# Reforestation VR

NEW MEDIA CAPSTONE
SPRING 2026

## PROJECT OVERVIEW

In September of 2024, **Hurricane Helene devastated much of the Southeastern United States**, including Augusta, Georgia. The Archway Partnership with UGA's branch of Public Service and Outreach seeks to unite various campus departments to create **a web resource educating and empowering those impacted**.

Our team will be creating an AR application to live on the broader project website. This **web-based app** will provide users the ability to **learn about what trees** will be environmentally best for them to plant as well as **visualize these trees in their yard, in real time**.

# Goals

## SAFETY

1. An application allowing a digital overlay of realistic trees upon a real-life environment.
2. User-selected location leads to expert-selected tree options with information about the fauna.

## TARGET

1. A combination of the two minimum elements allows the user to choose their location/region and shows only those trees in a web-based AR experience.
2. High-fidelity tree models and high-quality rendering.

## REACH

1. An expansion of the project's reach beyond just Georgian citizens.
2. Additional elements from other departmental work are combined within our application (marketing, visual elements).
3. Added educational pop-ups within the web-based AR application.
4. User-end customization of tree models and multiple models at a time.

# Challenges

## INTER-DEPARTMENTAL COMMUNICATION

This project is only one aspect of a broader UGA-wide project. Due to this, assets and information are spread through different people in different departments which could lead to delays and confusion in communication.

## LEARNING CURVE

No one on our team has done work with any form of web-based XR media, so there will be a bit of a learning curve in discovering which software(s) will be best for our team.

## VAGUE GUIDELINES

Through our first client meeting, we learned that our client was not completely sure of exactly what they want as the end goal of this project; they know how they want it to be applied and combined with their work. From this, it has been a bit difficult getting started without a specific outline or tech-based communication from our client.

# Timeline

## CHECKPOINT ONE | FEB. 3

| | |
|---|---|
| **Presentation** | All |
| **Alpha** | Safa & Amaya |
| **Exploratory Research** | Kevin & Tyler |
| **Project Plan** | Reagan |
| **PR/FAQ** | Reagan |

## CHECKPOINT TWO | FEB. 26

| | |
|---|---|
| **Presentation** | All |
| **User Research** | Safa & Amaya |
| **Beta** | Kevin & Tyler |
| **UX Map** | Safa & Amaya |

## CHECKPOINT THREE | MAR. 24

| | |
|---|---|
| **Presentation** | All |
| **1.0** | Kevin & Tyler |
| **VDG + Poster** | Amaya |
| **Website Beta** | Reagan |
| **SLAM Promo Material** | Reagan |

## CHECKPOINT FOUR | APR. 21

| | |
|---|---|
| **Presentation Beta** | All |
| **1.1** | Kevin & Tyler |
| **Launch/Handoff** | Reagan |
| **Resume** | All |

## FINAL DELIVERABLES | MAY 1

| | |
|---|---|
| **Operational Project** | Kevin & Tyler |
| **Project Trailer** | Reagan |
| **Project Website** | Reagan |
| **Stage Presentation** | Safa |
| **Booth Presentation** | Amaya |
| **Peer Evaluation** | All |

# Reverse Plan

**MAY 1 | Final Handoff**

**Completion:**
Polished web-based AR application

**April 21 | Checkpoint Four**

**Integration:**
Combine the project with the broader web and design

**March 24 | Checkpoint Three**

**Development:**
Tree models are up and functioning

**February 26 | Checkpoint Two**

**Design**:
Rough UX/UI completed, development space setup

**February 3 | Checkpoint One**

**Planning and Setup:**
Roles, outlines, and deadlines defined

# The Team

**SAFA ALI | Co-Product Designer**

**REAGAN BRODE | Project Manager**

**KEVIN HUYNH | Co-Developer**

**TYLER NEVIN | Co-Developer**

**AMAYA POWELL | Co-Product Designer**

## MEETINGS

Our team meetings will occur every week on Sunday evening or Wednesday afternoon via Slack huddle.

Our client meetings will take place at 9AM on Tuesday or Thursday of every-other week through Zoom.