## DEPARTMENT OF COMPUTER APPLICATIONS KONGU ENGINEERING COLLEGE

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## BONAFIDE CERTIFICATE

This is to certify that the project report entitled **“AR IN E-COMMERCE”** is the bonafide record of Project work done by **ARAVINDHASAMY R** (Reg.No:24MCR005), **BHAVANI S** (Reg.No:24MCR012), **HEMA J S** (Reg.No:24MCR033) in partial fulfilment for the award of the Degree of Master of Computer Applications of Anna University, Chennai during the year 2024-2025.

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**DECLARATION**

We affirm that the project entitled **“AR IN E-COMMERCE”** being submitted in partial fulfilment of the requirements for the award of Master of Computer Applications is the original work carried out by us. It has not formed the part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidates.

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# ABSTRACT

The AR Furniture App revolutionizes the way users engage with furniture shopping by integrating augmented reality technology to enhance decision-making. This innovative application allows users to visualize and customize furniture in their own living spaces through their smartphones or tablets.

By simply scanning their environment, users can place virtual furniture items, adjust sizes, and explore various designs and colors, ensuring that each piece harmoniously fits within their home's aesthetic. The app also features a user-friendly interface, comprehensive product information, and a seamless shopping experience, including direct links to purchase. This unique blend of practicality and convenience empowers consumers to make informed choices, ultimately transforming the furniture shopping experience into an interactive and personalised journey.

Beyond individual purchases, AR simplifies room planning by allowing users to visualise multiple items together and create cohesive layouts for their spaces. This not only streamlines the buying process but also strengthens brand trust by offering transparency and reducing uncertainties. Ultimately, AR integration in furniture apps aims to improve user satisfaction, increase loyalty, and drive business growth by redefining the way customers shop for furniture online. Additionally, by closing the gap between the actual product and the expectations of the buyer, AR lowers return rates. Visualizations that are accurate reduce the amount of discontent brought on by improper sizing or mismatched aesthetics. Higher conversion rates result from buyers feeling more confident about their purchases as a result of this. Additionally, augmented reality technology gives the app a competitive edge by offering unique and user-friendly functions that set it apart in a crowded industry.

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**LIST OF ABBREVIATIONS**

|  |  |
| --- | --- |
| **ABBREVIATION** | **EXPANSION** |
| AR | Augmented Reality |
| DB | Data Base |
| GB | Gigabyte |
| DFD | Data Flow Diagram |
| NPM | Node Package Manager |
| API | Application Programming Interface |
| UI | User Interface |