

Sustainable Fashion Shoppers: Utilizing AR Technology to design an interactive virtual shopping experience

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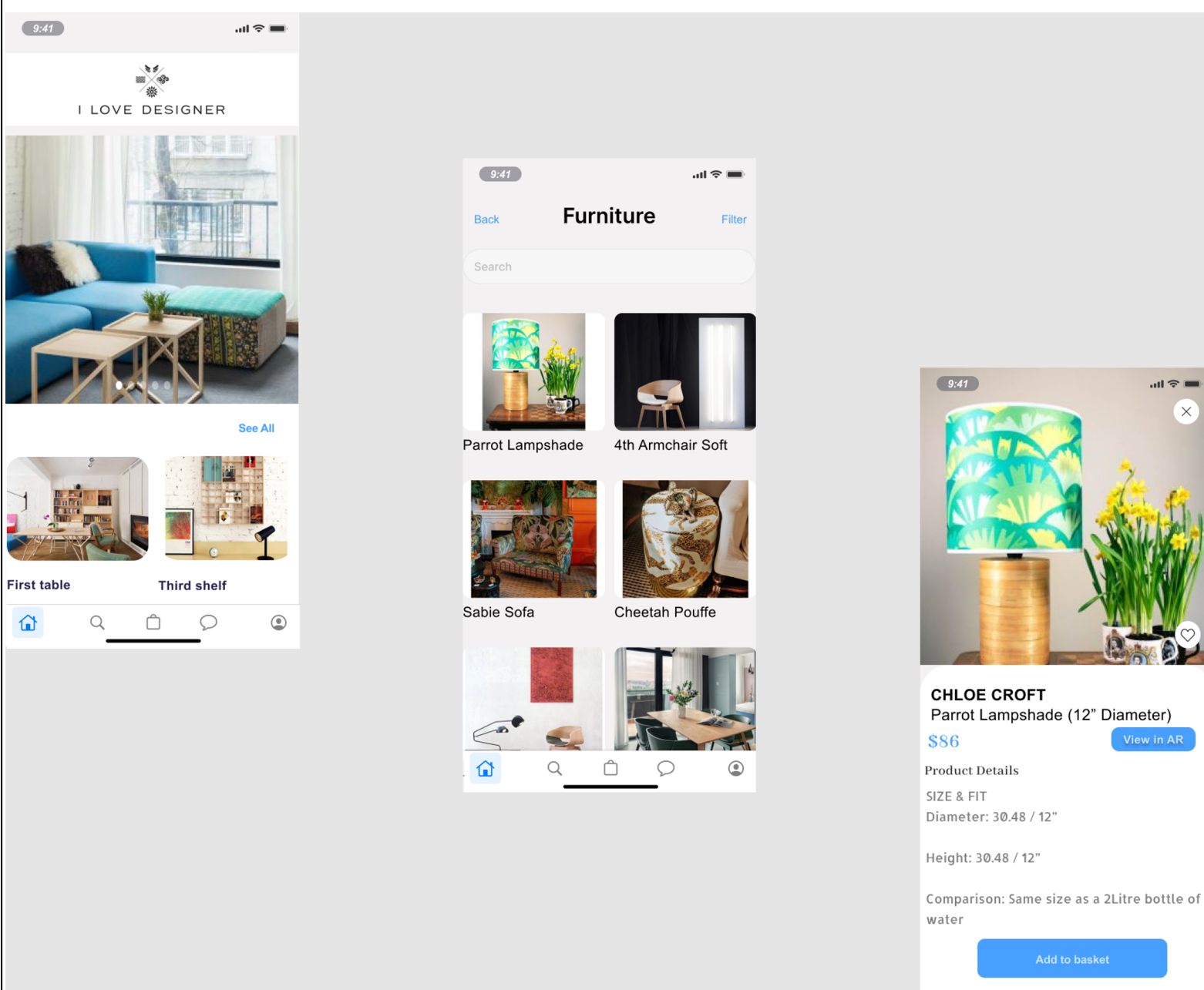
Abstract

This study looks at sustainable fashion shoppers of e-commerce company 'I Love Designer', with the aim to better understand who they are, why they shop sustainable and what motivates these decisions. The study will also research and demonstrate how an interactive virtual shopping experience can be developed through AR to satisfy their needs when shopping online.

Introduction & Background

Clients shopping for furniture online are met with a terrible situation of not knowing how exactly the piece would look like in person or how it suits their existing furniture. Especially in a pandemic where in-store shopping is less desirable, an AR technology where furniture pieces are displayed in clients homes for better scope and size understanding has emerged as a solution to overcome this. Through extensive research, a tangible solution was reached.

