

## Case Study

# Augmented Reality Based Product Visualization

For a UK-based leading consumer & building materials manufacturer looking to enhance customer experience



## PROJECT OVERVIEW

Our client wanted to leverage AR (Augmented Reality) for product visualization. While user experience was the core of product roadmap planning, it would improve customer engagement and hence sales conversion.



## KEY FEATURES

We developed an iOS based application which offered a gamified virtual experience. The solution enabled the user to select the designated area and try out the building elements – the color, design pattern and more before making the actual product purchase decision.

### Easy object prototyping

Augmented Reality viewer offers smooth plotting of objects to obtain precise design inputs about the components and witness changes in real-time

### Saves time & costs

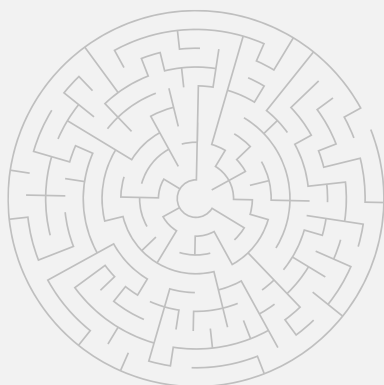
Virtual customization offers on-the-go pricing estimation to enable faster buying decision

### Product catalogue on-the-go

Enhances the usability and functionality for the end-user while in the comfort of their home to try out varied color, design and structural options

### Optimized product search

Enables easy capture of products to conduct a visual search for easy comparison and display with the exact or closest product match



## CHALLENGES

- No experience in selection of AR platform best suited to the requirement
- Though having the need, no mechanism for rendering products in real-time
- Lack of IT enablement to build such solution having integration capabilities with varied components
- No customer data on preferences collected digitally that could be leveraged

## SOLUTION

Rishabh team developed an AR-based solution by using the OpenCV technology while delivering engaging product visualization to the mobile app.

### Mobile camera integration

Using the device camera, the chosen area is displayed within the virtual 3D object space to fetch information about the position and orientation to offer a feel of the real world

### Real-time estimation creator

Quick calculation mechanism to calculate the actual cost of adding and deleting features for building requirement

### Social media channel integration

Integrated social media apps to promote collaboration with unified customer experiences across people's network

### Hosting of AR Gallery

A virtual store that offers interaction with new and existing 3-D objects through the app to experience and test potential elements for their home décor with active pricing information and offers

## TECHNOLOGIES & TOOLS



## Outcomes

**4x**

increase in  
lead  
conversion

**48%**

savings on  
cost and time

**40%**

increase in sales &  
production efficiency

## ABOUT RISHABH SOFTWARE

As a Digital Engineering and Enterprise Transformation leader, we empower businesses to scale, innovate, and thrive in today's digital-first world through technology rooted in trust and transparency. We leverage emerging capabilities such as Cloud, Data Engineering & Analytics, AI, Automation and Application Engineering to drive digital transformation and unlock new opportunities. We have successfully served across 25+ countries, and we work towards customer delight as "WE CARE."

✉ sales@rishabhsoft.com

☎ +1-877-747-4224

