

Developing An AR Mobile App to Engage Customers with Product Visualization

Objective

With changing customer preferences, our end client was facing challenges in mapping its customer expectations with production planning process. The end client's sales team also had low conversion rates to close the sale and get the order from potential customers. Our client wanted to leverage the Augmented Reality technology and required a solution to:

- › Deliver engaging customer experience
- › Improve sales conversion
- › Streamline production planning

Challenges

- › Choosing the right AR technology platform best suited to the requirement
- › Gamify the user experience
- › Rendering products in real-time
- › Creating personalized user interactions

Approach

Rishabh Software's team analyzed the end customer's pain areas and addressed the challenges by developing an augmented reality mobile solution. We built an omnichannel solution using OpenCV technology which delivered engaging product visualization to the mobile app. The products are added from the web backend which can be viewed on the native mobile app.

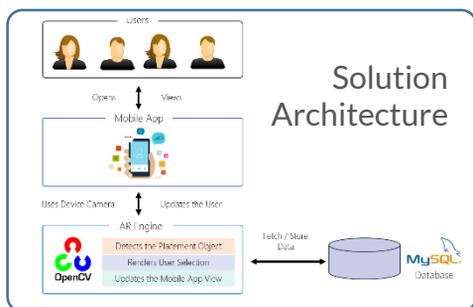
We gamified the experience for users by creating an entirely virtual experience with the below workflow:

- › User opens the mobile app
- › Selects the desired area where he wants to visualize the product
- › Choose the variety of products from gallery or app library to view in the selected area
- › Move around the scene to get better visual perspective on each type of product
- › Selects different product and take the final decision

As the mobile solution is a 'first-of-its-kind type,' the customer wanted a proof-of-concept (POC) solution to test its effectiveness. After the success of POC, we developed the AR solution for iOS devices.

Business Benefits

- › Immersive experience for customers
- › Better engagement and higher conversions
- › Streamlined the sales & production process
- › Share visual screenshots via email and social media



Industry Segment

Manufacturing

Customer Profile

Europe-based largest consumer & building materials manufacturer

Technology and Tools

- › OpenCV
- › MySQL
- › iOS



About Rishabh Software

Rishabh Software is a CMMI 3, ISO9001, ISO 27001, Microsoft Gold Partner & Oracle Gold Partner providing application development services & solutions to mid-sized enterprises globally through our offices in the US, UK and India. We leverage the latest technology stacks in Cloud, Mobile, Business Intelligence and other Enterprise technologies helping clients to get the best value of their IT budget. With our team of 250+ application developers, we have implemented 1000+ successful projects across 24 countries. We work on .NET, Java, PHP, iOS, Android, Oracle, IBM and Open Source technologies.



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