How Qliktag Built an Augmented Reality Interactive Packaging Mobile Application

Overview

Interactive packaging can be a powerful tool to create meaningful and pleasant experiences that can influence purchase decisions and enhance shopping experiences. They can boost marketing, customer engagement, product safety and the relationship between brand and customer. The software R&D team at Qliktag decided to build an interactive packaging mobile application using an AR technology tool. The aim was to build an application driven by a camera which could identify a product placed in front of it and display information about the product to the consumer through an Augmented Reality lens.

Solution

A simple Product SKU Entity & Data Model were configured for some sample products added through the UI, with basic attributes like product name, quantity, country of origin and price and product data. An AR mobile application was then built using Ionic to identify the product by checking the visual against a database of packaging images. Once the product is identified, the mobile app sends the identifier back to the Qliktag Platform, which then sends back the associated product attributes back to the app. The app displays this information to the user in an augmented reality format.

When the AR app is pointed at a product for which images and data have been entered, the app brings up the digital twin/data representation of that product. This interactive packaging application can also be deployed using a web camera and a large LCD display, where a consumer can hold up a product package in front of the camera to view expanded product information through its digital twin.

Conclusion

Packaging can be reshaped to enable its contents to become digitally active in order to present product information in an interesting way and make shopping a more engaging and captivating experience.

Platform tools used in creating the solution include:

- Data Model Designer
- Entity Creator
- Custom API Designer
- Things Editor

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