

# FINAL SUBMISSION

**GHCI 20 Codeathon for Women Students**

by [AnitaB.org](https://AnitaB.org)

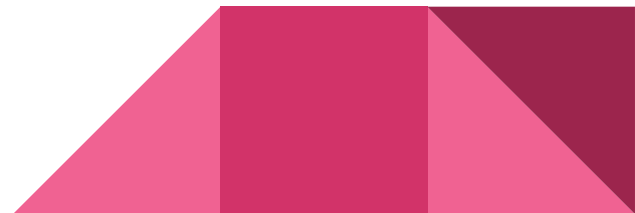
**Team- Fantom**

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FANTOMS

# FantomsAR

Experience Life Virtually



# Overview

The spread of the pandemic has hurt fashion and lifestyle retailers after states introduced lockdowns and containment policies, including the closure of malls. Brands said sales have fallen by as much as 70% since fears over the virus intensified starting earlier this month. The coronavirus pandemic is having a significant impact on fashion brands, large and small, worldwide, especially in **INDIA**, where small clothing markets are family businesses. Even **1-2% of the bigger 42 lakh kiranas** and shops have shut down, with owners having gone back to villages, and this may remain so for the next 5-6 months. While some of these may reopen, still the closure of these will affect the reach of companies.

If in-store shopping lets you see and experience products first-hand, online shopping opens up an avenue of ease and comfort. In that case, virtual shopping combines the **best of both worlds** in an amalgamation perfect for the eCommerce world we live in.

# What is AR - Augmented Reality?

Augmented reality overlays digital content and information onto the **physical world** – as if they're actually there with you, in your own space. AR opens up new ways for your devices to be helpful throughout your day by letting you experience digital content in the same way you experience the world. It lets you search things visually, simply by pointing your camera at them. It can put answers right where your questions are by overlaying visual, **immersive content** on top of your real world.



# Goals of FantomsAR

FantomAR is essentially a way for retailers, designers, and creators to reach a broad audience and consumers to browse and shop in real-time.

The best part? **It's all virtual** — just download and start exploring and shopping.

A completely virtual online store that gives you the chance to experience essential masks to traditional clothing,

**EVERYTHING  
BEING JUST ONE CLICK AWAY.**

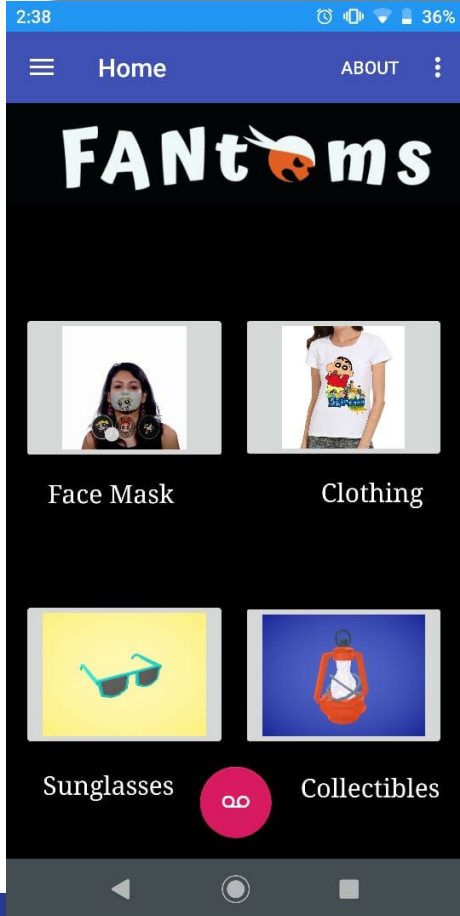


# DEMO LINK

Demo link for FantomsAR App:

<https://youtu.be/kgGOgOit1Kk>





# Specifications

Ever since the lockdown was declared due to COVID-19, masks have turned into a hot commodity. Sensing its vast market, many organizations have brought out designer masks that not only make a fashion statement but also **support the cause of weavers**. Even if the virus outbreak is contained, we will have to wear masks for a long time. Most of the big stores which be closed and market places will be a **scary place** to visit.

