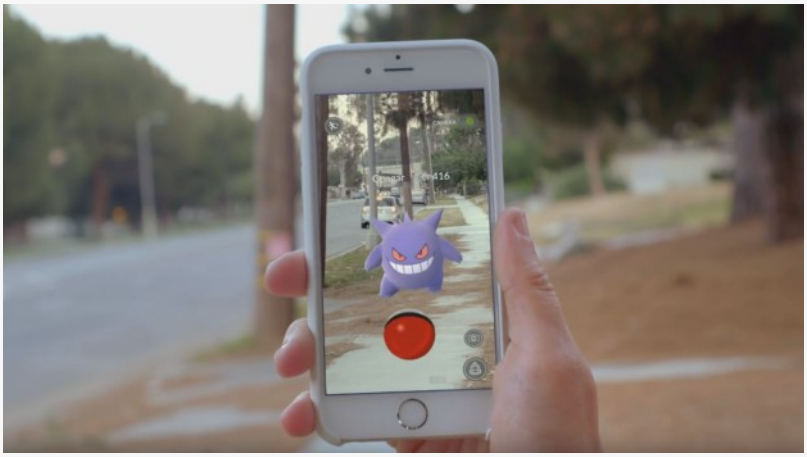
The Lessons we can Learn from Pokémon Go Success

Pokemon Go is more than just a game, it is changing the world we know it. Augmented reality objects are ready to be a part of every sphere of our lives.



There are several reasons to start playing Pokémon Go and some to stop doing this. On the left, we summarize the factors that helped Niantic win sensationally the audience. On the right, there are the points that block users from playing the game for long time.

MAGDEBURG, GERMANY, August 22, 2016 /EINPresswire.com/ -- We all have been taught: to become popular, an app can be on the top of a store only with many stars and positive reviews as possible. The growing number of downloads is the result of several months of hard work.

A top app must work smoothly, offer excellent user experience and have elaborate gameplay or – when it is not a game – have gamification elements. Otherwise, it will definitely fail. Even if people download a mobile app and find it boring, uninformative or buggy, they will shut it down soon after the download and delete from their smartphones.

However, this seems not to be the case of Pokémon Go. It has broken several records to become the most successful mobile gaming app ever, mostly thanks to a huge army of Pokémon franchise fans from all over the world. According to Survey Monkey, as of July, 26 Pokémon Go had over 75 million users worldwide while being released only in 32 countries. About third of them are active players who return regularly to the app. Moreover, Pokémon Go has high in-app purchase amount per user.

Success? Kind of. Especially, when taking into account that the game looks raw, and has already got a portion of deserved criticism.

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> *A.S.*

Benefits:
• Well-known franchise
• Newbie-friendliness due to low entry barrier
• Fun discovering real world and people around you
• Proven technology – Ingress is actually the basis where AR was tested
Pitfalls
• Weak gameplay
• Poor game balance
• Not all places are safe for playing but still identified as sites to catch Pokémon
• Various technical issues (e.g., inconsistent servers)

Also, according to another Survey Monkey statistics, the game has already reached its peak making audience retaining Niantic's next big challenge. Therefore, you can start playing right here right now but it will possibly be much boring as soon as you get most of your Pokémon collection and will look for new challenges.

But all the criticism does not diminish developers' efforts to implement the idea Pokémon fans could only dream about with the help of the right technology–augmented reality (AR). Without AR, the game was hardly possible.

Why love AR? This is a big step towards the future. With the help of AR you can divine how various items will fit in with everyday life. Augmented reality makes possible to combine multimedia content with real world objects e.g., display through the smartphone camera a Pokémon sitting in your backyard.

Who can benefit from AR?
Imagination is an energy consuming activity while augmented reality provides fun making mobile apps visual and interactive. So, the apps that save efforts of their users will get the most attention. In the first line, these are product visualizers from producers and sellers because now it is much easier to show how an item can look like in real life.

AR has been used for several years to develop great apps. Maybelline has an advertising Blippar app helping choose the nail polish color. A user makes a picture of her nails and then picks up one of 40 colors to see how it would look on her fingernails.

IKEA has been using its catalog and a dedicated mobile app to demonstrate how new furniture fits in with people's homes. You put the catalog where you want to place the new furniture, turn the needed page and enjoy the real size model staying in your apartment.

Another successful solution, also based on BLE Beacons technology, is the native iOS app Histopad. In short, it reconstructs the atmosphere of a medieval castle Château de Chambord in France to the times of the King Francis I. When walking through the castle, BLE beacons send notifications on the screen of an iPad, which might be read historical information about the castle and its habitants, various pieces of furniture or virtual treasures kids can collect. Interesting fact: Histopad became an activity for the whole family that united all members when touring around the castle.

Summary. Pokémon Go is one of the hottest trends of this summer which has already affected lives of millions. Niantic just needs to improve it and the game will have bright future.

The same does for augmented reality. It is ready for the mass market where it can be used for different app categories, from low cost to fully custom solutions and still be able to run on most devices.

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