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ADIDREAM

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AR.js



Social AR Shopping is THE next-gen shopping experience by ADIDREAM.  
For some time now the online market has remained the same and mostly unchallenged.  
Adidas wanted to change that while giving the customer a more personalized experience.  
So after lots of research, brainstorming and careful decision-making, we have done just that.

Essentially, Social AR Shopping brings to existing and new customers the best of the in-store shopping experience to the comfort of their home, or wherever they might be. Instead of the bland, dated scrolling, we are used to for years, we now have live scrolling within AR mode. Customers will not only be able to see the shoes they like on their feet but also choose different colours etc. They are able to 'favourite' shoes they really like and also add them to the cart.

But that's not all; after buying a shoe, a Snapchat-like feature becomes available and can be enjoyed. Customers can record their new kicks and send them to family, friends and/or loved ones.

Here's an idea/overview of how the customer experiences the app:

1. The customer opens the app and lands on the landing page that contains the call to action.
2. From there, the customer can choose to "experience live view" or browse normally.
3. If the "experience live view" button has been clicked, the customer gets prompted to find a flat surface so that the sneaker can be virtually placed.
4. A prompt to stand on a flat surface and doing a long tap on their foot.
5. Doing this will activate the live view;
  - the sneakers' name, price etc. show themselves as well as a dot that can be pressed in order to change the colour.
  - the customer, once everything appears, also has the choice to favorite the current shoe and/or add it to the cart.
  - the bottom bar shows thumbnails of shoes that you can switch to or between.
6. The social added value is the share button after purchasing the shoe: not only will the customer receive their shoes, they will also own a virtual pair that can be shared with family, friends or loved ones via a Snapchat-like feature.