

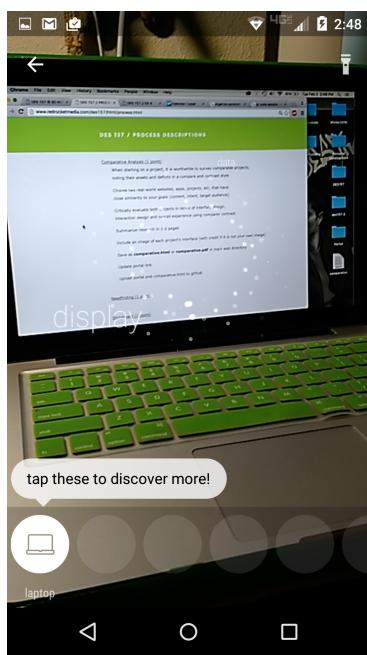
### Comparative Analysis

The main feature of my project is the augmented reality based experience I want to offer to my users. The purpose it serves is organizational, in which the camera will recognize and interpret real-world objects and data that is scanned in and output information and data that is generated while also categorizing and structuring a system that will make the data more comprehensible.

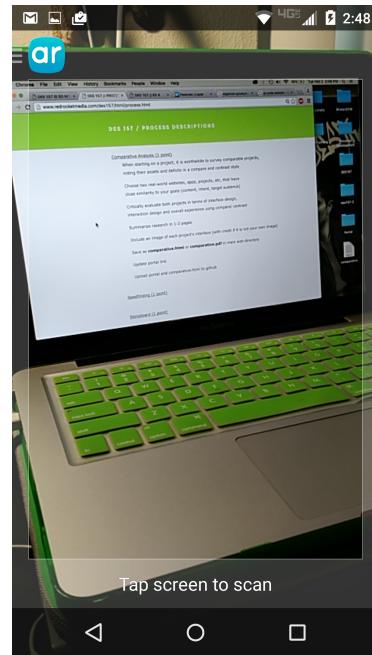
An app I came across that very closely matched my vision is Blippar, which is able to recognize objects with a smartphone camera and offer more information on them. For example, when I pointed it at a laptop, an icon of a laptop popped up and settled into a pocket on the bottom of the screen. I was able to click on this icon and more information became available to me by means of Wikipedia. In addition, it gave me access to articles about laptops that I may be interested in perusing, and lastly, there was a category that suggested related videos about the topic. A feature that I really appreciated was an icon of a plus sign that allows users to make their own suggestions about any other content they would like to see about this topic, as well as a Star icon to bookmark it. The technology used in this app seems to have quite a lot of potential, but it is not quite accurate in the recognition software. This is a limitation I noticed, in addition to the fact that there isn't much you can do with it except access information without having to type it into Google. My app idea, on the other hand, seeks to use a similar model to provide a more personalized experience for the user in terms of their own schedules and work. I want to make an app that

provides a more efficient to-do list that is synced with a calendar and relies on a systematic approach to categorizing priorities. Your personal secretary, to put it in simpler terms.

Another app I looked at that is quite popular is the Layar app, which seems to be quite useful for items that have a Layar logo. However, there is not much else that can be accomplished with it as it functions as no more than a QR code reader otherwise. This made me consider whether I would want to incorporate a logo or symbol recognition feature into my app, but I decided against it, as it goes against my initial idea of having the project focus on local or personal items and objects found on a desktop or around the house. While Layar's design was simple, I found that it was not very engaging. I really appreciated Blippar's interface; it was sleek and simple while being quite easy to navigate. The use of recognizable icons in combination with minimal text, used only where needed, is something I want to achieve in the interface I want to design for my own project.



Blippar



Layar