

Digital Transformation: Enhancing the Retail Store Experience

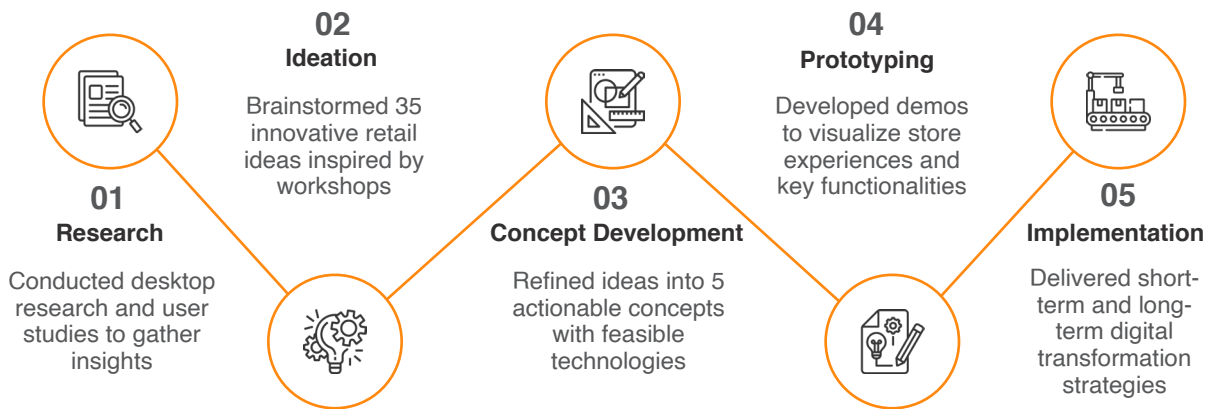
Revolutionizing retail with cutting-edge technology and experiential design to excite customers and enhance store-client relationships.



Dynamic retail experiences powered by AR/VR, gamification, and innovative digital ecosystems.

Problem Statement

- Lack of engaging experiences for in-store customers
- Limited integration of digital and physical store ecosystems
- Insufficient use of innovative technologies like AR/VR and drones
- Missed opportunities to gamify and personalize the customer journey
- Challenges in fostering long-term customer relationships

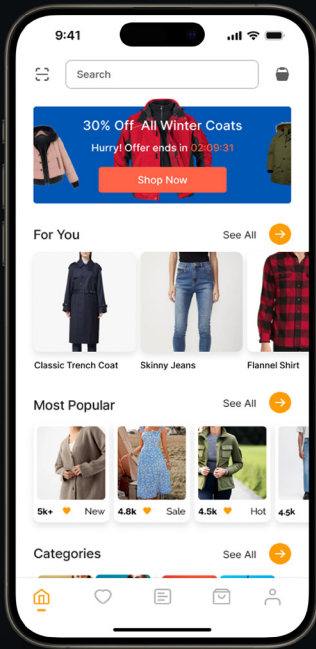


Results & Outcomes

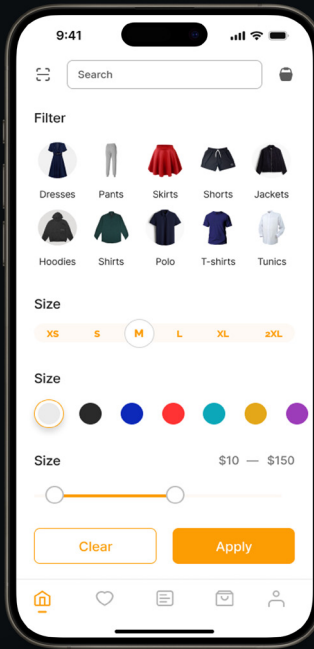
- Conducted desktop and user research to define trends and insights
- Organized two workshops to co-create with users and stakeholders
- Generated 35 ideas, refined into 5 innovative retail concepts
- Recommended VR/AR, 3D printing, and gamification for store engagement
- Delivered a comprehensive digital transformation roadmap with demos



