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PROJECT PROPOSAL

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Client Background

The companies in the e-commerce sector provide an online marketplace for various products. Currently, the system uses traditional e-commerce techniques involving viewing the products through images and descriptions.

Existing Technology

The clients who are using standard e-commerce websites can view the products through images and text descriptions only.

Problem with Existing Technology

The primary issue with the current system is that standard e-commerce websites such as Shopee are lacking interactive and immersive elements. Customers cannot interact with desired products. Customers cannot visualize products in their own space. This leads to a gap in the shopping experience. Consequently, there may be potentially higher return rates due to unmet expectations.

Proposed Idea/Solutions

We propose an Augmented Reality application for online shopping. Customers can preview products in their environment using a smartphone. The app allows visualization of products in personal spaces. It aids in making informed purchasing decisions.

Benefits/Advantages

1. **Enhanced Customer Experience:** Provides a more interactive and engaging shopping experience.

2. **Reduced Return Rates:** By allowing customers to preview products in their space, the likelihood of returns due to unmet expectations is significantly reduced.

3. **Competitive Edge:** Positions the client as a forward-thinking leader in e-commerce.

4.   **Increased Sales:** Engaging and interactive experiences are likely to boost customer interest and sales.

This AR application represents a step forward in bridging the gap between online shopping and real-world experience. It offers a unique value to both the sellers and their customers.