European Commission

FURNIT-SAVER

Smart Augmented and Virtual Reality Marketplace for Furniture Customisation

D5.1 Project website and collaboration platform

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1   FurnIT-SAVER project introduction

The traditional nature of the furniture industry and the limited incorporation of ICT tools have reduced the ability of SMEs in the sector to innovate and respond to the competition coming from larger companies. These specialised furniture shops and small furniture manufacturers have been unable to compete with the economies of scale advantages that larger furniture retailers can offer.

On the other hand, smaller furniture companies can offer higher levels of personalization and quality of customized goods that truly meet customers' preferences and needs which represents a potential competitive advantage over larger furniture providers. Nevertheless, as it is impossible to envisage how the furniture will look and fit into the customers home, customised furniture also bears an expensive risk if the final piece of furniture does not meet the customer's needs or does not complement other furniture. Furthermore, these customised services are predominantly provided on a face-to-face basis in local and fragmented markets which prevents small manufacturers to benefit from ecommerce growth and limit their international reach.

The FURNIT-SAVER project makes use of innovative ICT solutions based on a combination of Virtual and Augmented Reality (VR/AR) technologies, recommendation engines and ecommerce solutions, to produce a smart marketplace for furniture customisation. Customers will be able to select among an extensive furniture catalogue and properties and virtually try the selected pieces in their rooms with three very simple steps: (1) Creating an accurate 3D virtual representation of their place, (2) Trying furniture of different manufacturers in this virtual scenario and get recommendations according to their preferences of a wide range of properties and pieces, and (3) Visualizing the fit of the chosen products in their place using augmented reality.
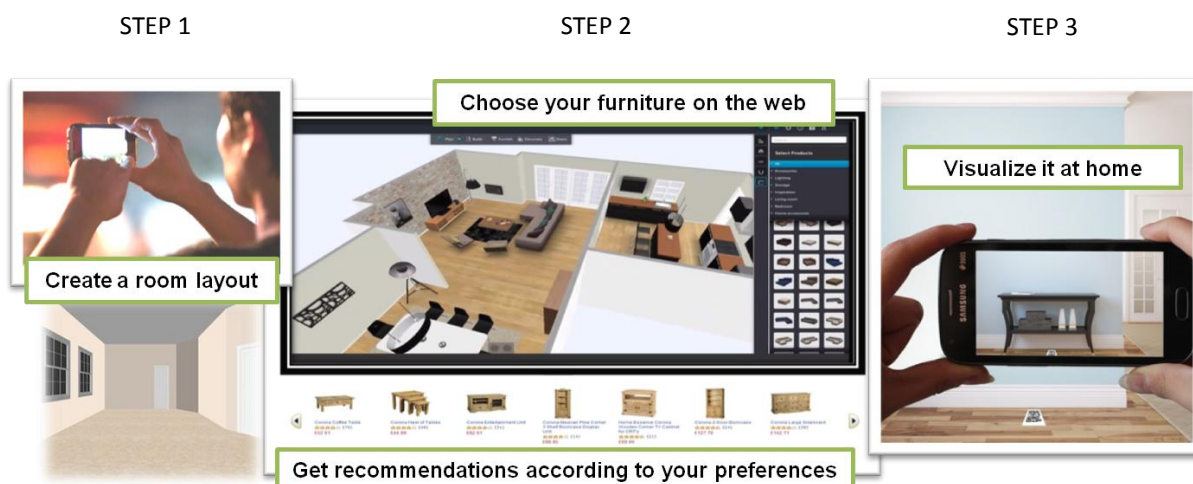
STEP 1   STEP 2   STEP 3

Figure 1- FurnIT-SAVER phases representation

2   Scope of the document

This document describes the project website sections and content as well as the collaboration platform set up for project management and documents repository.

