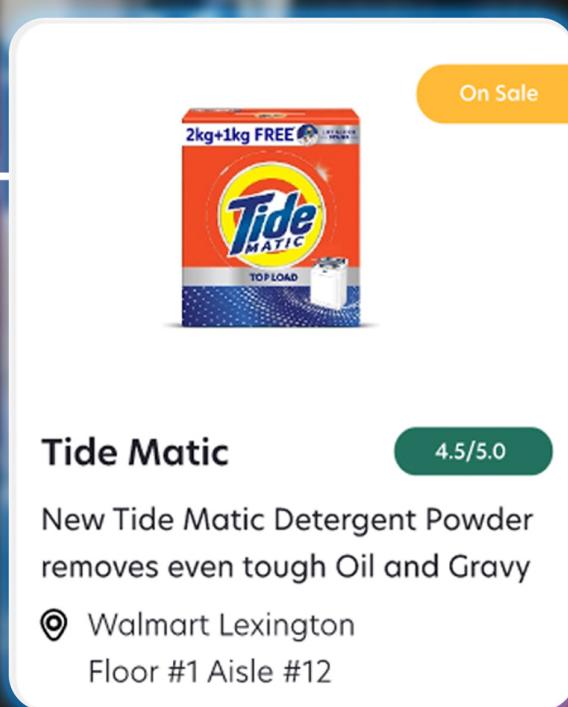
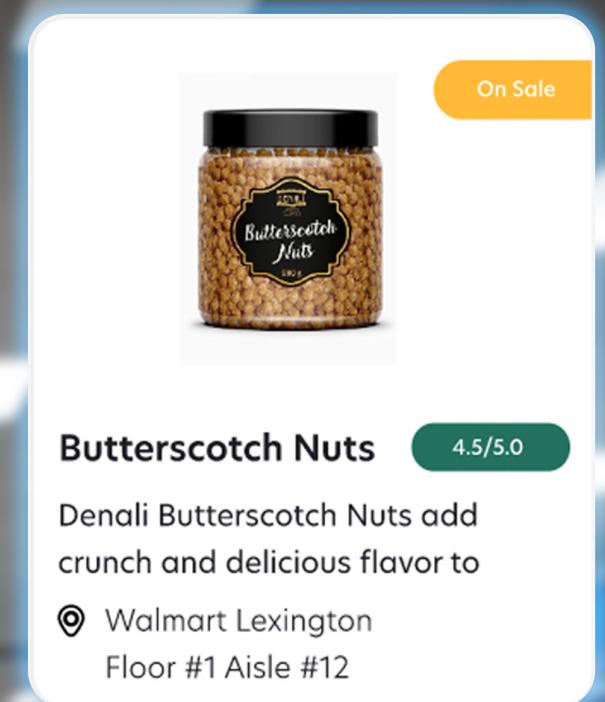
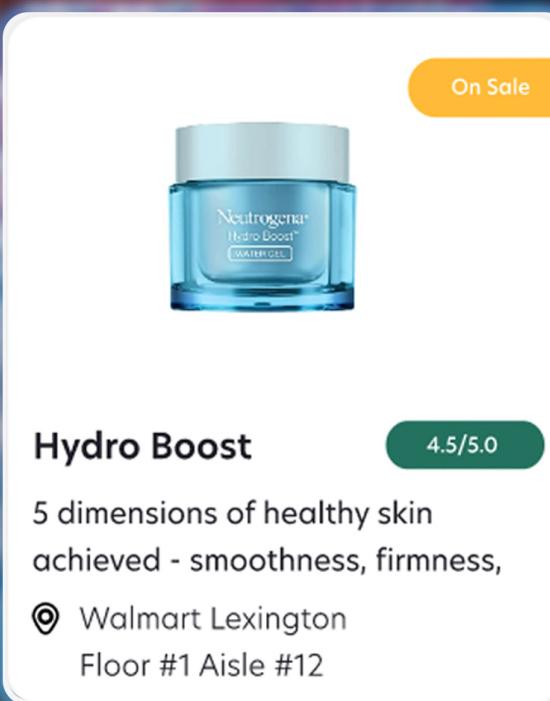


# Prime ShopAR



An Augmented Reality Shopping Experience





## The Offline Struggle

- ✗ Customer Dissatisfaction: Even a 2% improvement in satisfaction is difficult to achieve in physical settings.
- ✗ Information Gap: Customers miss relevant info and offers; owners struggle to manage stock visibility.
- ✗ Partnership Barriers: Difficulty managing third-party services manually.

