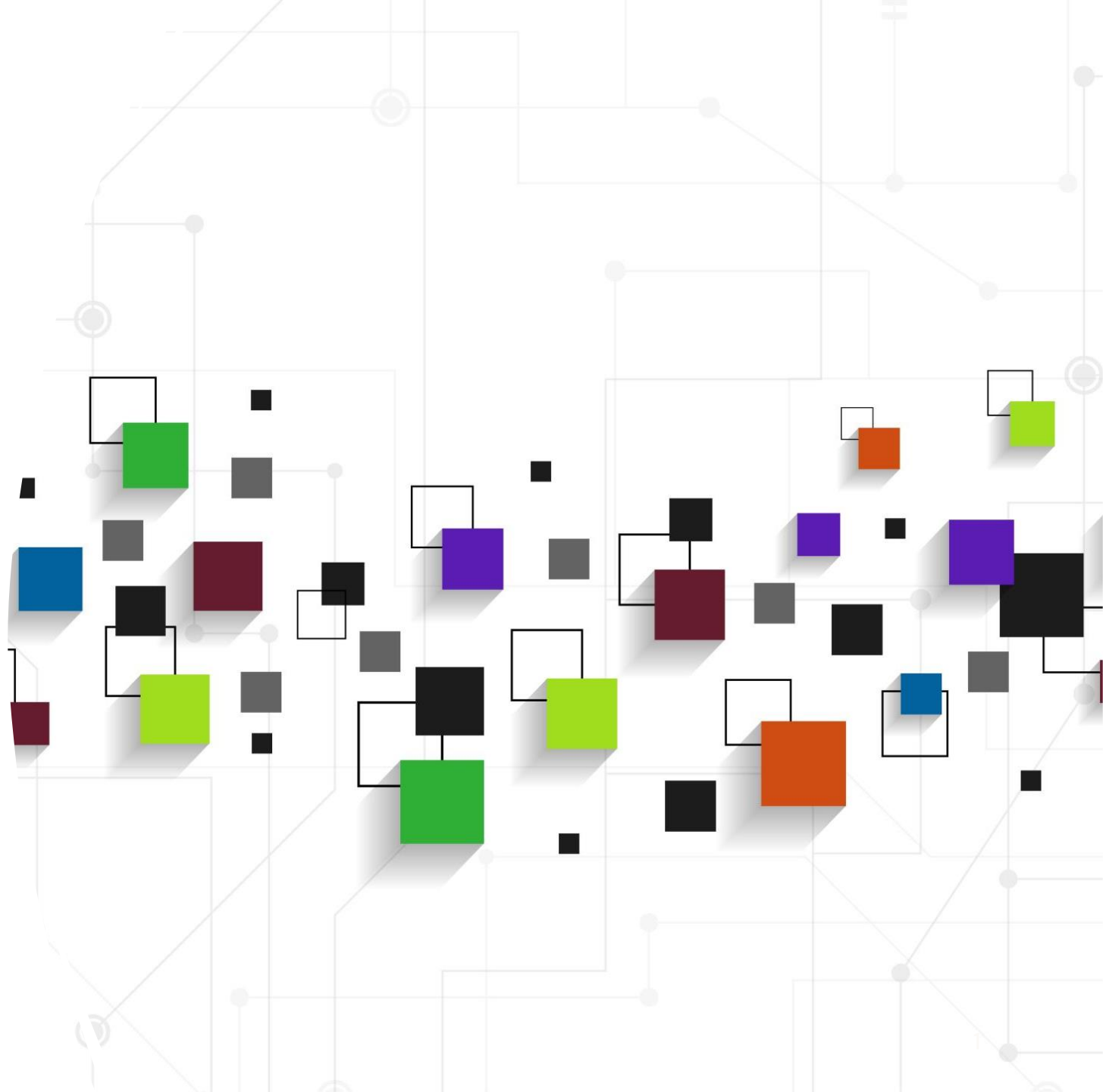# 증강현실

(2023. 11. 22.)

