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CS 491 – VR Design

Homework 5: Staging Augmented Reality

As noted in previous evaluations, augmented reality still has a long way to go in potential, and some of these modern apps such as iStaging tries to take advantage of the growing trend.

To be brief, this app, iStaging, takes advantage in AR in terms of planning. Realistically, when you're shopping for items/furniture for your house, you wouldn't want to purchase a furniture item, bring it back to your room, and "try it on" then deem the furniture as unsuitable or not – it's not practical.
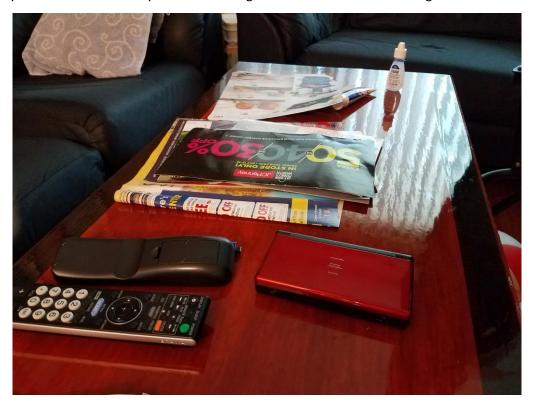
So what iStaging brings to the table is the ability to grab a 3d-model of a furniture, and render it onto an instant augmented reality picture within your phone's camera app. Below is an image of my basement's wall, which by the way, has not been completely refurnished, thus why it's so empty.

With iStaging, we can see that the app inserted a picture of a couch of my choosing. Although there's a whole bunch of flaws that I can see with the couch being inserted through VR, it ultimately helps me imagine what it would look like if the couch existed here. Some of the flaws include, lighting, sizing (it appears too big in this picture), positioning, and overall depth. However from a far glace, the couch and the background really do help me imagine what my empty basement would look like with the couch.

However with AR, the best tool it can offer is that, as its name suggests, it can be augmented nearly anywhere. With the ability to do such things I am able to do the following to this table...

To this (below). Although placing a silly bed onto a desk may mean nothing, it can have several other implications and usages. I can see this being used mainly for social interactions, as such that Instagram have made (3d emojis in AR). Other purposes may include AR videogames, where the augmented material may appear in a unrealistic area (a pillar in the middle of a street), for a location in a game.