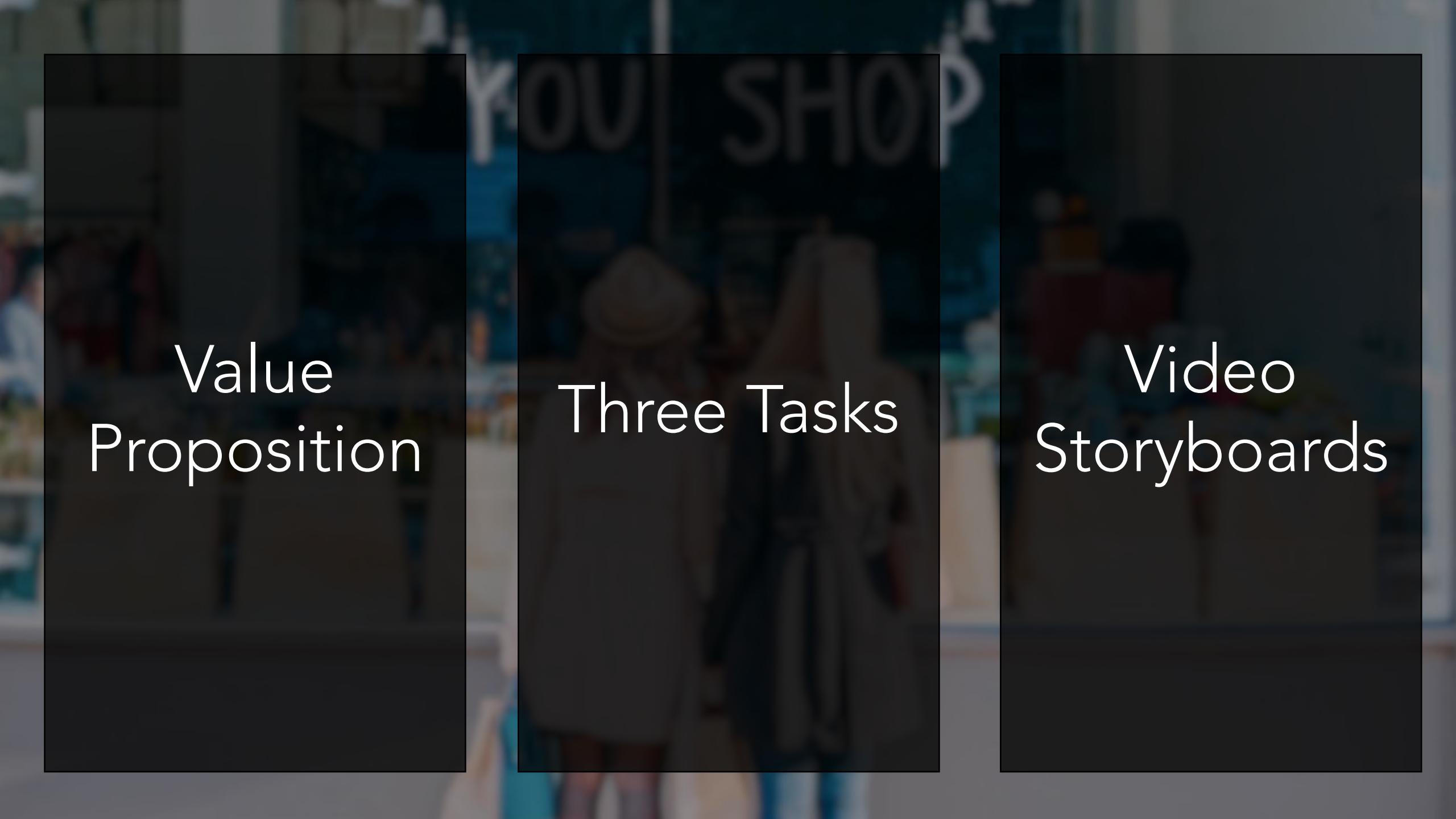




Three Slides window

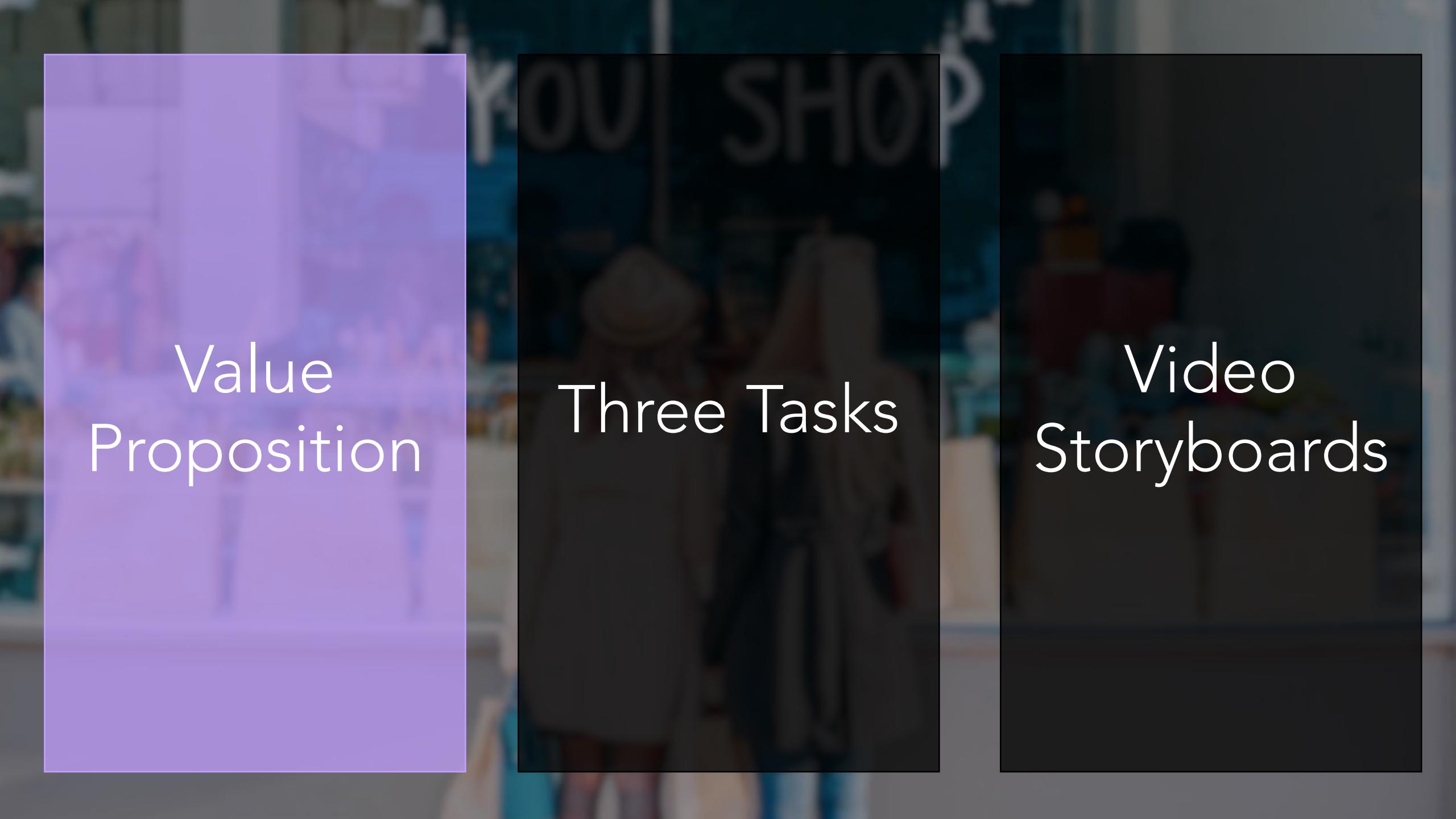
Mixed Reality
Max Freundlich, Kristen Law, Elisa Lupin-Jimenez

A photograph of a person from the waist up, wearing a light-colored t-shirt and a dark face mask. They are holding a white sign with black text that reads "YOU SHOP". The background is slightly blurred, showing what appears to be a store interior or a shop window.

