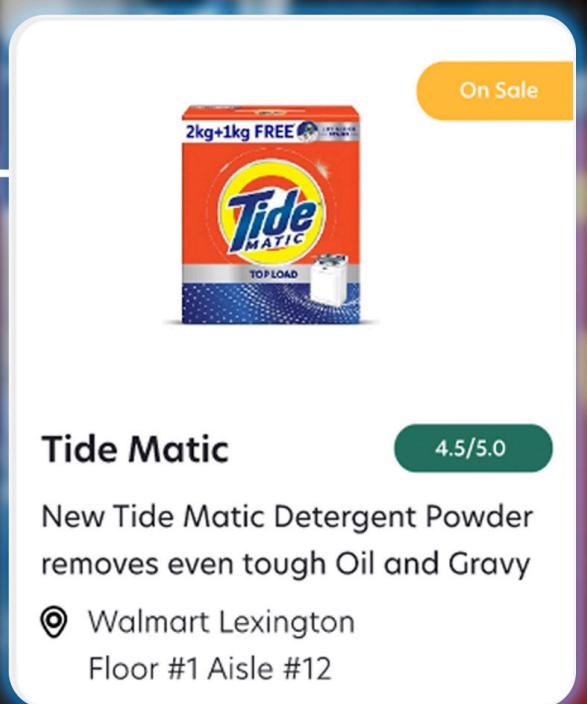
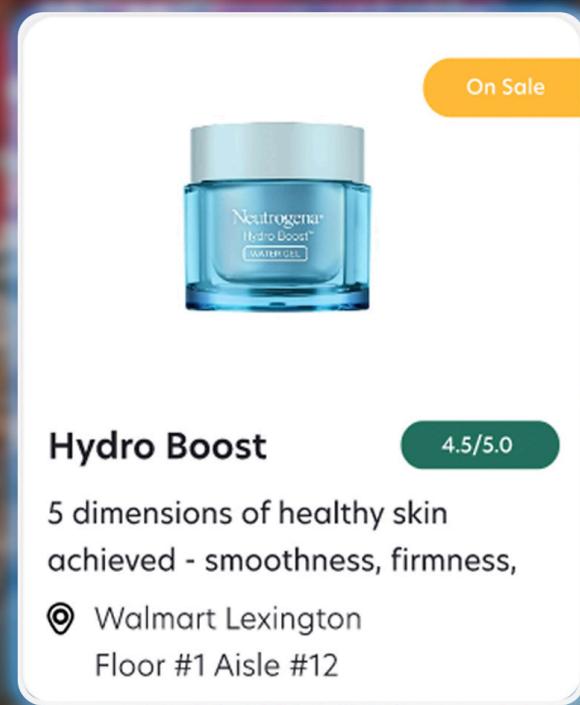
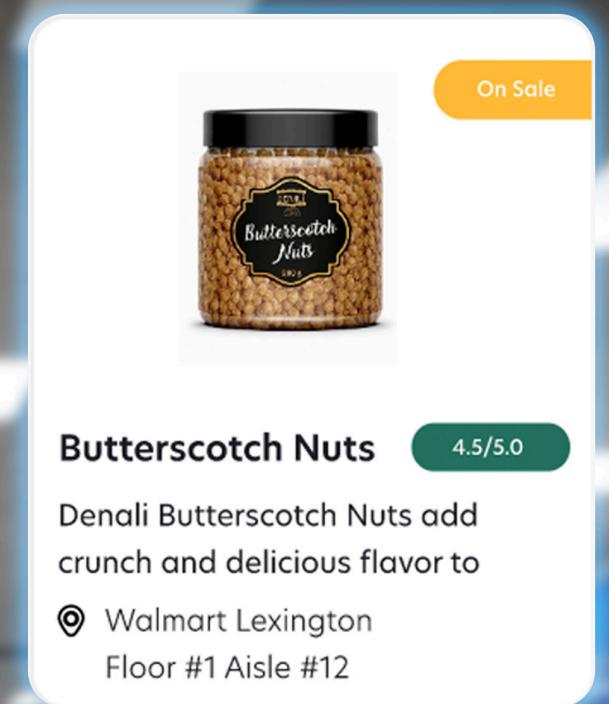
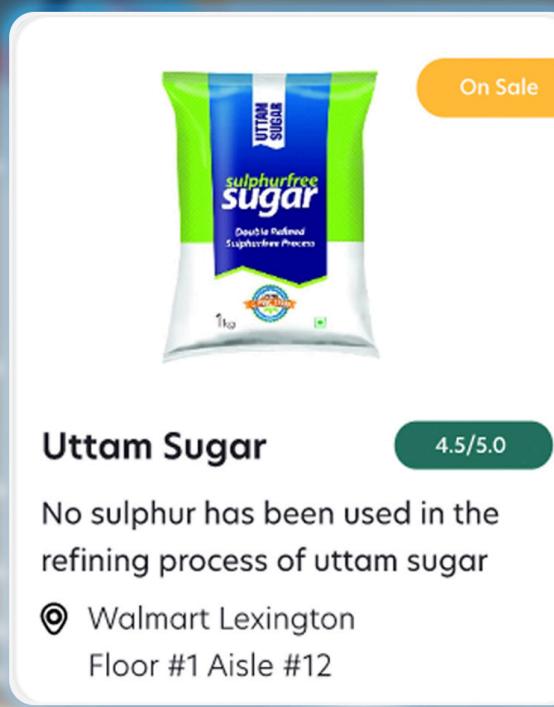


