

fernish

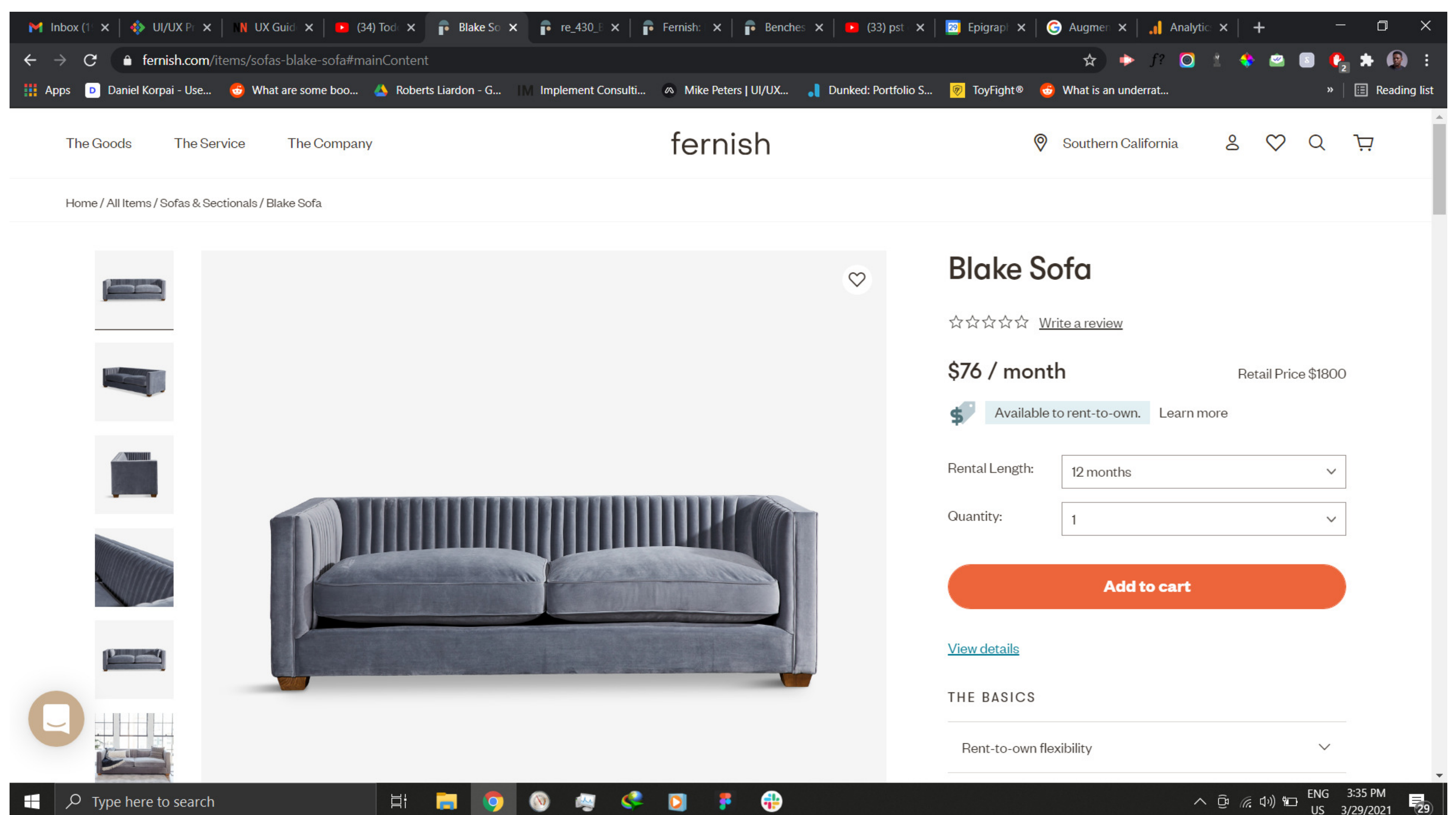
 **EPIGRAPH**
VISUALIZATION TECHNOLOGY

Proposal To Improve AR Usage



Problem

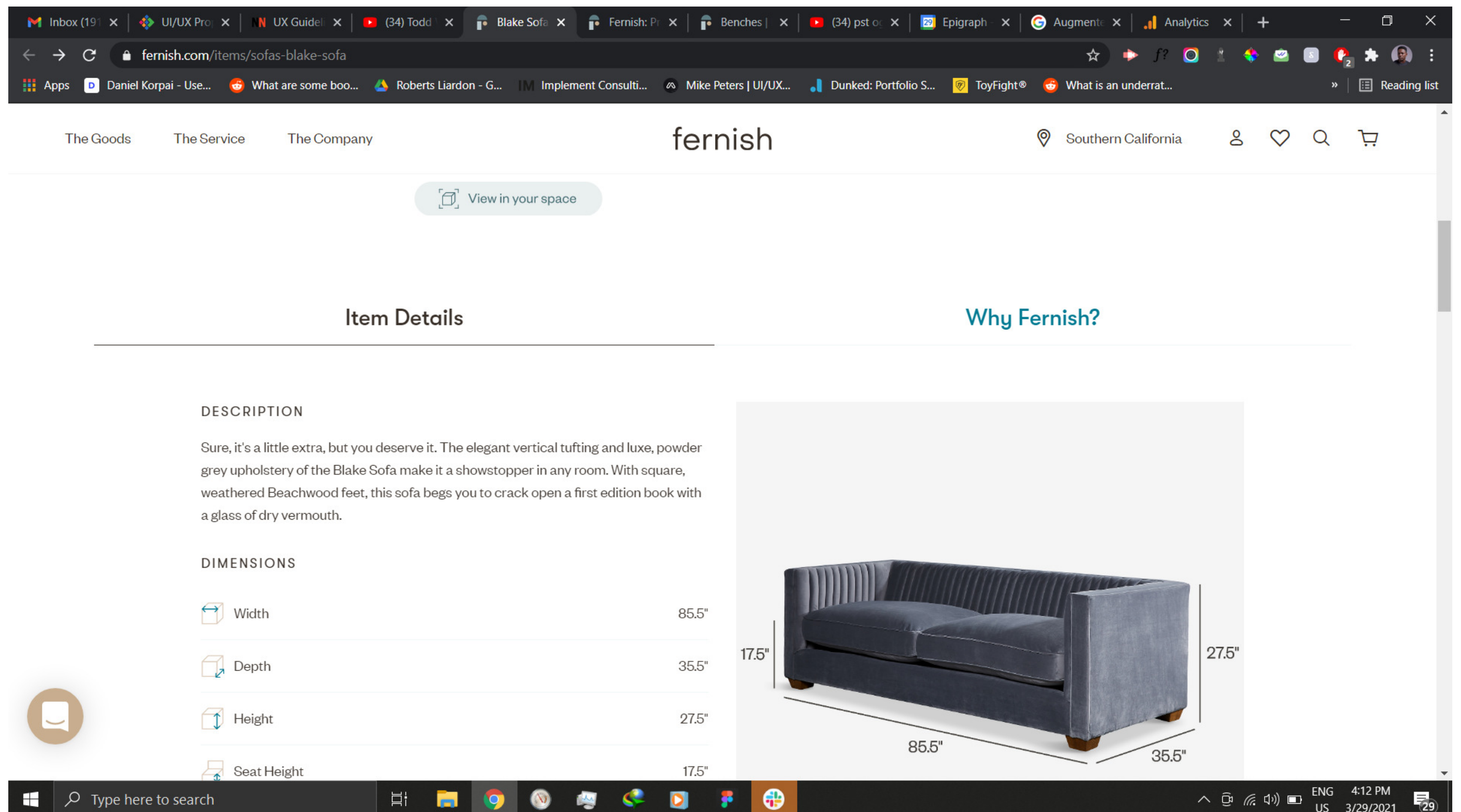
Since the introduction of the exciting augmented reality “view in room” feature, its adoption has helped the conversion rate when used. Analytics shows that there have been 2,582 interactions with AR supported items but the AR feature has only been used 192 times which yields about a **7.4%** adoption rate for the “view in room” feature. This is quite low. This proposal would go through Epigraph’s design suggestions in getting those numbers up.



