



AR – MARKET RESEARCH PRODUCTUBE

INTRODUCTION

ProductTube is a market research platform that allows consumers to earn rewards by creating video reviews of products they use in their daily lives. The application is designed to help brands and companies better understand how their products are being used and received by consumers.

Consumers can sign up for ProductTube and select a product to review from a list of available options. They then create a short video, demonstrating the product in use and sharing their thoughts and opinions on its features, benefits, and drawbacks.

ProductTube is a unique and innovative approach to market research that leverages the power of video content to help brands better understand their customers and create products that meet their needs and expectations.

OBJECTIVES

The objective of the project is to develop platform which brings out most efficient and accurate survey with VR Integration which allows brands to insights about improvements.

- 1 Unity implementation with native to run the application with a single model application
- 2 Automate qualifying participants based on survey responses
- 3 Define and designed user-friendly Ui Ux for a flawless user experience
- 4 Augmented reality development spans multiple sensory modalities, including visual, auditory, haptic, somatosensory and olfactory
- 5 Build an enhanced, interactive version of a real-world environment achieved through digital visual elements



CHALLENGES

The core Challenge faced during this project was to migrate the development from native to Unity while implementing program on both the platform i.e. iOS and Android.

SOLUTION

- ⚙️ Unity integration into Native application as single module
- 🗄️ Managing database as growing survey user's uploaded data
- 🏠 Building stable and reliable augmented reality programme for better experience

TECHNOLOGY STACK

Android Native - iOS Native - Python

9SERIES ROLE

Ui UX - Product Development - Unity Integration