Prime ShopAR



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

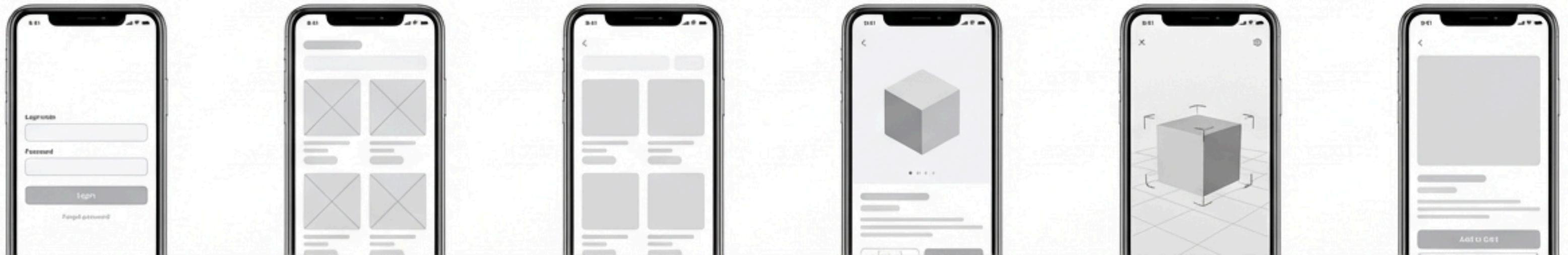
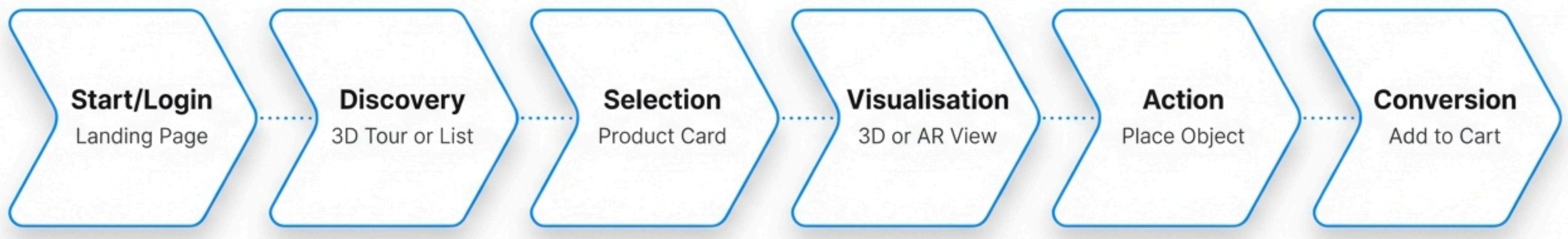
Research Basis

