

Business Requirement for AR-based mobile app for a retail store (#HW3)

Exercise: Augmented Reality tech-based business idea - AR store App

Below are the Business requirements of the AR-based mobile app for a retail store (eg. Walmart).

Requirements	Definition	Additional Information
Naviagtion to the product location	Allow users to find the exact location of a product inside the store, the AR app should show directions. This is a new oppurtunity as compititors have not implemented something similar.	Video link: https://www.youtube.com/watch?v=J2TY7MvxTzg
Search product by image	Allow users to search for a product by image. The app should be able to scan(Image or camera) and fetch the correct results. Amazon and flipkart implemented something similar in India and they were successful in increasing the business.	Video link: https://www.youtube.com/watch?v=ySckLIi5ENw
Show online and offline availability	The app should show availability results in both online and in-store shopping, and the user should be able to choose their preferred way of buying. Unique advantage for walmart, need to utilize to the great extent.	
Self checkout at store	The app should allow self-checkout for in-store shopping. GPS location would be monitored so this feature works only inside a store. Required for quick and easy customer experience.	
Try product in 3D	Allow users to try out a product in 3D. Amazon and flipkart implemented something similar in India and they were successful in increasing the business.	Video link: https://youtube.com/clip/Ugkx2Ao3Ygs2EWmGwAlg2K_CG_nu4ar2ecOx
Easy returns at the store	Allow easy returns only at the store (for online returns only dropoff is allowed). Required for smooth customer experience.	
Real-time updates on delivery	Real time tracking once the product is out for delivery (online deliveries). This feature keeps customers engaged.	