Gamified Retail Experience on 5G
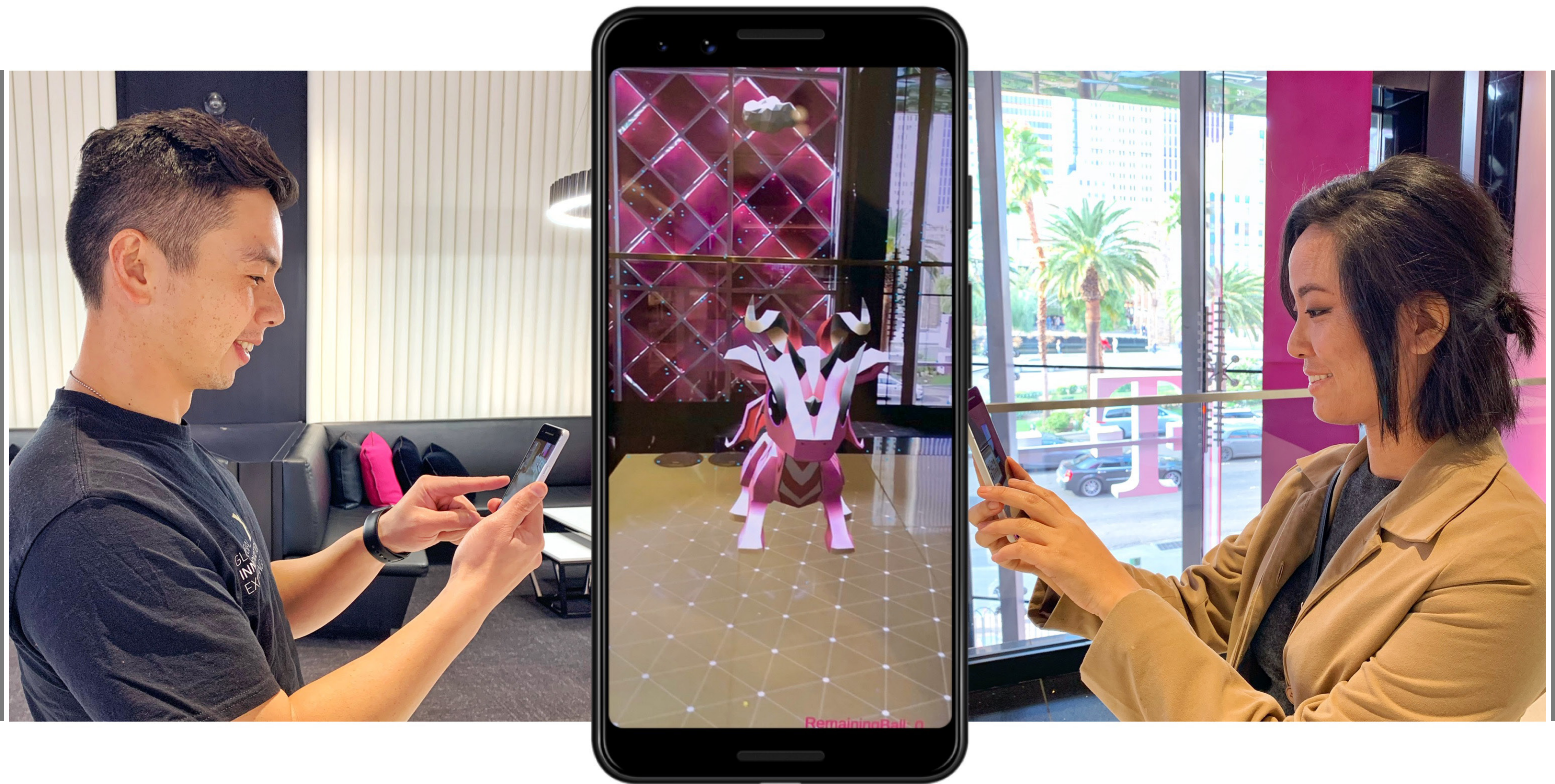
'Feed the DR5GON' educates and showcases