Domains

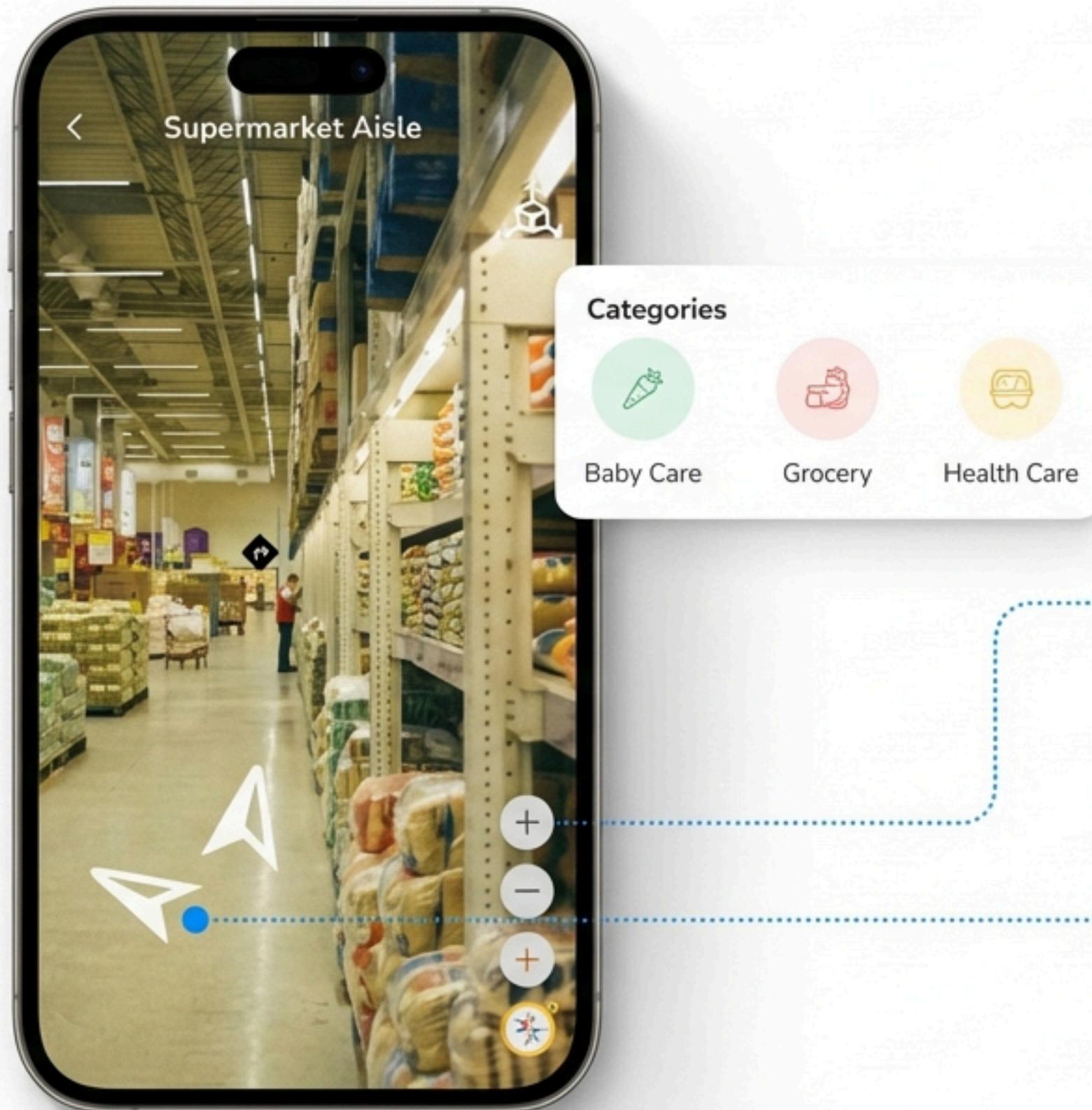
- AR E-commerce utility
- Post-COVID retail trends
- Virtual Business Tours

