

Indoor Magic

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<p>Product Idea (Innovativeness and uniqueness of the idea)</p> <ol style="list-style-type: none"> About the product Innovativeness. Uniqueness of the product. 	<p>Our proposed solution is an AR-based interior design app. If you want to change the look of a room, you don't just have your imagination to rely on when visualizing it. With augmented reality, you can check whether certain furniture, paint colors and other decorative choices suit or even fit in a given space. You gain access to a wide range of furniture, decorations, and other high-quality products.</p> <p>There is still no product in the market that contains all of the features mentioned above. So this will be a unique product that gives a whole new experience to the users. This uniqueness of the product will stand out from the competition. The product doesn't focus on a specific furniture company or brand. It can be used with any company and it will be really advantageous to the users. Most of the similar products in the market are related to a specific furniture company or a brand.</p>
<p>The Product</p> <ol style="list-style-type: none"> Overview Key benefits and features Target market and competition 	<p><u>Overview</u></p> <p>This is an android mobile application that enables smartphone users to redecorate their home through augmented reality with high quality configurable furniture 3D models. Users can unleash full potential of home furniture and interior design through Augmented Reality.</p> <p>Our main goal is to provide people with the best home design experience ever. Everything can be done in high quality 3D and by the person himself.</p> <p>The majority of the features are available for free to users, with the exception of a few premium features that require payment.</p> <p><u>Key benefits and features</u></p> <ol style="list-style-type: none"> Transform Your Space From 2D to 3D View and Shop Furniture & Décor in Augmented Reality Test thousands of furniture pieces in your own home Save & Share Your Designs upgrade costs of interior solutions throughout the design process Design Perfect New Home Get Even More Inspiration and find new ideas <p><u>Target market and competition</u></p> <p>Primary focus would be on the tech-savvy younger generation who want to decorate their home or workplace in a unique way. Future trends such as population growth, designing for the elderly, modern architecture, and green design.</p>
<p>The Execution plan (Business plan and Marketing plan)</p> <ol style="list-style-type: none"> Business plan (deployment plan) Marketing plan (promotion of uptake) Future Plan 	<p><u>Deployment plan</u></p> <p>If we're making an app for iOS or Android, we won't have any trouble selecting an augmented reality toolkit. The number of tools compatible with Windows or Mac OS is limited. This app can be used for online shopping to include virtual Floor planner users.</p> <p><u>Marketing plans</u></p> <p>AR is one of the easiest ways for digital marketers to successfully sell their products. It allows customers to imagine the product before making a purchase. Seven ways to use augmented reality in our digital marketing campaign.</p> <ol style="list-style-type: none"> Allows you to attract consumer interest Allows you to visualize your product as part of your digital marketing plan

	<ol style="list-style-type: none"> 3. Allowing consumers to test products virtually before purchasing them 4. Creating a buzz about the brand 5. Augmented reality technology for bringing things to life 6. Using digital packaging to increase interaction 7. A gamified digital marketing approach <p><u>Future plans</u> To improve the application by,</p> <ol style="list-style-type: none"> 1. Both a single and dual camera are supported. 2. Support for GPS and compasses in the development of location-based AR applications. 3. Possibility of developing real-time augmented reality applications. 4. Smart glasses integration is possible. 5. Several Languages Encouraged 6. Camera calibration is done automatically. 7. Both cloud and local storage are supported.
Technical overview	<p>Through the game engine(PC, Playstation, Xbox, etc.), it is possible to create a realistic interactive environment for interiors. The models are imported into the development game engine environment (CryEngine, Unreal Engine, Unity 3D) which define the surface character of individual objects, lighting conditions. Observers can move freely and design interactively in virtual reality. DRTV enables upgrade costs of interior solutions throughout the design process. The next step is scripting interactions and behavior between users, the virtual environment, and objects through commands entered by the keyboard, mouse, or other input devices. The DRTV environment for interior designing should offer a wider range of control for the purpose of control of the design in real-time.</p>
Other	
References	<p>[1] Prittuporn L. & Jinuntuy P. Interactive. (2009). 3D Simulation System in Game Engine Based Collaborative Virtual Environment for Architectural Design Communication, Proceedings of the 14th International Conference on Computer Aided Architectural Design Research in Asia, Yunlin (Taiwan), pp 533-542;</p> <p>[2] Kaleja P. & Kozlovská M. (2015). Virtual reality as unconventional way of marketing for construction projects performance, Young Scientists Revue, Slovakia, 2015, pp 46-48;</p> <p>Marketing, D., Community, M., learningMobileVoice, E., Hospitality, D., us, &. and Jerelyn, A., 2021. How to leverage AR in your digital marketing strategy - ClickZ. [online] ClickZ. Available at: <https://www.clickz.com/how-to-leverage-ar-in-your-digital-marketing-strategy/264804/> [Accessed 22 April 2021].</p> <p>InfoQ. 2021. Six Top Tools to Build Augmented Reality Mobile Apps. [online] Available at: <https://www.infoq.com/articles/augmented-reality-best-skds/> [Accessed 22 April 2021].</p>