

DIGITALL SKILLS AND RESEARCH METHODS

Insight of modern technology

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Assignment	1
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Insight of modern technology

Ikea the giant furniture is making huge changes, they using more the modern technology to make the consumers have an easy and efficient life without forgetting their own vision “to create a **better** everyday **life** for the many **people**”.

In 2015 they created space10 an innovation lab, who works in creating and designing in tomorrow’s consumers need.

Space 10 they are the one whom design Ikea Home Smart and to improve Ikea augmented reality Place the app. (anonymous, n.d.)

Ikea Home Smart they are the new modern furniture like; Smart blind, Wifi speakers, Smart lighting and wireless charging & accessories. That can be controlled via remote control, sensor, Ikea Home Smart app or from our voice control (Amazon Alexa, Google Assistant or Apple Homekit).

In September 2017 they introduce Ikea Place app, using augmented reality (AR).

This app will help the costumers to visualize different furniture in their own house before purchasing. (Marr, Oct 19, 2018)

Augmented Reality: It is a combination of multiples technologies working together, they give us information of digital world to our reality vision, that we wouldn’t be able to see without any smartphone, laptop or tablets. (Kipper & Rampolla, 2012)

Importance:

Thanks to this technology Augmented Reality, Ikea’s costumers they have an perspective of the item. (Muble, 2020)

Characteristics:

Augmented Reality is a software (programs and routines making the computer to do the task) technology and the main characteristics is connecting the real world to the virtual objects in real time, supplemented by input devices such as a video, camera, graphics, screen, in 3D. (Rouse, n.d.)

Modules:

One of the methods to acknowledge the component of the virtual vision that Augmented Reality is using it is black square or marker.

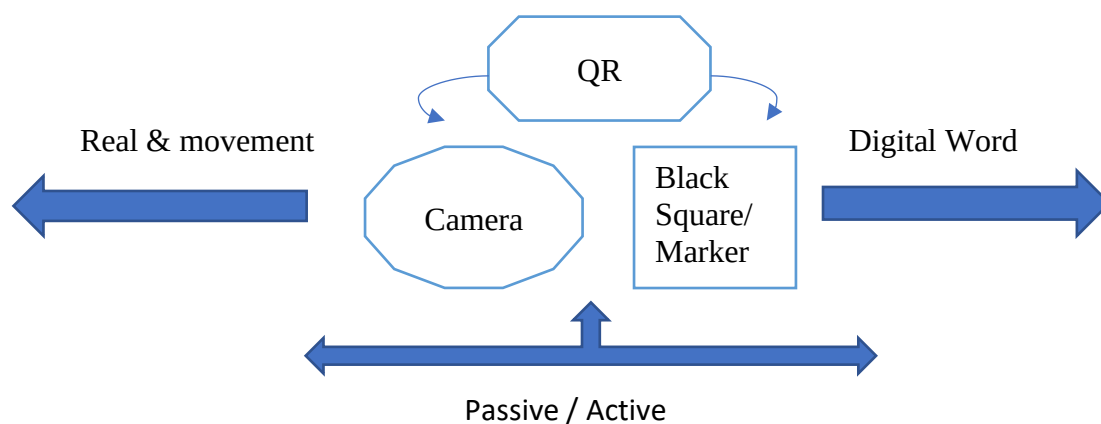
Going through to QR (quick response) codes, they are scanning and tracking the information that the user send via camera.

Markerless Tracking (images) giving 2D/3D vision with high software processing power, that can be passive or active.

Passive: View mode only.

Active: Analyse the movements.

Location Tracking is on geo-location obtained from location devices; altitude, compass bearing. (KAIM, 2016)



Advantages:

- With augmented reality, costumers will familiarize the idea and project the item wherever they want in their house, experiencing the true size.

Disadvantages:

- The applications need to improve more for the costumers users: they cannot find all the products that they find in retail or in catalogue.

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