Current Opportunities

Above is a screenshot of the Blake Sofa product page. While aesthetically pleasing, there are some issues that might not be immediately noticeable. On landing on this page, the main action here is the “Add to Cart”. Other secondary interactions include the “Add to Wishlist” and the gallery function. Essential functions of this page are all visible without the need to scroll and users could make decisions about the product without necessarily needing to scroll. There is a missing factor however, there is no “View in Room” related element here (without scrolling down). Any person who makes a decision without wanting to see other details such as dimensions would not see the “View in Room” feature.

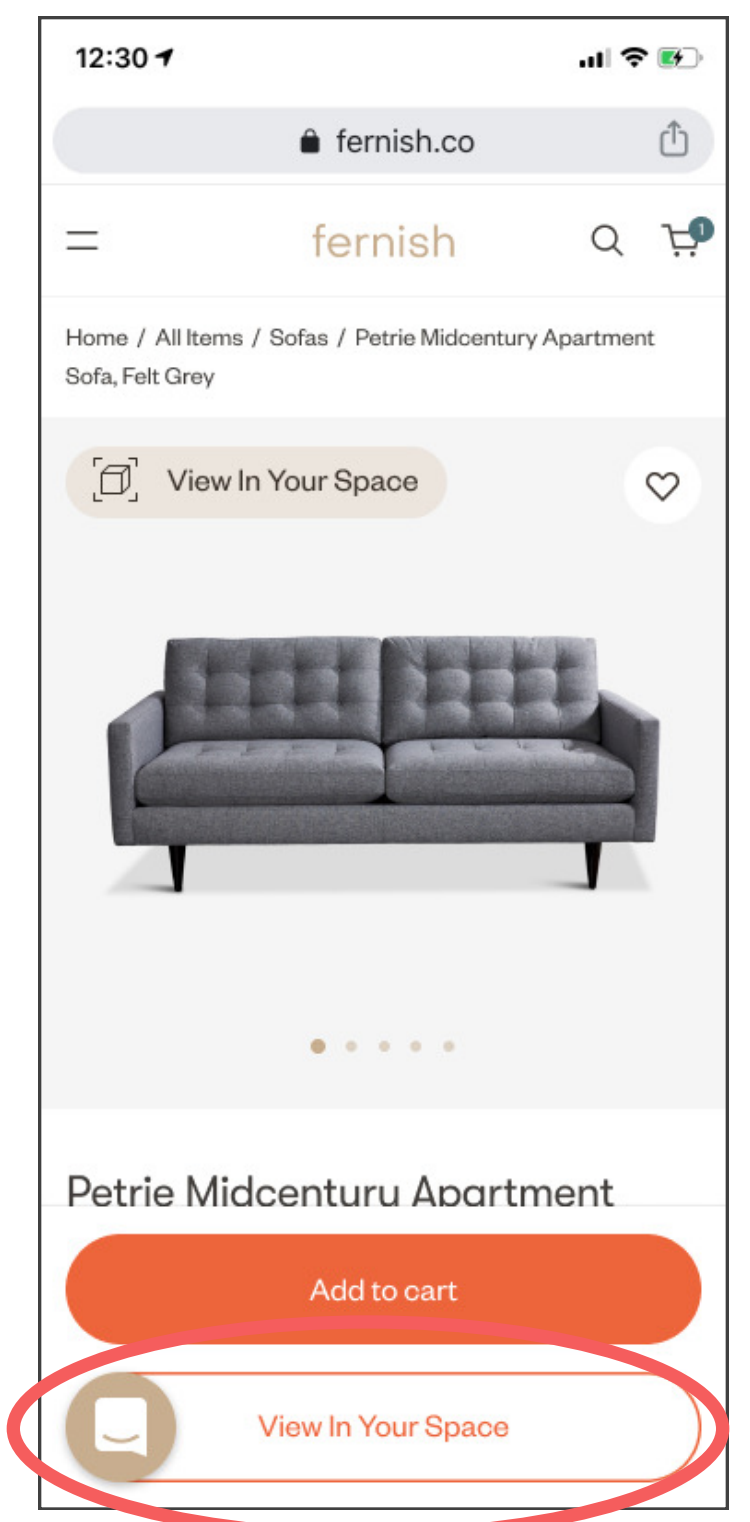
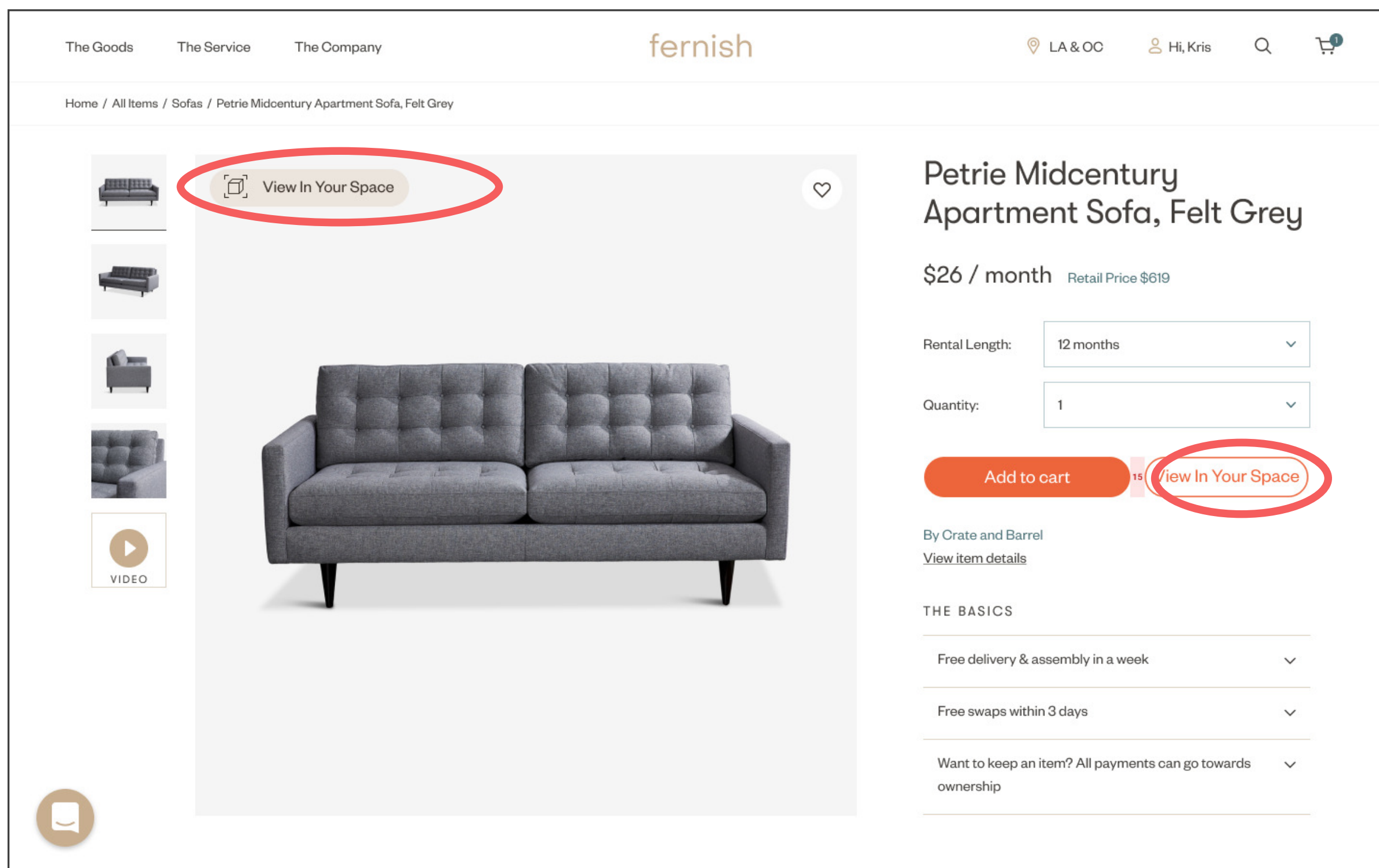
The picture below shows the same screen scrolled down. And while the AR button is now visible, it's not prominent and can still be ignored. Also any Fernish recurring users who have been accustomed to the buying experience before the AR feature was introduced would instinctively scroll down to the dimensions section.



