Abstract

Team Name : Invisible Toys

Sub Theme: **Customer Experience**

**As it mentioned about Customer experience at Walmart, “Improving store experience by building tools for our associates to serve our customer better, self-checkout counters and so on.”**

We have taken this as major statement and have an idea to improve the customer experience. We are going to use **Augmented Reality** **concept** to improve the experience of customer in offline markets/stores. Initially we are going to make some electronic products like Washing Machine, Refrigerators, Air-Coolers, TV, Speaker systems, Smart Kitchen, etc **in 3D models** through which the user could have 360 degree view of the products. Along with, the features of each product will be provided with text to speech, also user can project the physical structure of each product in Augmented reality along with its features.