Design



Research Methodology

The research for the project was carried out using two research methods with a very broad reach to online furniture shoppers and prospects.

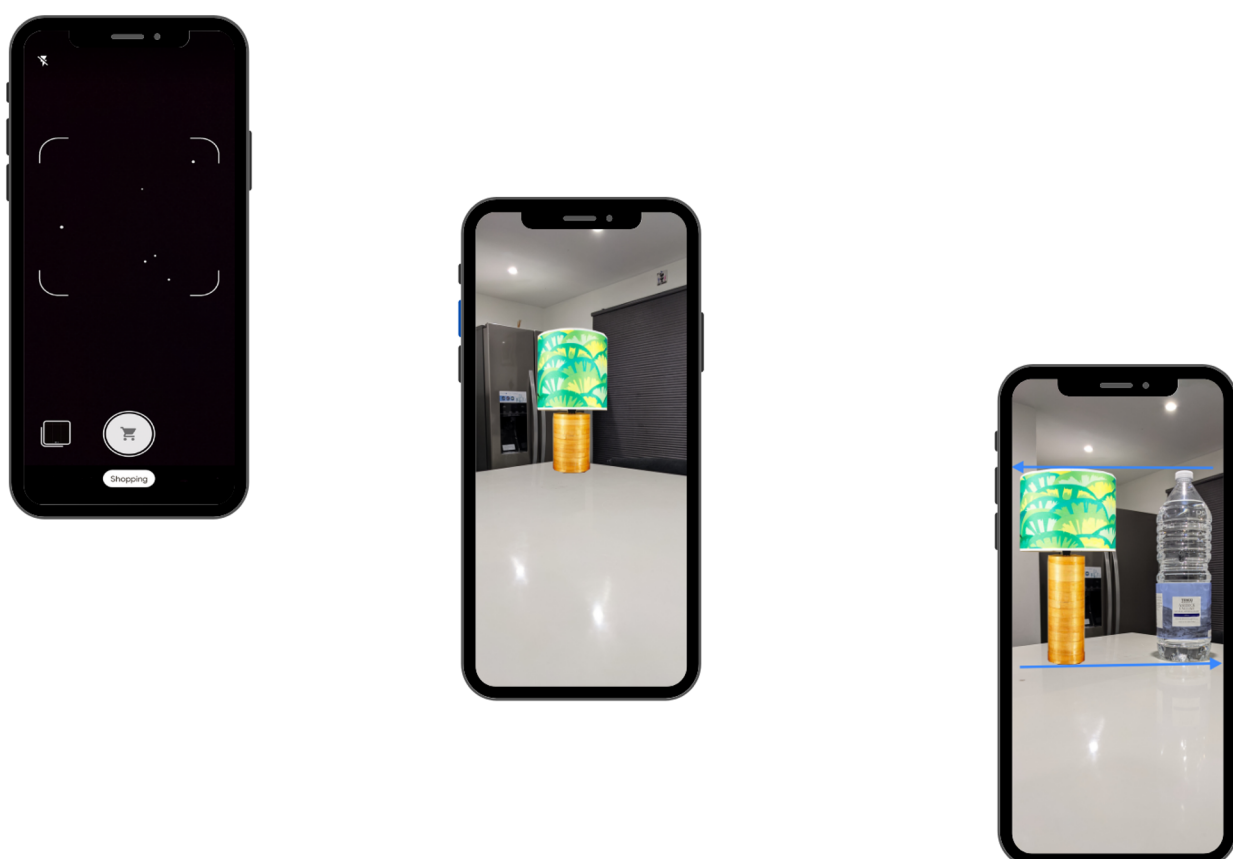
Various focus group sessions and an online questionnaire was used to gather data.

In the focus group sessions held with ILD, the designers of the company and the clients; I sort out to understand with my questions if AR technology could further improve the online furniture shopping experience, how much understanding the customers have when reading about the Copy section (about the dimensions of furniture) or if they read them at all before purchase.

Research Results

In my research questionnaire with 120 diverse respondents, I found that 66.7% of them read the copy section, with 52.5% understanding what the dimension would mean for the size of the furniture.

An overwhelming majority agree that an AR technology that allows them to view the product in their homes in its true size would positively influence their purchase decisions



Conclusions & Future Work

In this attempt to improve the shopping experience of ILD's clients, based on numerous responses from customers and prospects; an AR system that enables them to easily understand the scope and depth of the furniture they want to purchase would enable them shop better. I will further create prototypes and have some of the respondents test it.