As of this year, Google has recently announced many more ARCore features to be made available over the web(which is currently pending public release) and Android. Having implemented ARkit and Arcore, we felt it's time to get the word out there on the true capabilities of these features.

# How can this product gain market?



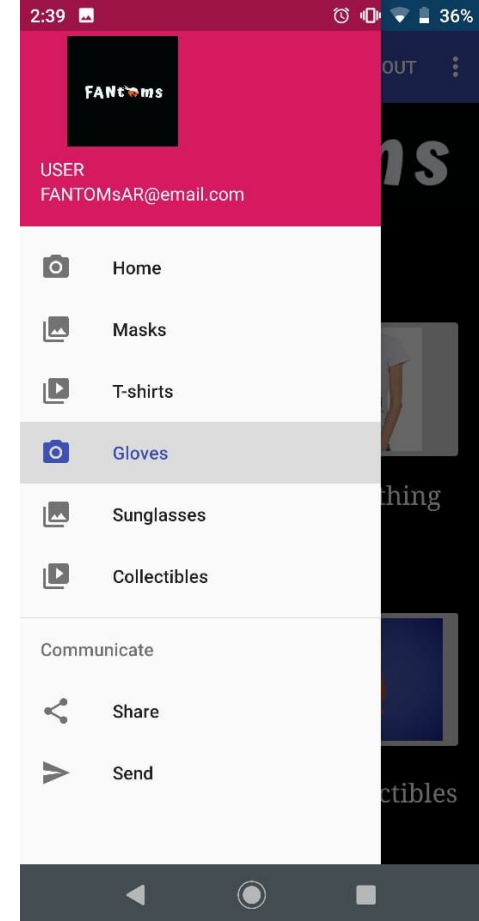
- Contact with various **independent artists** who would like their merch to be sold on a more significant base.
- Contact **NGOs** and markets who work with local cloth and handmade goods markets for production.

Example- Assam State Rural Livelihood Mission (ASRLM) chipped in and guided the business of the weavers to make the masks as per the government guidelines, provided a brand name, Asomi, and market linkages. More than 2,200 women associated with 1,163 Self-Help-Groups (SHG) in all 33 districts have produced over 4.43 lakh cotton masks and have earned Rs. 76.6 lakh so far.



# Tech Stack

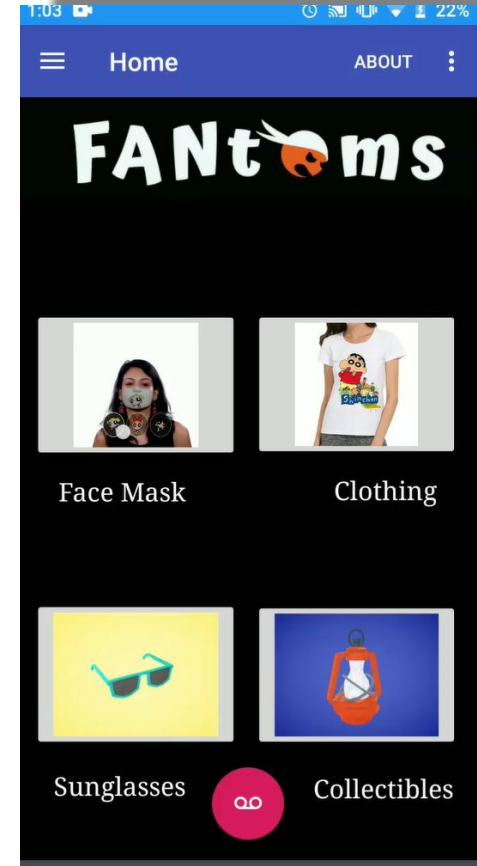
- ★ Java (Android Studio)
- ★ Arcore
- ★ Blender
- ★ Firebase
- ★ Javascript
- ★ HTML
- ★ Spark AR studio



