Creative Methods of E-marketing with Augmented Reality and its Impact on the Products Design

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Abstract

With the rapid development of digital technology and its various tools and applications, electronic marketing of products has become more widespread and effective. In the near future, experts predict that e-marketing is the dominant method of products marketing according to the many advantages of saving time, effort, money, in addition to being more exciting and interesting.

One of the modern E-marketing techniques is Augmented Reality (AR), which is defined as a kind of Digital Technology that relies on dropping virtual objects and associated information in the real user environment to provide him with additional information and interesting view in full immersion.

So this research examines the importance of using Augmented Reality as one of the developed methods in the e-marketing of the products, also its use in the stages of the design process, and the need to integrate the e-marketing by the Augmented Reality with the stages of the design process. The research concludes that there is a need for new requirements in the designed Products that are e- marketed in this manner, and to make the Augmented Reality in E-marketing more effective and fully utilized.

Keywords

E-marketing - Augmented Reality - Products Design.

Objectives

- Exploring new methods of Augmented Reality Technology in the E-marketing of products.
- Incorporating the product marketing method into the design process.
- Developing new requirements in products design consistent with innovative marketing techniques with augmented reality technology.

Significance

The research comes in the light of the increasing use of E-marketing of products and the emergence of new technologies in this area including augmented reality technology which requires integration with the design process, as well as realizing new requirements in the design of products to be successfully marketed by this technology.

Hypothesis

Using the augmented reality in electronic product marketing requires new requirements in product design with procedures within the design process.

Methodology

The research uses a descriptive and deductive approach in the theoretical studies, leading to new requirements in product design and inclusion in the design process.

Theoretical Framework

Introduction

1-Augmented Reality and Interactive Design in E-marketing.

2-Methods of augmented reality in products E-marketing.

3-Design process in the light of augmented reality technology.

4-Requirements of the augmented reality technology in the products design.

5-Results.

6-Recommendations.

7-References.