the power of 5G to T-Mobile's retail customers, using IoT beacons and AR
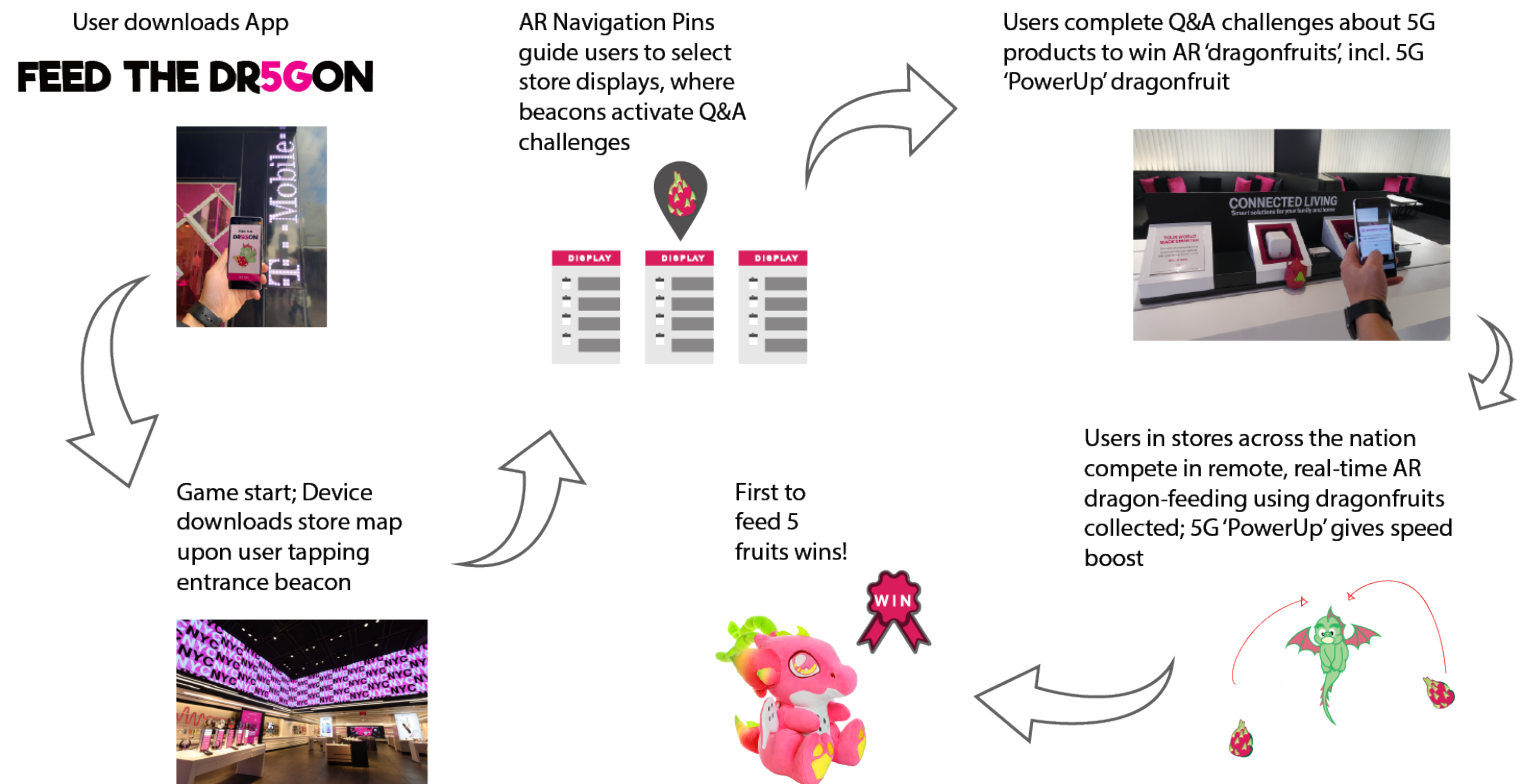

