Developing an AR Design Concept - Why AR?

Time: 10 – 20 min.

The most important question to ask while developing a concept is 'Why AR?' What makes this project/concept best executed using AR? The technology is nascent and may appeal to a lot of people, but having a strong concept overrules that fact and gives value to the consumer.

This Practice is designed to help you think about the opportunities AR can give you as the creator of your project and the limitations you will have when you decide to use AR. Once you have written down your thoughts in both columns, you can make up the balance and decide whether AR is indeed the right medium to use for your project.

Why AR?

Opportunities	Limitations