

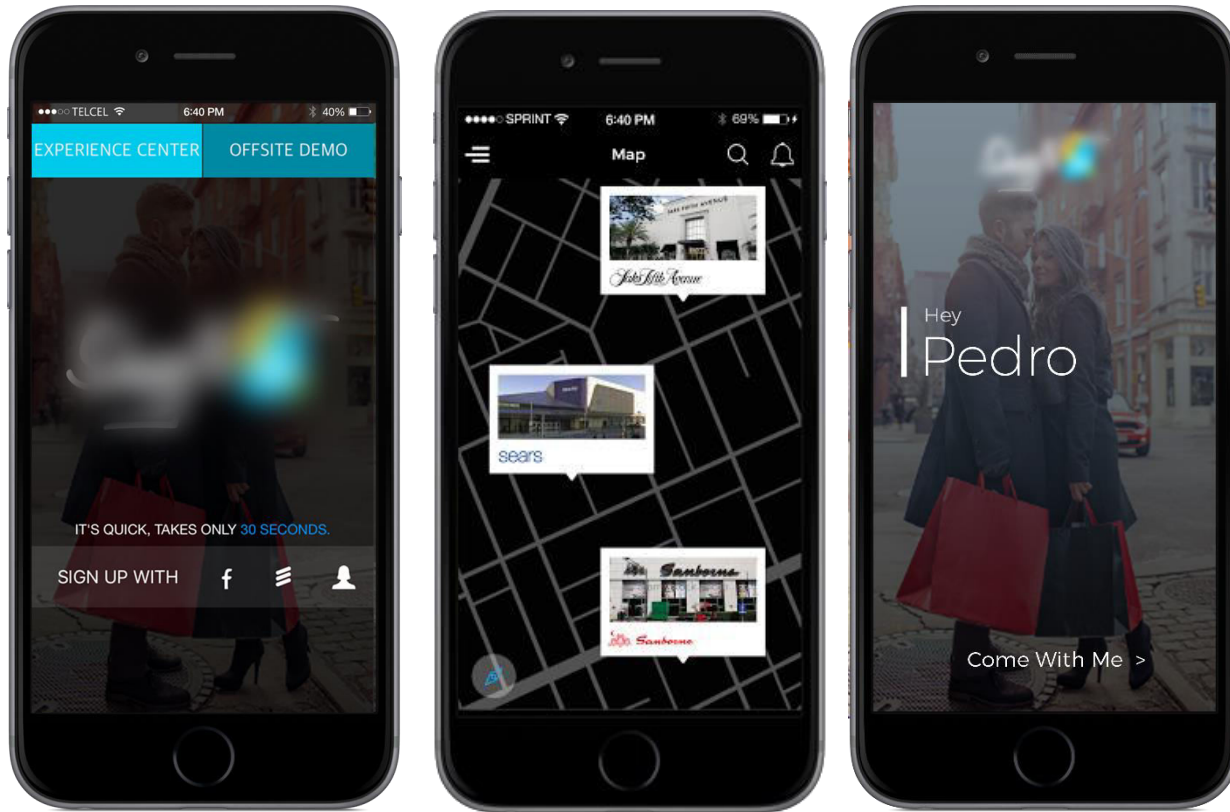
Case Study

**Engaging AR based retail
application for unique shopping
experience**

OVERVIEW

Development of Retail Augmentation iOS mobile app

User-friendly retail shopping app based on AR/VR

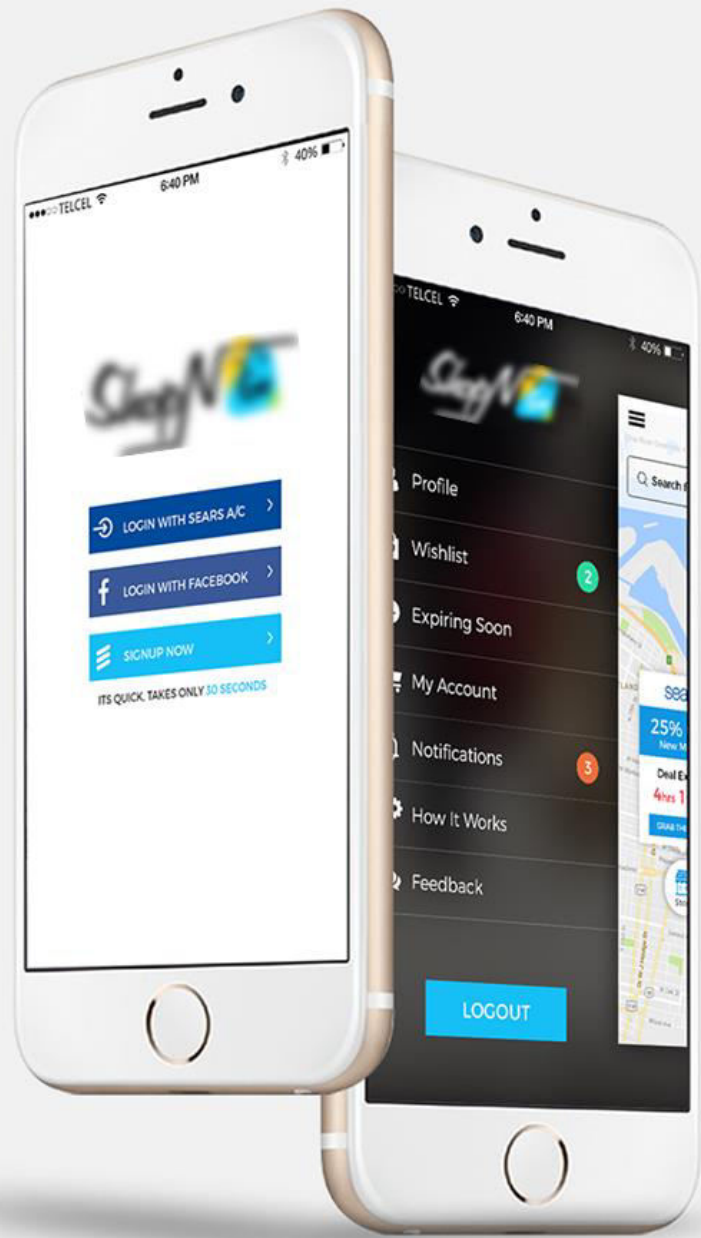


- The client was seeking a solution that could help its retail customers unlock discount and offers while shopping in a mall.
- Mobileprogramming LLC developed an app for iOS which enabled the shopper play an augmented reality game while unlocking various deals.
- The application is known for its rich user experience and intuitive UI, and also supports ordering the product from the participating brand's online store.
- Benefits delivered: Interactive user experience, real-time AR/VR experience to shoppers, higher app adoption rate by end customers, and higher sales.

