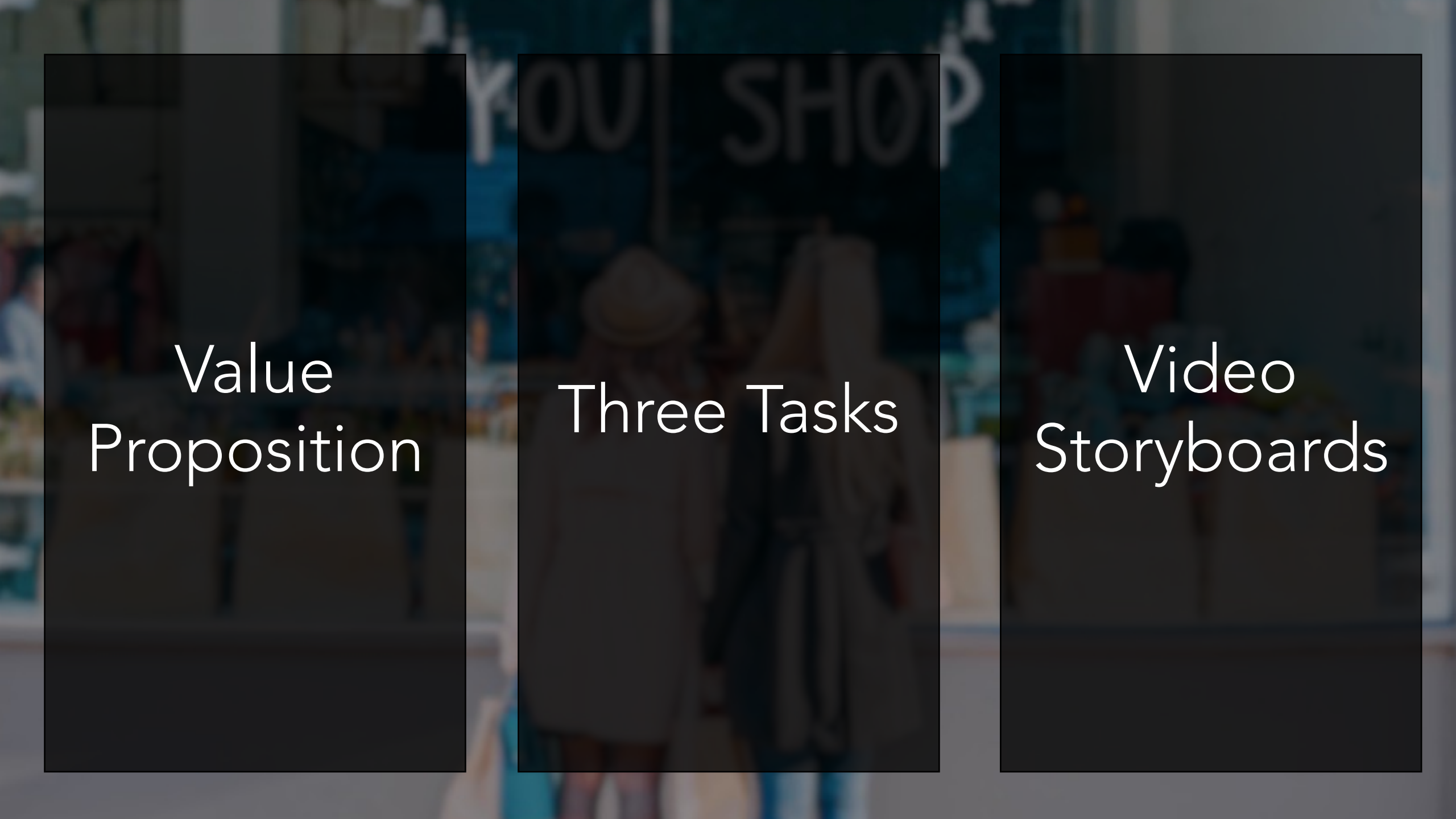