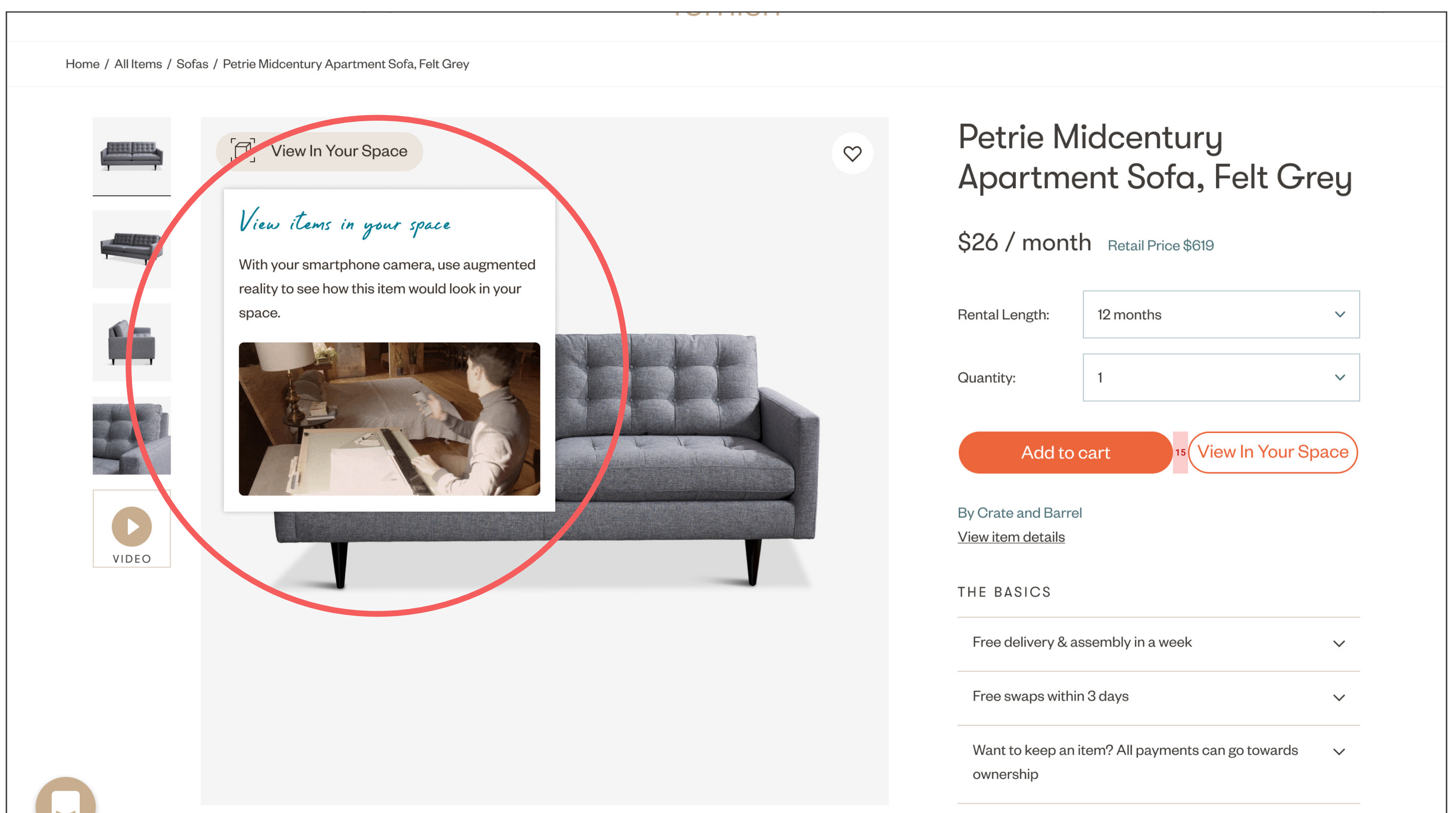
Our Solutions

Version 1

For our first solution, we move the "View in Room" button to be a secondary variant of the "Add to Cart" button which also places it in a more prominent position. We also add a "preview placement enabled" tag on the item image.