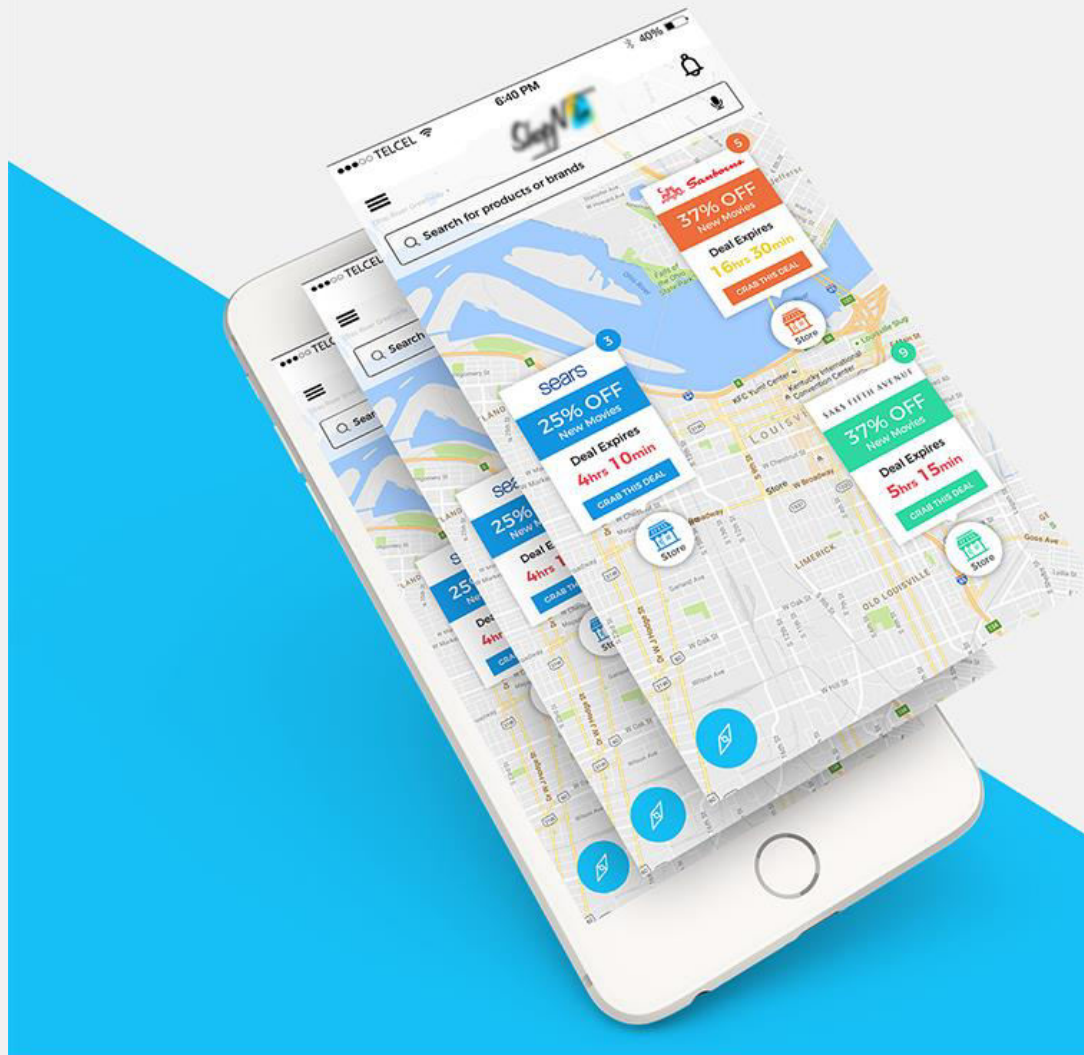
THE CHALLENGE

The Challenge

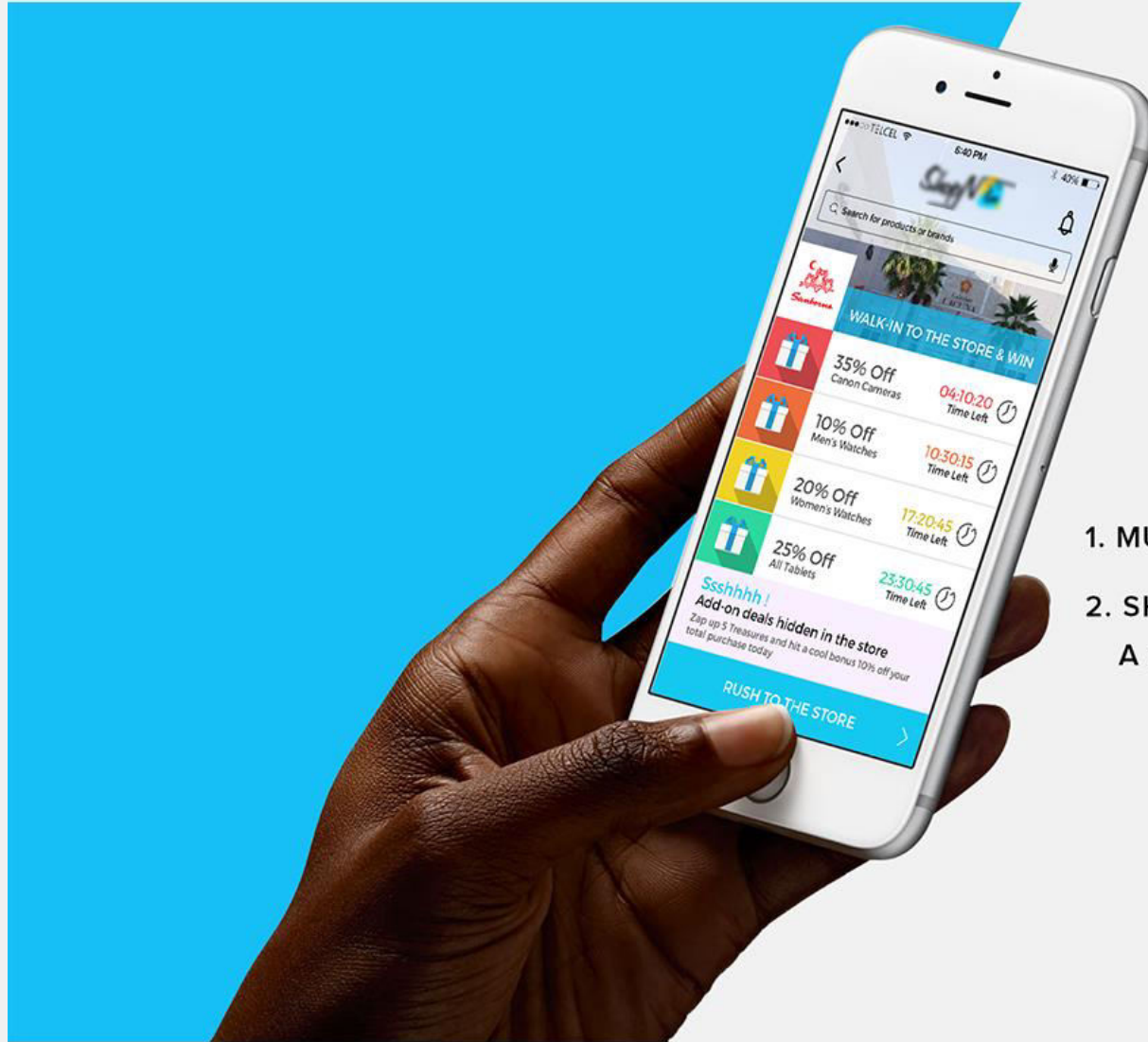
The client was seeking a solution that could enhance shopping experience of retail customers by unlocking discount and offers while shopping in a mall, based on the famous augmented reality game Pokemon Go.



1. SAVE IN REALTIME WHILE YOU SHOP
2. EXPLORE TAILORMADE DEALS FOR YOU



1. EXPLORE FABULOUS DEALS IN A TAP
2. SHOPPER CAN SEE THE PARTICIPATING MALLS WITH HIGHLIGHTED OFFERS AT ONE GO



1. MULTIPLE OPTIONS TO AVAIL THE DEALS

2. SHOPPER CAN VISIT THE STORE OR CAN AVAIL A HOME DELIVERY.



INTERACTIVE MATERIAL DESIGN WITH A WELL-EXECUTED INTERFACE

THE SOLUTION

SCAN AND ADD

Shopper scans barcodes of items through phone camera and adds the items to the cart inventory

IN STORE NAVIGATION

The Shopper gets to see various treasure boxes in a birds eye view map of the mall

TAP & PAY

Shopper simply taps the phone on the contactless terminal while at cashier counter and makes the payment effortlessly



AUGMENTED REALITY

The shopper gets a feel of Augmented Reality when finding more deals in the store through camera view.

E-WALLET

Shopper pays through Telcel wallet for a faster and more secure purchase with much convenience and ease

PRIZES / OFFERS

The shopper receives surprise offers on reaching the store entrance and gets more prizes and surprise deals while surfing in the store

TAP & PAY

Shopper simply taps the phone on the contactless terminal while at cashier counter and makes the payment effortlessly.



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PRIZES / OFFERS

The shopper receives surprise offers on reaching the store entrance and gets more prizes and surprise deals while surfing in the store.



01 Shopper scans barcodes of items through phone camera



02 Shopper reviews the items in the list view



03 Shopper automatically receives discounts,



Shopper pays in-app via credit card, Telcel Wallet, or Apple 04



01 Shopper presents barcode or user ID from coupon page



Shopper can use Telcel wallet or Apple Pay 03



02 All applicable coupons are applied at cash register