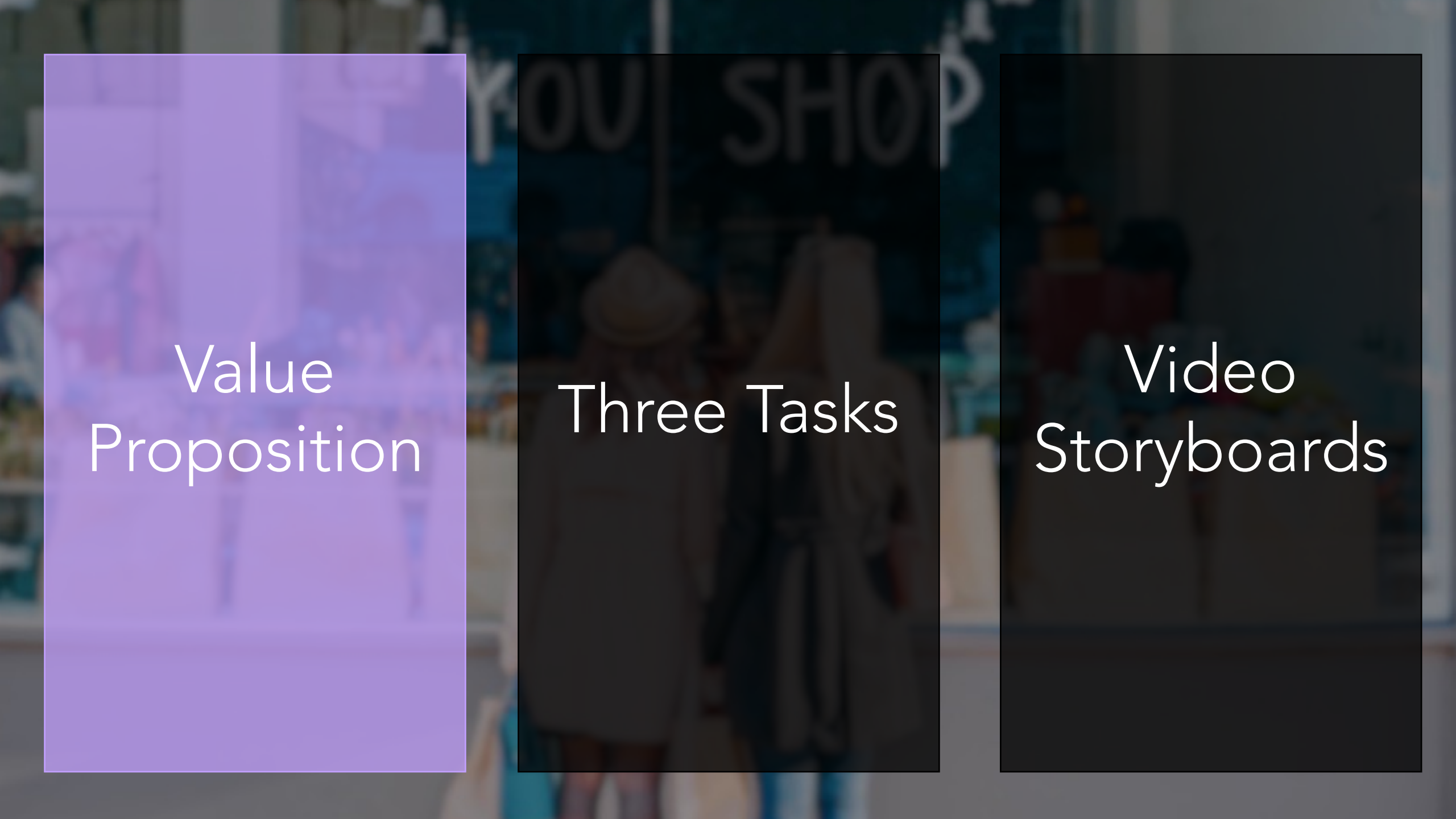
Three Slides