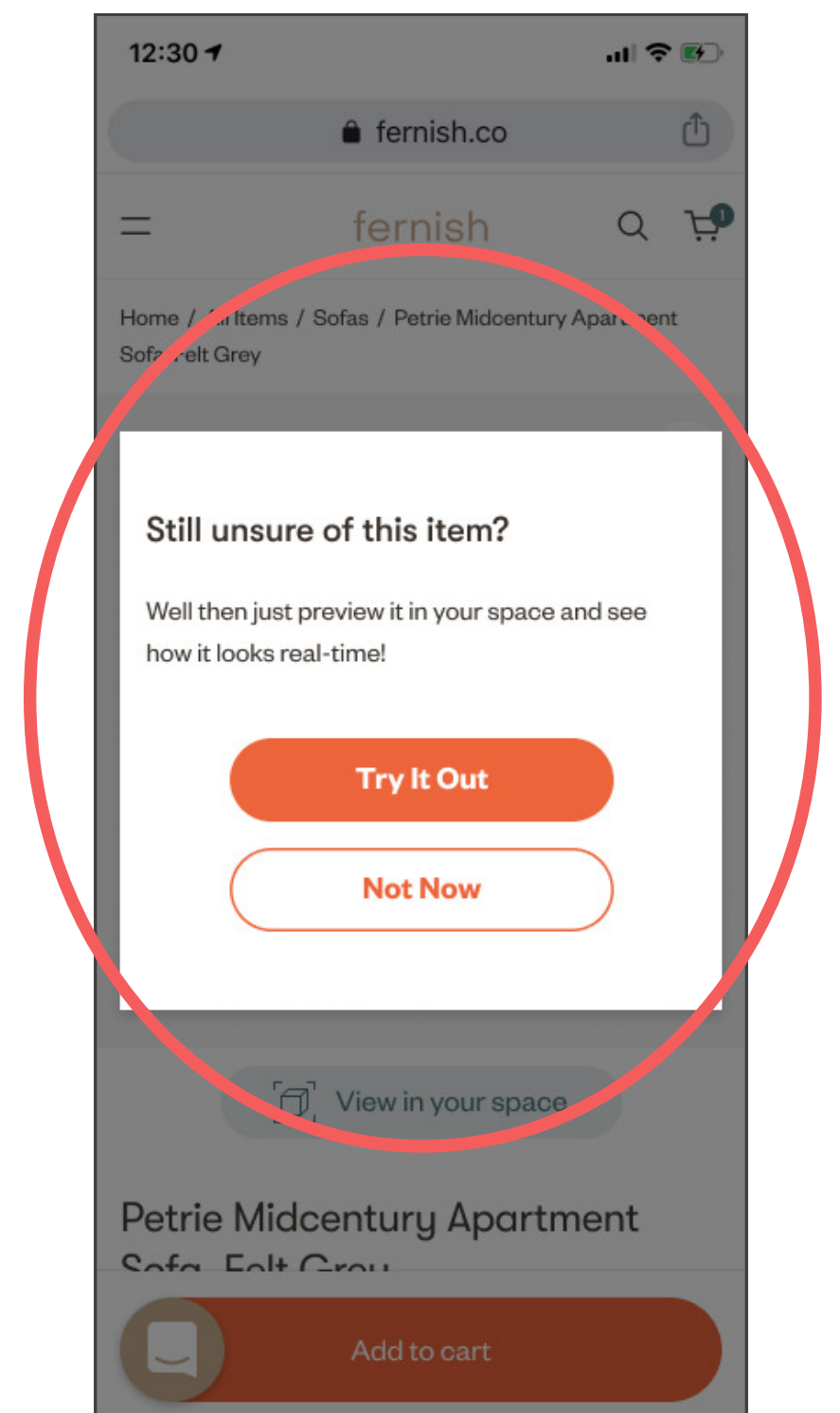