VS



## The Online Disconnect

- ❗ The 'Real Help' Void: No way to get immediate, tangible help regarding size or texture.
- ❗ Engagement Blind Spots: Shop owners hesitate to invest due to poor performance visibility.
- ❗ Disconnected Campaigns: Store events fail to translate effectively to digital users.



Home



Location



Visit Store



Cart



Profile

## A Unified Retail Companion

'Let's shop smartly' – Integrating the inventory depth of online retail with the spatial context of offline shopping.

### Virtual Presence

Navigate physical stores from home.

### Augmented Reality

Visualise products in personal spaces before purchase.

### Seamless Navigation

'Google Maps' for indoor retail aisles.

# Strategic Positioning & Competitive Landscape

Competitor	Online Catalog	AR Visualization	3D Virtual Store Tour
Pepperfry	✓	✓	✗
IKEA	✓	✓	✗
Warby Parker	✓	✓	✗
SmARtStore	✓	✓	✓ CHECK

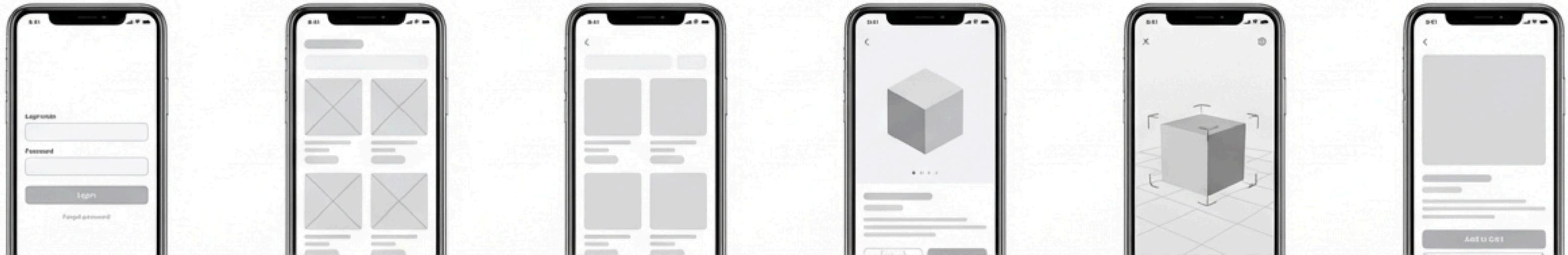
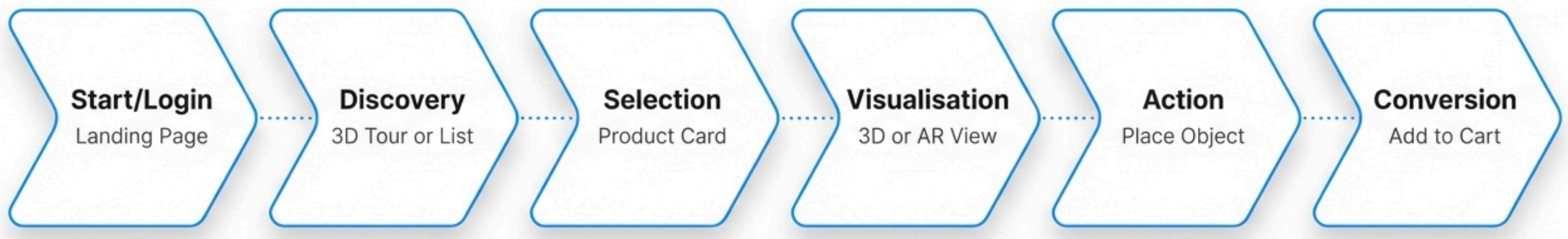
## Research Basis

