Reimagining Customer Experience through Immersive Retail

Blending AR, Unity, and Voice to Redefine Online Shopping

Team SparkVision

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The Problem: Where Online Shopping Falls Short

- **No Physical Interaction**
  Customers can't touch, rotate, or inspect products — creating hesitation.
- **Flat, 2D Interfaces**
  Static product images and text make the shopping journey uninspiring and monotonous.
- **Overload of Choices, Lack of Guidance**
  Too many similar-looking products = decision fatigue without clarity or confidence.
- **No Real-Time Engagement**
  No voice support or live interaction — it's just click and hope.

"Shoppers crave experience — not just products."

The Experience We Imagined: Walking the Store from Home

✨ **What if Online Shopping Felt Like Real Shopping?**

Instead of just scrolling and clicking…

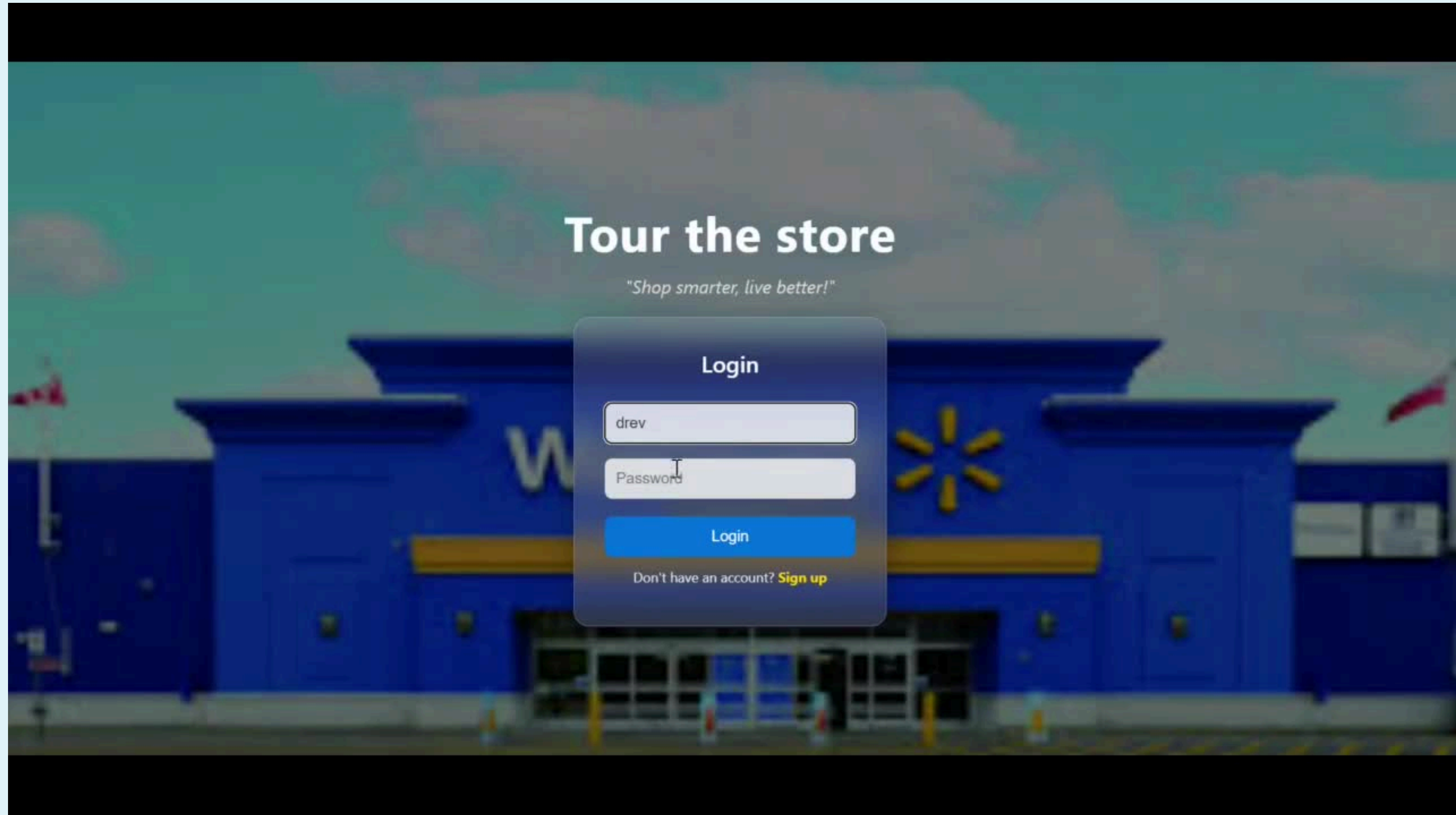🏬 **Imagine walking through a virtual store aisle.**

🖱️ **Zoom into shelves, rotate products, tap for info.**

🔊 **Hear product details in real-time.**

📦 **Select items like you would in a real store.**

"We didn't just build a page — we built a place."

Unity demo video

Our Tech Magic: Built in Unity. Powered by Vision.

⚙️ **What We Used:**

🧱 **Unity Engine for 3D environment design**

📸 **360° panoramic images to recreate real store layouts**

🖱️ **Interactive product buttons using Unity's Event Triggers**

🔊 **Voice feedback with audio clips for better engagement**

💡 **Custom UI overlays for navigation arrows**

"This isn't a video game. It's a smart, responsive shopping platform."

Experience Reimagined: Why This Feels Human

- 📦 **Visual Clarity**
- **Clean textures and lighting make everything easy to see and navigate.**
- 🖱️ **Interactivity**
- **Click, rotate, and zoom — just like handling products in real life.**
- 🔊 **Voice Feedback**
- **Audio cues guide the user — helpful, inclusive, and intuitive.**
- 🤝 **Emotional Connection**
- **A smooth, guided experience builds trust, curiosity, and joy.**

**No more guessing. No more second-guessing.
Just informed, immersive decisions.**

What's Next: From Prototype to Personalization

🌟 **We're Just Getting Started…**
- 👋 **Personalized Greetings**
- **Users are welcomed by name with smart suggestions.**
- 🧍🚺 **AR Try-On**
- **Try clothes or furniture virtually using the phone camera.**
- 🗣️ **Voice Commands**
- **"Show me red dresses under ₹1,000" — hands-free shopping.**
- 🧠 **AI Recommendations**
- **Tailored suggestions from browsing behavior and trends.**
- 📊 **Business Dashboard**
- **Merchants get user insights to improve engagement.**

🛍️ **Next goal? Turn this immersive prototype into a fully personalized digital storefront.**

"NEXT STOP: SMARTER SHOPPING. ARE YOU COMING?"