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

The User Experience Journey



Immersive Remote Presence: The 3D Virtual Tour

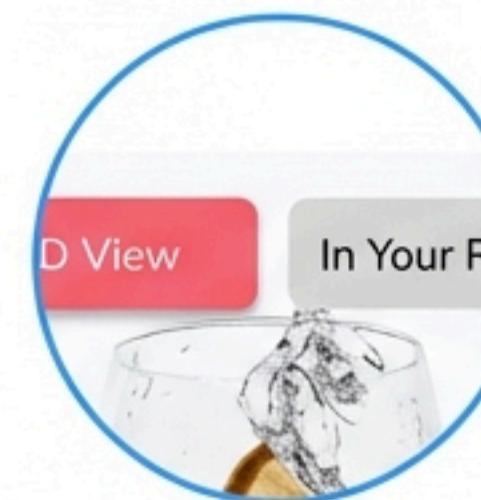


360° virtual business tours allow customers to explore the departmental layout and locate products spatially without leaving home.

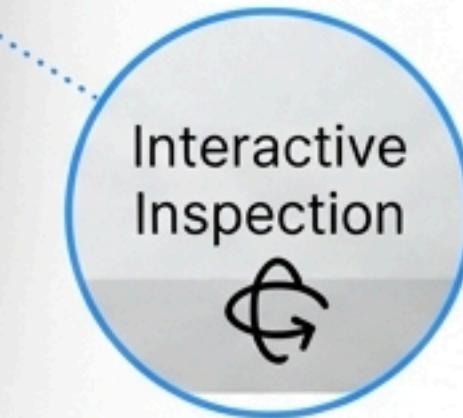
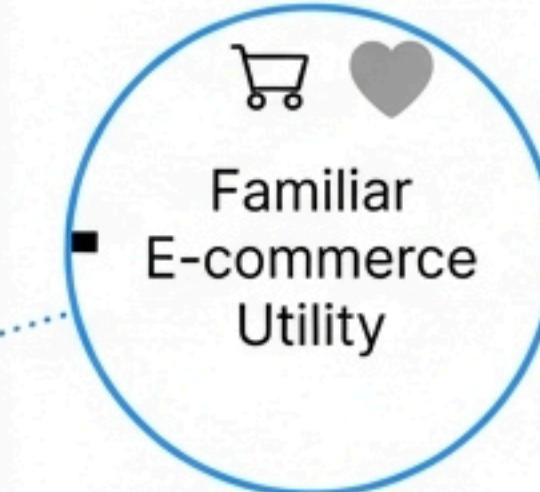
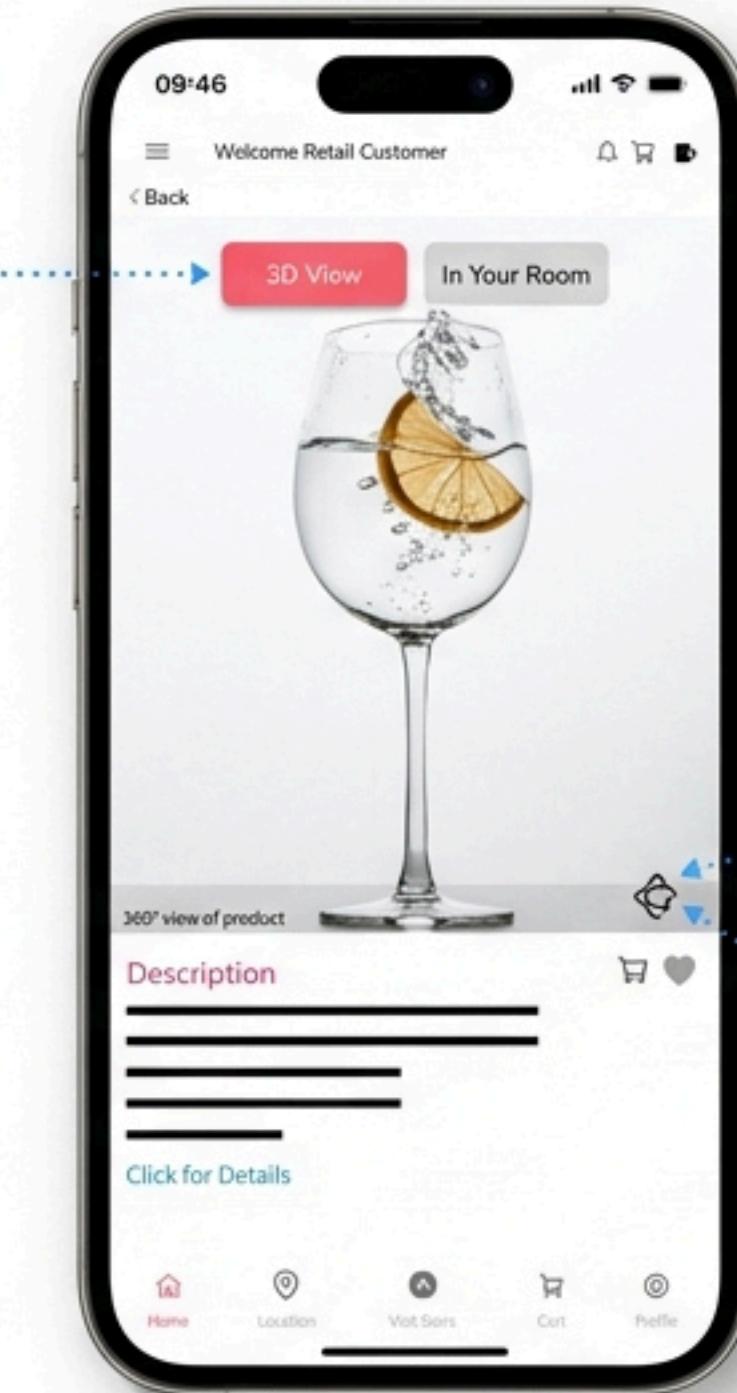
- **Spatial Navigation:** Move through aisles