3   Structure of the website

A project website has been created and is available at http://furnit-saver.eu

The website will facilitate the dissemination of the project both internally and externally enabling the project to reach as wide an audience as possible. Content includes details on the project and its objectives, the methodology and deliverables, the partners as well as pages for dissemination material and news.
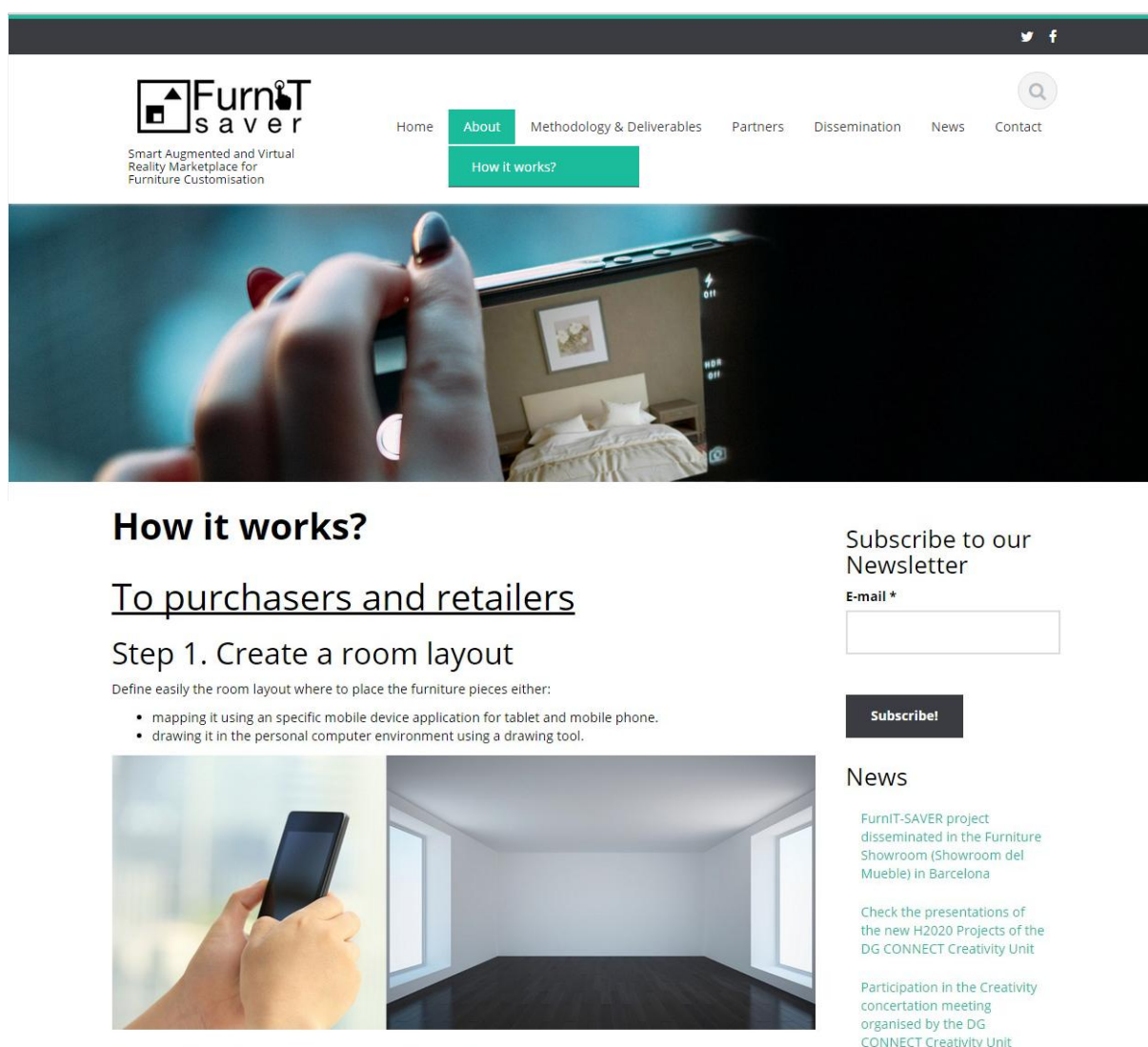
Figure 2 - A Screenshot of the FurnIT-SAVER homepage

The website has been created using Wordpress as Content Management System making it easy to use and update. It will be updated on a regular basis in order to keep the content fresh and generate interest in the project. In addition, a twitter account @furnitsaver and a Facebook webpage have been set up and are accessible via the project website. These, together with the web will contribute towards the wider dissemination of the project and its results.