window

Mixed Reality

Max Freundlich, Kristen Law, Elisa Lupin-Jimenez


Value Proposition
Three Tasks
Video Storyboards



Value Proposition

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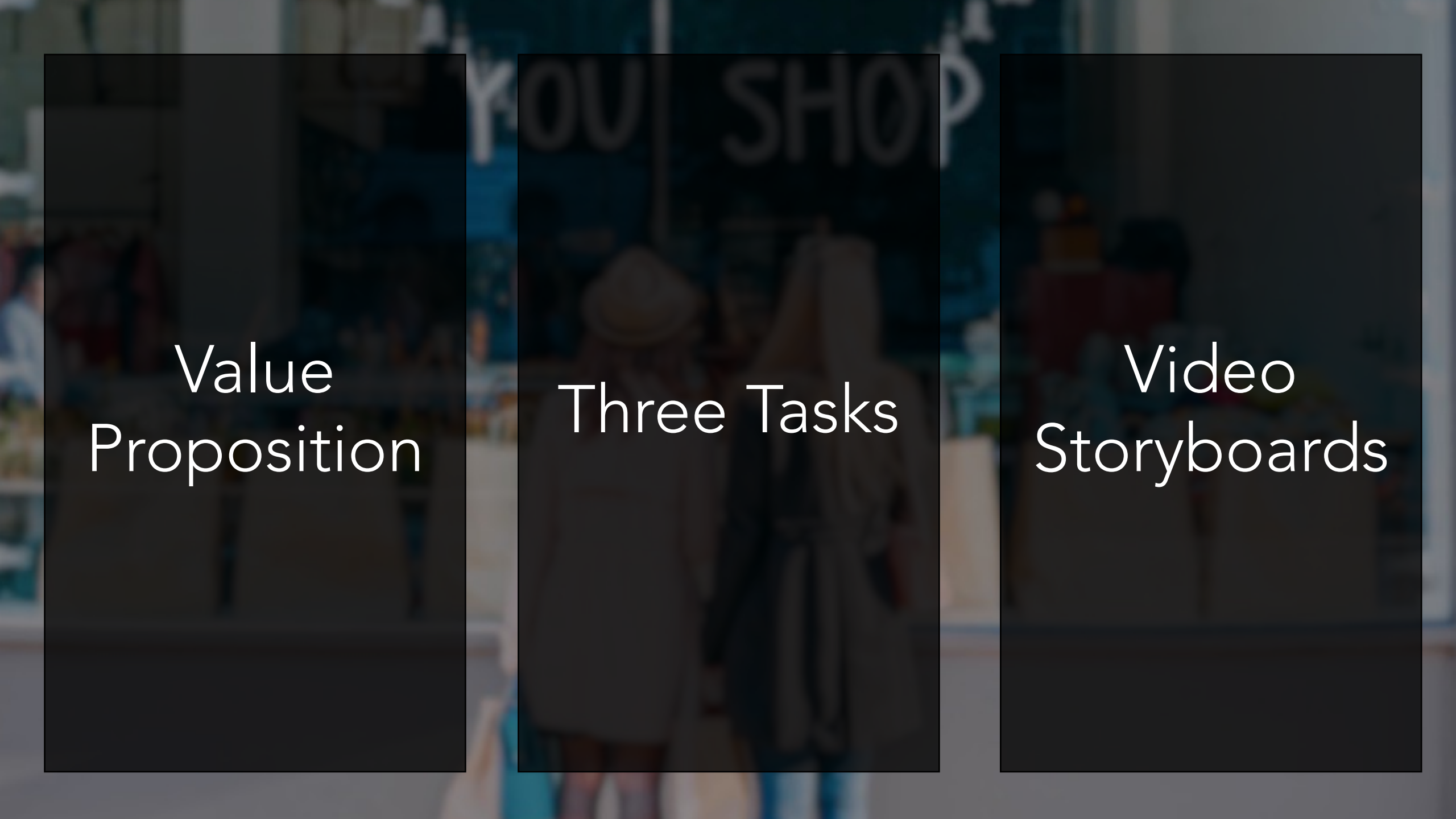
Value Proposition:
"Window shopping made easier"

