ASA AR Shopper Assistant

Small Collaborative Project

Contact Name: Glauco Miniussi

Contact Phone: +393386288047

Contact Email: miniussi@gezapp.com

Who We Are

Organization Name: GEZAPP Srl
Organization Type: Small and Medium Enterprise – SME
Country: Italy – Friuli Venezia Giulia Region
Website: www.gezapp.com

We like to consider ourselves reality makers. We are convinced that the virtual dimension must meld with the real dimension in order to generate experiences that would otherwise be impossible to live, that contribute to simplifying, improving, and enriching our everyday lives.

Our Augmented Strategic Vision is our capacity to project ourselves into a world that does not yet exist, creating and modelling it according to the priorities and the objectives of the marketing plan.

We build mobile applications, augmented realities, and immersive realities. We provide not only technological and programming consulting, but also the creative invention of the concept, the communication strategy, UI/UX, and functioning logic.

Project idea

Our **Project idea** provides for the development of a **mobile application in Augmented Reality** dedicated to the **agri-food sector**, aimed to the elderly people.

The goal is to develop an easy to use tool, able to provide the user with the purchase of information and specific and complete contents about the agri-food products.

The mode of interaction will be "user-friendly", thus allowing full understanding of the operation to the elderly people, which, consequently, will easily get comfortable with the instrument, feeling at ease.

In this sense, for example, it will be possible to structure the application by integrating a personal card into it, in which the user can select his own pathologies or difficulties.

The application thus, will filter the information coming from the framed products, on the basis of the specifications inserted in the personal sheet, previously filled in, helping elderly people to make a more informed and targeted purchase choice.

Moreover, in the case in which the user has filled in the personal card "reading difficulties", the voice tutor will be activated autonomously to help him / her understand the contents.

Looking for

Expertise Requested: Nutrition for the Elderly and Healthy Diets

End-user organization: Consumer organization is welcome to bring needs and problems and to evaluate the business potential.

We are looking for these partners to develop with our and their experience an AR Shopper Assistant APP more linked to the aspects of health contained in the product to be purchased (targeted product selection) in terms, for example, of nutrition for the elderly and healthy diet.

With the partners that we are looking for and who have experience in these areas we wish to form a consortium for a small cooperative project.