ARCore

TENDER CLAWS

ARCore for TendAR: A Case Study

TendAR is a virtual pet game app. Using ARCore, Tender Claws created a virtual fish that lives in the real world and is controlled by user's facial expressions, and can only survive by "eating" other people's emotions.

Company

Tender Claws is an indie studio working at the intersection of art, games and tech. They have created mobile apps ("PRY"), installations, performances, VR games ("Virtual Virtual Reality") and a sport played with tumbleweeds and leaf blowers ("Tumball").

Challenges

The initial design question focused on discovering what types of data AR could display that would have a meaningful impact on how people behave in the world. What if AR could be used to show real time insights into another's emotions or responses? How would that impact the relationship and interaction between two people?
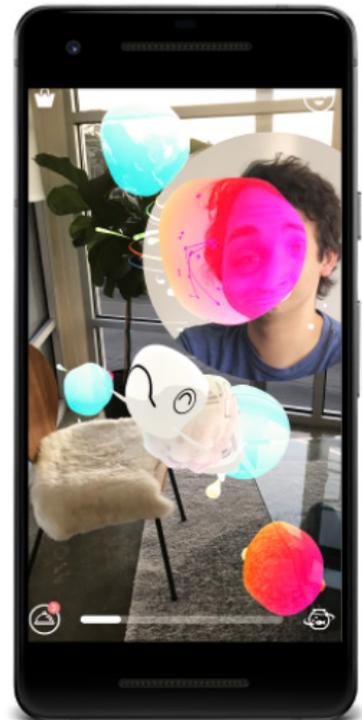
Solution

The challenging questions inspired Tender Claws to create a narrative about a fish named GUPPY who swims around the user's world, and offers an analysis of what their friends are "really" feeling, based on their facial expressions. GUPPY eats emotions users must feed it to survive and thrive. GUPPY will gradually change personality and tone depending on the emotions it is fed and what objects the user chooses to show it in the world. GUPPY must respond in realtime to the user's actions.

The app was originally envisioned for headsets in an installation setting, but the accessibility of phone AR made it better suited to develop for a wider audience in ARCore. The app was built by a small team of six developers.

The team built the app using ARCore SDK for Unity, Google Cloud API for computer vision and object recognition, and Android Studio for native plugins to interface with the phone's camera.

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> *AR has the potential to expand the possibilities of play within a user's actual, lived world. It can encourage people to explore their physical environment in ways that allow them to experience and discover it in new ways.*

Learn more

Find out how to get started with ARCore at:
developers.google.com/ar