Reflection and Analysis of Semester one Enterprise and Major Research Project

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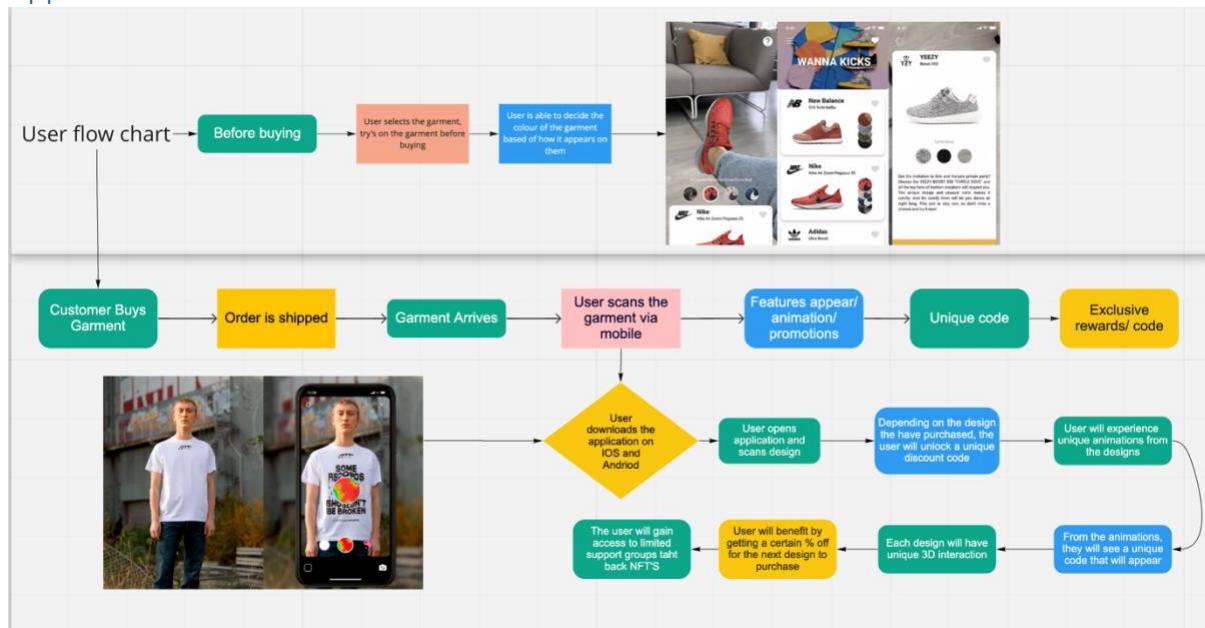
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Introduction

This report is an overview of my analysis and reflection on my enterprise and dissertation module throughout semester one year three. Experienced many challenges as well as gaining incredibly important knowledge in a variety of different areas within the augmented reality and business world.

