



Brainstation 4D



AR Try On™

a Digital Solution
for Walmart Global Technologies

ARTeam11

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Positioning Statement

- Omnichannel retailer that provides convenience
- Price sensitive customer
- Walmart represents one-stop shopping for everyday products

Walmart 



ARTeam11 Goal

To bring awareness to the new AR
“Try On” feature on the existing
Walmart App.





KEY INSIGHTS: Good Decisions & Avoiding Returns

41% of online shoppers
buy variations of a product
with the intent of returning.

Walmart's data shows that
0.5% of items viewed
resulted in a purchase

Returns are *inconvenient*
for the customer
especially in a pandemic

Returns hurt profit
margins for the business

**How might we improve the experience of
online shoppers to make smarter and
budget-conscious purchase decisions?**

BIG IDEA

Imagination
brought to life.



Persona: Rebecca

AGE: 38

OCCUPATION: Occupational Therapist

PROFILE: Budget Conscious

CONCERNS: Wants to maximize her time



Rebecca grows aware...



Search for a Solution

A screenshot of a Google search interface. The search bar at the top contains the text "virtual shopping". Below the search bar, a dropdown menu displays several search suggestions, each preceded by a magnifying glass icon: "Virtual Fitting Room", "virtual shopping meaning", "virtual shopping online", "virtual shopping example", "virtual shopping website", "virtual shopping mall", "virtual shopping experience 2020", and "walmart virtual shopping". To the right of the suggestions is a "Report inappropriate predictions" link. Below the suggestions, the main search result for "Virtual shopping" is displayed. It includes a definition: "A **virtual store** takes the full browsing experience you'd expect from a **real shop** and makes it digital. The result is an online **store** that consumers can explore just as they would in real life but from the comfort of their own homes. Oct 6, 2020". Below the definition is a link to "www.usehero.com › news › what-is-a-virtual-store" and a blue link titled "What is a Virtual Store? | HERO®". Underneath the link are two expandable sections: "Disadvantages" and "History", each with a downward arrow. At the bottom right of the main result area is a "Feedback" link. Below the main result is a section titled "People also ask" with a list of four questions, each followed by a downward arrow: "What is virtual shopping mall?", "How do virtual stores work?", "Is online shopping the future of retail?", and "What is the definition of virtual reality?".

Google

virtual shopping

Virtual Fitting Room

virtual shopping meaning

virtual shopping online

virtual shopping example

virtual shopping website

virtual shopping mall

virtual shopping experience 2020

walmart virtual shopping

Report inappropriate predictions

Virtual shopping

A **virtual store** takes the full browsing experience you'd expect from a **real shop** and makes it digital. The result is an online **store** that consumers can explore just as they would in real life but from the comfort of their own homes. Oct 6, 2020

www.usehero.com › news › what-is-a-virtual-store

[What is a Virtual Store? | HERO®](#)

Disadvantages

History

Feedback

People also ask

What is virtual shopping mall?

How do virtual stores work?

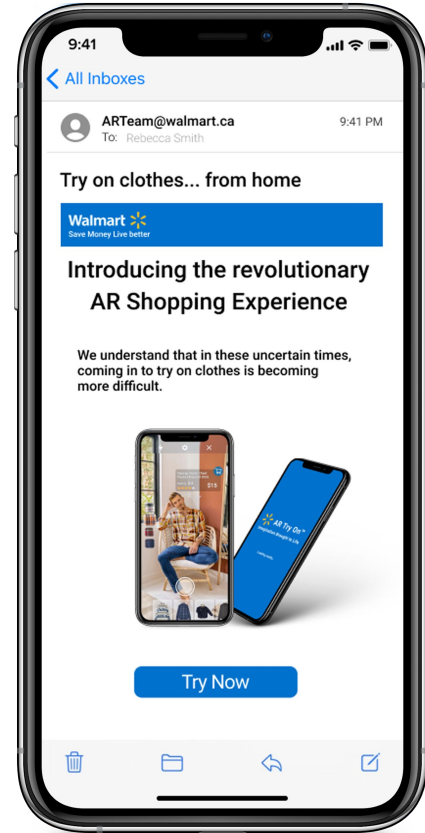
Is online shopping the future of retail?

What is the definition of virtual reality?

Turns to a Friend



Rebecca Has Mail



AR Try on Features

- Try on clothing in the comfort of your home
- Create profiles of people you often shop for
- Switch profiles with just a tap
- Easy-to-use Augmented Reality camera





Imagination Brought to Life

Demo





How Will We Measure Success?

Reach

Adoption Rate

Shared Content

\$370 M

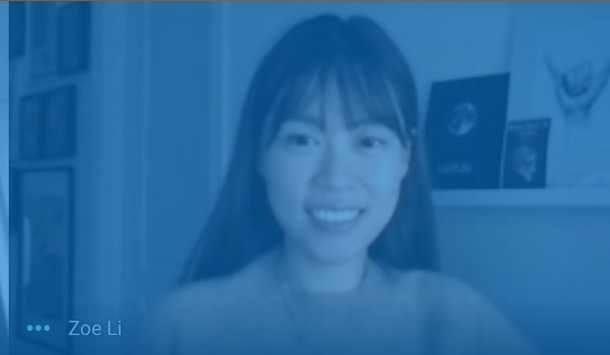
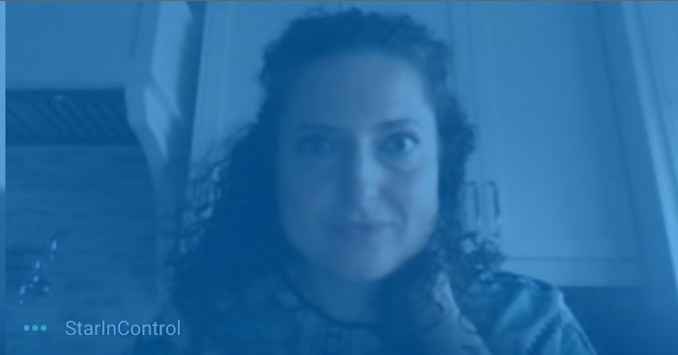
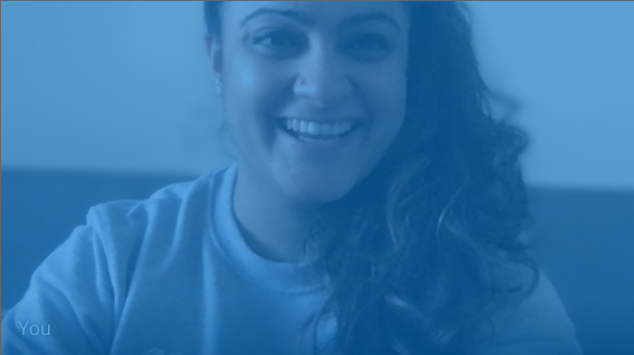
Total Unconverted Sales opportunities

Lost opportunity from items viewed and not purchased

Key Takeaways



- Conduct user accessibility testing
- Implement additional features to enhance experience
- further research on the VR Data Modeling



THANK YOU

