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Calla & Copper | Custom AI/AR eCommerce website

Custom AI/AR marketplace & eCommerce website

Overview

We propose building a comprehensive, scalable, and interactive eCommerce platform for "Calla & Copper". The platform will function as both a marketplace aggregator for interior design and furniture companies and a customer-facing interface powered by AI, AR, and VR technologies

Phase 1: Planning and Strategy

- **Business Logic Definition:** Understanding the core business requirements and align the platform's functionalities with your business goals, ensuring all stakeholders are in sync.

- **Market Research and Competitive Analysis:** Detailed market research to understand competitors and the best practices in eCommerce and AR/VR technologies.

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- **User Flow Mapping:** Develop a complete flowchart of user interactions from both the company partners and customer sides, ensuring intuitive and seamless navigation.

Phase 2: Design Phase

- **Wireframing and UI/UX Design:** Create wireframes and high-fidelity designs for all screens, ensuring a user-friendly interface across all devices.

- **Aesthetic and Usability Considerations:** User-centric design to offer a seamless shopping experience for customers, including personalized suggestions and room-specific furniture recommendations.

Phase 3: Development Phase

- **Fully Editable CMS:** A fully customizable and editable content management system (CMS) allowing Copper Furnitures to manage all content, including product listings, partnerships, and customer-facing content, without developer assistance.

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- **AI Expert Recommendation System:** Implement a custom-trained AI model that analyzes user-uploaded room images and provides expert furniture recommendations based on aesthetic preferences and room dimensions.

- **Augmented Reality (AR) and Virtual Reality (VR) Capabilities**
  - AR Product Visualisation: Allow users to virtually place furniture within their rooms using mobile AR.
  - 360° Panoramic AR Rooms: Enable customers to explore curated rooms with interactive markers that link to product purchase options.

- **Scalable Architecture:** Ensure the platform is built using scalable technologies to handle increased traffic and future business growth.

- **Security:** Robust security protocols, including SSL, secure payment gateways, and user data encryption, to safeguard user information and transactions.

- **Analytics and Reporting:** Detailed analytics and reporting dashboards for both Calla & Copper and partner companies to track sales, user interactions, and affiliate metrics.

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- **Marketplace and Affiliate Dashboard:** A dedicated affiliate dashboard where partner companies can view their sales, performance, and commission details, alongside real-time updates on analytics.

Phase 4: Quality Assurance and Deployment

- **Responsive Design Testing:** Ensure the platform is responsive across all devices (mobile, tablet, desktop), offering a seamless user experience for all visitors.

- **Final Review and User Acceptance Testing:** Conduct a thorough quality check and ensure all functionalities meet expectations before launch.

- **Post-launch Support:** Ongoing technical maintenance for 1-month post launch, updates, and security patches to ensure the platform stays up-to-date and runs smoothly.

    Note : AMC post launch support to be discussed separately

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Pricing

Base cost for an custom AI/AR marketplace &
eCommerce website

$8000

Payment Phase 1 : 50% - advance token for initialisation

Payment Phase 2 : 50% - before moving to the live domain

~Timeline : Design phase : 12 days | Dev Phase : 24 days | Testing & Launch : 9 days

Note : Proposal does not include developer tools, hosting & domain costs. Costs for said
items to be discussed separately

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