

A photograph of the interior of a Larson-Juhl gallery. The space is filled with various framed artworks and pieces of art. In the background, a large sign reads "LARSON · JUHL". To the left, there are signs for "800 700" and "600 500". A sign for "world art group" is visible in the lower center. The lighting is warm and focused on the art.

Virtual Reality on e-Commerce Platform for Quick Buying Decision

Larson-Juhl

Key Challenges

- Difficulty to physically match a piece of art with suitable frames, mats, fillets and liners
- Time intensive buying process for customers - visit distribution centers/stores
- Lack of suitable tools to visualize how the finished product will look - this delays/negates customer decision making
- Traditional order processing system

Solutions

- Created a Virtual Reality B2C E-Commerce Portal to make it easy for customers to browse, search, visualize and match frames, mats, fillets and liners for their art
- Complexities of searching for frames & its components by finish, style, type, height, width and depth were analyzed and incorporated into the search module
- Simple to use framing utility built on the portal to enhance customers' buying experience
- Technologies - ASP.NET, JavaScript, Adobe Flash, jQuery, XML, Web Services, Ajax

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Benefits

- Birth of a virtual retail sales channel over and above traditional selling methods
- Virtual Framing studio allows customers innumerable choice of frames & components for their art and photos
- Single platform to engage, visualize and buy art frames
- Increased interaction with customers and channel partners
- Less investment More return – Online business