Project Specification 7 LSEPI Analysis

Use of Augmented Reality in guiding students around university

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Specification Discussion 1

Issue

The first noticeable issue with the project specification is that the application is to be developed on IOS and states no development for android users. This takes away the opportunity of having hundreds of users on the app as the most used operating system for mobile phones is Android with 76% of the global market (statcounter.com, 2019). Not having the app on Android will not only impact the app, but it will also impact users on android as they are unable to download it. And the student making the app will be impacted as another issue with making the app on IOS is that it is expensive.

Impact

These issues impact both creator and users in negative ways, first being a large majority of students will not be able to use the app so the maker of the app will not have as good results evaluating the apps effectiveness in helping students get around the campus. Furthermore, the issue of public availability will impact users as not being able to use the app may make it harder for new students to find their way around campus. So, in order to relive these issues, the designer must create the app for Android so they can evaluate its effectiveness better and users can freely download the app making it easy for them to find there way around campus. Also, the issue of IOS being expensive impacts the designer of the app as they must find the funds to create it which could result in adding adverts within the app to bring costs down which would affect the user as adverts are not appealing within an app. Although the designer of the app could make it for android as its cheaper, so adverts are not necessary, and more users have android phones. However, the benefits of using IOS is the availability to use ARKit which makes making AR apps easier.

Example

An example of why IOS being expensive is an issue is that students may not be able to afford this because of their money constraints furthermore, the students who need phones will most likely go for the affordable option of having an Android then paying for a Apple phone which is more expensive also some students may come from poor backgrounds which would make it harder for them to pay for IOS platforms and devices. BBC News also reported on how students from the most disadvantaged areas take on the most debt. (McIvor, 2019)

Specification Discussion 2

Issue

Another issue with the specification is the AR features, as immersive AR apps can cause injuries and obstruction with daily lives. Many injuries have happened with AR apps such as the well know Pokémon Go and people are prone to get in others way while distracted on an AR app.

<u>Impact</u>

This issue can not just impact the user but others not on the app as well as the designer however, that is dependent on the seriousness of the injury. It will defiantly impact the user as if the app is to immersive then they can injure themselves and even get killed, this effects other people who are not using the app as they can be obstructed, and they must be mindful of the user on the app. If the injury was a serious death, then negative impact would throw on the designer of the app and may make others stop are not download the app. To stop this issue features must be put in place to remind the user to be weary of their surroundings and to not use the app while driving, other reminders could be to make sure the users don't go on private property and be careful at night time. This will not fix the issue however, it will decrease the chance of injury.

<u>Example</u>

An example of AR apps which are too immersive and cause injuries, is the popular game Pokémon Go BBC news did a report on two men playing the game (BBC News, 2016) "On July 14, two men in California, US, fell up to 33m (108 ft) off a cliff after ignoring "no trespassing" signs while playing Pokémon Go." This was caused because at the time Pokémon Go was just released features such as warnings or reminders were not implemented into the final game which caused injures such as this however, todays Pokémon Go has warnings and reminds you every time you launched the game and since then a decrease in incidents such as this have not happened.

<div align="center"><u>Specification Discussion 3</u></div>

<u>Issue</u>

The final issue is about the use of the camera and GPS location features, it needs to be clear to the user who has access to the camera and GPS features and to make sure they are secure and unable to be used by others.

<u>Impact</u>

If the issue is not resolved it could have some serious impact for the developer of the app and the users. If the features get breeched and malicious users get access to the features such as the GPS and the camera that users can be found and watched which is a serious security issue furthermore, because of this the developer will hold accountable and must inform the user that they have been breached. To resolve these issues as best as possible the developer of the app must get consent from the user to manage this data and must up hold a promise to remove the user's data if they wish so.

<u>Example</u>

An example of data breeches is when the popular game FIFA exposed users' details including date of birth and email addresses leaving them exposed for others to find out. They resolved the issue quite well as they inform users and fix the breech. (News, 2019)

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