2015 CAPSTONE



What is Prizmiq Analytics:

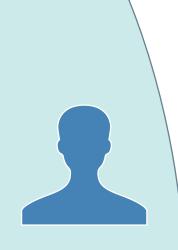
Allows online retailers better understand how their customers view and experience their products before purchase, and how does the 3D experience affects conversion rates

e-commerce business wants to increase sales of an online product

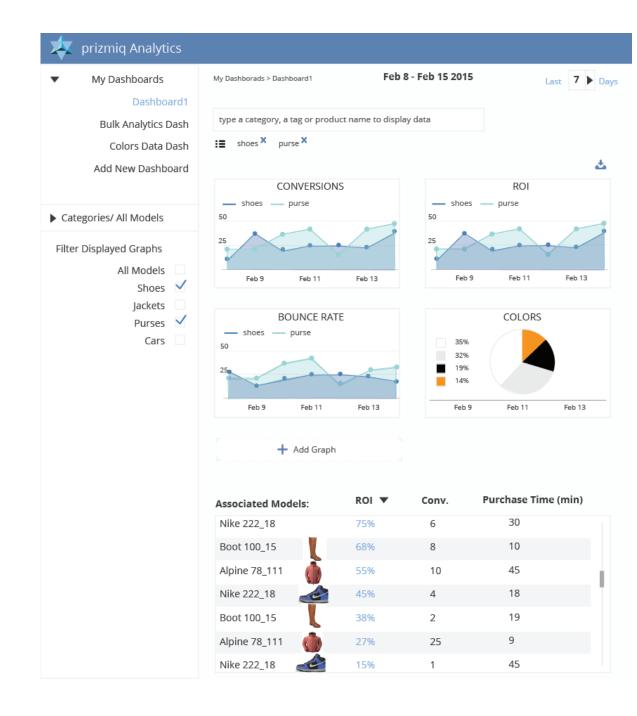


a customer inretacts with 3D model online

Prizmiq Analytics



Homepage



In order to choose a category user can either filter categories by searching keywords in a search bar or using left-sided filter

collects data about all of the interactions with the 3D model

e-commerce business analysis the data, improves customer expereince, and increases sales

Businesses



3D Models



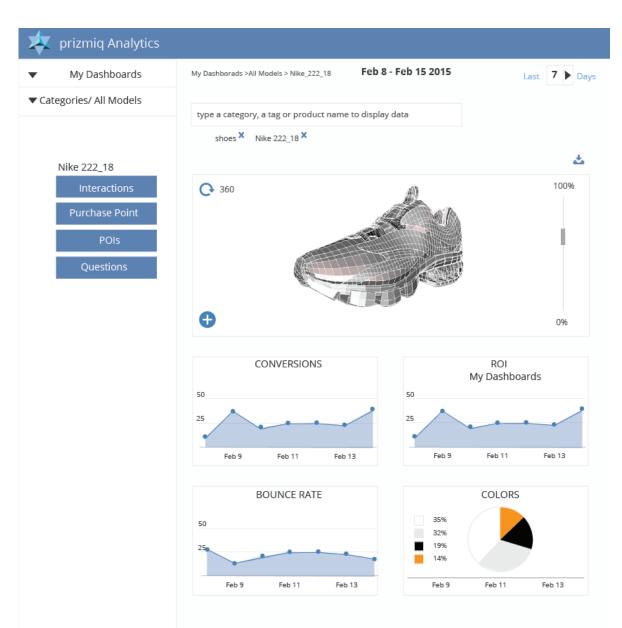
Audience



Interaction



Individual Item:



"Categories/ All Models" sections display all categories created by a user (initially empty).

Categories:

General & the metrics that are

item/ Category only: Interactions,

appropriate for an individual

Purchase Point, POIs

