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AR in OTHER SPACES:

RETAIL

The world of retail has changed drastically in the last few decades. Physical shopping carts are being replaced by digital shopping carts; if you need help finding something, you can just type it in the search bar or live-chat with a message bot; and if you want to purchase something that day, some retailers offer same-day delivery. As shopping trends change, so do the habits of everyday consumers. People used to take the time to physically go shopping to try on clothes, search for furniture, or find a gift, but the population has now moved predominately to online shopping.

What Role Does Augmented Reality Play in the Retail Revolution?

Augmented reality (AR) is a major factor in the shift in retail trends because it gives shoppers a personalized experience at home. From a laptop or mobile device, consumers can easily download an app or open a web browser to make online purchases in seconds. To add to that convenience, retailers have enhanced shopping with AR experiences.

4 AR Shopping Experiences You Need to Try

SHOES | Undecided on a pair of sneakers? Puma recently came out with an interactive AR feature that brings their shoes to life with real-time animated AR. Other brands include Lacoste, Adidas, and Converse, also offer shoppers the option to virtually "try on" shoes.


The Puma app lets users augment and customize shoes with their own smart devices.

Customers can try on clothes without actually going to the fitting room.

CLOTHES | Model clothes without the hassle of putting them on and taking them off with "Magic Mirrors." These AR mirrors can be found in TopShop and Uniqlo as they use AR to project the clothing digitally onto customers.

MAKEUP | YouCam and ModiFace use AR and AI to scan a person's face to "try on" cosmetics without the mess of applying and removing the makeup. Popular brands that have integrated this AR feature include Sephora, L'Oréal, Estée Lauder, Cosmopolitan, and Target.
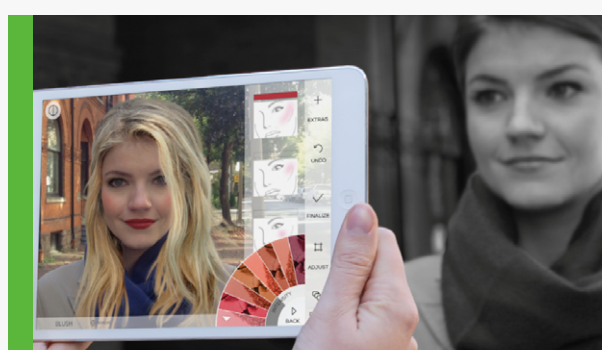
AR gives makeup uses the ability to try on different products before purchasing them.

Furniture shop with an app on your mobile device.

FURNITURE | Customize your home without going from one furniture store to the next. Ikea and Wayfair offer an in-home AR feature that allows you to "place" furniture in the space you're planning to furnish. Design entire rooms from your smart device, alternate looks and styles and "try on" your furniture before you purchase.

Augmented reality's presence in retail shows the inevitable evolution of human habits and routine as it aligns with the age of Digital Transformation. The smart devices people carry every day are constantly adding efficiency and offering solutions to issues, like the convenience and cost-effective nature of ordering online. The integration of AR in retail offers an interactive experience that also adds a layer of trust for consumers. As people are able to place the augmented object into their physical space, the reality aspect humanizes the experience and makes it so life-like that the user is moved to take action and make a purchase.

Where Else Could We See Augmented Reality Used in Everyday life?

The future of AR experiences in spaces besides industry and the technology world expands even further as it becomes more usable and accessible to people. AR is already being explored in other spaces like travel, museums and art galleries, and entertainment. AR's availability for the masses makes advertising, design, and navigation easy to use for anyone looking to implement them to be a part of this era of leaps and bounds in the digital sphere.

Learn more about how students and educators can access Vuforia, PTC's augmented reality technology, and other industry leading digital transformation software by visiting PTC Academic today.

ABOUT THE AUTHOR

Delaney McDevitt is a marketing copywriter for the PTC Academic team with a background in content writing and creative writing.