

SWOT analysis

Strengths

- Rapid Prototyping
- Development of AR Apps
- 3D User Interfaces
 - HoloLens 2
- UX Design
- Usability-Testing
- Thinking aloud Method

Weakness

- Accessibility
- Auditory interfaces

Opportunities

- Auditory Perception
- Accessibility
- Natural Language Interfaces
- Gestural Interaction
- Spatial User Interfaces
- AR/VR UX Patterns

Risks

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