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<div align="center">An Analysis on Creating an AR Experience</div>

<u>Introduction</u>:

The concept behind my AR Experience ApartmentVision is to help users, more specifically college students, post-grad, and young professionals feel confident in designing and furnishing their new homes. When first welcomed with the idea of moving, it's exciting to think about how you'll make this blank canvas your own, from scrolling on Pinterest or watching YouTube videos to get inspiration as to what you envision the place to look like finally.

<u>Narrative</u>:

My AR Experience is called ApartmentVision. The goal is to help users design their apartments into fully furnished and personalized spaces without the commitment to buying the furniture and not working in your space. As I'm thinking about moving, and friends of mine are also in the frame of mind about moving, ApartmentVision would make the process of shopping, designing, and decorating more fun, and less stressful, and help users to better visualize the space in advance. This would help save time and money when it comes to finding the right furniture and layout for them.

<u>Target Audience</u>:

The target audience for this AR experience is apartment/ homeowners, people moving, designers, and more specifically an audience who's interested in using an app to design and plan out what the space should look like before purchasing pieces.

User Interaction:

Users will interact with the app in a very simple way, you start by scanning the room you want to design or import photos of the room you plan on designing. The app will then re-create a digital version of that real-world room allowing the user a blank canvas to design.

Users can browse the built-in catalog to explore a wide range of inventory, including furniture, decor, artwork, plants, lighting, and more. They can filter items by style—such as modern, classic, or minimal—or even upload an image of a piece they love. All selected items are placed in the virtual room to scale, allowing users to fully visualize how each piece will fit within their space. If a user doesn't know where to start in the design process they can use descriptive words of how they want that space to feel and the app will give design ideas based on those words.

Potential Impact:

The potential impact that ApartmentVision will have should be positive, based on articles and studies on AR in retail spaces, it has had a positive impact on users. It has "provided users with enriched product information as well as allowing users to simulate the product's features." This product, like many of the emerging AR applications, is based on the needs and desires of users. By using ApartmentVision users can make better decisions when shopping and reduce returns.

Conclusion:

In conclusion, ApartmentVision is an innovative tool that revolutionizes the way young professionals, college students, and new homeowners approach decorating and furnishing their homes. By blending augmented reality with an intuitive design interface, the app allows users to explore, visualize, and experiment with different styles and furniture in a stress-free, commitment-free environment. With its ability to save both time and money, ApartmentVision

offers a creative and practical solution to common interior design challenges. This technology has the potential to impact the home decor market positively since it gives consumers the ability to make informed decisions and design spaces that reflect their personalities and needs.

Reference:

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