

3D Viewer

MADE.COM

joaorduarte@gmail.com



MOBILE & DESKTOP : 3D DIMENSIONS

Problem

- It's not easy for a user to visualise the product at home with the furniture they already own
- It's hard to understand the product dimensions through a 2D image
- Users would like to see the certain details, like the back or leg of a product, but most of the times there aren't images of it
- Currently there is no way for a user to configure a modular sofa with the overall shape they want



MOBILE : WEB AR

Unity Prototype

MODULAR SOFA CONFIGURATOR

Build

- Needs to load the GLTFs dynamicaly from an AWS S3 server
- The app should do the positioning and rotation automatically
- The user can add 3 types of elements: corner, single, ottoman
- The prototype targets the macOS platform and in C#

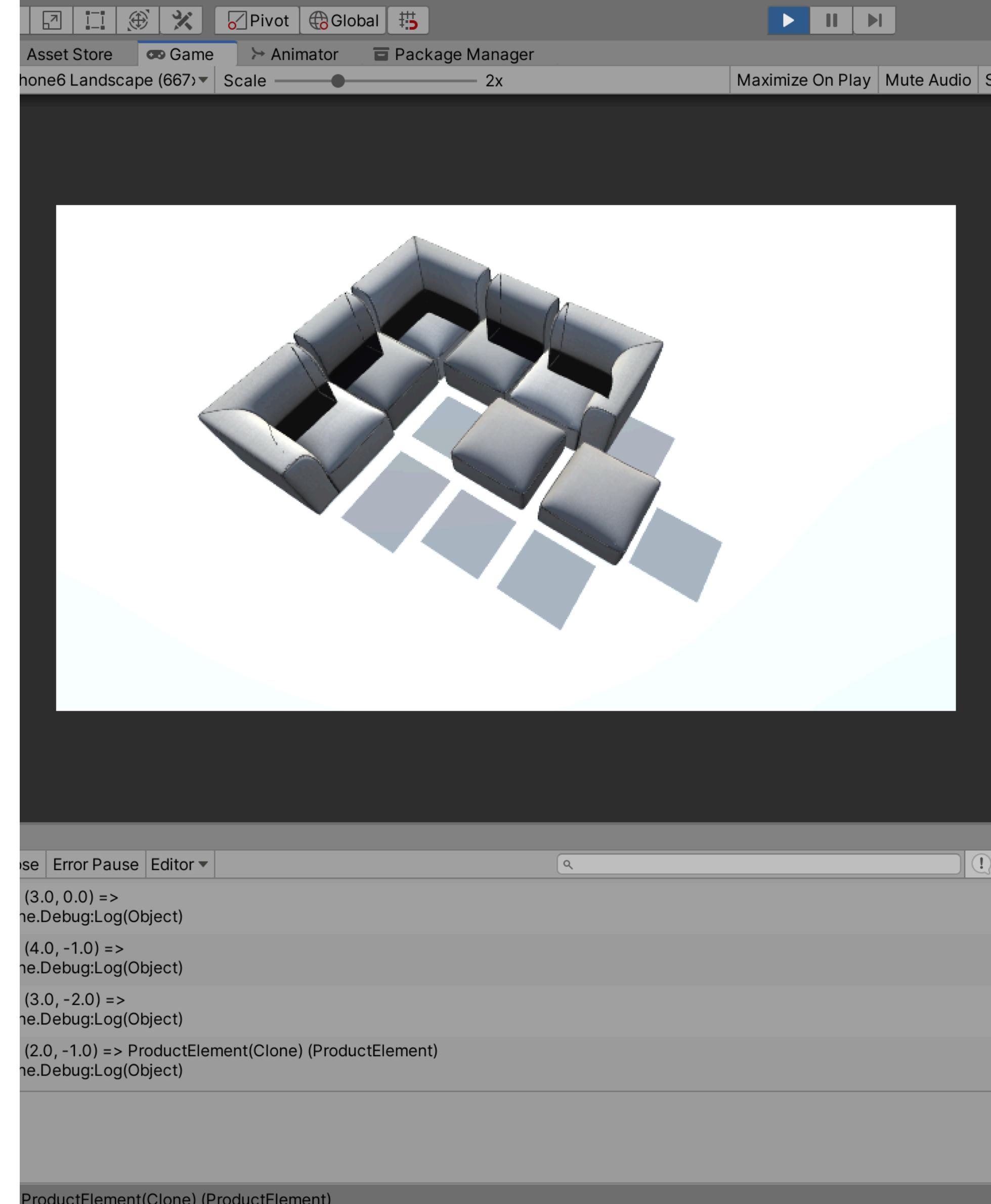
Results

- No Unity, 2019 WebGL platform doesn't work and we need it to be accessible from the website to every device
- 3D is a very complex problem and needs to have a pipeline defined, focused on having the catalog available with the best visual quality, before raising the complexity



[PLAY VIDEO](#)

[UNITY PROTOTYPE](#)



3D Pipeline

REACT JS, THREE JS, PYTHON

Viewer 3D

- Works as a React component, a web-app or an Iframe
- On mobile devices the user can play with the model in AR
- Display the dimensions next to the model and in context

Frederik
Frederik 3 Seater Sofa, Autumn Green Velvet
SOFFRE016GRE-UK

Dimensions

Height	79cm
Width	234cm
Depth	91cm
Leg Height	15cm
weightFrontend	49
size	3 seats
armDimensions	17 x 21 x 73 cm
productSeatDimensions	46 x 192 x 55 cm

Details

Colour Name	autumn green velvet
Main Material	Velvet
Leg Finish	Metal, black finish
Fabric Composition	100% Polyester

Download Links

[Download GLTF \(zipped\)](#)
[Download USDZ](#)
[Download FBX](#)

EDITOR 3D

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WEB   **AR**   **FBX** 

VIEW **DIMENSIONS** **FULLSCREEN**

Wrong dimensions in PIM

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MODEL APPROVAL

Results

VIEWER 3D

Workflow & Release

- 3 external companies and 40+ artists use the editor
- 4,500+ models approved and ready
- 20+ interviews, users are very excited with the quality of the models and the dimensions in context
- Release in A/B test, currently in final QA testing (very soon)
- Democratizing AR for every mobile device

