

Action Guide

438: Product ideas in the real-world metaverse

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Application Questions

1. Is augmented reality (AR) used in your industry? If so, how?
2. Are there opportunities for your organization to create producing incorporating AR?
3. Describe the three components of a good product idea (user need, technological maturity, way to scale) for your product or for a product idea you have. Do you have all the components?



Actions to Take

What to Do Now

- Remember that product innovators need to be dauntless in their ability to learn and quickly prototype. Be willing to innovate in areas you have no expertise in.
- Use familiar metaphors, iconography, or naming in your innovations.

What to Do Soon

- Look for the three ingredients for good innovation ideas:
 1. User need
 2. Technological maturity
 3. Way to scale
- Consider trying out some tools for AR prototyping, like Adobe Arrow, Reality Composer, or Snap Studio.