4   The website as communication tool

The website provides a useful tool for communicating externally the project concept and its objectives, the partners and methodology through the various public pages created. These pages give an insight into the project and provide the visitor with a general overview.

Step 2. Choose your furniture

Select and visualize the furniture on the web using Virtual Reality in a PC environment.

Get advice from Intelligent Furniture Recommender based on Artificial Intelligence.

Interesting links

Horizon 2020

Step 3. See it at home

Visualise the selected products in the real place using a mobile device and Augmented Reality.

Buy the furniture with the confidence that it fits your style and needs.

To manufacturers

The specialised furniture shops and small furniture manufacturers, will have a new platform to compete with the economies of scale advantages that the larger retailers can offer.

The big advantage for furniture manufacturers is that they could upload their furniture catalogue in the FurnIT-SAVER platform opening a new sales channel and allowing the selection of their furniture pieces to the purchasers that will use this platform.

The FURNIT-SAVER project will make use of Virtual and Augmented Reality technologies, recommendation engines and ecommerce solutions to produce a smart marketplace for furniture customisation.

It will enable customers to make accurate 3D plans of the rooms they wish to design, recommend and visualise different furniture and furniture layouts and allow manipulating the different attributes of furniture to the customer's liking.

The customer will then be able to visualise the furniture in their home environment using Augmented Reality.

Figure 3 - FurnIT-SAVER project concept in the website

Figure 4 - FurnIT-SAVER website: "The Partners"

5 News and dissemination

In order to keep the website interesting, information will be uploaded to the 'News' page regularly in the form of partners' attendance at events, forthcoming events, meetings, interesting articles and press releases.

The 'Dissemination' page will contain dissemination material such as posters, flyers and newsletters which will be produced throughout the project.

Figure 5 - FurnIT-SAVER website: "News"

Figure 6 - FurnIT-SAVER website: "Dissemination"

6 Social Media

In addition, links to Twitter and Facebook accounts have been created to raise awareness of the project and increase online visibility. It is intended that this area of the website will feature interesting articles and will be updated regularly with news relating to both the project and the application of ICT to the furniture industry itself.
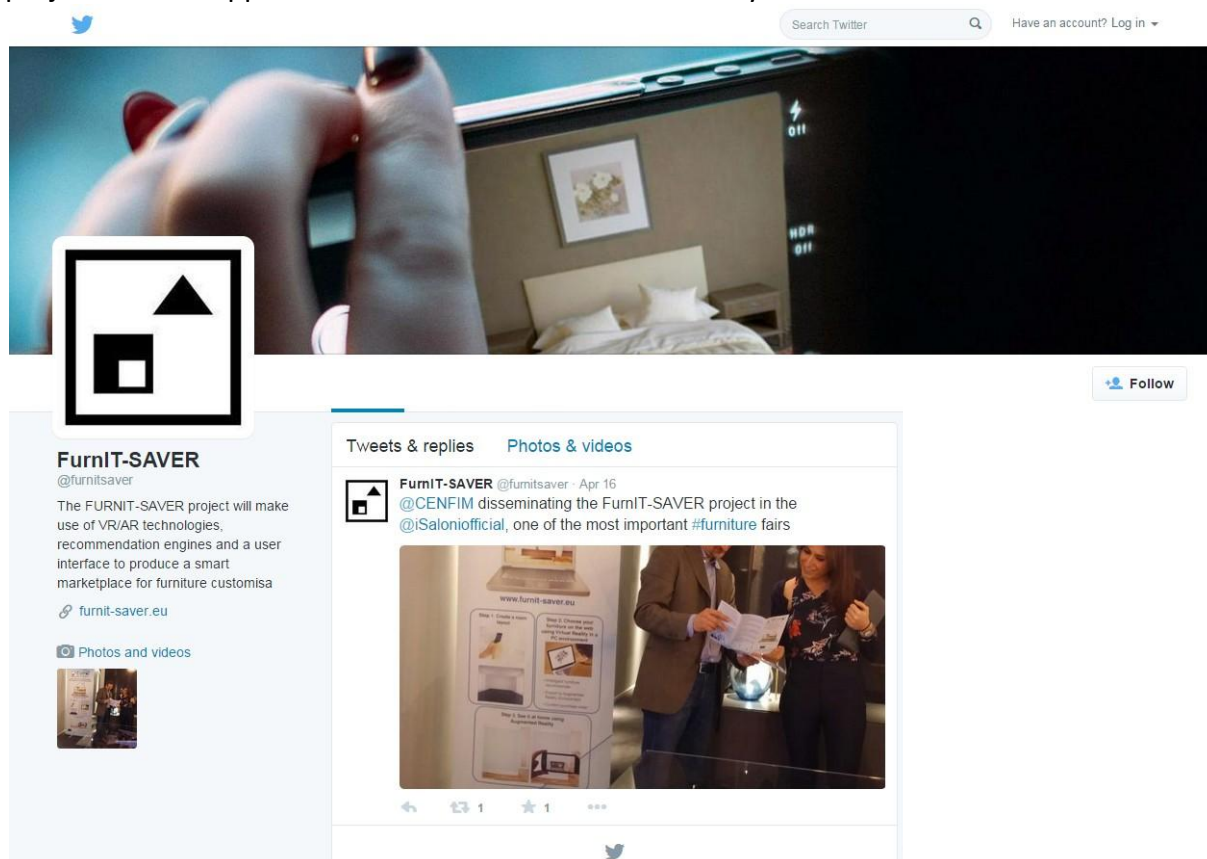

