AR Affordances, Constraints, and Industries

Affordances	Constraints
Heads up Display systems. (HUD).	Not as much immersion as VR.
Taking advantage of the real world in applications. Might not have to model real objects if they already exist in front of the user.	Constricted to the size of device's screen.
Easier to use on the go than VR.	Could be distracting if not paying attention to the real world.
Could be used without a headset, unlike VR.	If not used with smartphones, it's expensive. HoloLens 2 ($3500)
Industry could be larger than VR; since everyone with a smartphone could download it. Broader development from games, travel, education, etc.	Not much privacy since its always using the camera of the user's phone?

Industries		
Travel: Use your phone for map directions. For example, in airports, an app could take advantage of AR to guide someone using the camera and arrows to follow it could save the time of mapping out every airport. The app could use stickers or guides throughout the airport to know its location instead of using GPS.	Car industry: Some cars already take advantage of AR with a HUD system. If possible, it would be useful for cars to be integrated somehow with traffic lights and with a HUD tell you how much time its left for the light to turn green.	Education: have textbooks be integrated with devices so students have a more hands-on experience. For example, a high school physics book could have an integrated AR system which could show students how gravity, friction, sound waves, etc. work.


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