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Entrepreneurship_s1_2024-25_G03

Assignments >

Review Test Submission: Midterm Entrepreneurship - 24-25-Term1 - Part 2

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User	VIET DO HUNG
Course	Entrepreneurship_s1_2024-25_G03
Test	Midterm Entrepreneurship - 24-25-Term1 - Part 2
Started	10/28/24 11:12 AM
Submitted	10/28/24 12:02 PM LATE
Due Date	10/28/24 12:00 PM
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Attempt	46 out of 50 points
Score	
Time	50 minutes
Elapsed	
Instructions	

The scenario:

"HomeStyle Hub" is an innovative furniture shopping experience that integrates advanced technologies to simplify and enhance the process of selecting and ordering furniture. In this scenario, customers use a comprehensive mobile app or web platform that features augmented reality (AR) and virtual reality (VR) capabilities to explore a wide range of furniture options.

With AR, customers can project life-sized 3D models of furniture into their living spaces using their smartphone or tablet, allowing them to see how different pieces fit and complement their existing decor. For a more immersive experience, VR headsets enable customers to virtually walk

through fully furnished rooms, offering inspiration and ideas for their own homes.

The platform employs artificial intelligence to analyse customer preferences, room dimensions, and style choices, providing personalized furniture recommendations. Customers can customize their selections by choosing materials, colours, and finishes, with real-time visual updates reflecting their choices.

Once satisfied with their selection, customers can place an order directly through the app, which offers multiple secure payment options, including digital wallets and financing plans. The app also provides detailed delivery information, including real-time tracking and estimated arrival times.

For added convenience, "HomeStyle Hub" includes a feature for scheduling virtual consultations with interior design experts, who can offer tailored advice and help finalize design choices. This modern furniture shopping experience not only streamlines the purchasing process but also empowers customers to make informed decisions, ensuring their new furniture perfectly suits their home and lifestyle.

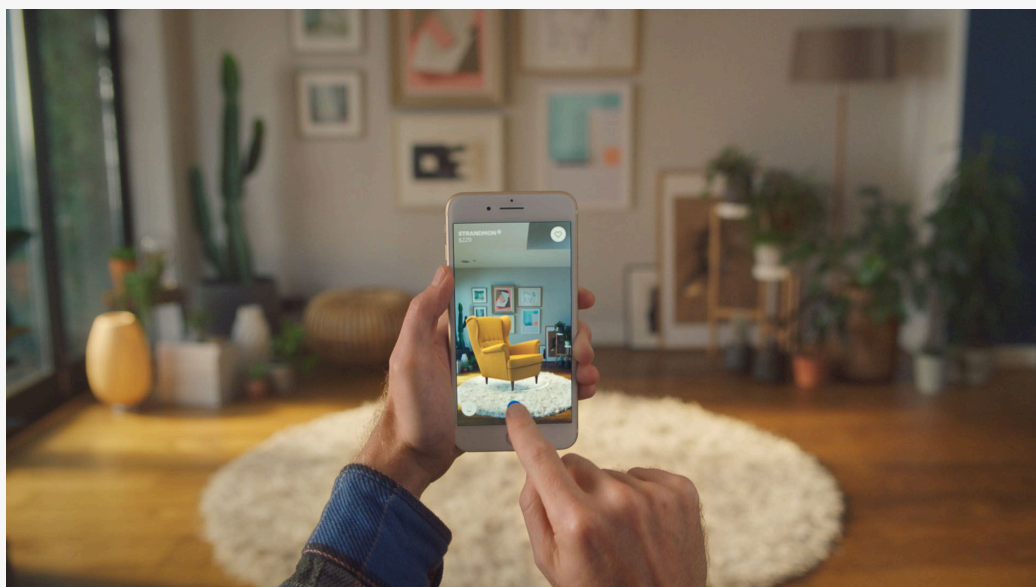


Figure 1 An example of a Mobile app launched to help people virtually place furniture at home

Answer these questions basing on the above scenario. If you base on any assumption to answer these questions, do mention those in the answers:

Wednesday, March 26, 2025 10:21:15 PM ICT

← OK