

**THESIS:** User and Design Perspectives of Mobile Augmented Reality

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Augmented Reality is one of the hottest trends in mobile media, yet there is a substantial lack of user studies within this field of research. The purpose of this study is to evaluate the value of mobile augmented reality as a vehicle for information delivery on the basis of a usability and design analysis. Using a multi-dimensional qualitative method, this study examines the impressions of users and designers regarding mobile augmented reality, along with a heuristic evaluation of select mobile applications. This analysis finds that (1) users believe mobile augmented reality offers great promise as a medium for visual communication, and (2) it's current execution is limited by technical restraints, design flaws and a lack of compelling content. It is concluded that mobile augmented reality will one day revolutionize how consumers engage geographical and time-based information. Yet, like all new technologies, mobile augmented reality needs time to mature in order to address these limitations. Finally, based on the findings of this study, this thesis offers suggested guidelines for future developments in this medium.