

Project Title: Using AR to Make Online Shopping More Exciting and Personal

What are you trying to do?

I am trying to develop an AR-enabled product visualization and customization system that will make online shopping more exciting and personal for users.

How is it done today, and what are the limits of current practice?

Today, online shoppers can view product images and videos, but they cannot see how the products would look in their own homes or customize them according to their preferences. This can make it difficult for shoppers to make confident purchase decisions.

What's new in your approach and why do you think it will be successful?

My approach is to develop an AR system that allows users to see virtual versions of products in their own homes and customize them according to their preferences. This will give users a better idea of how the products would look and feel, and it will make it easier for them to make confident purchase decisions.

Who cares?

Shoppers, retailers, and businesses that sell products online will all benefit from my proposed system. Shoppers will have a more enjoyable and informative shopping experience, retailers will see increased sales, and businesses will be able to reach a wider audience.

If you're successful, what difference will it make?

If I am successful, my proposed system will make online shopping more exciting and personal for users. It will also help retailers to increase sales and businesses to reach a wider audience.

What are the risks and the payoffs?

The main risk is that the system may not be successful in meeting the needs of users. However, the potential payoff is significant, as the system has the potential to revolutionize online shopping.

How much will it cost?

The development cost will depend on the complexity of the AR technology , scalability of the platform and the number of developers required to build the system . For users they would require a headset for much more enhanced product experience

How long will it take?

Developing AR features and ensuring seamless compatibility with existing e-commerce platforms could take several months. It may involve stages like prototyping, testing, and refining the AR functionalities and it will require a team of AR experts

What are the midterm and final "exams" to check for success?

The midterm and final "exams" to check for success will be the following:

- The number of users who adopt the system
- The amount of time that users spend using the system
- The number of sales that are generated through the system
- The satisfaction of users with the system