Enterprise

The enterprise module enabled me to build upon my existing business called stitch London, which is a clothing brand I've been running for last year and a half. I however could not just build upon printing T-shirts and creating new designs for the brand, I had to add innovation into the company. I therefore looked into the world of augmented reality to see how I could revolutionise the brand and see if there was any potential markets that I could look into.
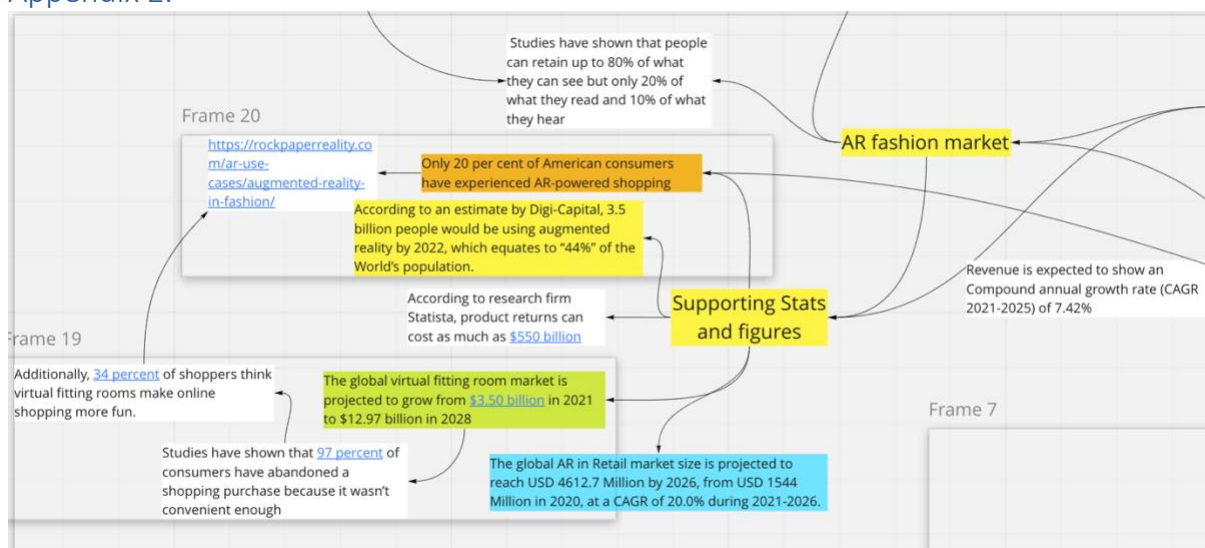
This was a great opportunity not only for my grade but was a great for the real world as well as the growth of company. As shown in appendix one, I looked into different types of augmented reality and decided there was two industries that I would target one with a virtual fitting room and the other marker based AR. I also created financial forecasting with the revenues, and costs and profit being areas that we had to predict and calculate. In reflection to this, it was extremely interesting for me to build financial data of my existing brand and predict the financial forecast for the future which was very beneficial to me.

Appendix 1

I then conducted market research into the augmented reality fashion industry, to financially prove that AR was a valuable and profitable market to go into for a small brand like mine. Appendix to outline some market research I conducted in a mind map.
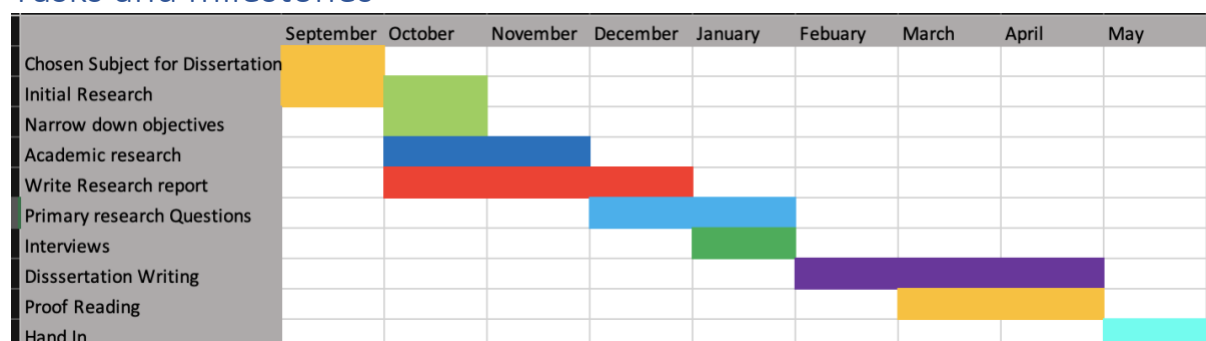
Appendix 2.

Major research project

At the beginning of my dissertation research, I found it difficult to identify which area I would focus upon as my main title for my research. After researching into many different types of technology, I decided I would look into augmented reality and form a question that read 'What does the future hold for Augmented Reality in Web 3/ the Metaverse? (Luke Allisstone 2021). This title especially interesting for me, as my work placement (NLT 1) was working for an augmented reality agency, which also link to my enterprise module as that was based in augmented reality as well. I decided it would be very interesting area to research into, as it would help all three modules I was doing at the time. Reflection I believe this was a good choice, as my knowledge and expertise in the augmented reality industry has dramatically improved since undertaking the projects.

