

Augmented Reality in Shopping & Lifestyle

Transforming the Consumer Experience

Presentation Group

01. Fundamentals

Understanding Augmented Reality

Presented by Person 1

What is Augmented Reality?

Definition

Augmented Reality (AR) is an interactive experience where real-world environments are enhanced by computer-generated perceptual information.

Unlike VR, which creates a totally artificial environment, AR uses the existing environment and overlays new information on top of it.

How It Works

AR systems typically use a combination of:

- **Cameras & Sensors:** To detect the environment and depth.
- **Processing:** To map the digital objects in real-time (SLAM).
- **Display:** Screens, glasses, or projection to show the overlay.

AR vs VR vs MR

Feature	Augmented Reality (AR)	Virtual Reality (VR)	Mixed Reality (MR)
Environment	Real world with digital overlays	Completely digital/simulated	Interacts with real world
Immersion	Partial (aware of surroundings)	Full (isolated from reality)	High (objects anchored in real space)
Primary Tech	Smartphones, Smart Glasses	Headsets (Oculus, Vive)	HoloLens, Vision Pro
Use Case	Shopping, Navigation, Social	Gaming, Training, Simulation	Design, Engineering, Medical

Why AR Suits Lifestyle?

AR bridges the gap between imagination and reality, solving the biggest pain point of online shopping: "How will this look in real life?"

- ✓ **Reduced Returns:** Customers try before they buy.
- ✓ **Higher Engagement:** Interactive experiences keep users on apps longer.
- ✓ **Confidence:** Visualizing size and color removes uncertainty.