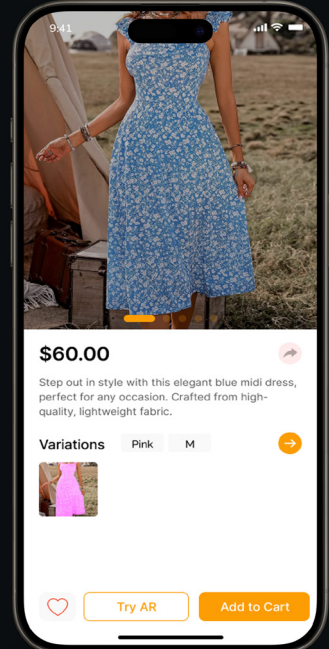
A Glimpse into Our Visuals



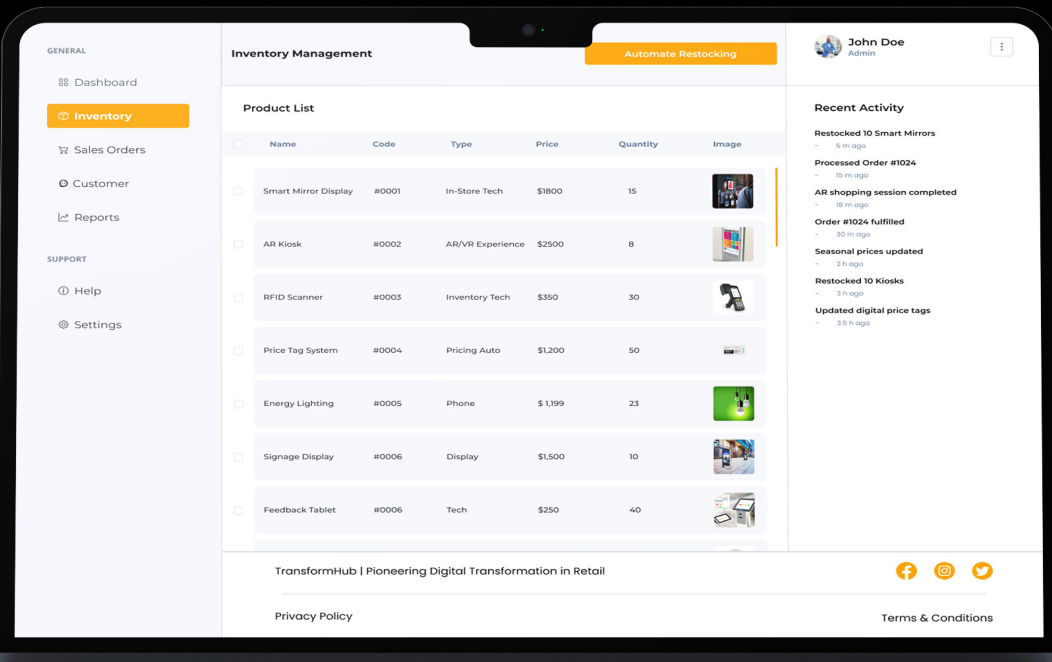
Home Screen



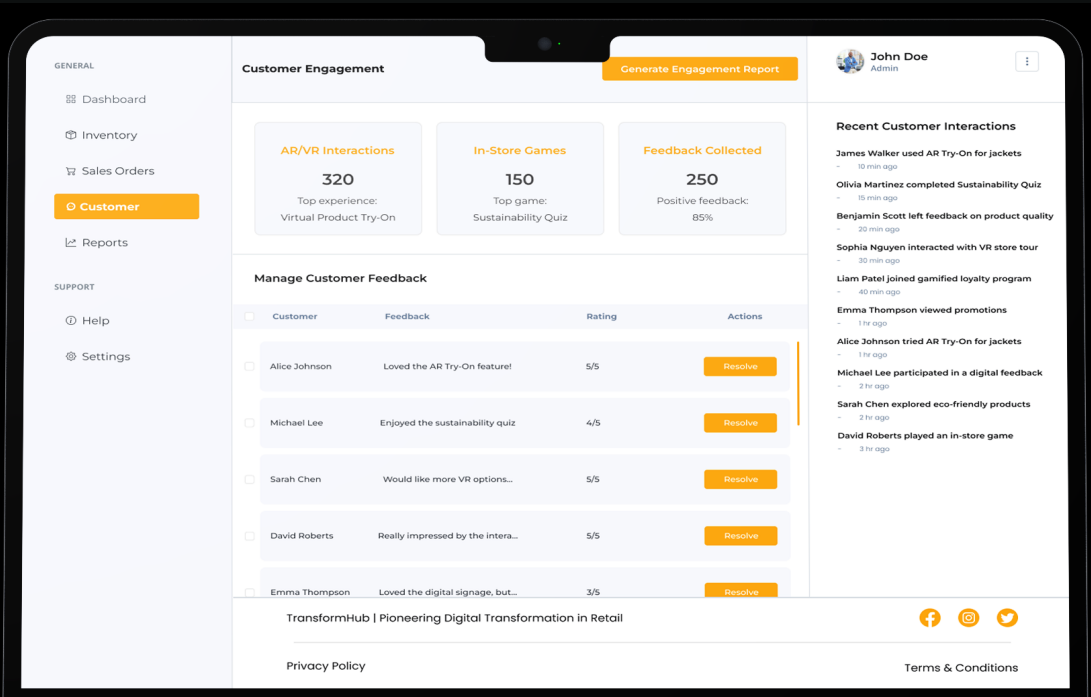
Filter Screen



Product Detail Screen



Inventory Management Screen



Customer Engagement Screen