

MARKERLESS AUGMENTED REALITY BASED FURNITURE PRODUCT RECOGNITION APPLICATION TO IMPROVE CONSUMER SHOPPING EXPERIENCE

Aribowo

*Informatics Study Program, Faculty of Science & Technology
University of Technology Yogyakarta
Jl. Ringroad Utara Jombor Sleman Yogyakarta
E-mail : aribowo081102@gmail.com*

ABSTRACT

This research aims to develop Augmented Reality Applications specifically for Furniture with the aim of improving consumer shopping experience. The problem that is overcome is the incompatibility of furniture with the consumer's room, which often occurs in the process of purchasing furniture. This application allows consumers to see and manipulate furniture products realistically in a real environment. Research methods involve analyzing consumer needs, AR interaction design, and application development. This approach aims to provide a more interactive and personalized solution in the furniture shopping process. The app lets consumers view and change furniture products using a smartphone or tablet device. By using markerless tracking method to visualize furniture products in the user's environment. Consumers can select and modify products virtually. The results of this study show that markerless AR can overcome the problem of furniture incompatibility with the room, because consumers can display the furniture they choose in 3 dimensions on what consumers want. This research also provides guidance for furniture developers and businesses in utilizing AR technology to improve interaction with consumers, thus this AR Furniture application has the potential to increase consumer engagement, streamline the buying process, and provide an interactive and engaging shopping experience.

Keywords: Augmented reality, furniture, shopping experience, app.