02. AR in Shopping

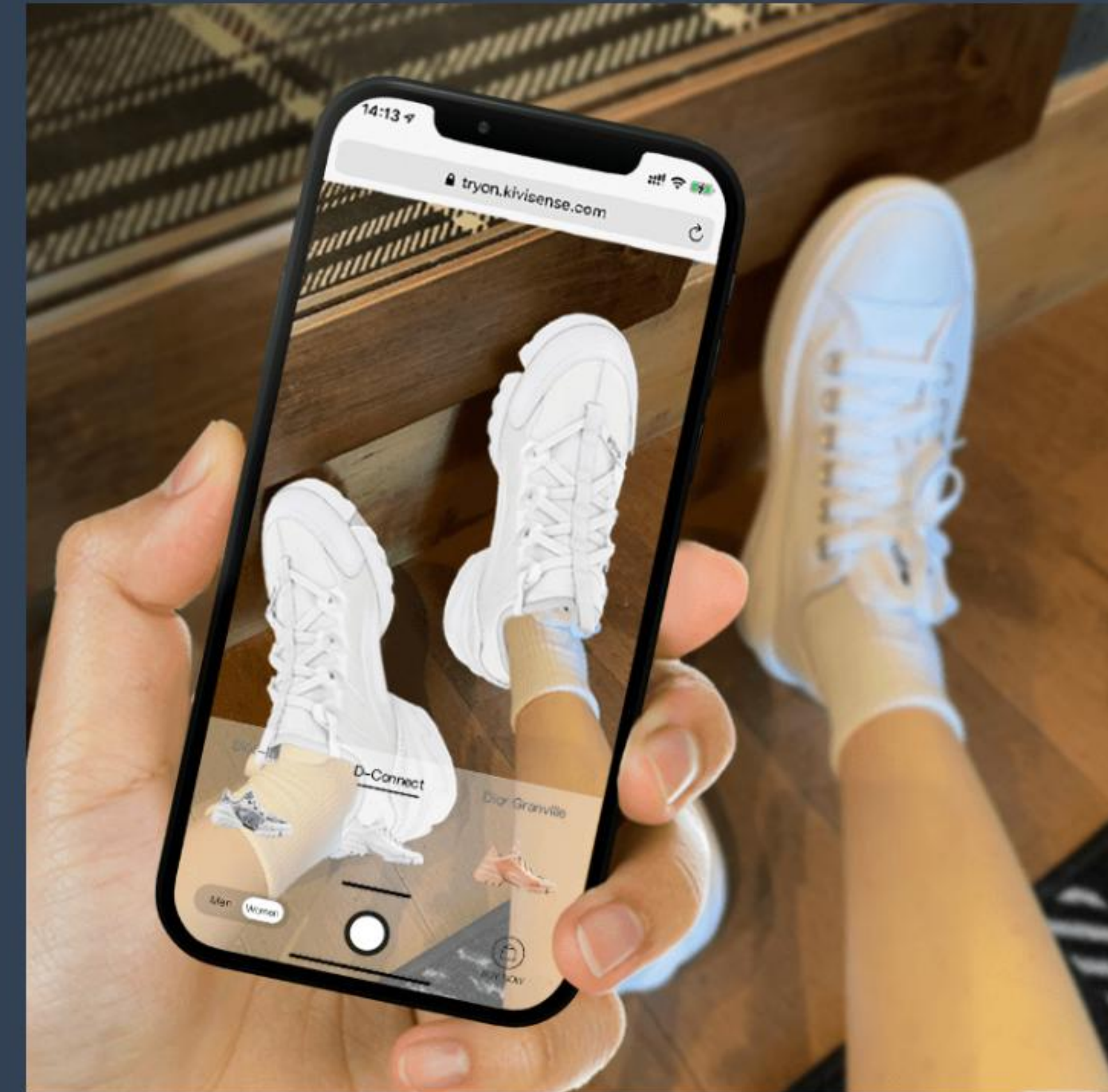
Online & Offline Retail Applications

Presented by Person 2

Online Shopping: Virtual Try-Ons

Virtual try-on technology uses facial recognition and body tracking to map products onto the user in real-time.

-  **3D Visualization:** Rotate and zoom products to see details like texture and stitching.
-  **Mobile Integration:** Seamlessly integrated into apps like Amazon and Nike.
-  **Personalization:** Algorithms suggest sizes based on the AR scan of the user's body.





Physical Retail Revolution

Brick-and-mortar stores are adopting AR to create "Phygital" experiences.



Smart Mirrors: Allow customers to change cloth colors or "try on" outfits without undressing.



Interactive Navigation: In-store AR paths guide shoppers to specific products.



Product Info: Scanning a shelf tag reveals reviews, videos, and stock availability instantly.

Real-World Success Stories



Amazon AR View

Allows customers to view thousands of products in their homes before buying, significantly reducing return rates for bulky items.



IKEA Place

A pioneer in AR furniture, letting users place true-to-scale 3D models of furniture in their rooms with 98% accuracy.



Myntra / Flipkart

Introduced 'Virtual Try-On' for beauty and personal care, and later expanded to shoes and watches, boosting engagement.

