

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.



Platform
iOS



Industry
Manufacturing



Country
UK


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.

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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
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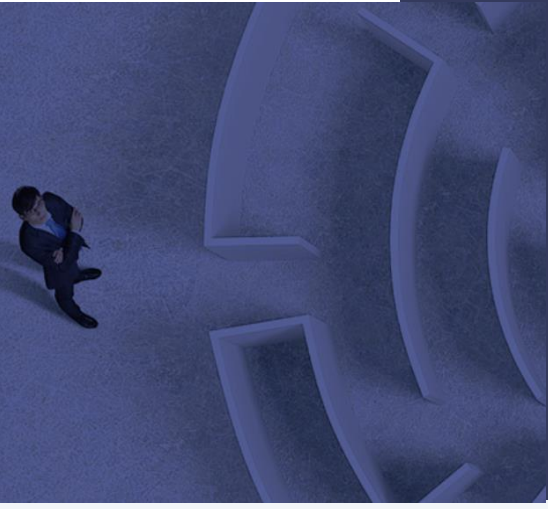

Saves time & costs
Virtual customization offers on-the-go pricing estimation to enable faster buying decision
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Product catalogue on-the-go
Enhances the usability and functionality for the end-user while in the comfort of their home to try out varied color, design and structural options
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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

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

SOLUTION

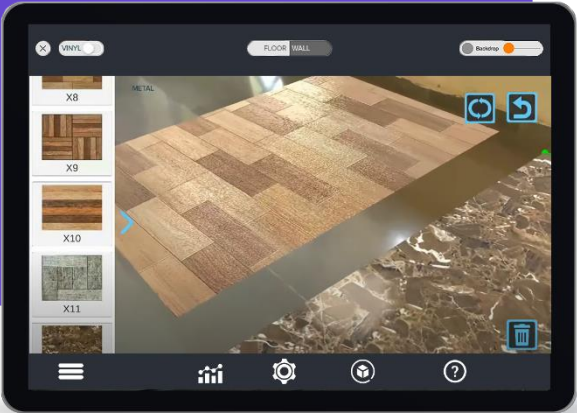
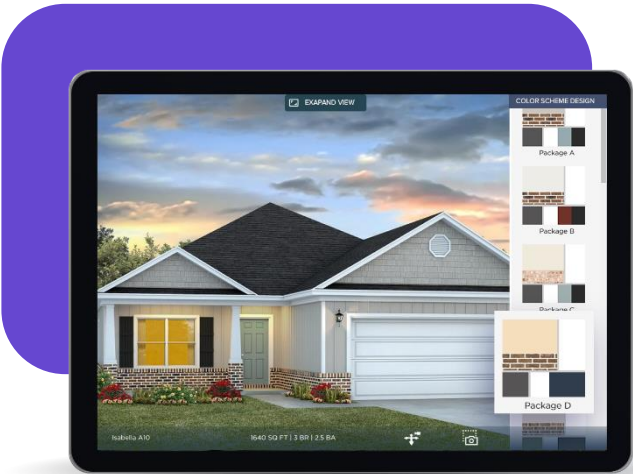
Rishabh team developed an AR-based solution by using the OpenCV technology while delivering engaging product visualization to the mobile app.

▶ 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



BENEFITS

4x

increase in lead
conversion

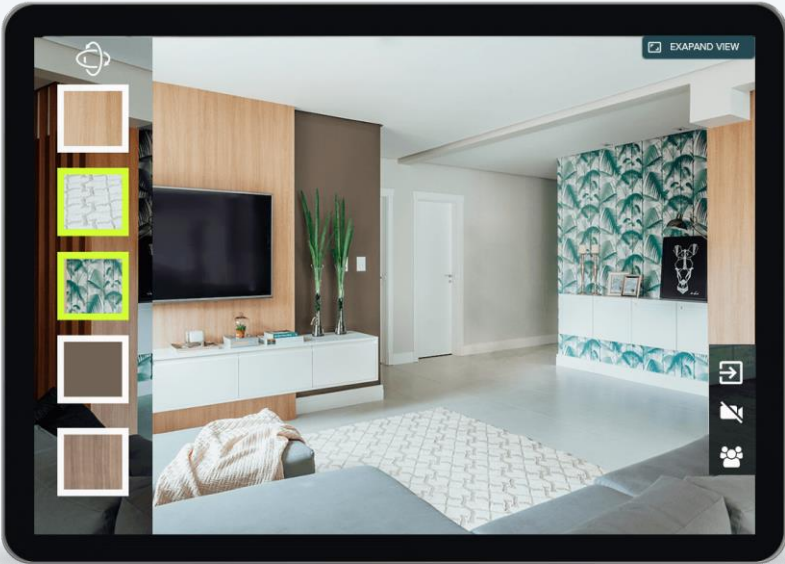
48%

savings on
cost and time

40%

increase in sales &
production efficiency

PROJECT SNAPSHOTS



ABOUT RISHABH SOFTWARE

We are a global provider of enterprise-grade web, mobile, cloud, and analytics solutions. As a CMMI Level 3, ISO 9001 and 27001 certified software development company, we have two decades of service excellence delivering 1000+ successful projects globally, including the USA, UK, Europe, Middle East, and Australia.

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