### Domains

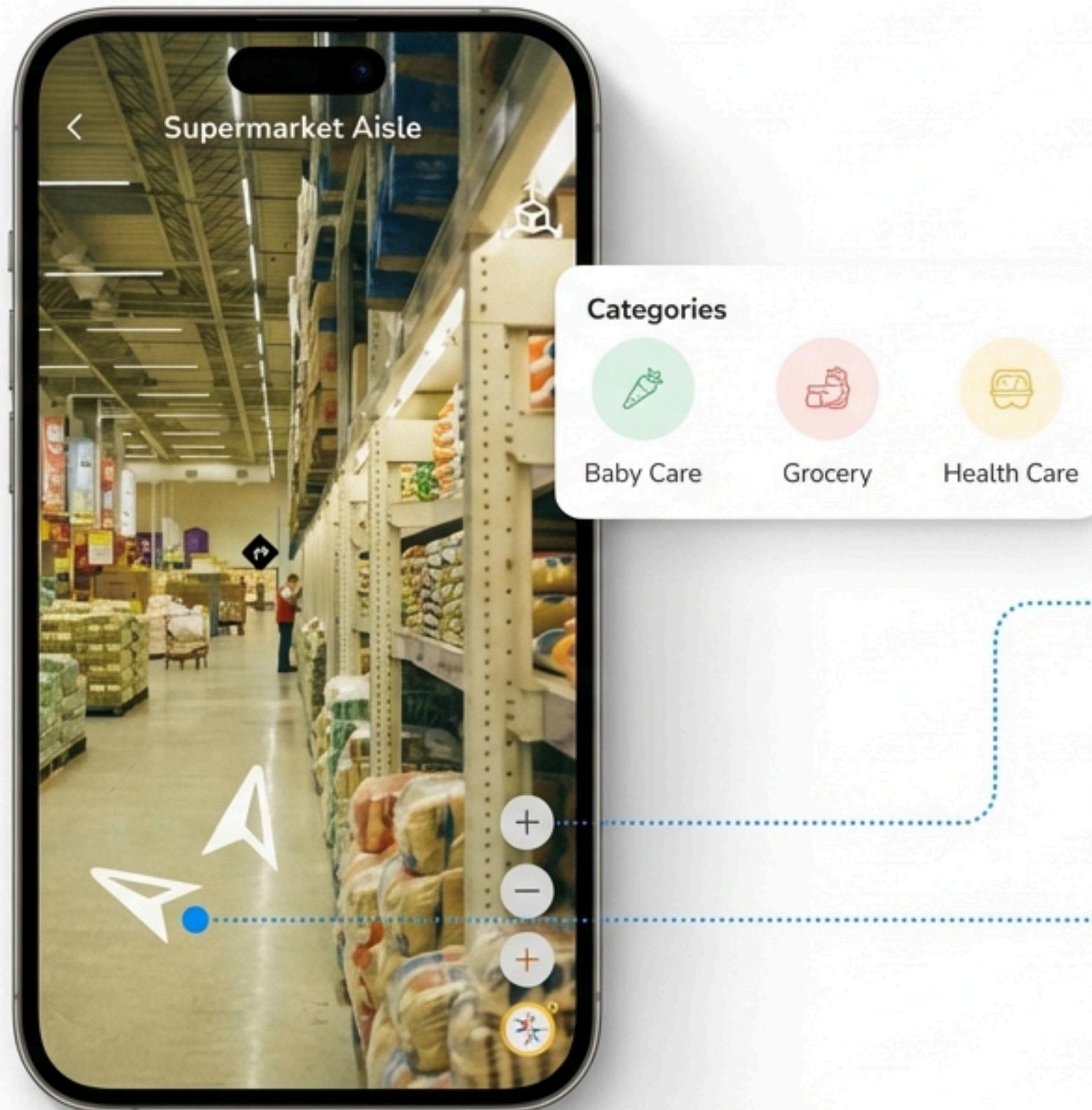
- AR E-commerce utility
- Post-COVID retail trends
- Virtual Business Tours

Based on comparative study of Pepperfry, Warby Parker, IKEA, Google Lens, and Melorra.