We are addressing the complaints of many shoppers that the process of picking clothes to purchase is frustrating and time-consuming. We hope to solve this problem by making an augmented reality assisted phone application that shoppers can use to see what a specific store has in stock (via an AR model that appears in the store's window) without ever having to step inside the store.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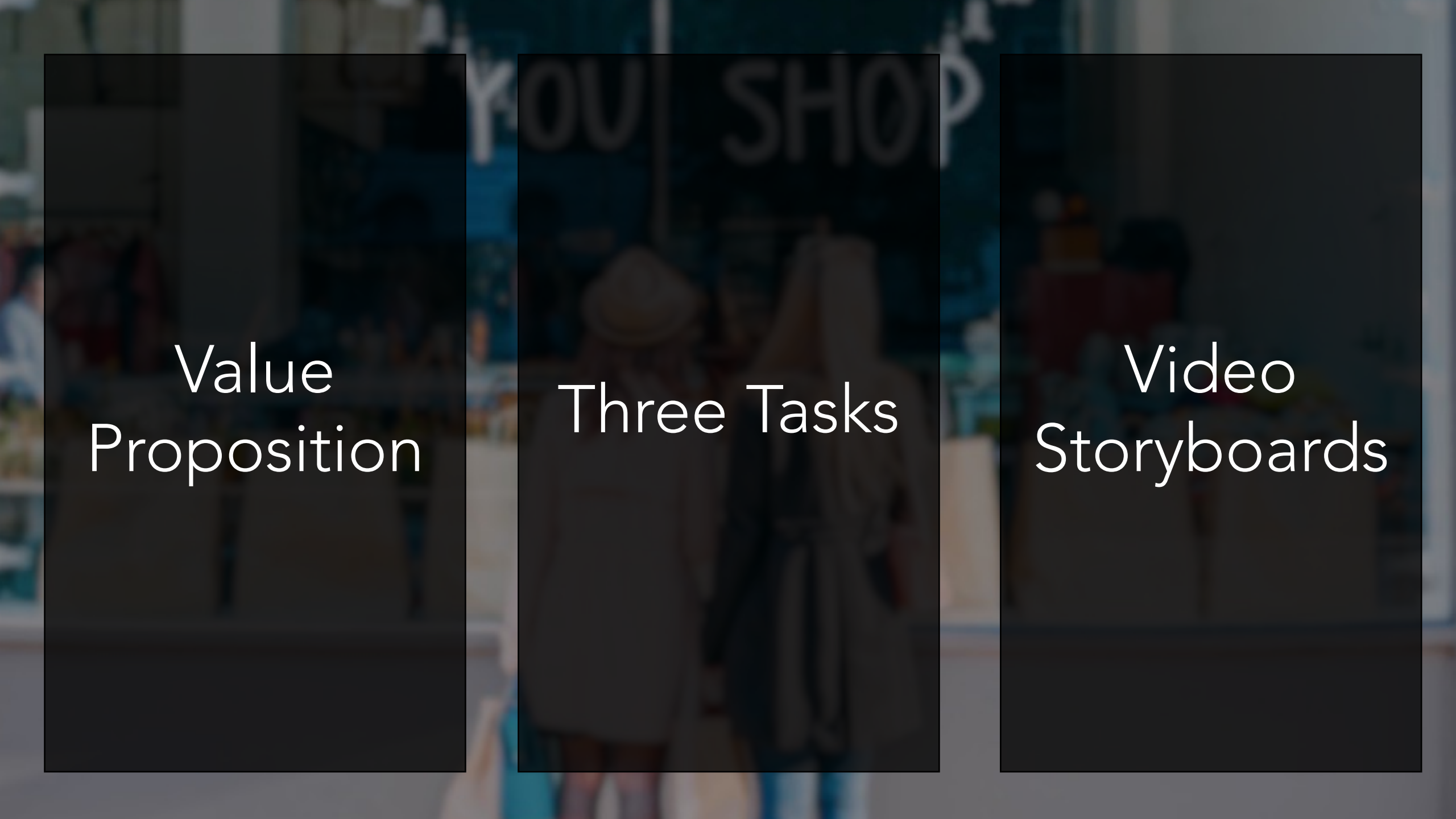
Simple:
A shopper wants to purchase an outfit for themselves for a casual outing, such as a night with friends, a party, or a simple gathering.

Medium:
A shopper, who is currently with a group, is looking for high-end or professional attire for a business event or a formal affair.