03. Lifestyle Applications




Fashion, Beauty, & Home Decor

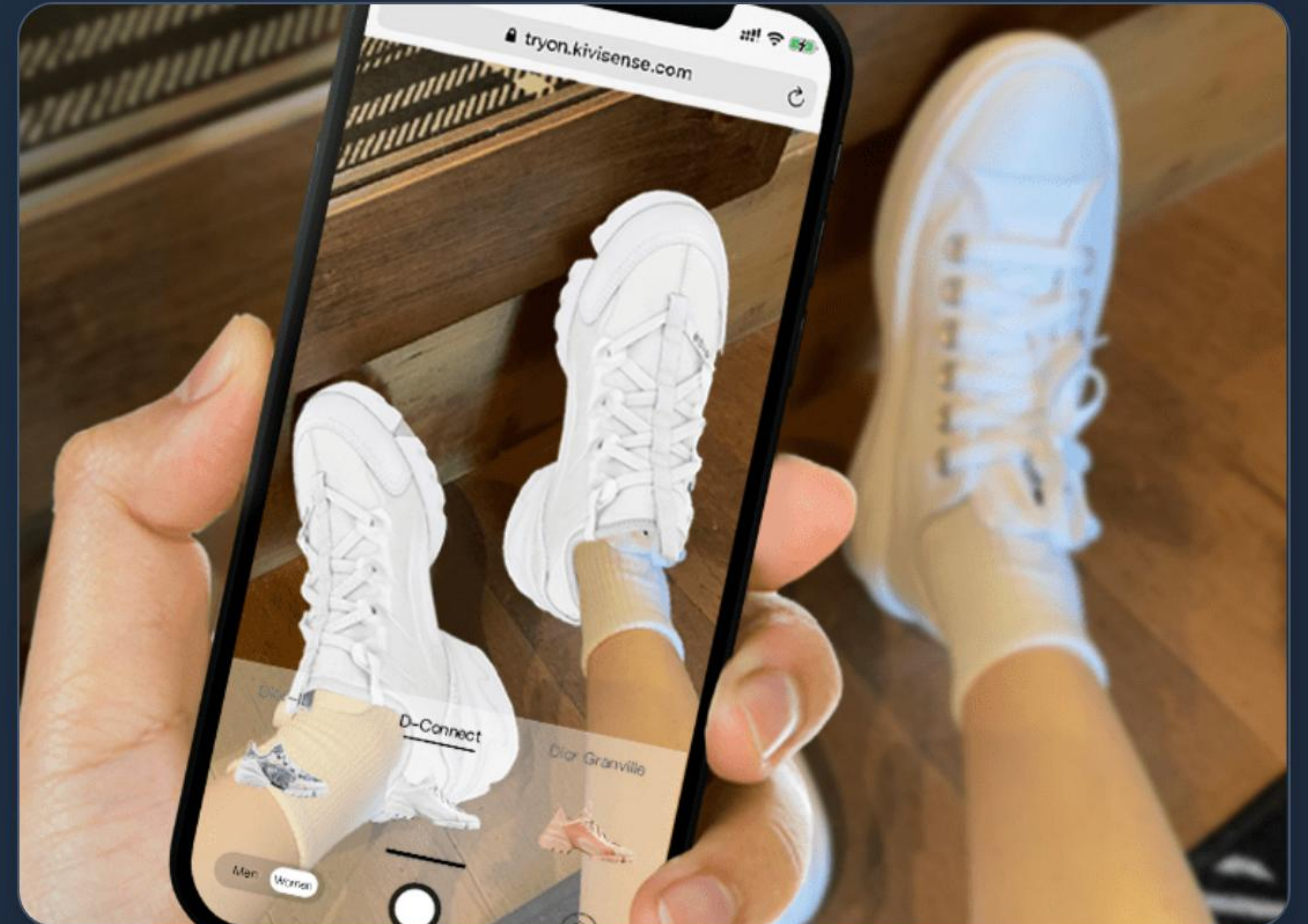
Presented by Person 3

AR in Fashion

Beyond Just Clothes

AR is redefining how we interact with fashion accessories.

-  **Eyewear:** Apps like Lenskart and Warby Parker scan faces to suggest the perfect frame fit.
-  **Watches & Jewelry:** Wrist-tracking technology allows users to see how a watch or bracelet looks on their hand.
-  **Footwear:** Pointing the camera at feet overlays the latest sneakers instantly.



The Beauty Tech Boom

The beauty industry was an early adopter of AR, transforming hygiene and experimentation.



