



Augmented Reality - Stay-at-Home Shopping for Home Furnishings

By providing a realistic view of how furnishings will look in a customer's home, Augmented Reality (AR) mobile solutions can deliver an enhanced and personalized customer experience, while allowing shoppers to remain in their homes.

Challenge

People take great pride in their homes. So when it comes to selecting furnishings, they can be extremely selective. Sofas and chairs should fill living room space to be neither too cramped nor too spare. Granite countertops should have just the right shade and marbling, both in daylight and at night. The trouble is, the table, pattern or color that looks perfect in the store showroom often – for whatever reason – doesn't translate to the dining room or kitchen as expected. The result: disappointed customers feel a twinge of regret every time they enter the room.

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Solution

Our AR solutions for mobile devices create an engaging experience that helps consumers visualize how a specific product, color or arrangement will look in their home, without traveling to stores and spending time in showrooms. Customers can easily assess a variety of options, and are more likely to find the item that's a perfect match for their unique living space. Advanced photogrammetry methodology allows us to capture components as separate objects rather than flat images, facilitating the development of realistic virtual environments.

“ CUSTOMERS CAN EASILY ASSESS A VARIETY OF OPTIONS. ”

● **Benefits**

- › Allowing customers to “try” products at home creates a personalized customer experience tailored to unique individual tastes and requirements
- › For shoppers concerned about COVID-19 risk, AR provides a viable alternative to traveling to stores and spending long periods of time in crowded showrooms.
- › Agility, flexibility and speed – our modular approach enables parallel creation of solutions, and leverages libraries of pre-built 3D objects that expedite the solution design process and optimize development and delivery.
- › Integration with chatbots, support staff and sales operations further enhances and streamlines the shopping experience, by allowing customers to ask for advice, place orders and execute transactions.

“**CREATES A PERSONALIZED
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