Complex:
A shopper is trying to find the perfect clothes to get for someone other than themselves.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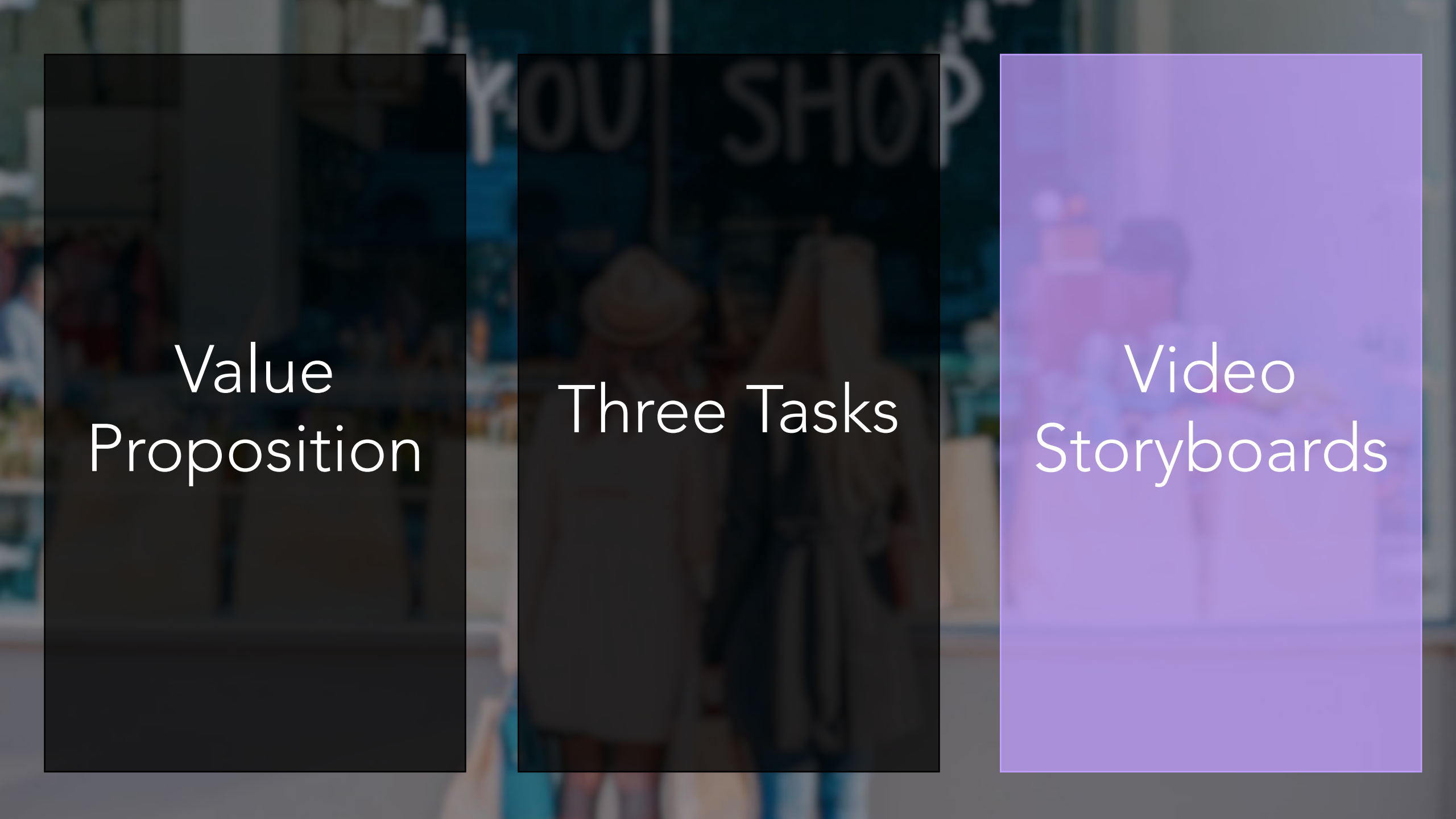
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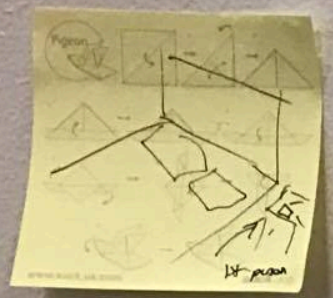
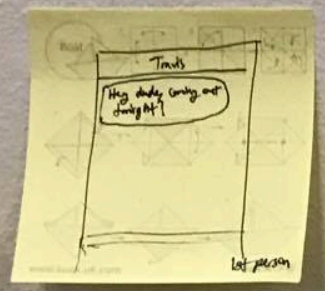
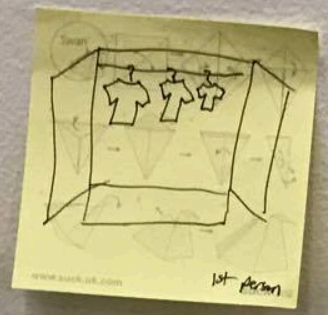
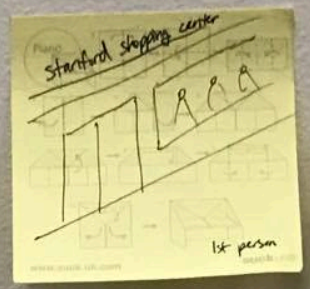
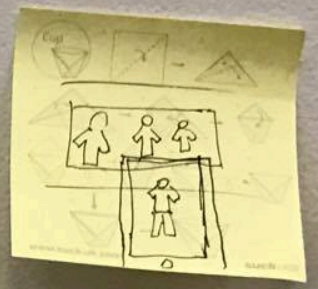
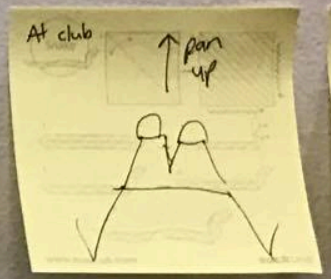
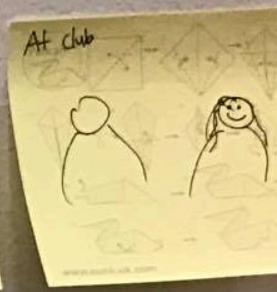
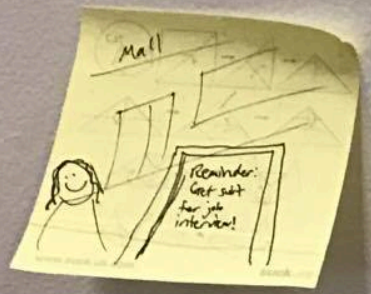



