We are currently looking for a student to support our team at the University of Hamburg (Bachelor / Master Thesis or student project). Our goal is to develop and commercialize an Augmented Reality application for Golf. So far our team consists of a Control Engineer (30 years), a Mechanical Engineer with an MBA (31 years), and a Computer Scientist with Augmented Reality experience (30 years). We have relevant industry and sports experience as well as a Lab Prototype (Proof-of-Concept).

Crucial for our application will be to design a user-centered and effective interface:

Topics:
- Analysis of needs and behaviors of different target groups for golf practice (e.g. Golf players at different levels: beginner / intermediate / ambitious amateur / professional, Teaching Professionals)
- Research of successful concepts utilized in the fields of Augmented Reality/Gamification/Quantified Self
- Conceptual Design of an intuitive and attractive user interface
- Final design of most promising concepts, implementation support for a prototype (HMD, Smartphone)
- Optional: Real-Life evaluation of the prototype with a group of golf players (relevant contacts provided)

Requirements:
- Bachelor / Master Student in Interactive-/Communication-/ Media-/Brand-Design or similar
- Passion to create something new and be part of a motivated team
- Interest in the field of Augmented Reality
- Ability to develop own concepts, high level of autonomy and responsibility

Perks:
- Freedom to work on Bachelor/Master Thesis or Student Project in a Start-Up environment
- Shape the future of Golf Practice and get to know the field of Augmented Reality
- Chance to be part of the founding team after successful project

Further Information:
www.inf.uni-hamburg.de/ar-golf

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