# Proposed Features

# FEATURE 1: FILTERS

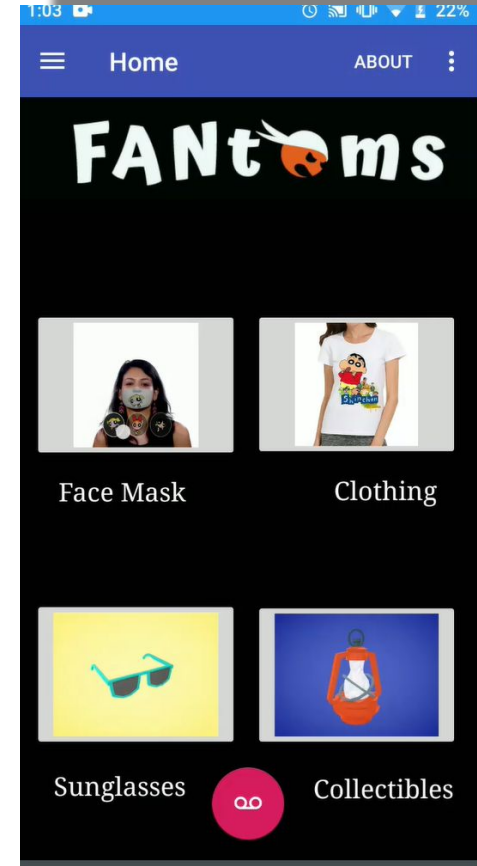
People can try on mask filters, FACE filters, and select the ones which they love. This merch can range from superhero characters to hand-drawn/personalized objects. This feature can be popularised over Instagram and Snapchat using AR LENS too.



# Inventory

Focused on quarantine products like:

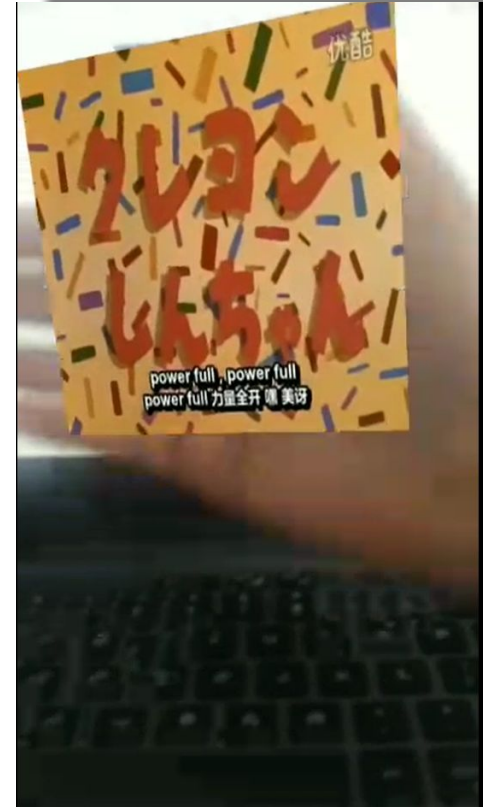
- Handmade masks
- Headbands/faceshields
- Gloves
- Shoe styles
- Merch like t-shirts which are made for children, and their interests



## FEATURE 2: VIRTUAL PORTAL/VIDEOS IN AR

Scanning the merch/QR code provided would take to virtual rooms, consisting of fan arts. Advantages:

