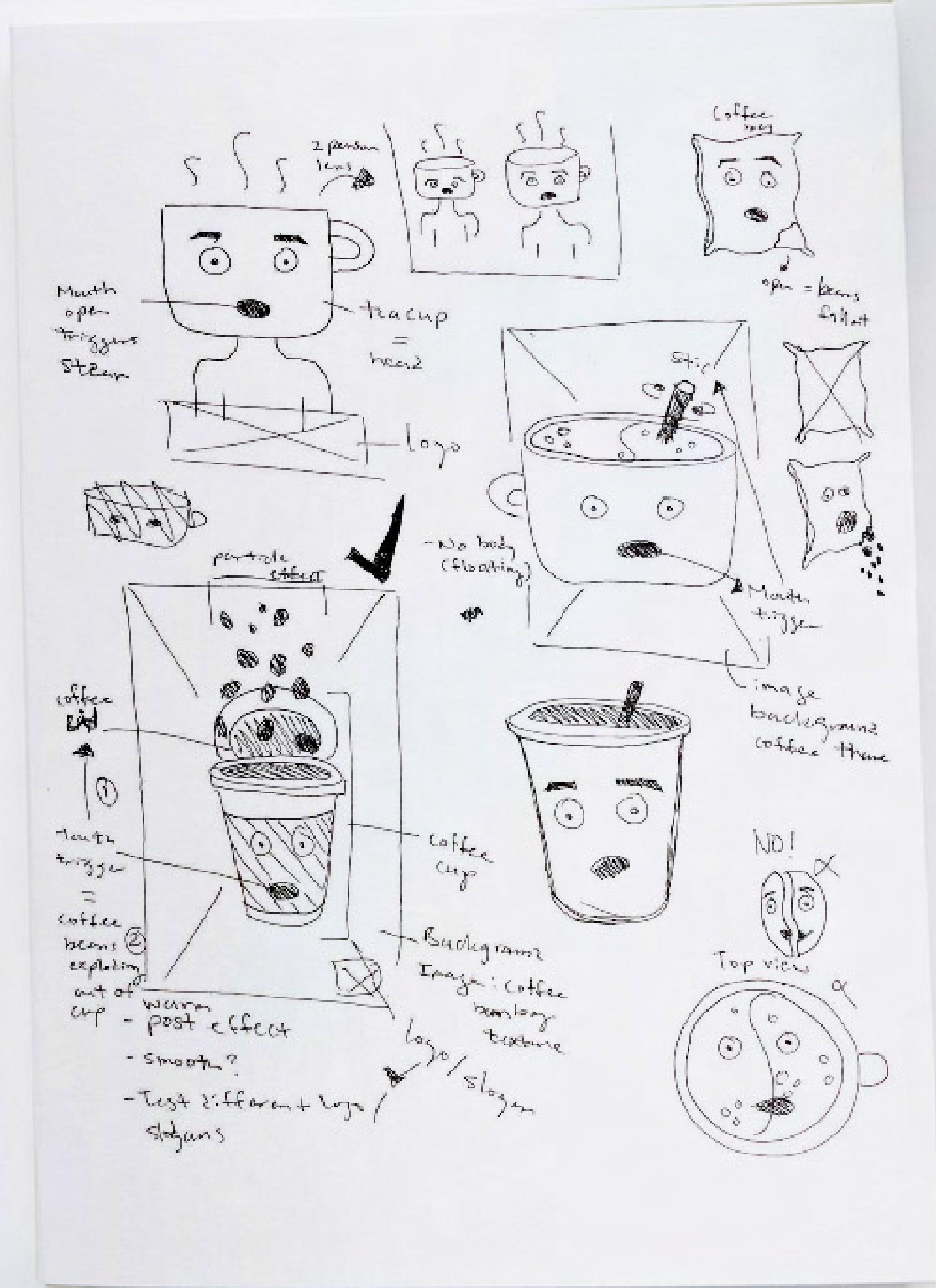
3D model of the cup to bind with the human head. Cups of coffee gives a warm and comfort feel.