The race for 5G is on...

With the nationwide launch of a 5G network, T-Mobile has the potential to radically innovate upon how its customers experience entertainment, connect with loved ones, and manage connected devices. However, many T-Mobile customers are unaware of the capabilities of 5G. Therefore, T-Mobile partnered with Team Dragonfruit at GIX, to address ways to utilize T-Mobile's retail footprint across ~20k stores to educate T-Mobile customers on the benefits of T-Mobile's 5G network and related products and services.
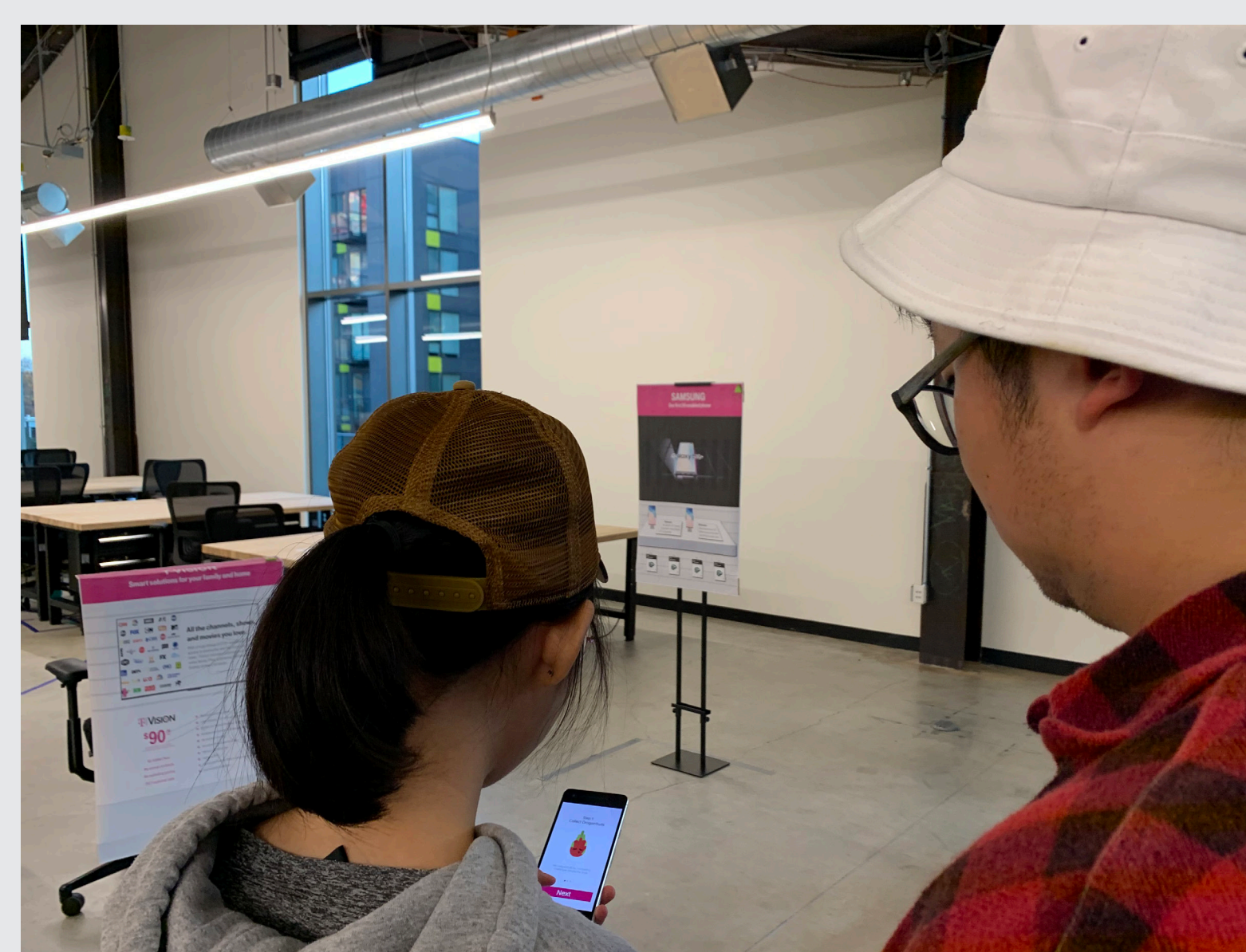
A 5G-Exclusive Retail Experience

Team Dragonfruit devised a proof of concept for an AR experience that teaches retail customers about 5G's capabilities and offerings in a fun, 2-part game. See right for game flow.

The game showcases the low latency of 5G, promotes T-Mobile stores as a fun place to be, and allows T-Mobile to gather data on customer store engagement.

User downloads App
FEED THE DR5GON

AR Navigation Pins guide users to select store displays, where beacons activate Q&A challenges

Users complete Q&A challenges about 5G products to win AR 'dragonfruits', incl. 5G 'PowerUp' dragonfruit

Users in stores across the nation compete in remote, real-time AR dragon-feeding using dragonfruits collected; 5G 'PowerUp' gives speed boost

First to feed 5 fruits wins!

Game start; Device downloads store map upon user tapping entrance beacon

Research and Development

Team Dragonfruit conducted an eight-week research project to understand the unique needs, behavioral patterns, and opportunites of T-Mobile retail customers and staff. Methodologies included surveys of over 100 customers, in-store layout mapping, observational inquiries, and retail staff interviews. The team also visited 10 different retail stores (e.g., Tesla, Apple, Lego, Xfinity) to capture competitor best practices. In close collaboration with our T-Mobile mentor, the team ideated an Augmented Reality (AR) game that would educate and showcase to customers the power of 5G in a fun and experiential way.

Development of the product included four three-week sprints, accompanied by regular evaluation testing with potential users. The results were superb:

96% 5G Knowledge Recall   **16%** Boost in TMO Store NPS

Competitor Store Visits

User Testing

GLOBAL INNOVATION EXCHANGE

T··Mobile·

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