- **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.

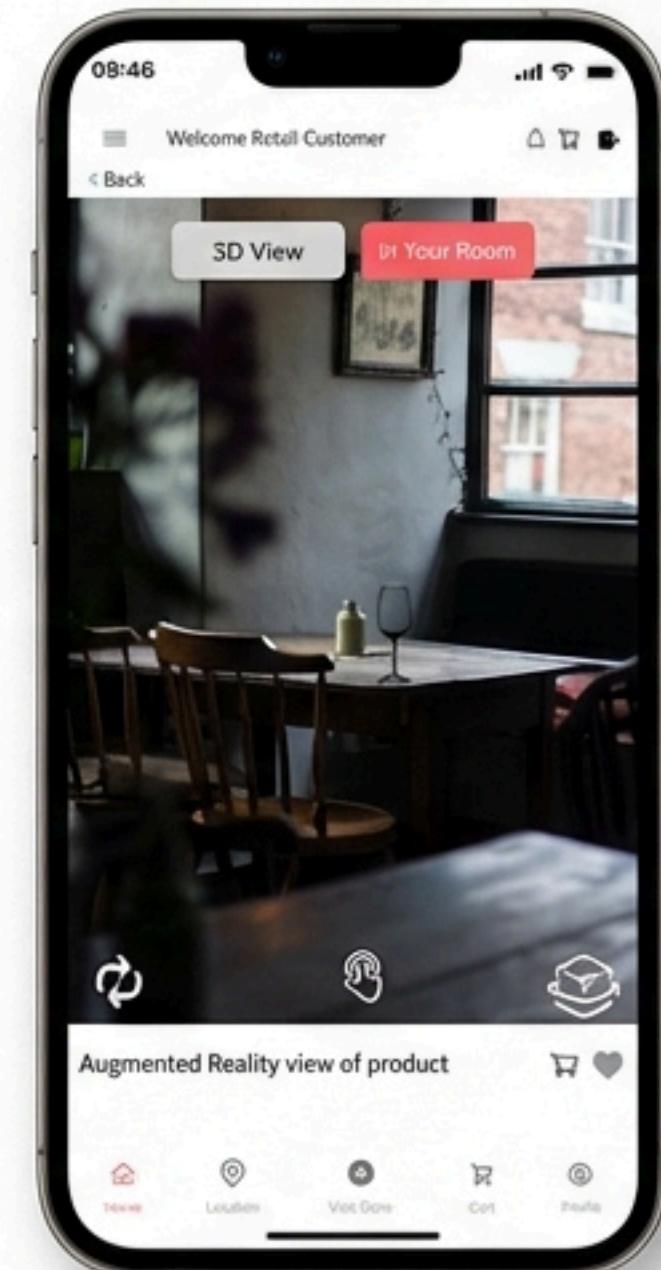
The Hero Moment: Augmented Reality Integration