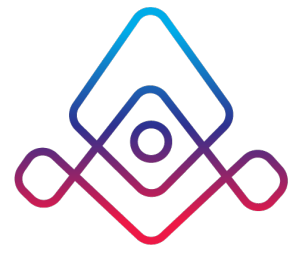


Burlap bags shows organic and freshness from coffee beans.



Sketches

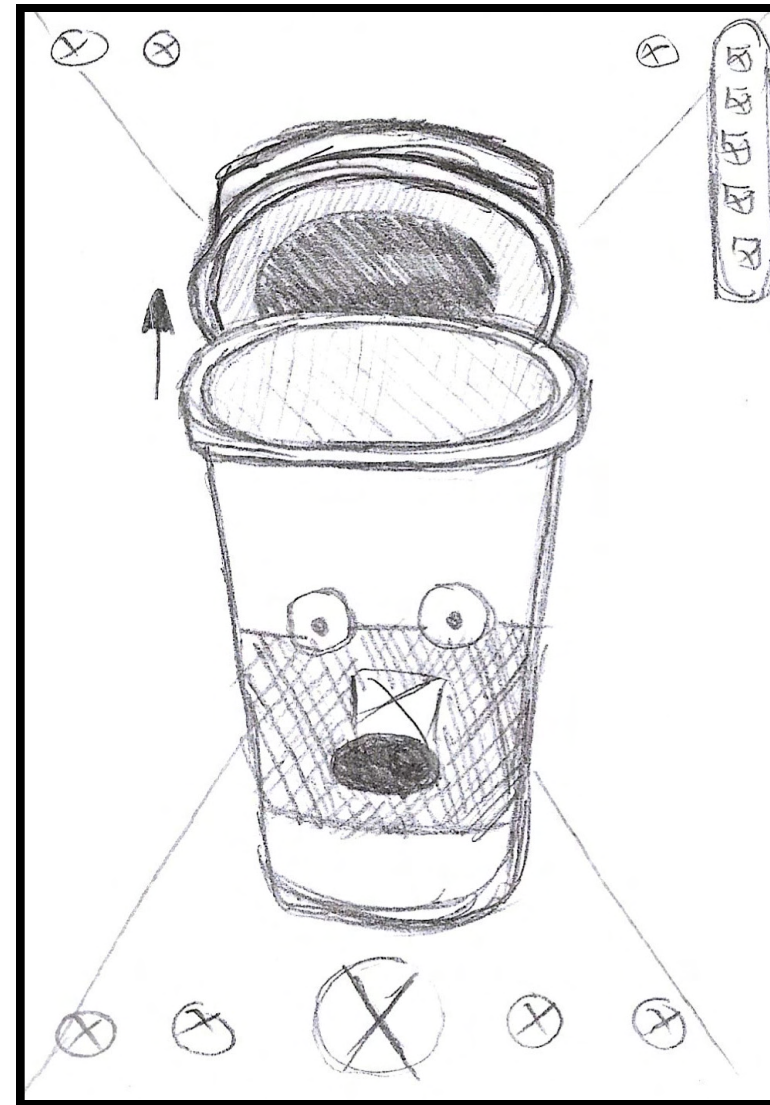




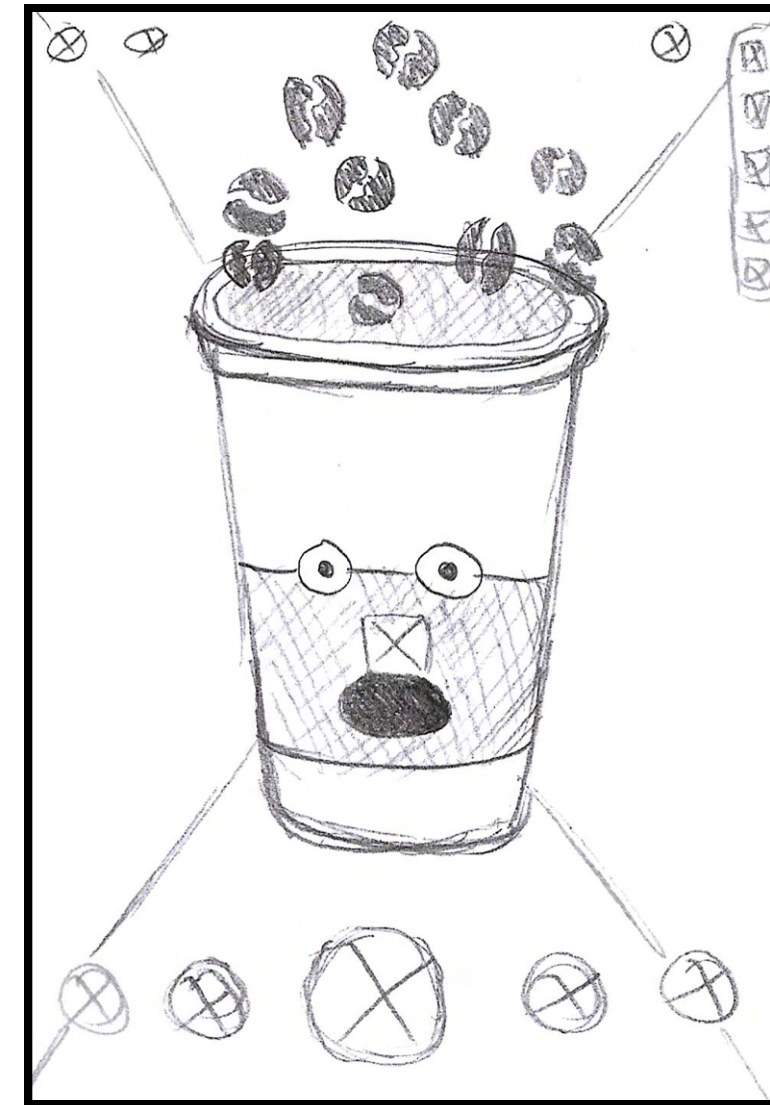
