Virtual Reality Product: Microsoft HoloLens

Name

University

Date

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Microsoft HoloLens facilitates an increasingly effective and forward-thinking product development in augmented reality (AR). Under this kind of a working space, firms can assess the user experience of new company releases, devise it, and tailor to achieve flawlessness. Moreover, the capabilities of the Microsoft HoloLens result in reducing the expenses of producing real mockups and time taken to create a new product. The goggles of the Microsoft HoloLens consist of specialized parts, specifically adapted applications, hardware, and software. Combined, these components facilitate holographic computing (Microsoft, 2017). The Holographic Processor Unit (HPU) is centred in the front of the goggles. Concisely, the HPU creates and reproduces holographic images in augmented reality in our real surroundings. In addition, Microsoft HoloLens allows the user to connect with holograms and move easily within the augmented reality.

Type of Product: Hololens

By positioning the product classes as specialty, shopping, and unsought, in alignment with the obligations of the question, Microsoft HoloLens can be classified into the unsought products class. This classification can be explained by the actuality that the product is a recent innovation that a large portion of consumers do not know about and only experience it through online reviews (University of Minnesota, 2015). Moreover, when individuals are aware of the Microsoft HoloLens, they will not buy it until they are confronted with unusual requirements. For example, a gaming enthusiast would only purchase the Microsoft HoloLens if he/she needed to improve their experience of different games under the available gaming consoles. As a result, the product will be purchased by people only if they need to utilize the virtual reality features to enjoy films or play augmented reality games. If not, it would be difficult for someone to buy it.

Product Life Cycle Stage: Virtual Reality and Hololens

Introduction, growth, maturity, and decline; these are the four stages of the product life cycle. The phase of introduction is where a new product or technology is initially realized and created. In this, it will take comprehensive analyses and investigations to recognize the maximum potential of the product. For the longest time ever, virtual reality has been investigated and inspected by several tech firms and film production companies. As a result, it is apparent that it is beyond this phase. The growth phase is where the product becomes prevalent and amasses substantial revenues in the market. The technology becomes gradually competitive because of the increased pace of quality enhancement since the makers discover effective way of pushing it forward (Buchin, 2015). The maker is capable of assessing the best quality and price of the new technology to guarantee that every one of the consumer requirements are met in alignment with their feedback/reactions (Buchin, 2015). Firms are continually discovering client requirements concerning virtual reality tech and ensuring further improvements on the same. Consequently, virtual reality technology continues to be in this specific phase of the product life cycle. Additionally, the Microsoft HoloLens AR tech is in the growth stage of the product life cycle. This is because Microsoft is continually gathering responses from customers that have encountered Microsoft HoloLens' superb abilities and is consistently attempting to enhance the HoloLens to accomplish purposes that are more technical.

Steps in new product development. Microsoft is currently done with the team-building phase, an essentials stage on the development of any product. The tech firm has developed a program known as the HoloLens Agency Readiness Partner Program that consists of a group that comprises Microsoft's virtual reality specialists and additional affiliates from Europe including Rewind, Black Marble, and Fundamental VR (Microsoft Reporter, 2017). Furthermore,

Microsoft HoloLens' hardware and physical layout have been finished. For example, the whole of the headset made up of the front glasses/googles, plastic outer ring, and inner ring is finalized. The phases that are left to finish by the company incorporate the stabilization of the rear and front weights of the headset to prevent complaints by consumers concerning the considerable weight at the headset's front (Microsoft Reporter, 2017).

In addition, the holograms are seen in a minimized part of the glasses/goggles constituting a substantial underdeveloped imagery of the virtual environment. However, the company is working on modelling an increased field of view for its users. This action is the one with the greatest difficulty because it will demand the redevelopment of the HoloLens and changes of essential software plus many consequent assessments (Microsoft Reporter, 2017). Considerable levels of resources and specialty are required for this action. Apparently, Microsoft HoloLens will achieve great advances in domains such as engineering, social media, and medicine. These breakthroughs are because it can project virtual models of people's ingenuities thus offering actual solutions since it would simplify the exchange of ideas.

Personal impression of Hololens' potential for success. The reason why HoloLens is classified as an unsought product is that it is an invention that is yet to be popular with largest number of global consumers. Consumers are not that aware of the potential and weaknesses of virtual reality. Moreover, the technology is needed exclusively under unusual contexts like when wanting to see simulations of specific issues as they begin. Microsoft HoloLens virtual reality and augmented reality tech are presently in growth phase of the product life cycle. The company is already done with the most crucial step of developing HoloLens, the software and hardware development. Still, it has not ensured specific alterations on widening the field of view and the headsets' weight balancing. The enlargement of the field of view is the most difficult part of the

process. Microsoft HoloLens has the potential to enhanced different fields such as engineering, space exploration, and medicine.

References

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