**Designer Mindset**

Topic: -

Retail: Augmented Reality (AR) Fitting Room for Online Shopping

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First, I provided responses to questions about the situation/problem, constraints, objectives, intended outcomes, target users, and resources required. My answers aimed to clearly summarize key information in simple language. Next, I confirmed there is ample scope to explore alternatives to address the problem and framed a "How Might We" design challenge statement. I then provided project overviews, including descriptions, scope, constraints, and target users. These aimed to concisely communicate essential details in increasingly simplified language. Additionally, I suggested exploration questions and tools to assess customer needs, technology, user experience design, content creation, integration, privacy, adoption/feedback, and cost-benefit analysis for the AR fitting room project. Furthermore, I outlined expected outcomes like enhanced shopping experiences, reduced returns, increased sales, competitive advantage, and insights. I also recommended success metrics for aspects like conversion rate, user engagement, satisfaction, sales lift, adoption, cost savings, and brand perception. Overall, my responses demonstrate how I would systematically work through key elements of the project - understanding the purpose and challenges, framing exploration questions, outlining plans and parameters, identifying outcomes and measures of success. The aim would be to provide helpful information to inform planning and decision making for implementing an AR fitting room for online shopping.

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