Storyboard



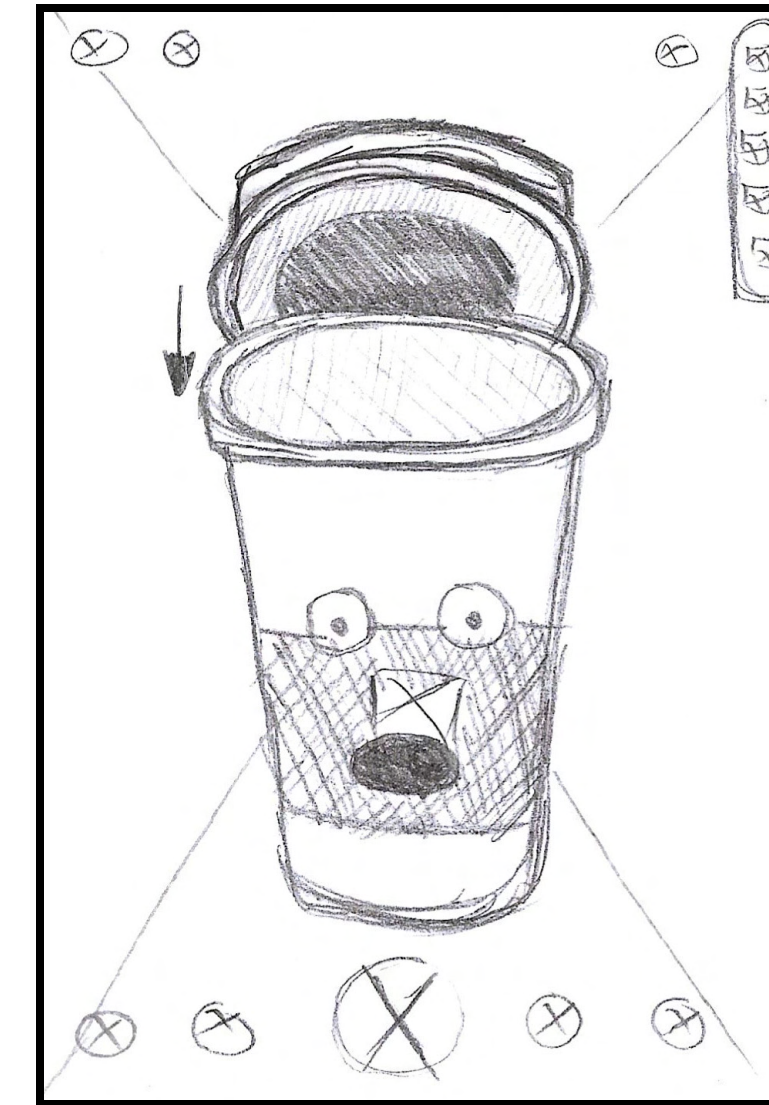
Front Facing Camera: Coffee cup will be attached to the user head. User body will not be seen in the lens.



