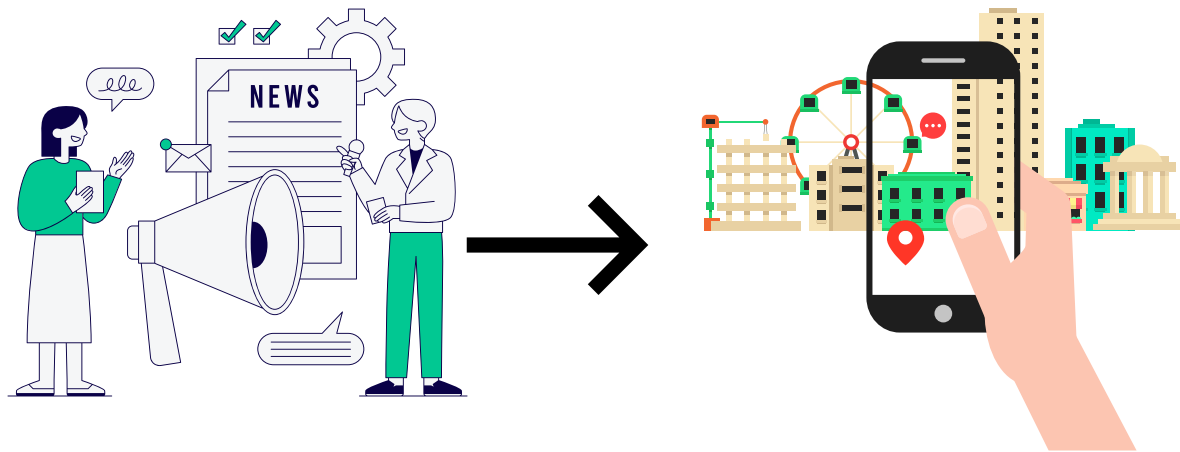


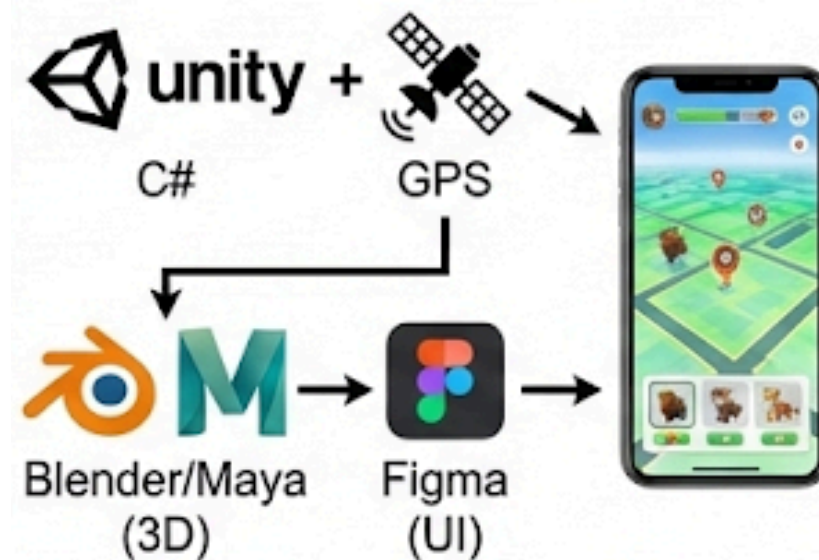
# Development of an Augmented Reality Game Application for Public Relations at the Faculty of Informatics, Mahasarakham University

## Research Objective



To develop an interactive AR game application as a modern public relations tool targeting Generation Z, shifting from traditional static media.

## Methodology



Developed following the SDLC framework. The application integrates Unity Engine with GPS-based location services for character collection gameplay.

## Key Results



**Expert Quality:**  
High Level ( $M = 4.02$ )



**User Satisfaction:**  
High Level ( $M = 4.10$ )

The AR application is demonstrated as an effective interactive tool for PR, achieving high evaluation scores from both experts and target users.