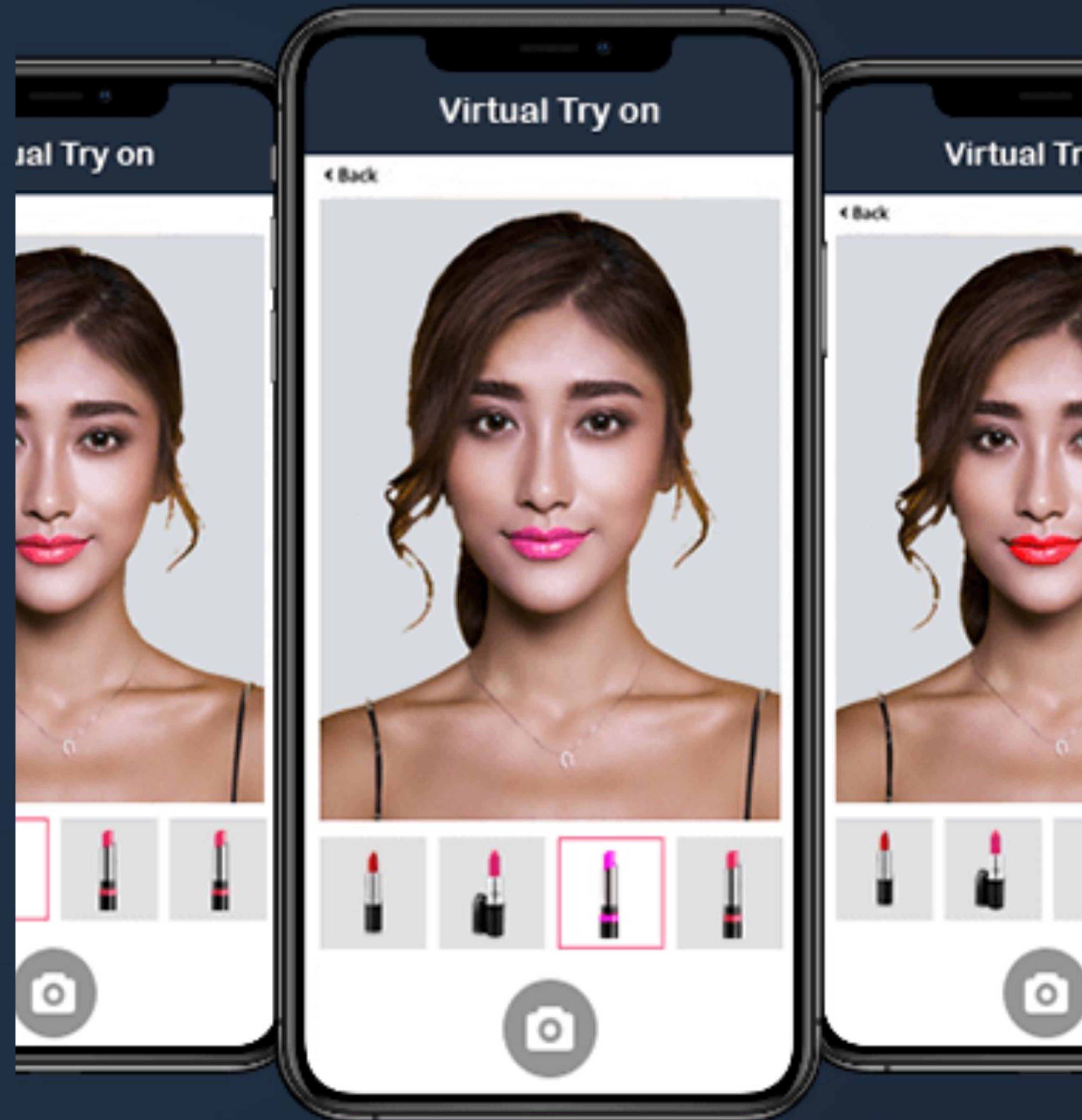
Zero-Touch Testing: Try hundreds of lipstick shades without applying a single product.



Skin Analysis: AI-powered AR analyzes skin texture to recommend skincare routines.



Social Filters: Brand-led filters on Instagram and Snapchat drive massive



Home Décor & Fitness

Interior Design

AR eliminates the "tape measure" hassle.

- Visualize paint colors on walls before painting.
- Check if a sofa fits through the door and in the room.
- See how lighting fixtures cast shadows in real-time.

Fitness & Wellness

Gamifying health with AR overlays.

- **Running Apps:** Overlay zombies or pace ghosts on the real track.
- **Home Gym:** Corrects posture by overlaying a digital skeleton on the user during workouts.

04. Impact & Future

Business Value, Challenges & Trends


Presented by Person 4

Value Proposition

For Customers

- ✓ **Better Decisions:** Reduces "buyer's remorse."
- ✓ **Convenience:** Shop from anywhere with store-like confidence.
- ✓ **Fun Factor:** Shopping becomes an engaging activity.

For Businesses

- ↓ **Lower Returns:** Shopify reports 40% fewer returns with AR.
- ↑ **Higher Conversion:** AR interactions increase conversion rates by 94%.
-  **Brand Image:** positions the brand as innovative.

The Future Landscape



AI + AR

Hyper-personalization where AR doesn't just show products, but AI suggests them based on mood, weather, and calendar.



Metaverse Shopping

Virtual malls where digital avatars (representing the real user) walk into stores and try on digital-twin clothing.



AR Smart Glasses

Moving from holding a phone to wearing the tech. Heads-up displays will make shopping information ubiquitous.

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"Retail is no longer about buying things; it's about experiencing them. AR is the bridge between the digital and physical worlds."

— Future of Retail Report

Takeaway: AR is not a gimmick; it is the new standard of retail.

Thank You!

Any Questions?

 contact@group.com

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Image Sources



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