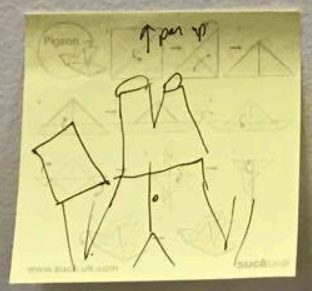





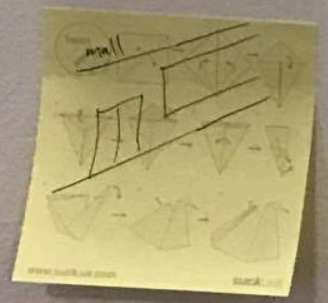
Simple

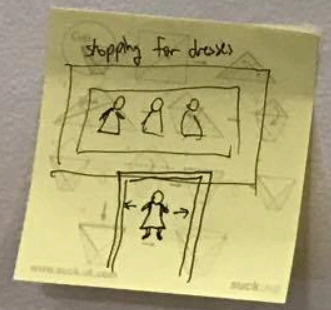


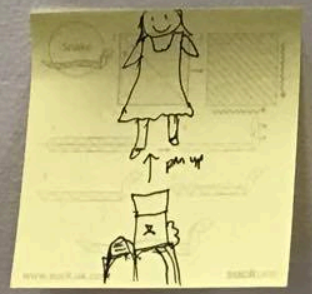


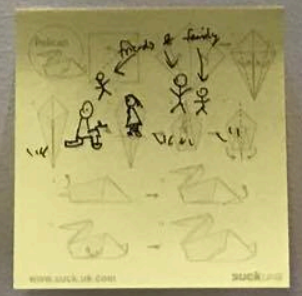
Medium

Video Storyboards









Complex

Questions?