AUGUMENTED FASHION

STAGE 1: RESEARCH & GOALS

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1. Long Term Goal:

- Developing an application to transform the fashion industry by leveraging the Augmented Reality Software Development Kits and architectures in mobile/tablet devices in order to detail the information for a model/dress that user desires.

- We plan to create the application for a Fashion show scenario wherein this application will not only be able to detect the model walking on the ramp currently but also giving details on the about the model, the dress and designer.

- The user should also be able to witness how the dress by model would appear in multiple realities created by the software, providing more information and help user in making a better judgment.

- For optimized interaction, we plan to make use of another common screen specific with a custom AR code/image identifying the model before the model begins to walk the ramp. This code would be scanned to begin the immersive experience that would make individual user involved in the show more than ever.

2. List of challenges:

- How does user interaction differ from the current standards?
- How to guarantee that the AR code/image detection is accurate for every model?
- How can we verify that the information displayed on screen is not corrupted?
- How to make sure user has proper device for interaction?
- How to make response time for viewing the information faster so that user gets information on time?
- How can this technology fit into the existing business model?
- How to make sure quality of high-quality graphics is seen by user?

3. Experience Map:
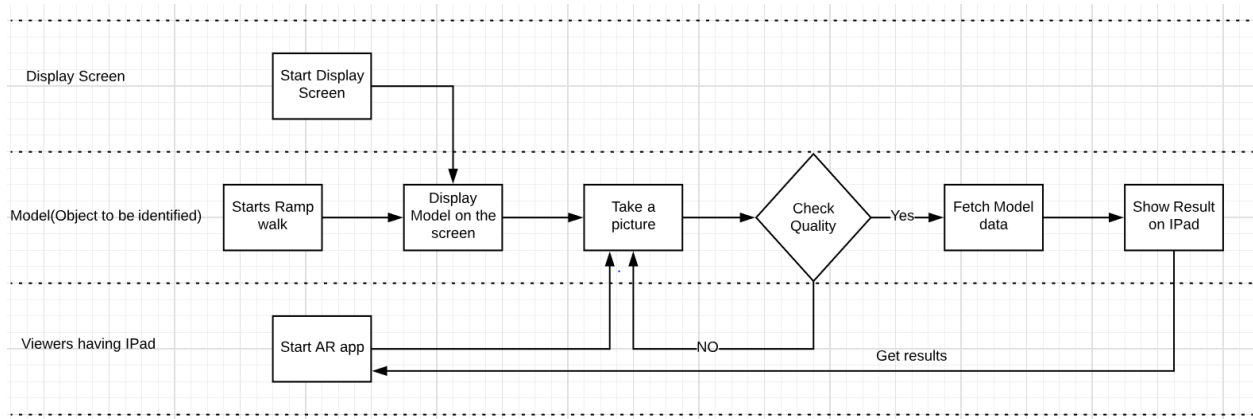
4. Expert Notes:

Below is the summary from our meeting with the team of art 2 wear:

- Art2Wear is NSCU's fashion show that has been going on for 15 years and approximately 500-800 people attend it every year. This fashion show is getting bigger year by year.
- In the recent London fashion week, they had AR experience where people could see dragons on the ramp through augmented reality.
- Integrating AR experience with art2wear is something that would happen for the first time here at NCState.
- Professor had a vision where not everyone attending the fashion show, but the VIP row that is the people sitting in the first row would have an IPAD look at the AR media.
- There would be a screen in front of the first row and over there the photo of the model or any custom photo would be displayed. The VIP people sitting on the first row would scan that picture and the various details related to designer and theme would pop up.
- They said that the design team would provide us with all the content, but the actual experience was where we came into the picture.

5. Problem/Opportunities:

Following are the two major categories we came up with after brainstorming as a group.

AR Code:
- How we might scan the AR code?
- How we might display the AR Code?
- How we might ask user to scan the AR Code?
- How we might change AR code depending upon the model walking on ramp

Information Display on Handheld iPad:

1. How we might display pop-ups on screen?
2. How we might decide on what to display?
3. How we might make use of available screen space?
4. How interactive or informative our app is?
5. How might we transition between models?
6. How might we enhance the user experience by displaying animation alongside other information?

6. Target:

Actor: The VIP people
Action: Scanning AR code