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# Designing AR Experiences

# Objective

✓A solid understanding of the key design principles and techniques required to design successful AR experiences

✓Enabling you to design interactive and user-centric AR applications

# Overview

- ✓ AR is a technology overlaying virtual content onto the real-world environment, enhancing users' perception and interaction with their surroundings

- ✓ Design plays a critical role in shaping the user's AR experience, ensuring usability, engagement, and seamless integration of digital content with the real world

# Understanding the User

✓User Research

- Gaining insights into the target audience's characteristics, preferences, and goals related to the AR experience

✓User-Centered Design

- Understanding the needs, goals, and behaviors of your target audience to create meaningful and relevant AR experiences

✓User Personas

- Representing different user groups and their characteristics, preferences, and pain points

# Context Understanding

✓Consider the Physical Environment

- Understanding the physical environment in which the AR experience will take place

- Including lighting conditions, spatial constraints, and potential obstacles

- Adjusting the AR content accordingly to ensure visibility and usability in different environments

✓Align with Real-World Context

- Designing AR content and interactions that align seamlessly with the real world

- Enhancing the user's perception and interaction with their environment

# Interaction and User Interface (UI)

✓AR-specific Interactions

- Designing intuitive and natural interactions (e.g., gestures, voice commands, head movements) that align with the real-world context

- Providing visual, auditory, or haptic feedback to confirm actions and guide users through the AR experience

✓UI Elements

- Creating clear and unobtrusive UI elements that provide essential information and controls without overwhelming the user's view

# Visual Design

✓Consistency and Integration

- Ensuring AR content seamlessly integrates with the real world
- Considering factors like scale, color palette, and visual style

✓Visual Hierarchy

- Establishing a clear hierarchy to guide the user's attention and highlight important AR elements or information

✓Progressive Disclosure

- Presenting information progressively to prevent overwhelming the user and maintain focus on the most relevant content

# Minimize Cognitive Load

✓Simplify and Streamline

- Removing unnecessary complexities and streamline interactions to reduce cognitive load and enhance usability

✓Chunk Information

- Breaking down complex information or tasks into manageable and easily understandable chunks to aid user comprehension

# Motion and Animation

✓Engaging Animations

- Using motion and animations to enhance the user's understanding, provide feedback, and create a sense of delight and engagement

✓Transitions

- Designing smooth and seamless transitions between AR scenes or interactions to maintain a sense of continuity

# Content Creation and Placement

✓Purposeful Content

- Serving a specific purpose and adding value to the user experience

✓Consider Physical Objects

- Leveraging real-world objects and elements as anchors or triggers for displaying AR content, enhancing the sense of realism and interaction

✓Content Placement

- The appropriate placement and alignment of AR content in the user's FOV to enhance usability and minimize occlusion

# Personalization and Adaptability

✓Personalization Options

- Providing customization options that allow users to tailor the AR experience to their preferences and needs

✓Adapt to User Context

- Utilizing user context, such as location or previous interactions, to deliver personalized and adaptive AR content

# Performance and Optimization

✓Real-Time Rendering

- Optimize graphics, rendering, and processing to ensure a smooth and responsive AR experience

✓Optimizing Assets

- Optimizing 3D models, textures, and animations to ensure smooth performance and minimize loading times

✓Device Limitations

- Considering the hardware capabilities and limitations of the target devices to ensure optimal performance and user experience

# Testing and Iteration

✓Iterative Design Process

- Continuously test and gather feedback from users to refine and improve the AR experience

✓Usability Testing

- Evaluating the effectiveness and usability of the AR experience
- Identifying pain points, gathering insights, and validating design decisions

# Ethical Considerations

✓Privacy and Data Protection

- Respecting user privacy

- Providing clear information and controls for data collection and usage

✓Accessibility and Inclusivity

- Ensuring inclusivity by considering the needs of users with disabilities

- Providing accessible alternatives for interactions and content

# AR Design Principles: U

# AR Design Principles: AR Workflow

# AR Design Principles: Visual Design

# Challenges and Solutions

✓Occlusion

- Addressing the challenge of virtual objects being occluded by real-world objects to ensure seamless integration and interaction

✓Real-Time Rendering

- Optimizing graphics and rendering techniques to maintain smooth and responsive AR experiences

✓Physical Comfort

- Designing ergonomic and comfortable input devices or minimizing physical strain for prolonged AR experiences

# Key Points

✓ Design plays a crucial role in creating immersive and engaging AR experiences

✓ Understand the user, consider the context, design intuitive interactions, and create visually appealing and performance-optimized content

✓ Interaction techniques involve gestures, touch, voice commands, and HMD controls

✓ Design considerations include visibility, information hierarchy, and minimalism

✓ Challenges include occlusion, real-time rendering, and physical comfort

✓ Minimize cognitive load, personalize and adapt the experience, and iterate based on user feedback

✓ Iteratively test and gather feedback to refine the AR experience and prioritize user needs

# Q/A