Challenges

The challenges I faced in both the enterprise module, was limited as I was lucky enough to have a company already and have augmented reality as an interest, however I did struggle creating the financial tables for the company as it was something I never done before, however was an area I developed upon. For my major research projects my biggest challenge was identifying and locating academic sources. I noticed how there was a lack of up-to-date information regarding movement to reality initially however upon further examination I was able to locate a limited range of articles that helped me form my dissertation.

Tasks and milestones

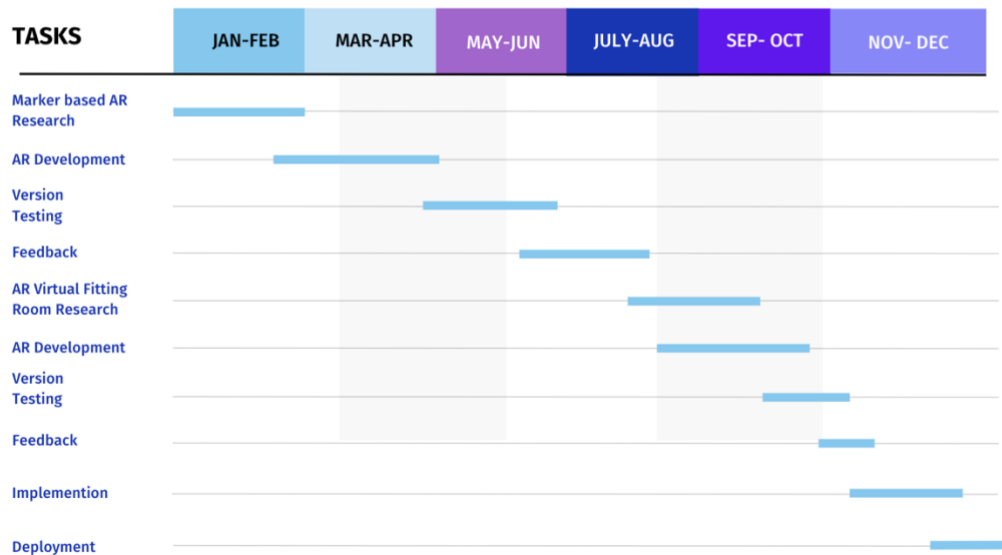|	September	October	November	December	January	Febuary	March	April	May
Chosen Subject for Dissertation									
Initial Research									
Narrow down objectives									
Academic research									
Write Research report									
Primary research Questions									
Interviews									
Disssertation Writing									
Proof Reading									
Hand In									

For my major research projects I created a Gantt chart that outlined my timeframe that I had to complete the projects. I gave myself three months to write the dissertation as I feel this would be an important area.

STiTCH . LDN

TIMELINE OF DEADLINES & MILESTONES

TASKS	JAN-FEB	MAR-APR	MAY-JUN	JULY-AUG	SEP- OCT	NOV- DEC
Marker based AR Research	███					
AR Development		███				
Version Testing			███			
Feedback			███			
AR Virtual Fitting Room Research				███		
AR Development				███		
Version Testing					███	
Feedback					███	
Implemention					███	
Deployment						███

For Enterprise focus, I spent a lot of time in the development phase of the project to make sure I had enough time to build upon the coding of the augmented reality fashion applications.

Conclusion

To conclude this semester, I believe I have developed and expanded upon my knowledge within augmented reality as a whole and have been able to stage out my research and milestones in the correct fashion. I believe I have showcased a very good understanding of the augmented reality industry and have staged out my Time management in a constructive manner. I will be looking forward to next master where I continue these projects forward with the knowledge I have gained during my first semester.