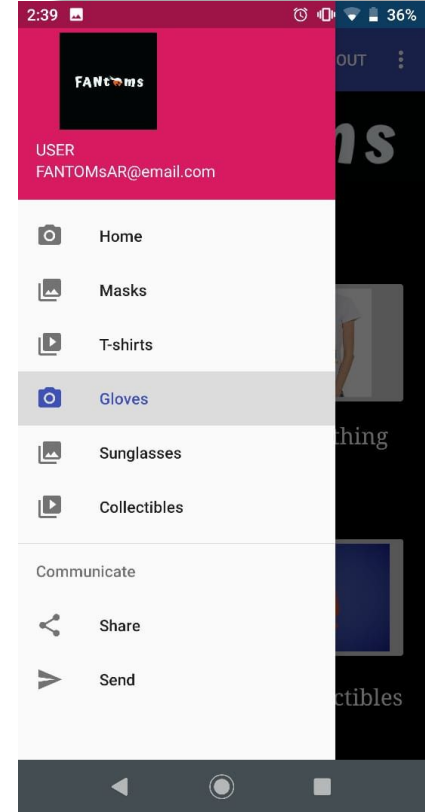
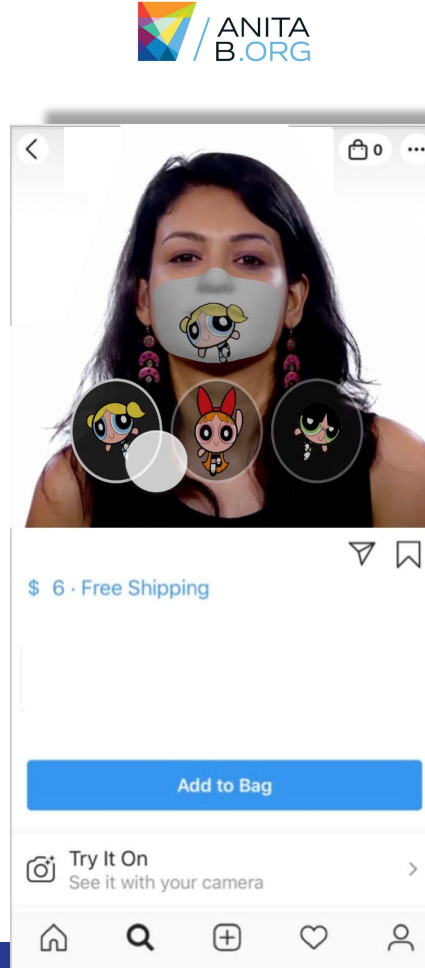
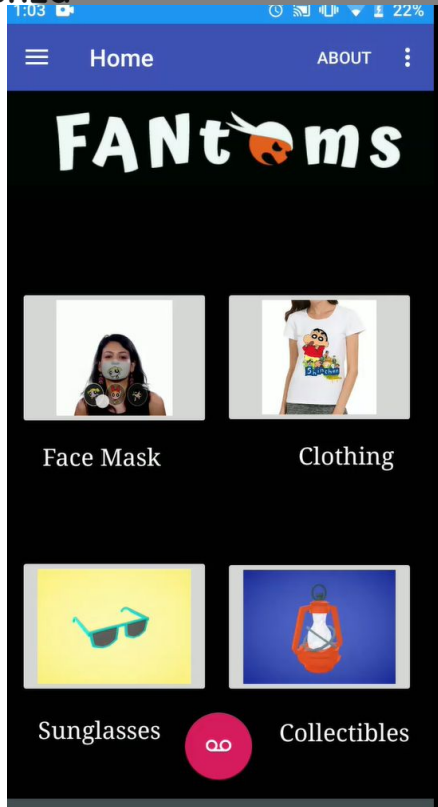
- Customers will remain loyal to the product even after purchasing.
- As the merch would be focused mostly on regional and traditional items, it will gain popularity quickly.
- A fantastic virtual experience creating an aura of awe for Indian society that is still getting accustomed to post-COVID life.



## FEATURE 3: 3D representation of objects in AR

FantomsAR lets customers on android devices view realistic and interactive versions of your products in augmented reality (AR). With AR you can provide your customers with a better sense of the **size, scale, and detail of your products**. The 3D aspect enables AR experiences by allowing designers to upload 3D models and link them to products on the store.





THANK YOU !