# The User Experience Journey



# Immersive Remote Presence: The 3D Virtual Tour

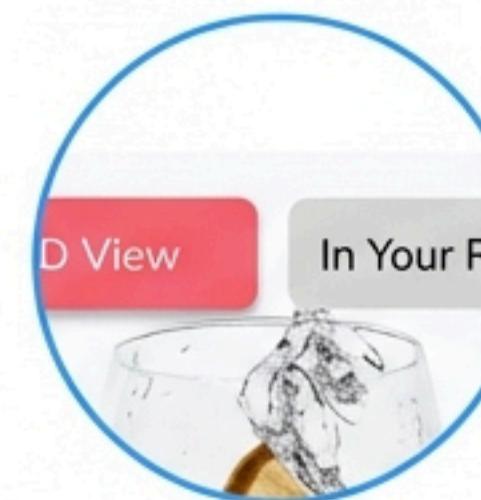


360° virtual business tours allow customers to explore the departmental layout and locate products spatially without leaving home.

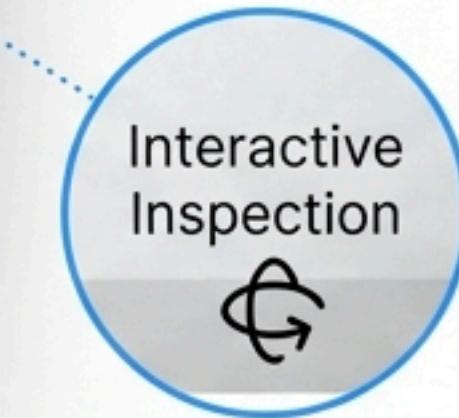
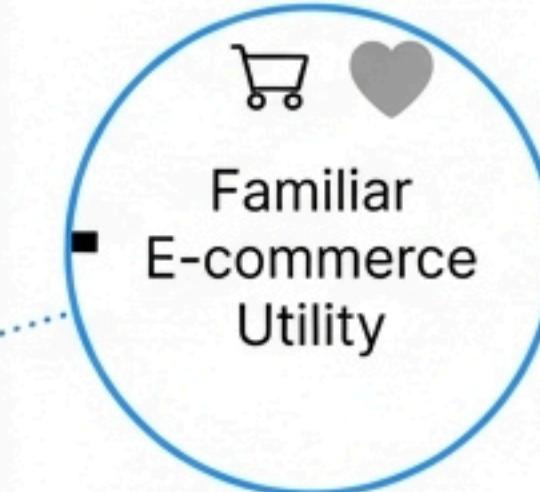
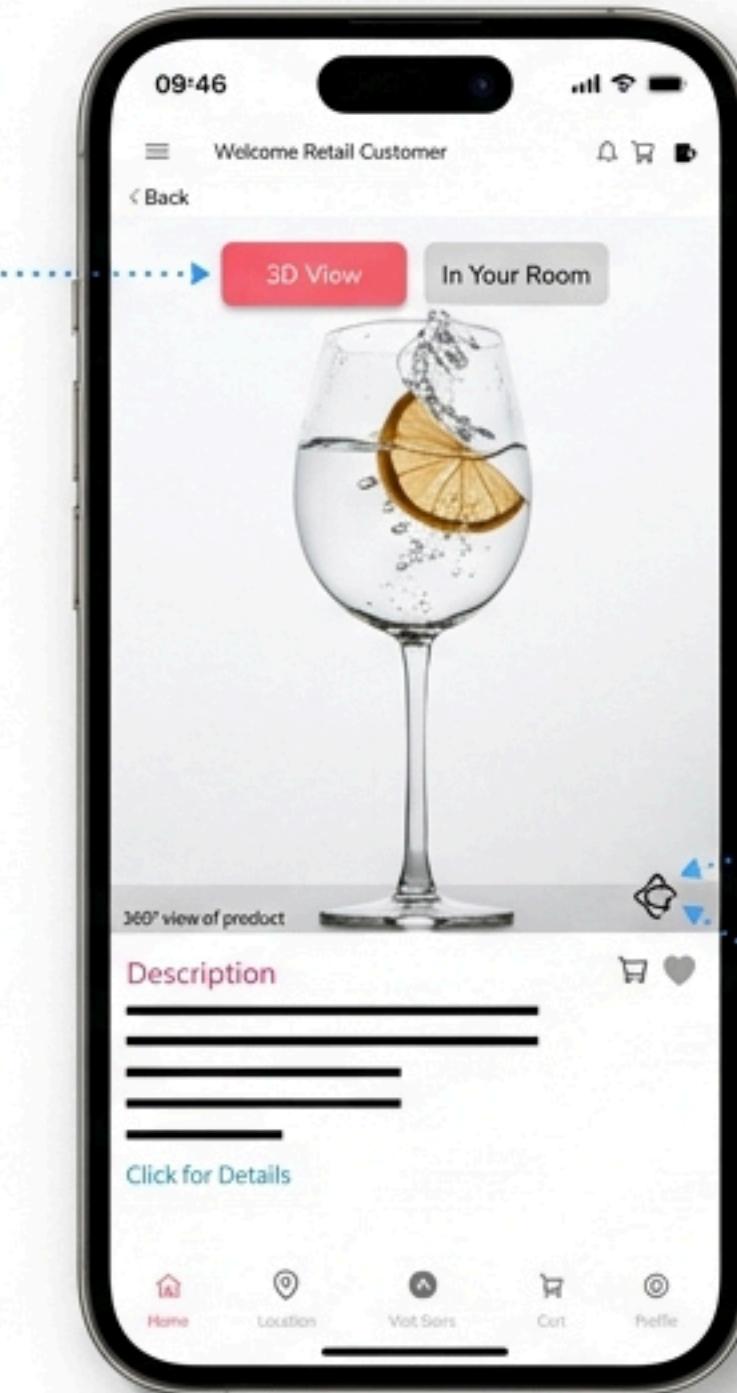
- **Spatial Navigation:** Move through aisles

