

Ideation process

GHCI 20 Codeathon for Women Students

by AnitaB.org

PROJECT TITLE

FantomsAR

- virtually experience life.

My Team: Fantom

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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.

Goals

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.



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.

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.

TECH STACK:

- Java (android studio)
- Arcore
- Blender
- Firebase
- Javascript
- HTML
- Spark ARstudio

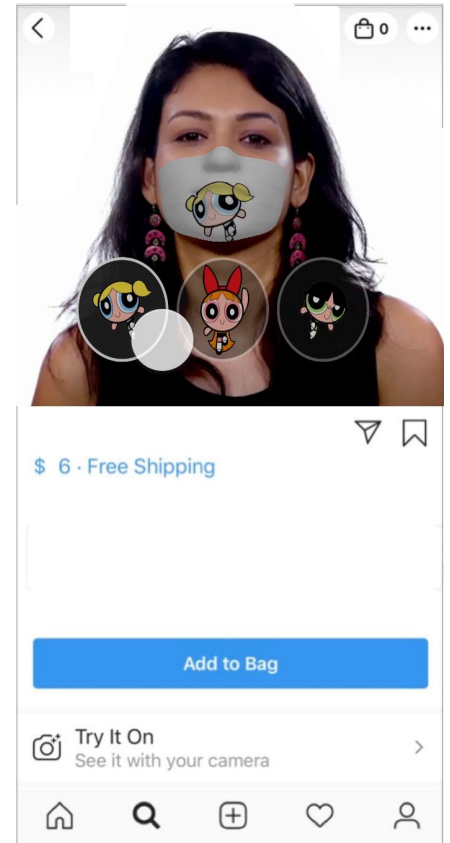
Initially proposed features

FEATURE 1: FILTERS

People can try on mask filters, cloth filters, and select the ones which they love. This merch can range from superhero characters to hand-drawn/personalized objects.

Focused on quarantine products like:

- Handmade masks
- Headbands/face shields
- Gloves
- Shoe styles
- sanitizers
- merch like t-shirts which are made for children, and their interests



- ❑ The filters will allow CUSTOMERS to try colors, styles, and characters. This feature can ALSO be implemented at the beginning with Instagram.
- ❑ Instagram Stories AR filters offer brands fun and interactive away from reaching new users and building brand awareness, FantomsAR Instagram page would allow them to try the filters.

FEATURE 2: VIRTUAL PORTAL

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

ADVANTAGE:

- Merch selling with innovative ideas.
- Customers will remain loyal to the product even after buying.
- 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.

