| **S.No** | **Challenge Title** | **Challenge Description** | **POC Email Id** | |
| --- | --- | --- | --- | --- |
| 1 | SMART SHOPPING – METAVERSE MARKET | Challenge: Analyzing the metrics of eye-gaze, facial recognition and Vertical location/ 3D location System to provide better AR interface to user to Know their locations and provide customized Shop designs like Interiors to Native style (Ex: Japan, China and India) also accepting Local currency for transactions (Addition to USD dollars) and to navigate them with their native Local audio (Guide) in addition to English, To read their facial recognition and play the songs in Store based on their Mood and emotions (Ex: If we read SAD, we could play some instant jokes in Store to make them happy / Happy song) and eye-gaze metrics to estimate the Product demand (Similar to wish-list) and we can place Billboards and commercial Ad generator Boards.  Impact: Customer friendly User experience for retail shoppers, Increased traffic to retail stores, New Revenue stream,  Success Metric:  Local customers Engagement. Getting the Product demand and increase profit equation, Customized User engagement with Digital Local Assistant. Digital Ad and Billboard revenue.  Local currency Acceptance. | AP TACHYONS-  Bipin.nair.Gopalakrishnan@walmart.com |

**Challenge:**

Leveraging the capabilities of Metaverse and providing a thoroughly personalized shopping experience to individual customers. This challenge will create a fully personalized virtual store based on the customer’s needs and characteristics. In this challenge we intend to capture customer’s needs through XR technologies. The inputs for our system are gathered through the analysis of metrics around customer’s eye-gaze, their facial recognition and their co-ordinates of location in the virtual store. Once the customer enters this virtual shop floor, they will see the interiors of the shop presented to them based on their geography and their prior interaction history with Walmart. Digital shopping assistants personalized for the customer will also be assigned on their entry. The digital assistants will continuously learn about their customers and modulate their interactions accordingly. The ambience of the shop (like the song playing in the floor) will be tuned towards the learned tastes of the customer. Once the customer starts walking inside the virtual store, we will start analysing the eye gazes and facial expressions to further customize the store. We will also start tracking their cart and personalize the store further based on their shopping preferences of the day.

**Impact:**

Completely personalized user experience for all virtual shoppers, increased traffic to virtual stores, tapping into the futuristic metaverse market and be a leader in the shopping experience of 21st century.

**Success Metric:**

Our ability to shape the shopping experience of the future, be a leader and trendsetter in that space, engaging the customers cutting across all geographies, leveraging Walmart’s state of art supply chain, ability to reach out to customers in the metaverse through localized avatars of shopping assistants and improving the revenue through digital billboards.