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## DesignCube

enhancing the customer's shopping experience

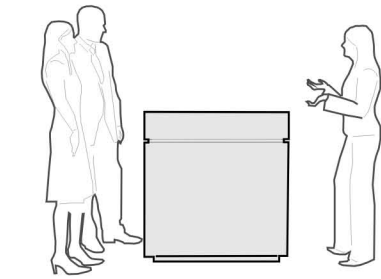
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# home furnishings in-store experience

a short story of enhancing the customer's shopping experience

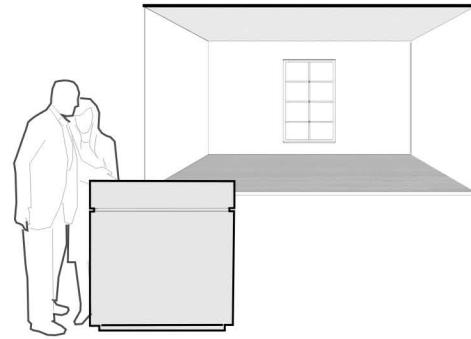


**1** A couple visits a home furnishings store, they are looking for new furniture ideas for their new house...



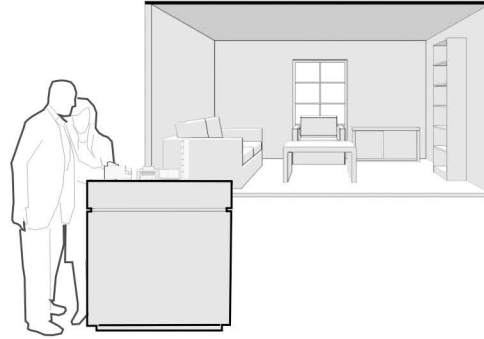
**3** the sales person offers them to try using the 'DesignCube' and helps them setting up

## select floorplan, and room



**4** They put the information of their room basic layout and size...The 'DesignCube' automatically generates and projects 3D images of the empty room on the large screen and a *floor plan* on the 'table'.

## select the models arrange them on the table



**5** They start arranging scaled models of their preferred furniture items on the table... Following them, the projected 1:1 image on the screen automatically fills the empty room with the furniture items they selected... The arrangement of the furniture in the digital room is following the position of the real models they put on the 'DesignCube'.

## select the textures and colors project it, play with it

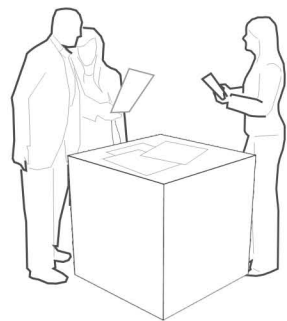


**6** At the next step, they select, add, and change the texture and the colors of the furniture items based on their preferences... The projected image on the screen automatically visualizes the texture and color changes they made... *not only that*, the 'DesignCube' also automatically projects the selected textures and colors onto the scaled models...

## order the product



**7** They are really satisfied with the result, save the color combination and order the products directly...



**2** With help they find some furniture they like ... but they are not sure

### the problem and their expectation...

"...in the catalogue everything looks nice, but will it fit in our room...? we aren't sure how this will look..."

"...we need to be sure if this furniture combination, and the colors can really fit and match our current room design..."

### their experience...



"...it wasn't complicated at all... actually that was fun and exciting... we even can play with it now we are convinced if the furniture combination will fit our room design..."



"this really reduces our effort to convince our potential buyers...."

### what they will remember...



"...if we need to buy other furniture items, we will come back to this store again ...it was really fun and helpful over there..."



"...implementing the DesignCube in our store has attracted more customers to our store..."