- **Zoom/Inspect:** Remote shelf browsing

# High-Fidelity Product Discovery



Context Choice:  
[3D View] or [In  
Your Room]



The interface removes clutter to focus entirely on visual fidelity.

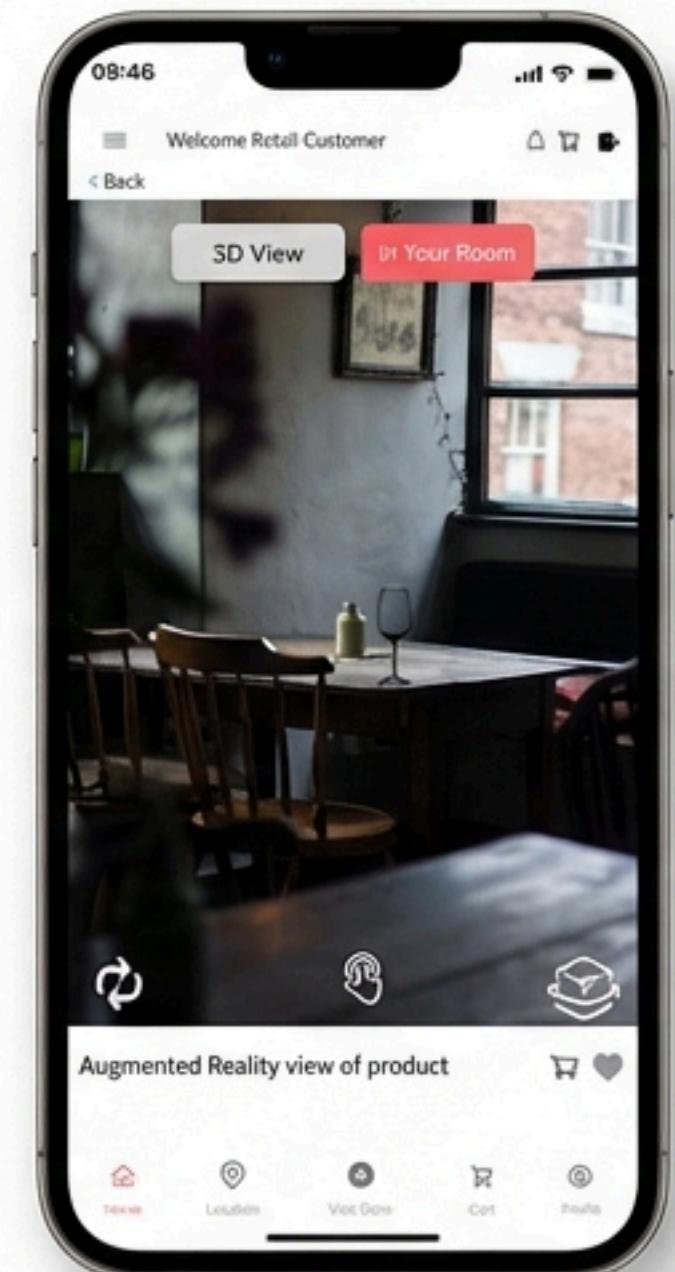
# The Hero Moment: Augmented Reality Integration

