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“Bar-ket Code” App for Google Glass

Google Glass

As Wikipedia says *Google Glass* is a consequence of a research project in new technology lead by Google X a department of Google specialized in futurist projects. They were looking for ubiquitous computers and its functional service when developed Google Glass.

Google is an American enterprise based on Internet, they started as a researcher yet nowadays they are one of the most powerful companies in Internet-related services and products, which include from cloud computing to online advertisement.

The Internet giant have sorted the new device in what they call reality augmented glasses. These glasses are a wearable computer¹ set in one of the arms of the glasses and with an optical head-mounted display. This type of screen is one of the strongest point of the device, it allow the user to see either what the screen shows as well as see through it. To sum up it is like a smartphone in a free-hand format, which mainly receive the orders through voice commands.

The device was not officially launched yet. Even though since April 2012 that has been going on making test. Nowadays it cannot be bought in stores just few people have one with a previous payment of 1,500\$ plus a study of the intended buyer, which have to result in approval by Google. What is more these people are what we could call opinion leaders in specific fields. Google use the feedback between this people and its researchers to improve the device for the launching (not scheduled yet) that probably will take place this year.

The OS of Google Glass is Android 4.0.3 (Ice Cream Sandwich), which allow the basic actions such as: Take photos or videos, surfing Internet, social networking, and etcetera among many other options. Since the Google Glass works as the latest smartphones through apps.

Benefits and Challenges of GLASS

Google Glass has been who opened a new window in the technology history. However the augmented reality glasses are not a new achievement the new is the thin and light design. Actually the first prototype of Glass Project in 2011 weighed 230g yet the latest version “Explorer edition” is less weighted than a normal sunglass. Another challenge already overtook by Glass is the fashion, since Google has announced partnership with sunglasses resellers in addition Google X also said that Glass will can work with prescribed lenses.

¹ “Wearable computers, also known as body-borne computers or wearables are miniature electronic devices that are worn by the bearer under, with or on top of clothing” (Wikimedia Para. 1)

Glass have meant a great advance in technology, which could lead human in a new stage related with reality, as social media did not many years ago. The free-hand system jointly with the fact to see always the display lead to the idea of that it could be the first step of integrate technology in our body.

However Google Glass still has some question in the air... Would be allowed to drive with it? Had some antitheft system? These and others challenges need to be overtake in the future. First challenge of Glass Project is to hide better the computer that the glasses had in one of its arms. Secondly solve the very probable short-sightedness that could lead using the glasses many hour per day. Lastly the social problems of Glass are big challenges to beat. As Mark Wilson lay out privacy and legal rules, why society needs this? It means future-forwardness or future's ridiculousness? Are question that need a response yet. However they are not totally in the Google hands.

Furthermore a difficult challenge but that would be interesting to achieve is to make the glasses impermeable to allow the user wear them being underwater. Since it would reinforce the idea of an integrate computer better than just a wearable computer. Last idea, very far than actual reality is that the computer had in someway the health parameters of the user controlled, such as temperature, heart rate but also cholesterol or blood sugar and could warn the user when something changes (like the current car integrate CPUs)

| Strengthens | Weakness |
|--|--|
| <ul style="list-style-type: none"> • Wearable technology • Hand Free device • Voice control • Reality augmented system | <ul style="list-style-type: none"> • Fragile • Non-water resistance • Antitheft system |
| Opportunities | Threats |
| <ul style="list-style-type: none"> • Highly synchronization • Live sports subject view • Body Integration | <ul style="list-style-type: none"> • Consequences in sight • Problems with privacy rights • Driving with it • Social meaning |

Application

Description

I though in an App for the Google Glass that trough reading the Bar Code of any product could display a list of where you could found this product cheaper. As a result of this process the App name, through playing with the words *Bar Code* and *Market*.

Moreover this list would include the address of each store showed, what linked with the Google Maps application would present to the individual the route distance and thus the approximately time of trip to the store in question, so that he could decide if it works or whether not for him.

Audiences

Thus this type of App that I propose would be a good tool for individual people that he use to work or buy in a supermarket, yet I thought in it concretely for the welfare organization High Plans Food Bank, but it could be extended to other organization or NGO with similar goals. Even though in would work for local business associations too.

This app is basically destined to organization with its objectives is get food and other vital products for those who have not access to them by their own funds. However also could be launched to individuals to save money in his daily shopping, in especially for those who have a limited money to expend in food.

Goals and Objectives

This app has different objectives yet the main goal of the application is helping consumers in saving money. Furthermore for associations of the kind of it is addressed it should help these organizations in being able to buy as much food as they can with less money expenses.

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Strategies

The main strategy of this app is help welfare organizations in saving money when they buy food or necessary products (such as shampoo, detergent, toilet paper, and etcetera). The first tactic for this primarily strategy should be sending information to these types of organizations that it is basically addressed. A secondary tactic would be first meet with High Plans Food director to explain and show the app and its benefits for the organization and after meet one by one each organization that are potential customers. The last tactic for this first strategy would be a demonstration in their regional stores and in this manner they could see how many they would save.

A secondary strategy is help individuals in saving money on their purchases. The first tactic for standard population, which also could be a secondary target audience, would be a broad promotion through glass platforms. The second tactic would be make a funny video ad which at the end the protagonist is multimillionaire thank to what he save because off the app. Moreover the third tactic would be show an info graphic based on a insight of how they can save in a standard purchase and how many bills it means at the end of year, more serious than the video.

Screenshot



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