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Assignment 6-2

April 28, 2022

IT-515

**Background | Research and Critique**

HYPVERVSN like many other companies faces a difficult time due to the COVID-19 pandemic. However, unlike many companies HYPVERVSN is in a field that is perfect for this pandemic. With the right strategy this company can become an industry leader in holograms.

The current problem with the company is that there is too much that’s needed for the product to work. Users don’t desire the ‘ideal’ situation for every time they want to use the hologram. They want to be able to use this product anywhere in the world and that is our current problem. Our solution is to create a product that we can use anywhere in the world. Holograms don’t always need to be an entire room of holograms. The truth is that the company lacks immenseness anyway and surrounding a client in holograms is not the solution. Let’s look at the first ever iPhone. The phone that people got lost in the technology even though it was on a screen less than four inches. This immersion was not built on complete submersion but on interest of what’s on the screen. This is what we need to focus on, how can we use holograms to have people interact with what’s being displayed rather than amount of display. We need to work on the quality of the display and the touch and voice interactions. The size and price are our largest downfall, although changing the size will also help the price.

Three technologies that can be used in our company is lasers, augmented reality, and electromagnetic radiation. Holograms are created from lasers but in a special way. New technologies called safe lasers and split lasers is how we are going to be able to move forward in our hologram evolution. These new lasers will be able to change paths based on the command of the base it’s being sent from. This can then create a reality that is augmented, for example we can create a person in a room with lasers but that obviously isn’t a real person. This is called augmented reality, a reality that is augmented. This will be our main point of immersion. Shifting reality for our users is how we can connect with users and keep their mind on the hologram. We can create the hologram to be very lifelike and have an impact on how believable our hologram is. In our more advanced immersions, we have something of a virtual reality. Finally, lasers use a special electromagnetic wavelength. We can control exactly what the users are able to see and when. The human eyes are only able to see certain wave levels of light. In another example thing about when a video game is loading. It has to ‘load’ the level. This is a huge flaw in games, now with this new technology we can load instantly, we can adjust the electromagnetic radiation level of the lasers to an unseen level while things are being created. Then when it is ready, we can shift the level it sits on. This means we can load multiple things at once and still control what is being seen. Regarding cost, lasers are light and thus use power. Our main will be the machines we need to create the small glass the lasers will be bouncing off, still this is cheap overall. Implementation of these holograms after research and development will be simple. It will just be a small device the size of one’s palm that will be able to shoot lasers in every direction creating what is needed.

**Adoption and Strategies Proposal**

The current state of this technology is still in development and still a few years away from being

in production. I believe the ideal timing for this product to be mastered would be two years.

Lasers are no easy task and take very precise and expensive equipment. Not to mention all the

training and understand of the machines that will need to be done. We will need new teams to

help work on/fix and explain these new machines to the scientist that will be creating the project.

As well as all the software engineers that will be designing the software. Debating either to go

with an embedded system or something that requires an internet connection will also be another

controversial issue. There are pros and cons with both methods. With an embedded system we

can use the product anywhere in the world regardless of location. However, with an internet

connection we will be able to add on to the capabilities of the product without having to release a

new product, we can just release new software. Many companies use this approach for example

all modern phones are embedded and use an internet connection. Same with most new cars some

being, Tesla, Ford, Volvo, and so many more. Once the product is created to its perfection two

years down the road there will be many ways to implement this technology into the world, but

the largest desire will be for the product to do well and sell. There are a few different ways to go

about this. One proposal will be to partner with a larger company like Wal-Mart or Target to get

their product out into the world for others to use. Realistically it will probably best fit a store like

Best Buy considering the technology in the product. Another thought and very real possibility is

for the company to be sold to one of the big FANG companies since it will be a technology that

these companies will have a desire for. Another option, my recommendation, would be to grow

the brand of the company a few months before the product is ready to launch into a trend

company online. So many companies don’t understand business and that it’s always about how

many eyes you have on the company. It doesn’t matter if it’s good or bad press the company will

grow with enough eyes on them and good decisions made. An example of bad press is the

Kardashian’s starting with a sex tape film and now becoming one of the most famous families in

the world making billions of dollars a year. A good example is the company Duolingo, this

company just a few months before launching their new platform began trending on social media

app TikTok. This was not by accident this was by studying the current trends and creating

content that people found funny and interesting. Then after they had enough eyes on them, they

changed their platform structure and almost doubled in size in just one year! Companies

regardless of if they except it or not have status. Mercedes Benz has status to the upper rich

community of people. While Volkswagen has less status and is for the other crowds that cannot

afford the other status brands. An iPhone costs about 300 dollars to make yet apple sells them for

1200. Four times the value of the actual parts, and they can do this by status of the company.

Many analysts can say things like the price is also defined by the software and all the work that

has went into the creation and the price isn’t just the hardware pieces, and although partially true

apple still can-do things that no other company can even dream of. Apple made a set of wheels to

go on one of their computers and charged people 700 dollars. For wheels. Many companies

simply pay ads for views and although this works it’s not comparable to when people find things

on their own. When a customer sees an ad for one thing, they might look at it, but 80 percent of

people will just scroll past it. However, if a friend sends someone a link to a product that they

really like it will spread like wildfire. In Summary my strategy is to trend online to get eyes on

the company and then at the peak of views to release the laser product for the world to see. Now

everything list was in a perfect scenario which isn’t always the case. Every company faces

problems and issues when creating things. Some problems that could occur is the software not

being ready in time. Or the hardware team not being able to finish the lasers in time. The

marketing team could have not picked up on a trend yet and the company could still not be very

large and known to anyone. There could be a delay on costs since the product is so precise to

create. There could be a labor shortage, or even another pandemic! The possibilities can go on

and on and we need to find a way to ensure that these things don’t happen. My first concern is

for the social media to trend, since this is how we will get our product out into the world we need

to make sure we are on the front of everyone’s social media. We must make sure everyone is

talking about us in every podcast, on every review, and on every blog. It’s impossible to have a

perfect strategy for this since we simply rely on views for people to find it entertaining. One way

that might help us in this cause it to simply follow whatever trend is currently going on and try to

put ourselves in the forefront of it. We should also try and reach out to other notable brands to

share our content begin the trend. Sometimes people become famous off what other people have

done. In the late 1700’s bottle water was invented, by a singular company. Yet now we have 10

different companies to choose from at any time. That is because the other companies just jumped

on the trend at the right time and set themselves up for success. This same model is what we will

be using. In summary a company that trends on social media will be able to grow in its business.

The more people that are looking at the company the more popular it will be. The most important

thing here is marketing your brand, not only with photos but other visual mediums as well so

consumers know where to go for information and advice." Lifestyle brands need to stay relevant

when they start advertising their products or services online instead of just putting them out there

every day through various channels like Facebook, Twitter & YouTube. Some experts believe

this trend could cause users' willingness rate to fall by 10 percent due "not wanting a product you

have already found/hired". Another variable that can affect the timeline of the product is the

software and embedded system not being finished. We can attempt to control this variable by

bringing in and hiring project and product mangers to help control some of the workflow of the

engineers and help them focus on what is important. They can also help align the planning

execution and monitoring of closing out a project. Many times, engineers can become somewhat

side focused on other things and not paying attention to the main goal at hand. In short

everything can be put into a checklist. First learn about the customer, next we write our goal

statement. Then we go to planning and marketing planning. Setting a date for the goal and

preparing the team for the launch date.