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

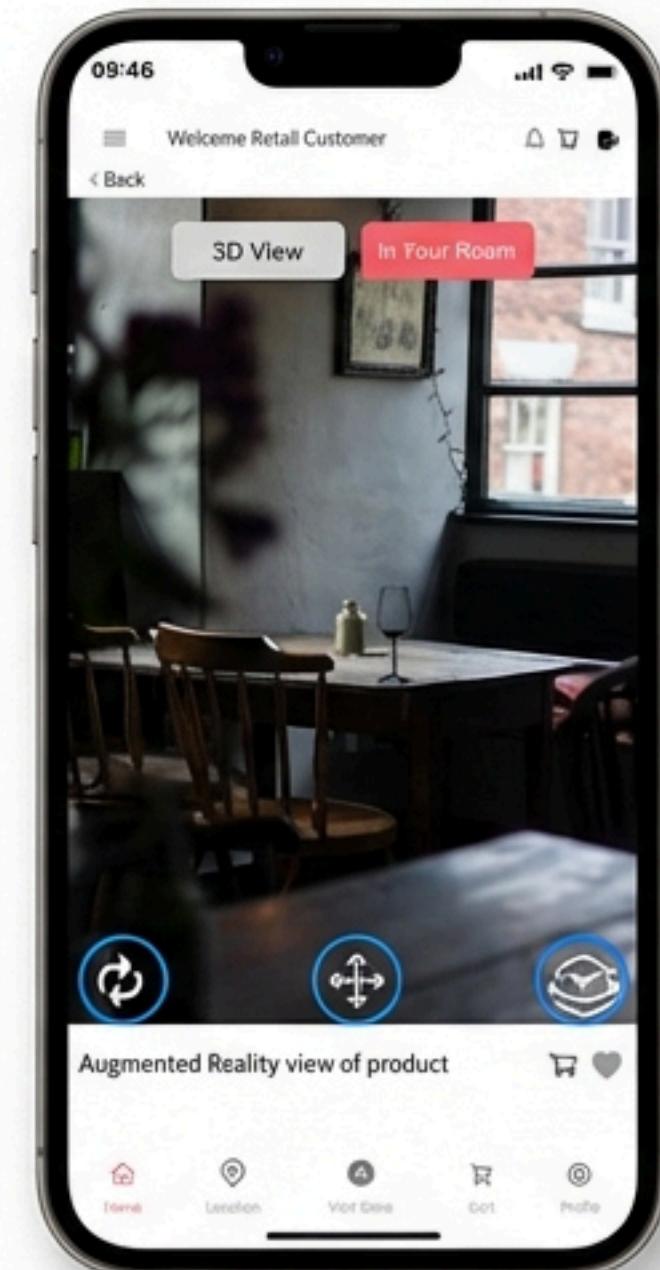
1. Scan Surface



2. Place Object