Figure 7 - FurnIT-SAVER twitter account

Figure 8 - FurnIT-SAVER facebook page

7 Collaborative platform for project management: PROCEMM

The website will also act as a management tool for the project co-ordinator and as an internal communication tool for the project partners. For this purpose, a partners' areas with restricted access has been set up which will contain important documents and other project related information. A link to a private partners' area has been set up.
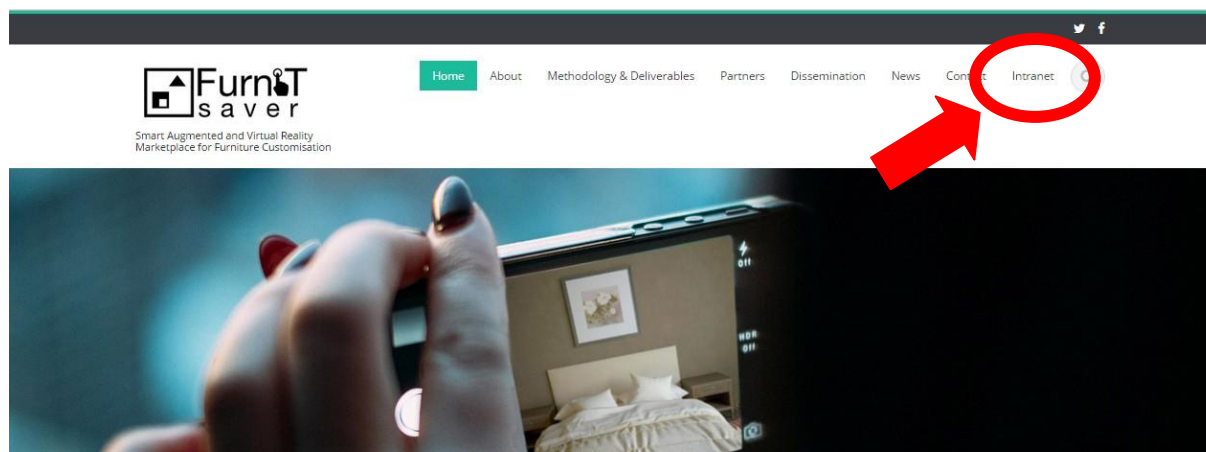

