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(51) International classification : G06F 301500, G06K 071000, G06Q 300400, G06Q 300600, G06T 190000 (86) International Application No :NA Filing Date :NA (87) International Publication No : NA (61) Patent of Addition to Application Number :NA Filing Date :NA (62) Divisional to Application Number :NA Filing Date :NA	(71)**Name of Applicant :** 1)**Chitkara University** Address of Applicant :Chitkara University, Chandigarh-Patiala National Highway, Village Jhansla, Rajpura, Punjab - 140401, India. Patiala ----------- ----------- 2)**Chitkara Innovation Incubator Foundation** **Name of Applicant : NA** **Address of Applicant : NA** (72)**Name of Inventor :** 1)**SINGH, Gurjinder** Address of Applicant :CURIN, Chitkara University, Chandigarh-Patiala National Highway, Village Jhansla, Rajpura, Punjab - 140401, India. Patiala ----------- ----------- 2)**SALUJA, Nitin Kumar** Address of Applicant :CURIN, Chitkara University, Chandigarh-Patiala National Highway, Village Jhansla, Rajpura, Punjab - 140401, India. Patiala ----------- ----------- 3)**GHOSH, Debarshi** Address of Applicant :CURIN, Chitkara University, Chandigarh-Patiala National Highway, Village Jhansla, Rajpura, Punjab - 140401, India. Patiala ----------- ----------- 4)**SINGH, Varinder** Address of Applicant :CURIN, Chitkara University, Chandigarh-Patiala National Highway, Village Jhansla, Rajpura, Punjab - 140401, India. Patiala ----------- ----------- 5)**GOYAL, Mukul** Address of Applicant :CURIN, Chitkara University, Chandigarh-Patiala National Highway, Village Jhansla, Rajpura, Punjab - 140401, India. Patiala ----------- ----------- 6)**BANSAL, Ananya** Address of Applicant :CURIN, Chitkara University, Chandigarh-Patiala National Highway, Village Jhansla, Rajpura, Punjab - 140401, India. Patiala ----------- ----------- 7)**KAUR, Rashpinder** Address of Applicant :CURIN, Chitkara University, Chandigarh-Patiala National Highway, Village Jhansla, Rajpura, Punjab - 140401, India. Patiala ----------- -----------

(57) Abstract :
The present invention relates to a system (100) for augmented reality-based online shopping, which offers an enhanced and immersive shopping experience to users, also allow users to visualize and interact with selected products in a realistic manner before making a purchase decision. The system (100) includes an image acquisition unit (102), a processor (104), a memory (106), and a display unit (108). The image acquisition unit (102) captures static and motion images of the user, which are then processed by the processor to verify angles, obtain body dimensions, and identify unique features. The system generates a 3D model representation of the user and receives requests for product selection, and the selected products are rendered onto the 3D model representation, simulating the user wearing the products on display unit (108).

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