Summary

The marketing of products is one of the most specialized fields that look at all the new methods in the world of persuasion and promotion, which always need creativity and innovation. Every day a new idea or technology is presented by the companies to express their products and to meet the wishes of the public in the sale and purchase. And augmented reality technology as one of the means of modern E-marketing, has become accessible to all by smartphones or any kind of computers ... etc., with the existence of any application of the augmented reality, companies and sales bear the responsibility of preparing such applications, and Web sites ...etc., that help users to shop around, and know about different product features and choose from the best, It is noted that product marketing using modern digital technologies, such as augmented reality, should not be isolated from the process of product design itself, because many of the requirements and characteristics of the new products will change, new functions will be added to the traditional functions and other feature related to the appearance...etc, Finally, this paper aims to explain the innovative methods of E-marketing of the products using the augmented reality technique, and its effect in the design process and the new characteristics of the products design as a result of using the augmented reality before launching the E-marketing. The augmented reality will achieve a lot of advantages depending on the type of product and targeted audience, the following diagram shows the nature of the design process in the light of using the augmented reality in the E-marketing of the products.
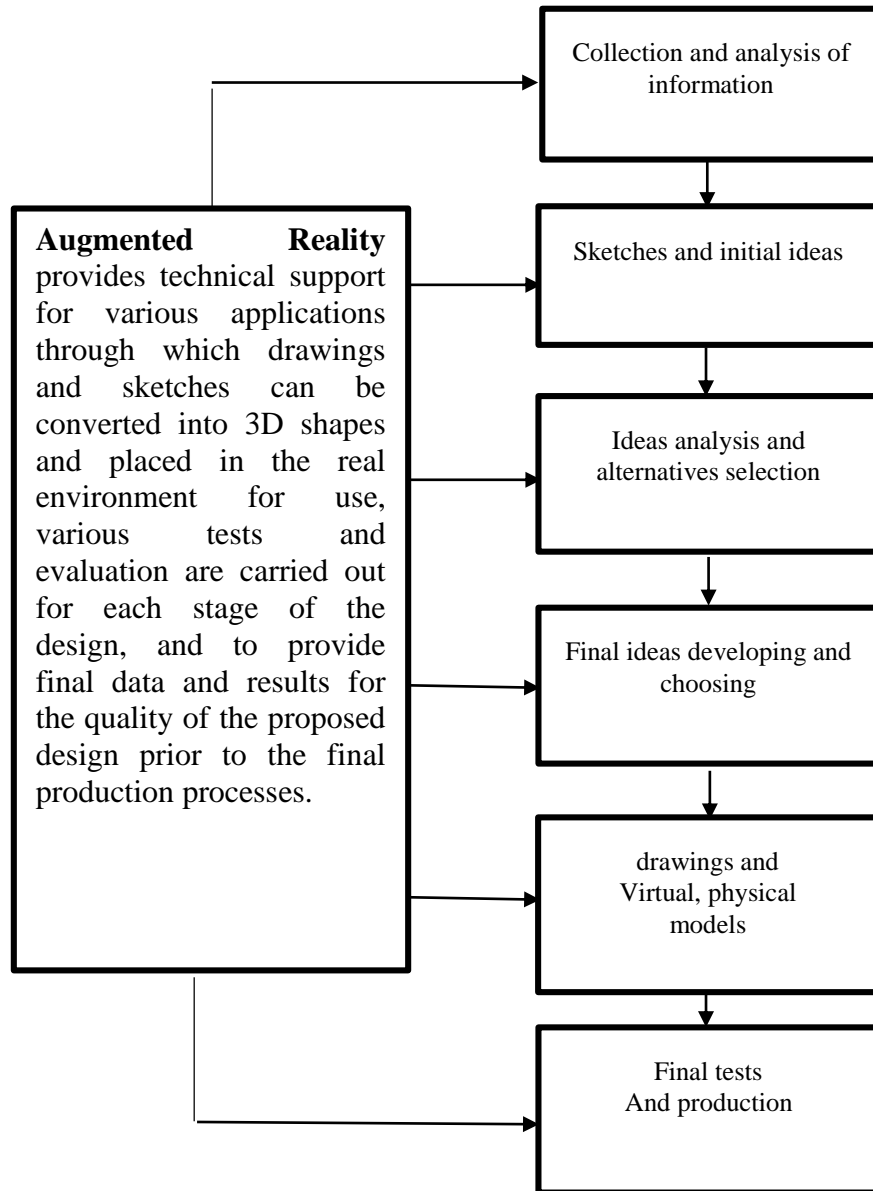
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                                    ┌──────────────────────────┐
                                    │ Collection and analysis of│
                                    │       information         │
                                    └──────────────────────────┘
                                              │
        ┌────────────────────────┐   ┌──────────────────────────┐
        │ Augmented     Reality  │   │ Sketches and initial ideas│
        │ provides technical     │──▶│                          │
        │ support for various    │   └──────────────────────────┘
        │ applications through   │             │
        │ which drawings and     │   ┌──────────────────────────┐
        │ sketches can be        │   │ Ideas analysis and       │
        │ converted into 3D      │──▶│ alternatives selection   │
        │ shapes and placed in   │   └──────────────────────────┘
        │ the real environment   │             │
        │ for use, various tests │   ┌──────────────────────────┐
        │ and evaluation are     │   │ Final ideas developing   │
        │ carried out for each   │──▶│ and choosing             │
        │ stage of the design,   │   └──────────────────────────┘
        │ and to provide final   │             │
        │ data and results for   │   ┌──────────────────────────┐
        │ the quality of the     │   │ drawings and             │
        │ proposed design prior  │──▶│ Virtual, physical models │
        │ to the final           │   └──────────────────────────┘
        │ production processes.  │             │
        └────────────────────────┘   ┌──────────────────────────┐
                                    │ Final tests              │
                                    │ And production           │
                                    └──────────────────────────┘
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Figure (12) shows the steps of the design process with the use of augmented reality technology

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