Bridging the tactile gap: Users assess size, scale, and aesthetic fit in their actual environment.

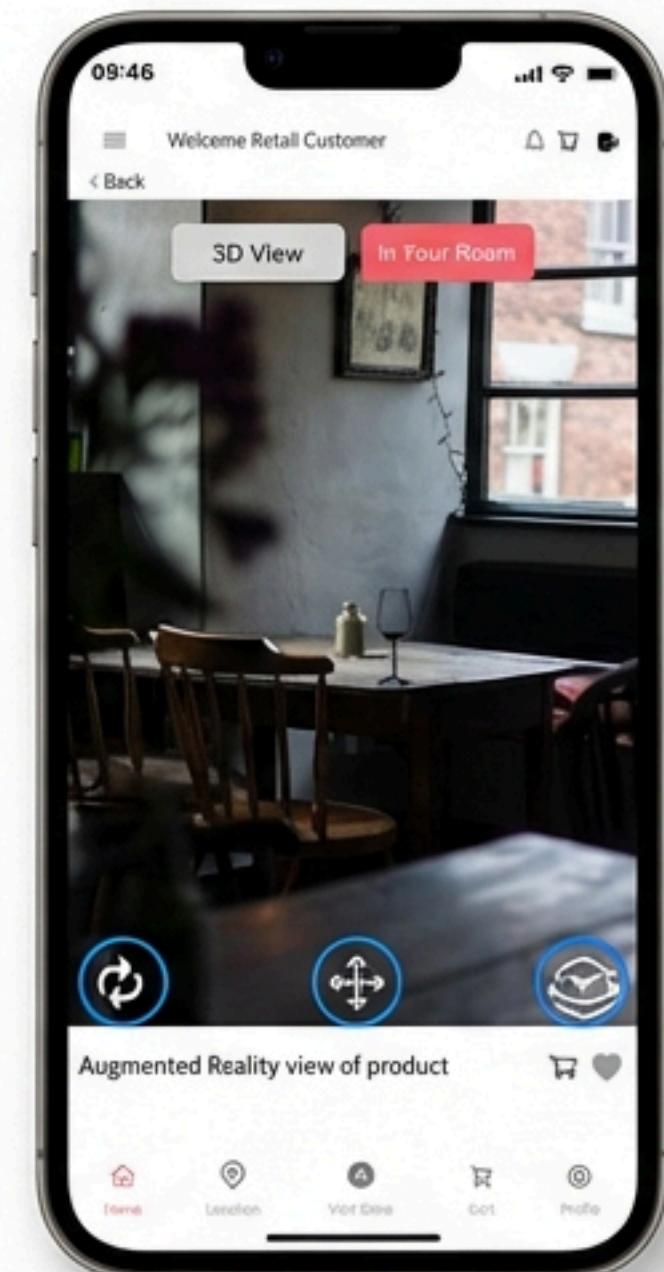
## 1. Scan Surface



## 2. Place Object



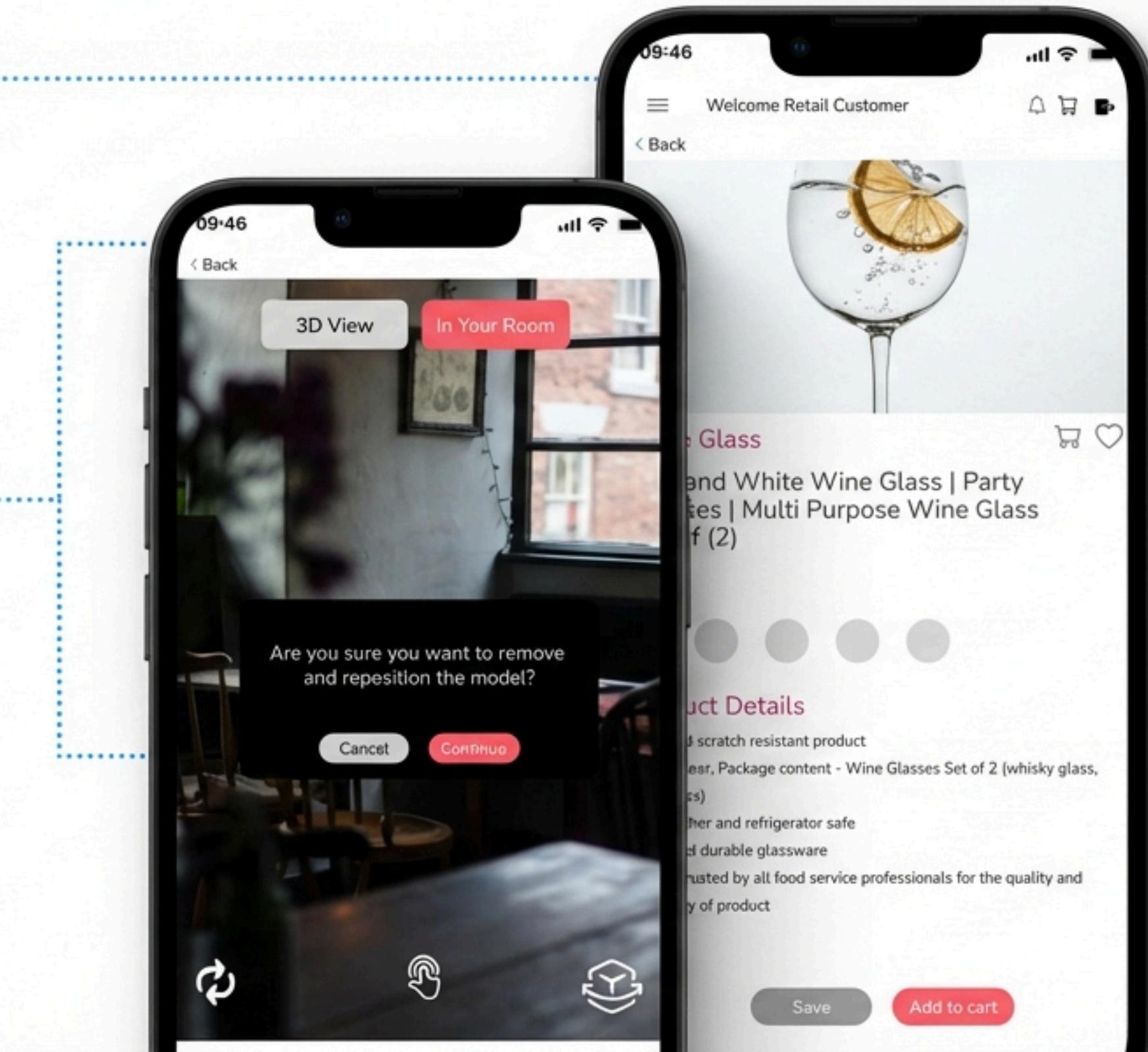
## 3. Adjust & Refine



# From Visualisation to Conversion

## Reducing Return Rates

By confirming spatial fit and material details (e.g., **Dishwasher safe**) prior to the cart, the user journey minimizes post-purchase dissonance.