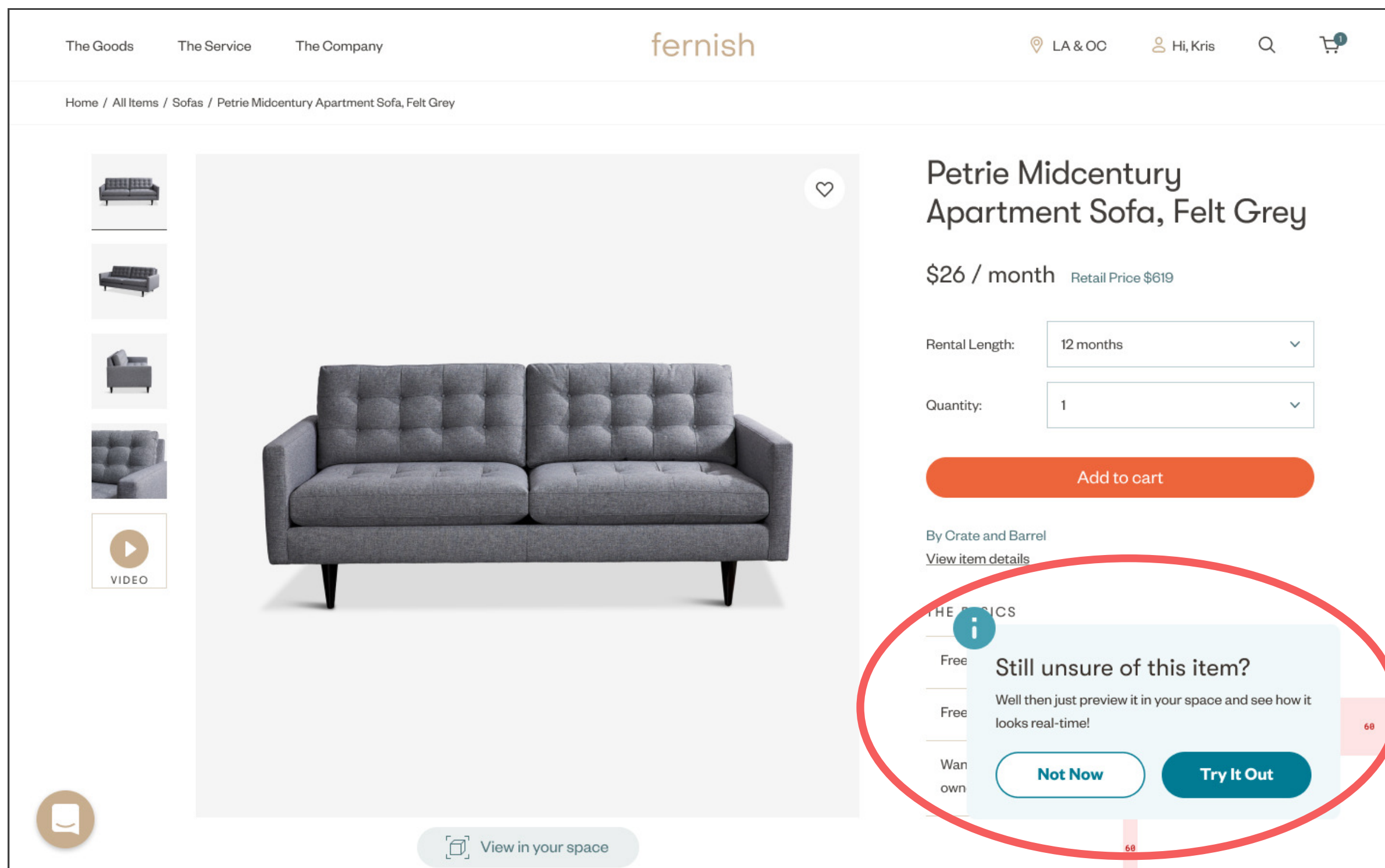


