

Task 1

Product (Apple Vision Pro) Problem

Identified:

- **User Comfort and Eye Strain:** One potential issue with high-tech AR/VR headsets like the Apple Vision Pro could be **eye strain** and **discomfort during prolonged use**. As the headset uses displays close to the eyes and involves intense visual engagement, users might experience discomfort after long sessions.

Fix:

- **Eye Comfort Mode:** Implement an "Eye Comfort Mode" that adjusts the brightness and blue light emissions to reduce strain during prolonged use.
- **Adjustable Fit:** Enhance the head strap and padding for better comfort, making the headset adjustable for various head shapes and sizes, and allowing users to customize the fit to avoid pressure points.
- **Frequent Break Reminders:** Introduce a built-in reminder system to prompt users to take breaks after a certain period of continuous usage (e.g., every 30-60 minutes).

Its Features

- **Immersive Display:** Dual high-definition displays for each eye to provide a crystal-clear, immersive visual experience.
- **Spatial Audio:** High-quality 3D audio for a more immersive experience, particularly for media consumption, gaming, or virtual meetings.
- **Hand Gesture Controls:** Allows users to interact with the virtual environment using hand gestures, making it intuitive and touch-free.
- **Eye Tracking:** Tracks eye movements to interact with the interface or adjust focus in AR applications, providing a more natural experience.
- **Environment Mapping:** Uses external cameras and sensors to map the user's surroundings and integrate virtual elements into the real world.
- **FaceTime and Video Calls:** Users can have virtual meetings and communicate through the headset, with avatars or live video feeds.
- **High-Resolution Cameras:** Used for scanning and mapping the environment or capturing real-world interactions.
- **Battery Life:** Features a rechargeable battery for hours of use.

Empathy Process

Empathy process flow for Apple Vision Pro

Understand User
Personas

Identify target users such
as tech enthusiasts,
professionals, and
gamers

Discover Pain Points

Conduct surveys and
gather feedback on
aspects like comfort,
usability, and application
compatibility

Analyse User Insight

Map out the critical
needs like lighter design,
better battery life, and
affordability

Design User-Centric
Solutionss

Prototype and Test

Iterate and Refines

Integrate user feedback to
optimize the product
design and functionality.

Launch and Monitors

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