Trigger: Open mouth
Action: Lid will uncap from the cup.



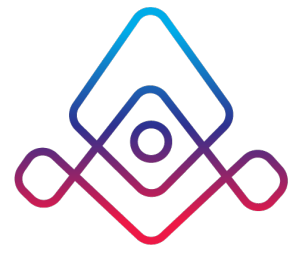
Trigger: Open mouth (continue)
Action: Coffee bean particles will be flowing out of the cup when lid has fully disappear.



Trigger: Mouth close
Action: Lid will cap to the cup.



Trigger: Mouth close (continue)
Action: Coffee beans will fully disappear. Back to initial start.

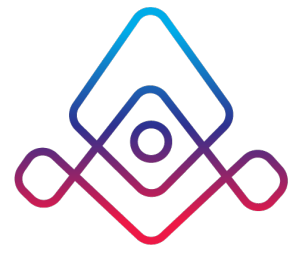


3D Model

The designer was in charge of texture (images applied to the model to break the uniform appearance of a material) and material (optical properties of a model such as color, dull, and/or shiny.) for this model.

3D model came from Creazilla.com by dzerbs, a 3D modeler.



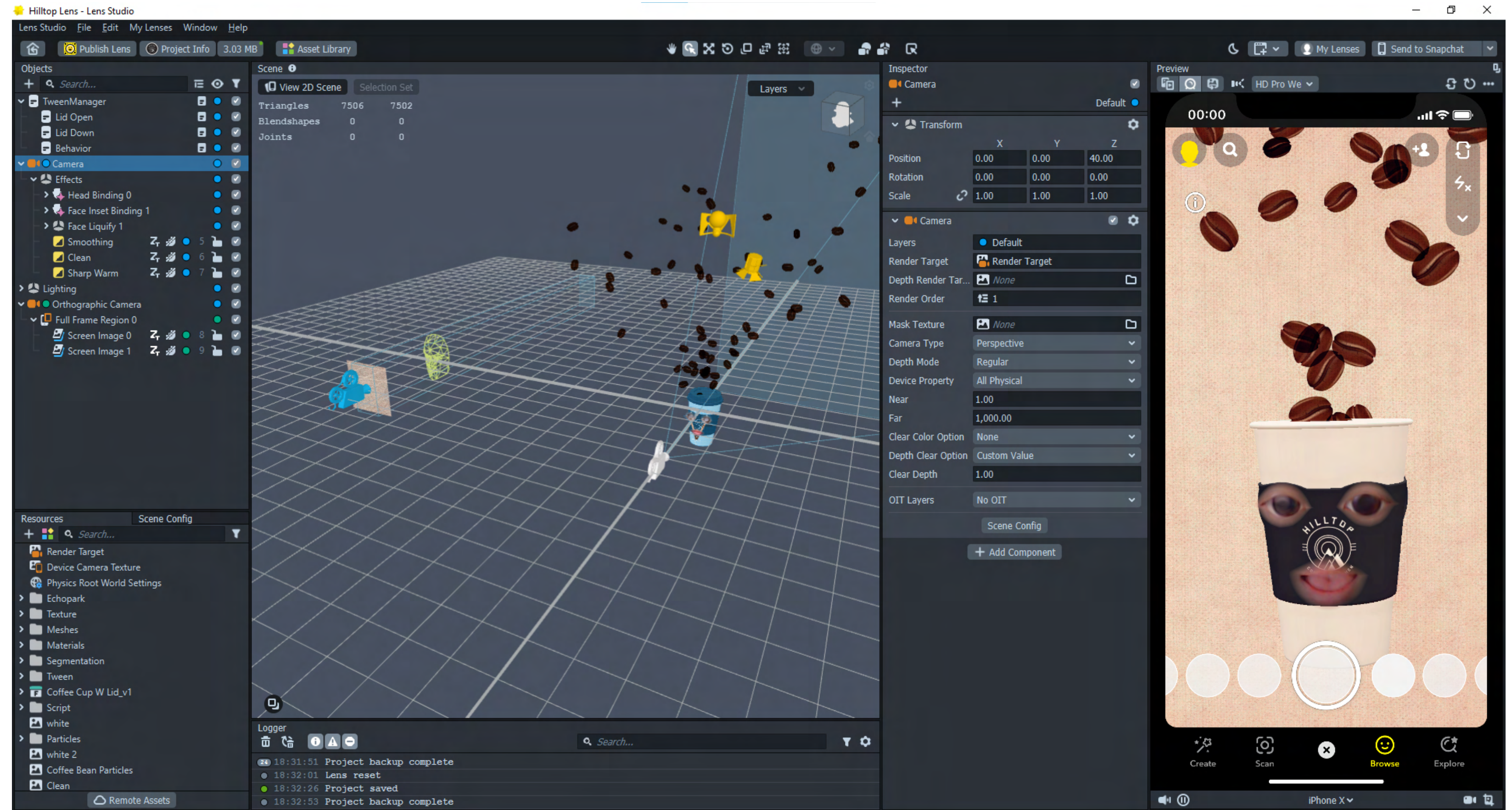


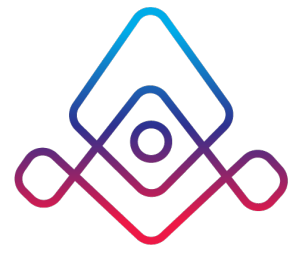
Prototype

The lens is built in Lens Studio, an augmented reality software made by Snap Inc. where artists and developers can build AR experiences.

In this stage, the designer will take the concept and assets for usage in Lens Studio. Models (including textures and materials), images, lookup tables, and any other resources will be put together into one scene to create the final outcome for users to use on Snapchat.

The lens will go through publishing where the designer will add basic information and keywords for visibility for Snapchat users to find. When submitted, Snap Inc. will verify the lens for users to use on their devices.



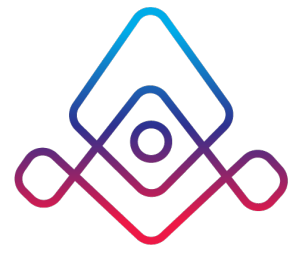


Hilltop Coffee + Kitchen Lens

Once Snap Inc. has accepted the submission, Snapchat users are able to access the lens through a unique Snap QR Code or link that will automatically open the lens in the Snapchat app.



Scan QR code to try lens.
Link: [Hilltop Coffee + Kitchen](#)



Thank you!

Ask any questions or contact me through the provided information below.