The “preview placement enabled” button has a hover interaction which shows a small modal highlighting the feature and a gif summarizing the AR process. The button also triggers the QR code modal on desktop.



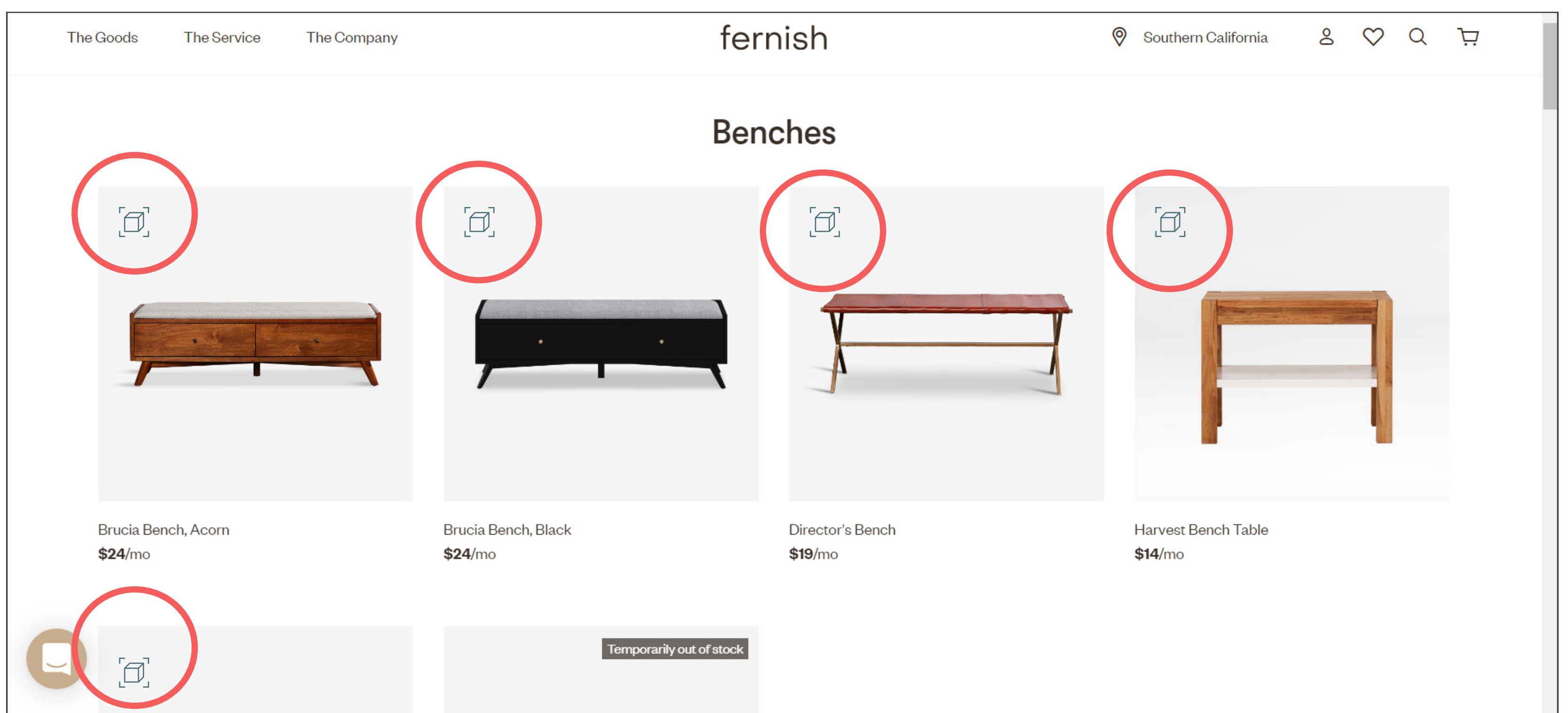
Version 2

For version 2, we decided to go a simpler route without changing the existing button placement but rather bringing more attention to the existing feature. We introduced a toast (on desktop, it's a modal on mobile) that comes up after about 10 seconds prompting the user to try out the AR placement feature.



Additional Recommendations

- Include AR icon in items list to show which product has the "View in Room" feature enabled as such:



- Test each option with groups of target audience or preferably existing users then refine based on that feedback.
- Run an A/B test for those 2 options.
- Insert a short HotJar or similar tool survey to collate extra feedback.