

Criteria for Designing Augmented Reality Applications to Navigate in Smart Cities

Prof. Enas Mahmoud Hassan

Professor at Advertising Department, Faculty of Applied Arts Helwan University

Dr. Heba Mohamed Mahmoud Fathi

Lecturer at Advertising Department, Faculty of Applied Arts - Helwan University

Researcher. Heba Tullah Abdelrahman Mohamed EL Amin

Freelance Designer

Hebaabdelrahman83@gmail.com

Abstract:

A smart city is one that uses technological infrastructure in all aspects of life to facilitate the citizens' life. A city cannot be considered smart unless modern technologies are promoted. Augmented Reality (AR) is one of the most important modern technologies that can play an important role in achieving smart cities' objectives of sustainability and improving citizens' lives, as well as creating and encouraging innovations in city systems that are available by technology, Augmented Reality applications for navigating in smart cities are used to move both externally in road and internally in different buildings in a user-friendly manner.

The applications of augmented reality navigation that will be discussed in this research are not only intended to travel from one place to another and identify directions, but also to obtain all the information that the user needs in a pleasant and interesting way. The research problem lies in answering the following questions: How can enhanced augmented reality applications be used for navigating in smart cities? What criteria should be observed in designing enhanced augmented reality applications to navigate in smart cities? The research aims to examine how to make use of augmented reality technology in smart city navigation applications in order to meet the user needs and satisfaction efficiently and effectively.

Keywords:

Augmented Reality ,Augmented Reality Navigation Application ,Smart Cities