

1 EXECUTIVE SUMMARY

Both augmented reality and virtual reality are part of a growing number of technologies that help solve fundamental challenges in eCommerce; the recreation of the physical and emotional feeling of brick and mortar online (Linnworks, N.D). From fashion to home décor and beyond, augmented reality has the potential to transform customer experiences (Sheldon, 2019).

This proposal introduces a new service innovation that will enable users to virtually “try” on an item of clothing before deciding whether they want to purchase it – Augmented reality technology overlaps the computer-generated data and images onto the real-world view while offering a new experience.

To be able to develop the ‘try-before-you-buy’ system we must have the right resources. Technology plays a vital role in the process; various technologies are used in augmented reality, including handheld devices, display systems and projection systems. A development company that has great design talent and a solid development team is also crucial to the creation and development of the service. Our employees need to have analytical, creating and conceptual thinking to have the ability to get the job done.

Our mission is to create an application for customers to virtually “try” a product on to determine if the item of clothing is suited to them – resulting in lower return rates and high customer satisfaction. We will achieve our mission through developing a sufficient application to meet the needs of our targeted market. Customer value is driven by quality, points of differentiation and service. The target market is 18-30-year-old females, this audience say social media is the best way for brands to reach them; this demographic is looking to be inspired and to think big, so to achieve goals we must align ourselves with this market (Forbes, 2013).

4 DISCUSSION AND PROPOSALS

4.1 Future projections and product improvements

Virtual Reality, Augmented Reality and Mixed reality will continue to disrupt the market in the future – A survey in 2018 indicated that by 2020, 46% of retailers plan to deploy either AR or VR to meet customer service experience requirements (Gartner, 2019). The app has potential to increase due to the expected growth within the next 4 years.

For the time being, only UK online clothing retailers will provide the 'try before you buy' service, eventually, this can expand across Europe then Globally. In 6-7 years after launching, we will aim to develop own app which online retailers will want their products to be featured and sold on to boost their sales.

The newly developed app will personalise shopping experiences to an extent by asking questions regarding; preferences, measurements and what shops you want to buy from and offering tailored to you outfit ideas. Overtime, tools will be created to allow customers to receive notifications with size suggestions, "see more like this", and complementary items to 'buy the look'. This level of personalisation will likely increase online store conversion rates while increasing sales as well. The advantages of the application are that it'll help to reduce the amount of returns and boost online purchases. Dedicated Teamwork and focus will enable the company to achieve set goals.

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