Figure 9 - FurnIT-SAVER website: Access to Intranet

This is a restricted area of the website where partners can upload reports and access important project documentation.
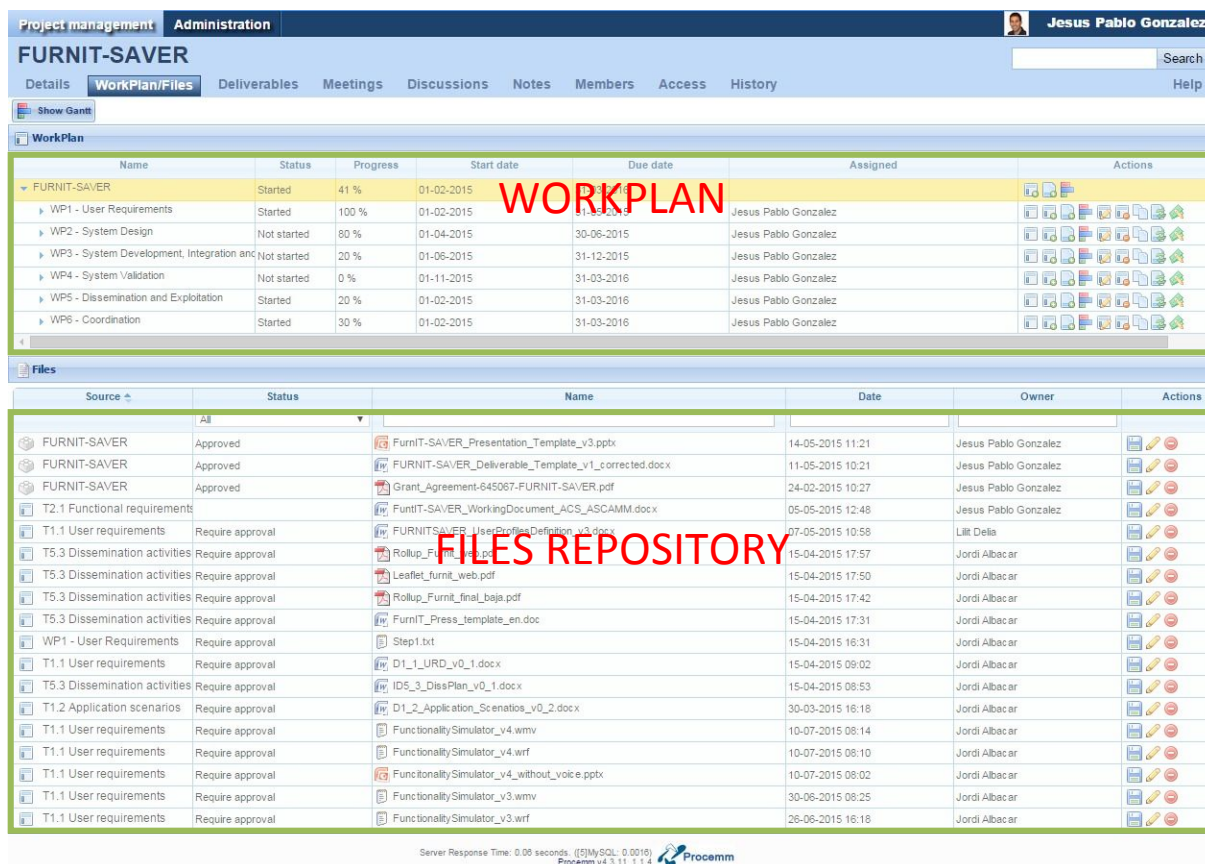
Figure 10 – Log in interface to the Intranet

Partners have been issued with a username and password to gain access to this area of the website.

The main menus included in the partners' private area are:

- Workplan: It shows the workpackages and tasks progress.
- Deliverables: It includes the list of deliverables, submitted files and due dates.
- Meetings: It includes the list of meetings, the agendas and minutes as well as other related files such as presentations, pictures, ancilliary documents, etc.