Value
Proposition

Three Tasks

Video
Storyboards



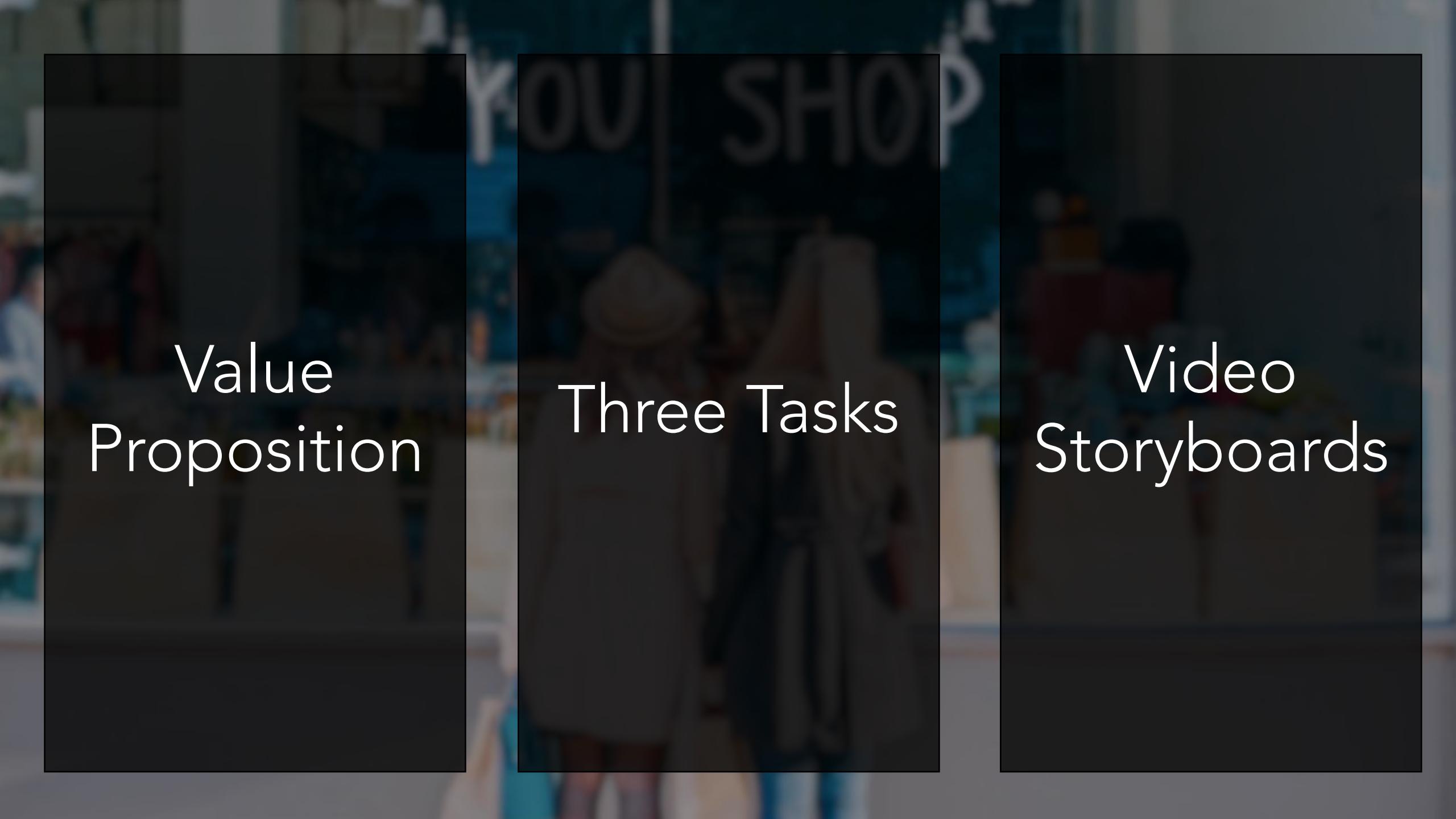
Value
Proposition

Three Tasks

Video
Storyboards

Value Proposition: “Window shopping made easier”

We are addressing the complaints of many shoppers that the process of picking clothes to purchase is frustrating and time-consuming. We hope to solve this problem by making an augmented reality assisted phone application that shoppers can use to see what a specific store has in stock (via an AR model that appears in the store's window) without ever having to step inside the store.

A photograph of a person from the waist up, wearing a light-colored t-shirt and a dark face mask. They are holding a white sign with black text that reads "YOU SHOP". The background is slightly blurred, showing what appears to be a store interior or a shop window.

Value
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Value
Proposition

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Storyboards

Three Tasks

Simple:

