

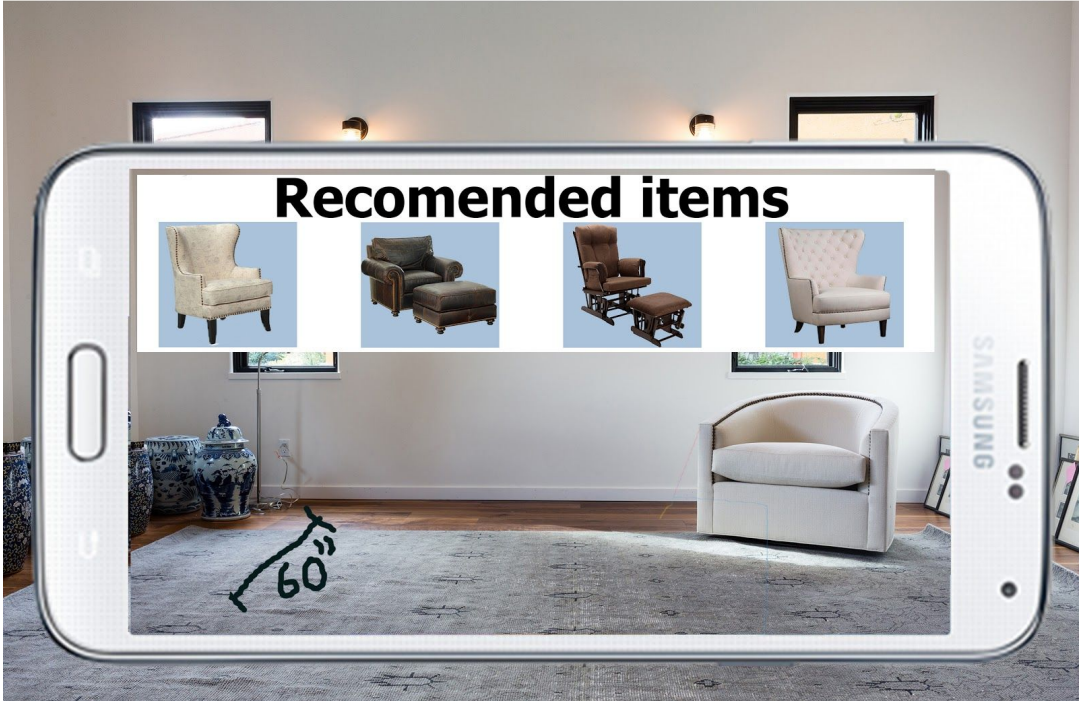
Furnishing a Home in AR

Many people now a days make the majority of their purchases online, at least 51% of all purchases are now made online according to Fortune. However, the older generation is sceptical of this change because they wish to be able to physically see the items they are purchasing beforehand. With the use of augmented reality individuals now have the ability to do just that. Augmented reality allows a user to see digital things within their real world. I imagine a future where people can use said augmented reality along with their phone or other device to help make their online purchases. For example someone wearing augmented reality glasses, such as google glass, can look into a mirror and try on clothes before purchasing to see how they fit them. I also see this happening with people purchasing furniture for their houses. Seeing how a certain item would look and fit into their home before purchasing through their phone or other device.

The main concern for an individual buying furniture for their home is measurements. The new Iphone X , released November 3rd of 2017, now has the technology take measurements from the camera. By mixing this with the up and coming augmented reality an individual could have the potential to make a measurement from their phone and then see how a specific piece of furniture fits into that exact spot of their house. The user could have the ability to move and rotate the piece of furniture in seller's app and experience what it would be like to own that furniture. Since the app is using a

camera to take the measurements it may also pull colors from the room that the user is looking at. This would allow the app to not only make suggestions and filters based on the space the user has selected but also based on the colors that are already in the room. If the user is looking for furniture to fill a 90” by 20” space in a room of primarily blue colors the app may recommend the user couches with blue accents or colors within it.

Below are two images of what it would look like for an individual to open the app, select an empty space in the room, and see some recommended furniture items to fill that area.



Below is an image of what it would look like if an individual wanted to replace an old piece of furniture in their room. The user is looking at a 90" couch and would have the ability to move it within the app and rotate it to see how it would fit the space.



This technology would be appealing to any consumer who is looking to buy furniture. Whether they are furnishing a new room, or looking to replace an old item. The app would be accessible to all users and could even be integrated into a store's website. This would be appealing to companies like Ikea, who sell a lot of furniture. If the company were to take the proper measurements and photos of each item as it enters their warehouse, their customers could view all items in their house before purchasing it. This would help boost sales and also lessen the amount of people visiting the physical store.

If a customer is still skeptical and wants to see their item in person before purchasing this app could still help them to get an idea of what they want before they walk in, saving them and employees time.