

# ***TASK 1***

## **PRODUCT NAME – Google Glass**

### **PRODUCT DESCRIPTION:**

Google Glass is a wearable augmented reality (AR) device developed by Google, first released in 2013. It features a head-mounted display with a small screen positioned above the right eye, allowing users to access digital information and interact with applications through voice commands and a touch-sensitive pad. Equipped with a 5 MP camera, it can capture photos and record 720p HD videos.

### **Product Features:**

#### **1. Display:**

- Head-mounted display with a small screen positioned above the right eye.
- Augmented reality (AR) capabilities to overlay digital information onto the physical world.

#### **2. Camera:**

- 5 MP camera for taking photos and recording 720p HD videos.
- Ability to capture images and videos discreetly.

### **3. Connectivity:**

- Wi-Fi and Bluetooth connectivity for internet access and pairing with other devices.

### **4. Voice Control:**

- Voice commands for hands-free operation, including taking photos, recording videos, and accessing information.

### **5. Touchpad:**

- Touch-sensitive pad on the side for navigating through the interface

## **PRODUCT ISSUES:**

- 1. Privacy Concerns – The ability to record videos and take photos discreetly raised significant privacy issues. People were uncomfortable with the idea of being recorded without their knowledge.**

2. **Design and Usability**– The design was often criticized for being unfashionable and awkward. The device was not comfortable for extended wear.
3. **Battery Life**– The battery life was insufficient for prolonged use, which limited its practicality.
4. **High Price**– The initial price of \$1,500 was considered too high for the average consumer, making it inaccessible to a broader audience.
5. **Limited Functionality**– Despite its innovative concept, the device did not offer enough compelling features to justify its cost and usage.

### **HOW TO IMPROVE (SUGGESTION):**

1. **Enhanced Privacy Features:** Incorporate visible indicators, such as LED lights, to signal when the camera is recording, ensuring transparency and reducing privacy concerns
2. **Improved Design:** Redesign the device to be more fashionable and comfortable for extended wear. Collaborate with eyewear designers to create a more appealing look.
3. **Extended Battery Life:** Focus on developing a more efficient battery to extend usage time, making the device more practical for all-day wear.

4. **Lower Price Point:** Explore cost-reduction strategies to make the device more affordable for the average consumer, potentially by offering different models with varying features.
5. **Expanded Functionality:** Develop more compelling and diverse applications that fully utilize the AR capabilities, making the device more attractive to a broader audience.