



SolitAR
AR Jewelry Studio

Theme

CHOSEN THEME: AR/VR

PROBLEM STATEMENT:

The existing process and platforms available for buying jewelry online have their fair share of shortcomings. Online jewelry stores do not offer a personalised shopping experience and we want to build a solution that allows users to experience the whole catalogue of designs and eventually bring them closer to the finished good. This not only improves customer experience, but also acts as a futuristic way to bring the jewelry store to the customer's house.



Relevance and Use

- What problem does your product solve?

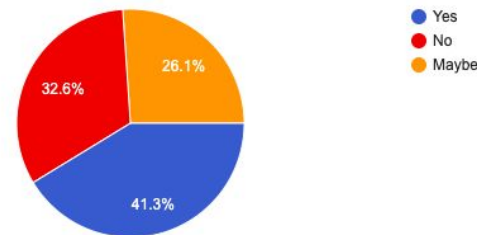
We conducted a survey wherein we got to know that one of the main reasons for people not preferring to buy jewelry online is that there is no feature available to show them how that piece of jewelry would look on them. Our app caters to this need so that the consumers can try on pieces of jewelry virtually and make a choice accordingly.

- How many people will it be helping?

This app will be helpful for everyone who wishes to buy jewelry online but would prefer trying virtually before buying. It will also help the jewellers and individual designers to showcase their designs and increase their market.

Would you prefer to buy jewellery online if you somehow know the look of the design on you?

46 responses



Relevance and Use (contd.)



- Target audience of product

Our target audience will include both the jewellers and the customers.

We have divided our target customers into 3 categories:

1. Common public who prefer wearing artificial/cheap jewellery
2. Mid-tier consumers who prefer wearing fine/silver jewellery
3. High-end consumers who desire designer jewellery (wedding jewellery)

- Effectiveness of Idea

61% of consumers prefer stores that offer AR experiences — and 40% of them would pay more for a product if they have the chance to experience it through AR. AR has also proven to be an effective way to bring the in-store experience to life while maintaining the comforts of home. Also, when a user has the chance to try on something (even virtually) there is a stronger urge in the mind of the customer to buy it, as compared to if they just saw pictures of it on their phone.

Technology Stack



- Blender: for 3D modelling
- C# Scripting: To allot basic characteristics to each object
- Unity, Vuforia Engine: To attach the object with its c# script, its target image and to mount the object in the desired location in 3D space
- Android Studio: To create the required Android AR application



Cost of implementation and feasibility



- How cost effective is your product?

The initial cost of building our product includes the cost of building and hosting the Android app only. Future costs may include the marketing and customer education costs. It will also include the delivery costs and the stocking of warehouses.

- Is it practical?

Yes, our app is fairly practical and straightforward to implement. The only aspect of our app that will take up a significant chunk of time would be modeling realistic jewelry designs, as they are all unique. We plan to involve hobbyists or 3D artists to help with moving the catalogue online.

Future scope



- Is your project scalable?

Yes, our project is scalable. Currently, we are developing it as a separate application. In the future it can be integrated with any already-existing shopping app to improve the customer experience. Also, as of now our app caters to consumers wanting to purchase jewelry. In the future, we can expand our lineup to have not just jewelry, but other accessories such as bags and shoes as well.

- What more can be done to improve its impact?

To help increase the impact of our app, we can heavily invest in marketing in the early stages of the app's life-cycle. This coupled with new buyer discounts and sign-up & referral bonuses can help build our user base. Offering lowered commission rates to prospective partners can also help bring more jewellers and designers on board.