# The Creators



**Suman Kanti Roy**  
Lead Designer



**Arnita Banerjee**  
UX Designer



**Puja Kumari**  
Unity Developer



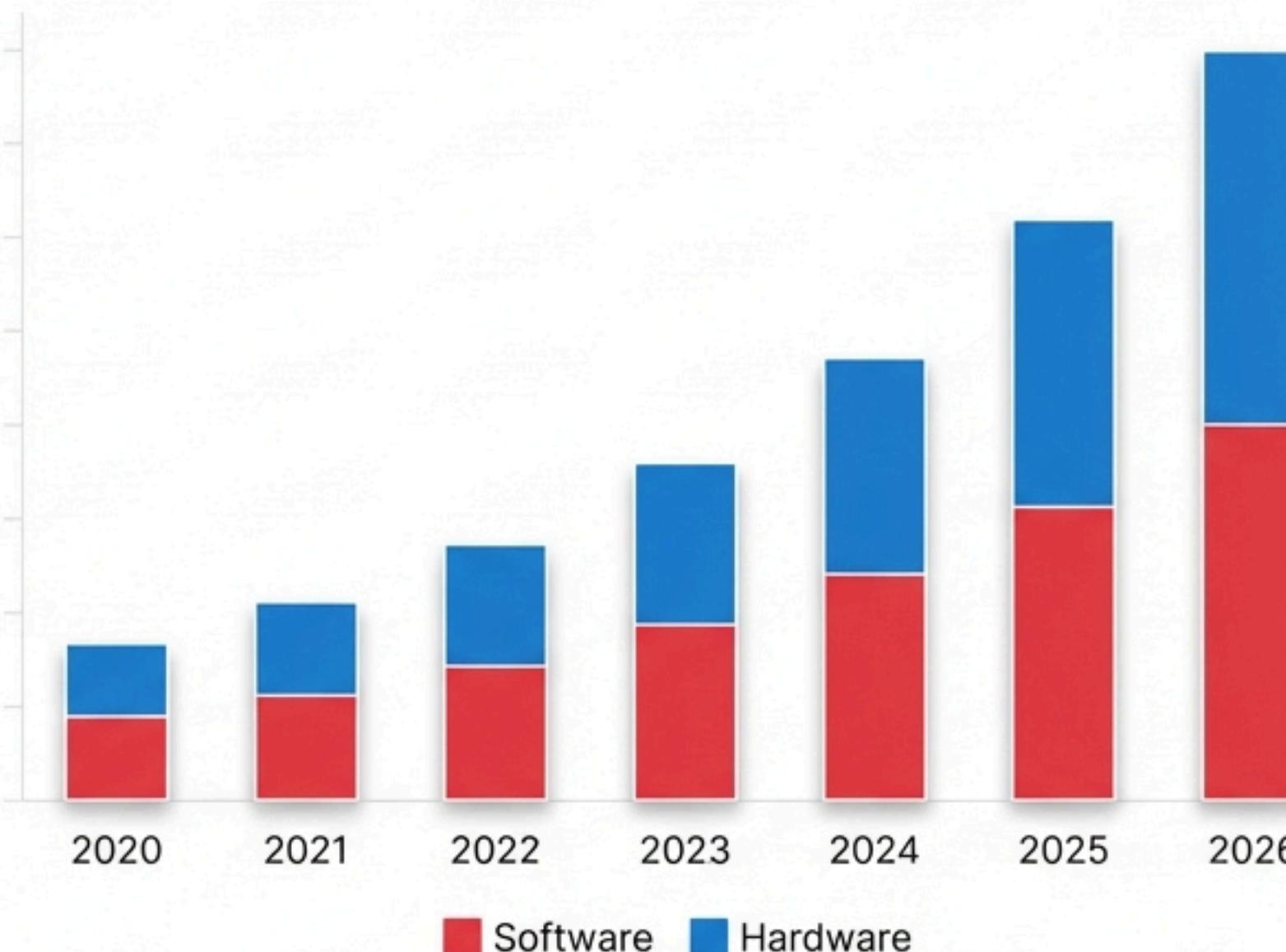
**Sirsendu Konar**  
Data Architect



**Rajib Dutta**  
Project Manager

# Future Outlook & ROI

## Augmented Reality Investment Projection



## Key Takeaways

- **Market Growth:** Clear upward trend in AR adoption for retail.
- **Omni-Channel Success:** Successfully merges the 'Shop' (inventory) and 'Store' (experience) concepts.
- **Strategic Value:** SmARtStore positions retailers to capture the growing segment of customers known to be demanding phygital experiences.