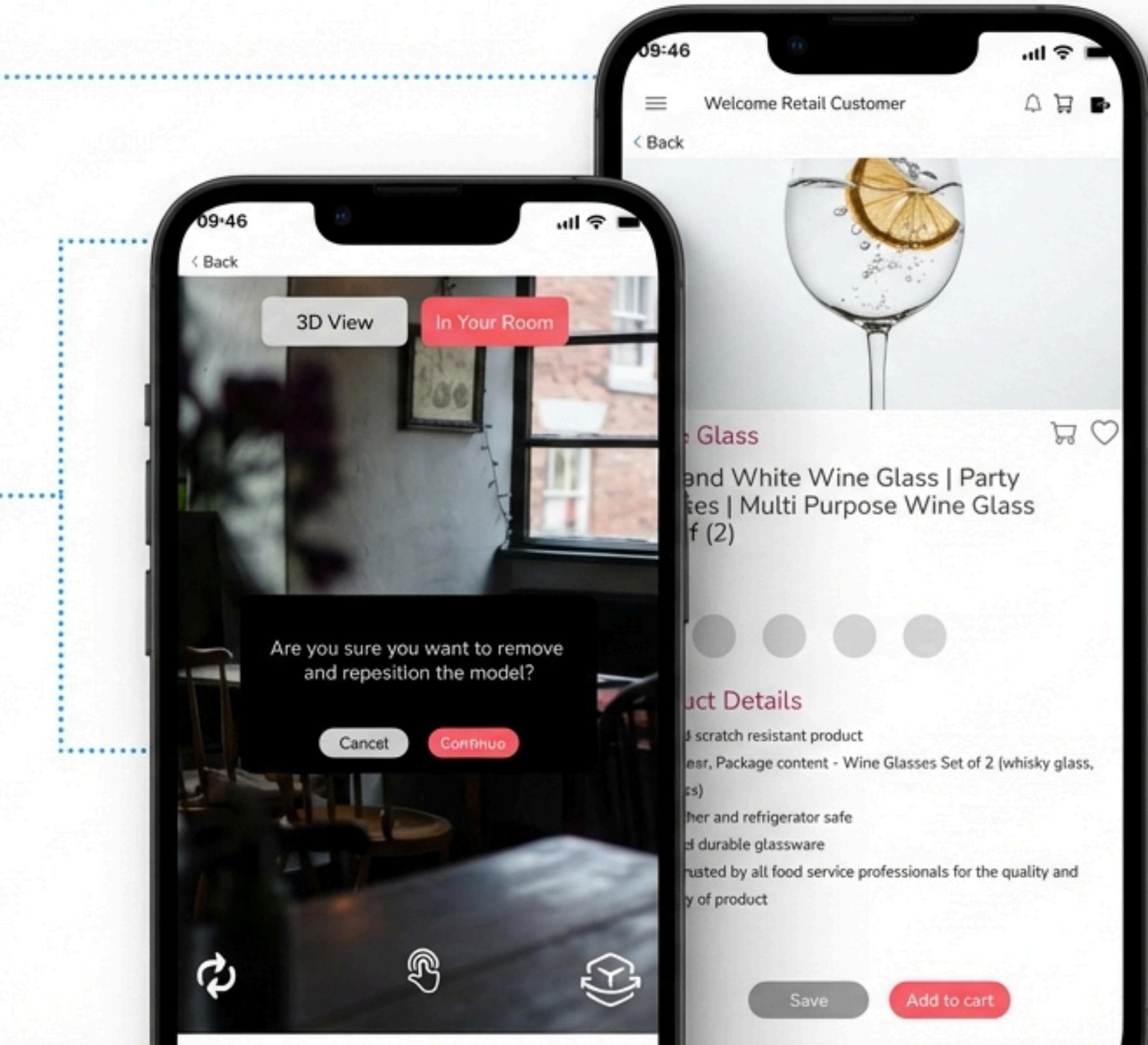
3. Adjust & Refine



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



