

Augmented Reality Shopping Apps

*This is an individual assignment.

Specifics:

1. Assuming that you own a retail store that sells either furniture, makeup, or clothing/ accessories. You are planning to incorporate AR shopping apps for your business which would tailor to consumers of diverse needs (e.g., sight impaired individuals). After doing research, you found the article <https://www.indigo9digital.com/blog/how-six-leading-retailers-use-augmented-reality-apps-to-disrupt-the-shopping-experience>
2. Download and explore two of those AR shopping apps mentioned in the article. To determine which app could be most relevant and beneficial to your business, you will need to compare and contrast the two apps regarding their 1) ease of use, 2) usefulness, 3) engagement with diverse users, and 4) potential for higher conversion rates. Then, explain the reasoning for your final choice.

Competencies: 1) task management and completion, 2) decision-making, 3) spatial visualization

Supplementary Resources: <https://www.marxentlabs.com/ar-in-retail-top-augmented-reality-retail-apps-guide/>