



NATIONAL LEVEL HACKATHON

KODIKON -3.0

NETWORKING – HACKATHON – MENTORSHIP

ARBOTIQUE

WHERE ART MEETS FASHION THROUGH AR

THEME - RETAIL

PLATFORM PARTNER

HACK2SKILL

TEAM DETAILS

TEAM NAME - DREAM

| | | |
|--|---|---|
| Team Member 1 Name: Urvashi Bhargava Phone Number: 9550064000 | Stream (ECE, CSE etc): CSE E Mail: urvashi.officialcse@gmail.com | College Name: PES University Campus Name: EC |
| Team Member 2 Name: Aparna Gangaraju Phone Number: 9108624468 | Stream (ECE, CSE etc): CSE E Mail: aparnag2112@gmail.com | College Name: PES University Campus Name: EC |
| Team Member 3 Name: Nishan Holla Phone Number: 8951621998 | Stream (ECE, CSE etc): CSE E Mail: hollanishan@gmail.com | College Name: PES University Campus Name: EC |
| Team Member 4 Name: Pratham Prabal R Phone Number: 9353450284 | Stream (ECE, CSE etc): CSE E Mail: rprathamprabal@gmail.com | College Name: PES University Campus Name: EC |

PROBLEM STATEMENT

REVOLUTIONIZING RETAIL WITH AUGMENTED REALITY (AR)

- **Core Problem:** The current retail sector struggles to provide immersive shopping experience and faces challenges in supply chain optimization, leading to issues such as high return rates, customer dissatisfaction, and operational inefficiencies.
- **Importance:** Today's consumers expect more personalized and confident shopping experience, making it crucial for the retail industry to adapt.
- **Statistics:** As per data from Indian e-commerce players, the return rate for online shopping in India is estimated to be around 25-40%, which is higher than the global average.
- **Root Cause:** Customers return the products due to mismatched expectations between the online product presentation and the real-life product, leading to disappointment and a lot of overhead expenses associated with product returns.

SOLUTION

Detailed solution description

- Providing high-resolution images and 360-degree views of products using blender.
- Implementing detailed product descriptions, including sizing charts, material information and user profiles where customers can set preferences, sizes, and style choices.
- Implementing AR fitting rooms for clothing and accessories, enabling customers to try on items virtually using WebXR.

Why it works

- **Enhanced Customer Experience:** Improving product information, offering personalization, and using VR/AR creates a more immersive and engaging shopping experience.
- **Reduction in Product Returns:** By providing accurate product information, virtual try-on, and detailed reviews, customers are less likely to be disappointed .

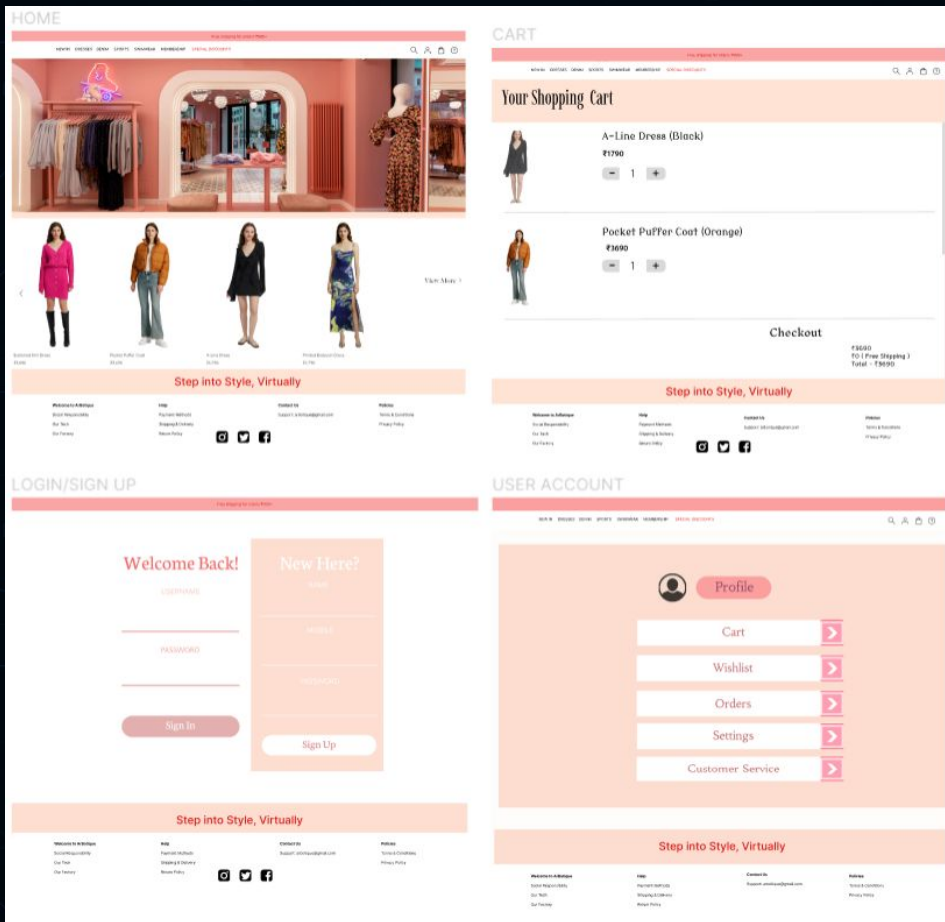
SOLUTION

Target Audience:

The target audience for these solutions comprises a broad range of retail businesses, including online and physical retailers in fashion, electronics, home goods, and consumer goods sectors, as well as retail chains and startups.

Expected Results:

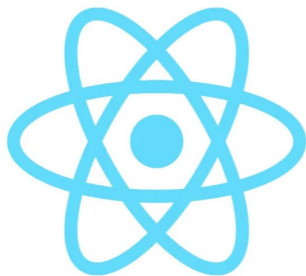
- **Reduced Returns:** A significant decrease in return rates, leading to cost savings.
- **Increased Profitability:** Reduced costs and higher sales contributing to profitability.
- **Brand Enhancement:** Improved brand image, attracting eco-conscious consumers.



TECH STACK



TensorFlow



aws

TS

node
JS

express



KODIKON .3.0

Thank You