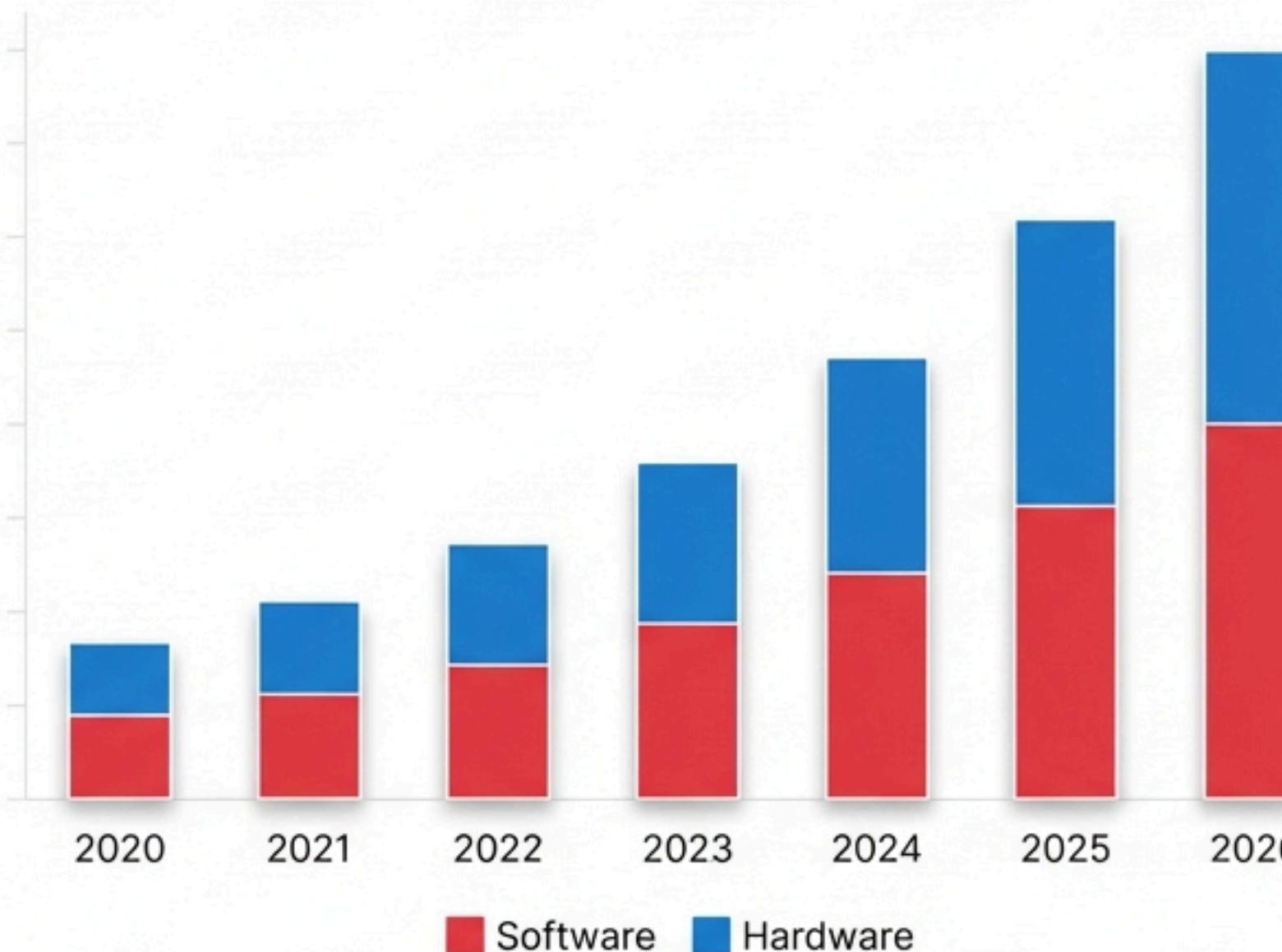
Sirsendu Konar
Data Architect



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.