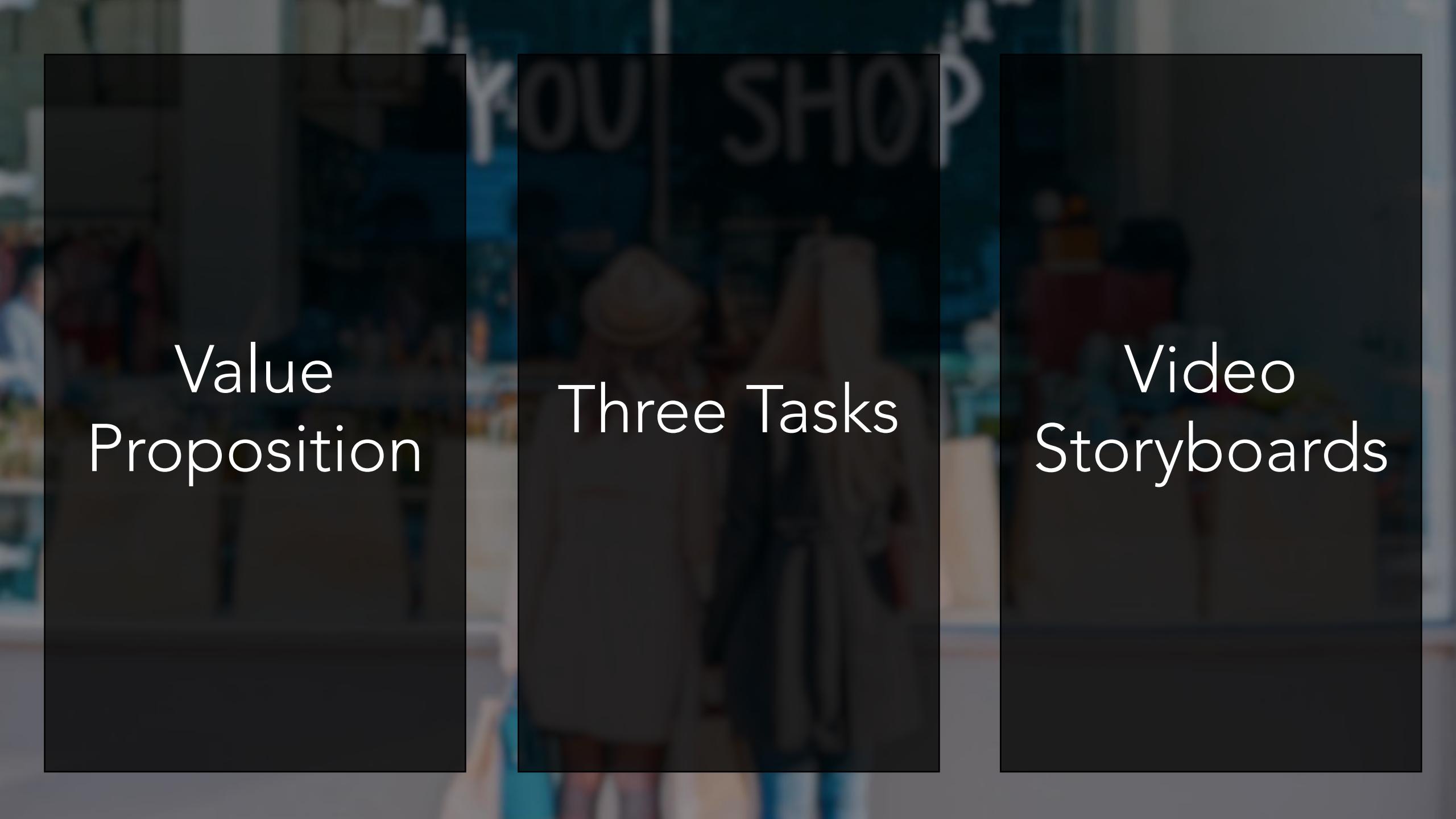
A shopper wants to purchase an outfit for themselves for a casual outing, such as a night with friends, a party, or a simple gathering.

Medium:

A shopper, who is currently with a group, is looking for high-end or professional attire for a business event or a formal affair.

Complex:

