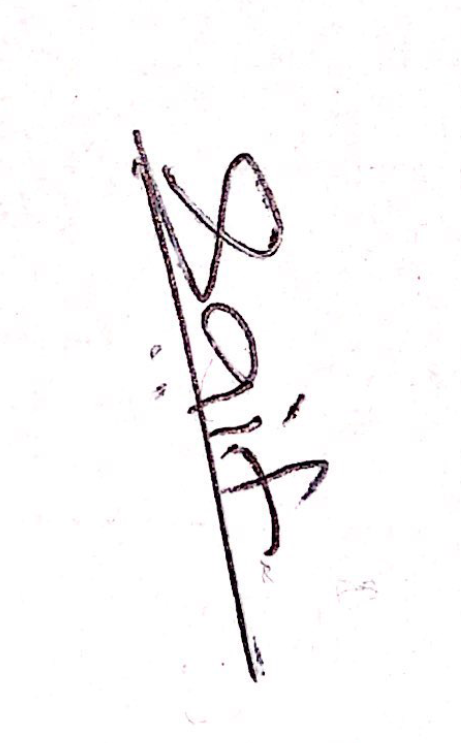
**BE : Project Abstract**

**Group Number : 28**

**Project Domain : Augmented Reality, App Development**

**Project Title: Furniture E-Commerce Store Based on Augmented Reality**

**Group Members(Name and Sign):**

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**Syamantak Dhavle Chaudhary Mohammed Qais Khan Mohd Saif Tabarkullah**

**Sponsorship details : -**

**Abstract of Project :**

The modern home decor and furniture lessens your stress after spending with a hectic schedule at the office. As vast changes have occurred in the furniture world, many innovative startups are accommodating to the huge demand.

1. The online marketplace of India is expected to grow to $14.5 billion (Rs 88,921 crore), and online furniture share of retail is likely to go up by 2021.
2. In the beginning, except a few organized players like Home Stop, and HomeTown; none other brands in the furniture retail space have controlled to create a large chain of stores. But, a group of online furniture marketers has come out in the last few years, providing new business models for a company which is certain to grow as India’s middle-class broadens and spending hikes.
3. Now, platforms like Pepperfry, Urban Ladder, and FabFurnish have become the most successful eCommerce portals of India as they drive the latest market and assisting people to furnish their homes.
4. **Motivation*:***

There’s a definite need for a technical solution for this problem since the furniture e-commerce industry, as of now, appears to be growing but soon there will be a need for a breakthrough in technology which can replace the touch and feel factor involved for the customers while buying furniture in order to reduce their hesitation while buying such high ticket and larger-sized products online.

Motivation for developing an application like this is to introduce a new technology factor to the already existing e-commerce platforms, which due to the widespread adoption of e-commerce are becoming increasingly common.

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1. **Problem Statement**:

Purchasing products for interior design is a challenging task.

It is essentially connected with the problem that the product cannot be put into its place before it is purchased.

Customers may wonder how the furniture would look in its tentative place

People end up buying furniture with incorrect measurements, inaccurate colours or different designs from the ones that they see in their product images.

This creates a problem for customers as returns in such online stores is also a hassle and generally a bad idea, since it is not easy to ship furniture due to the high prices involved in shipping.

Visualizing the furniture in the real world can be made possible through Augmented Reality applications.

1. **Approach:**

For this project , we will be using Agile methodology, which will comprise several short cycles (2-3 weeks each) thus ensuring risk minimization.

After the completion of each cycle, the team will hold meetings to check their subsequent results and if needed do the changes if they are needed. Thus, allowing the team to have the full control of the development process.

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**Signature of Guide:**