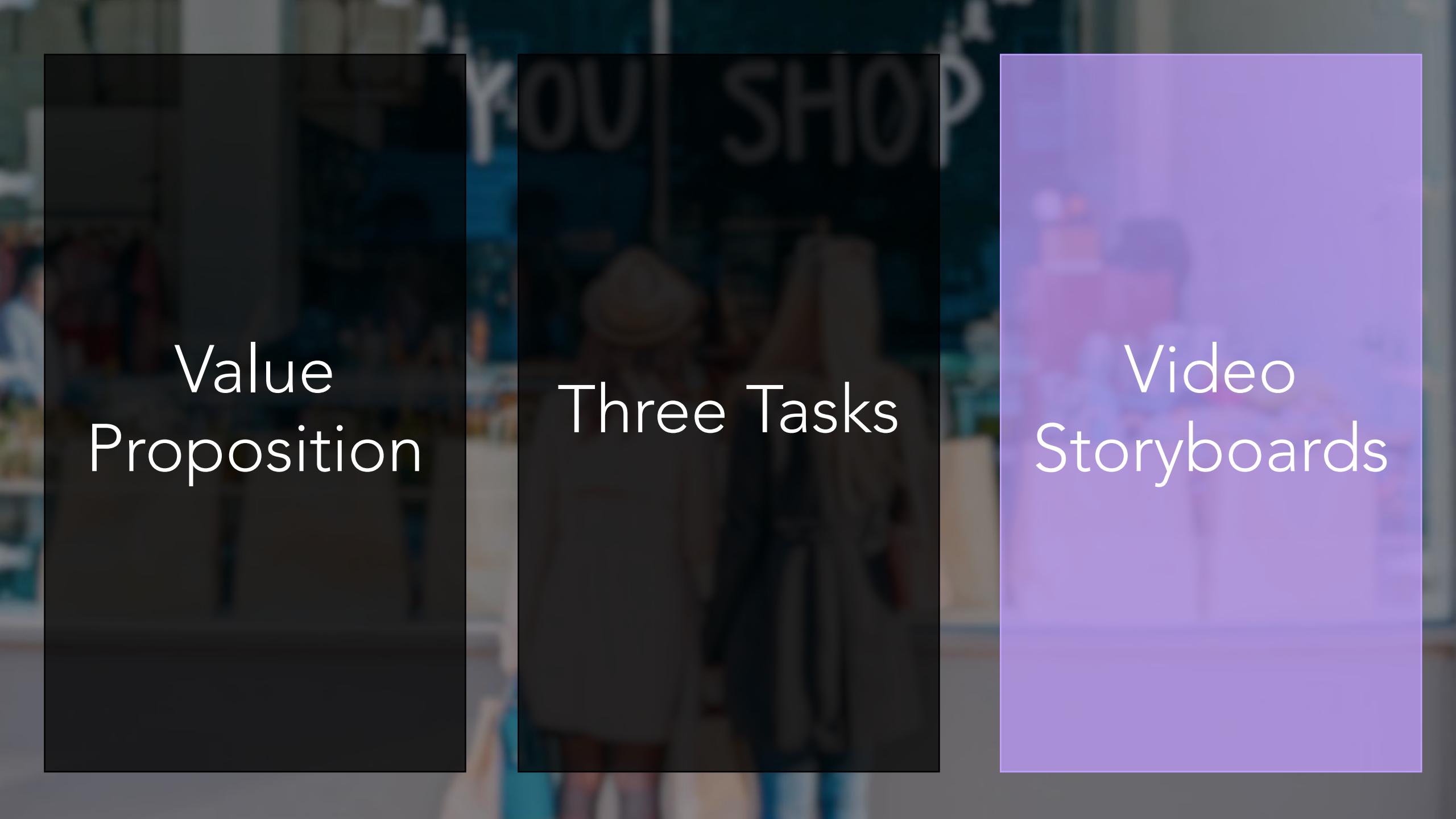
A shopper is trying to find the perfect clothes to get for someone other than themselves.

A photograph of a person from the waist up, wearing a light-colored t-shirt and a dark face mask. They are holding a white sign with black text that reads "YOU SHOP". The background is slightly blurred, showing what appears to be a shop interior.

Value
Proposition

Three Tasks

Video
Storyboards

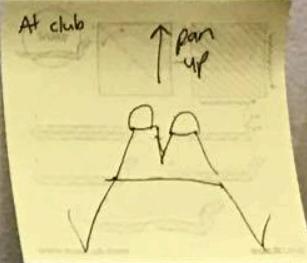
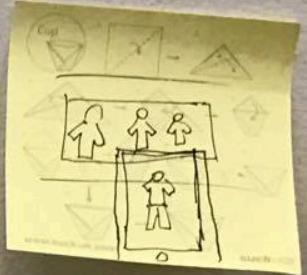
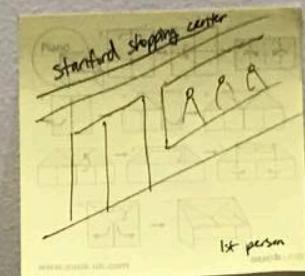
The background of the slide features a photograph of a person working at a desk in a workshop or laboratory environment. Various pieces of equipment, cables, and materials are visible in the background.

Value Proposition

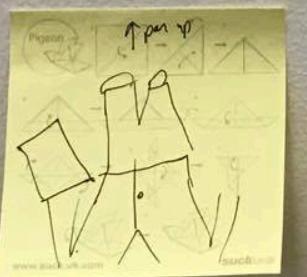
Three Tasks

Video Storyboards

Simple



Medium



Video
Storyboards



Complex

A blurred background photograph of a city street scene. In the foreground, a man in a tan trench coat and sunglasses walks away from the camera. Behind him, a woman in a grey blazer and blue jeans walks towards the camera. The background is filled with out-of-focus city buildings, traffic lights, and other pedestrians.

Questions?