Interactive E-Boutique Manual

The Comprehensive Guide to Use Case Implementation with Mext Platform

How I Created My 3D Interactive e-Boutique Using the Mext Platform ?

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How I Created My 3D Interactive e-Boutique Using the Mext Platform ?

1.Introduction

Creating a 3D interactive e-Boutique or online store using the Mext platform is incredibly straightforward and doesn't require any specific technical expertise. It's accessible to everyone, thanks to its user-friendly interface, allowing you to easily update your e-3Dboutique in real-time. Whether you already have a 2D e-boutique, are a part of an existing e-commerce platform, or are starting a new business, a 3D interactive e-Boutique is an excellent solution that enhances product interactivity and customer engagement.

In this manual, we guide you through the entire process, starting from brainstorming the concept of your e-boutique, all the way to the preparation, building, and animation of your e-Boutique.
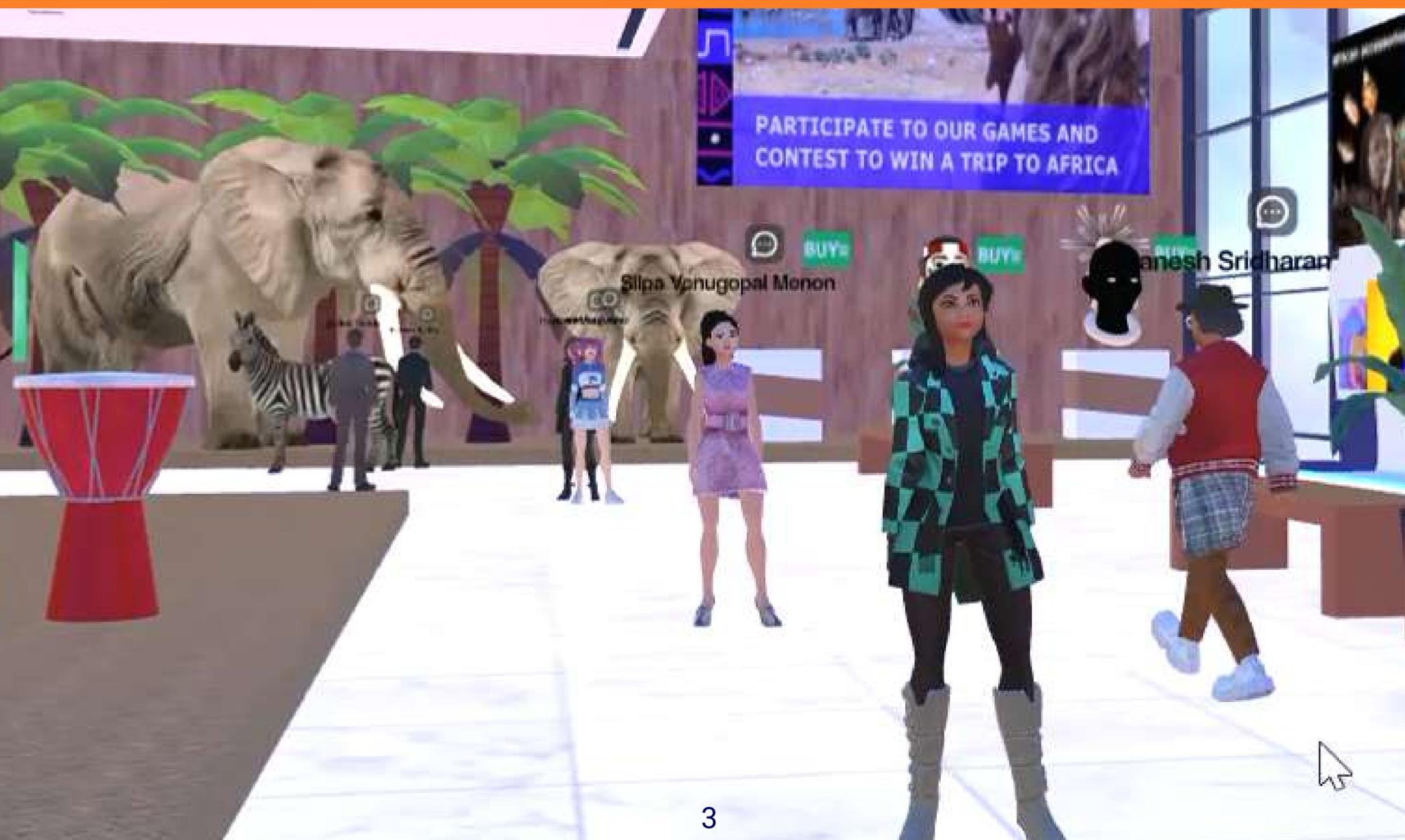
2. A Step by Step Guide: Craft you Branded 3D interactive e-Boutique

Step 1: Create a Short story of 3D Interactive e-Boutique:

Start by creating the story of your boutique and what you want to achieve with this e-boutique!

The Narrative Behind the 3D Interactive e-Boutique: Begin by shaping the narrative of your boutique and defining the goals you aspire to accomplish with this unique online shopping experience.

Here's my personal use case story: African accessories

My vision encompassed the creation of an online boutique that transcended the mere sale of exquisite African accessories. It was about sharing my profound passion for the African continent, celebrating its rich culture, and weaving a tapestry of diverse experiences. As I meticulously crafted my e-Boutique, I infused it with a unique atmosphere brimming with emotion. Each item on display not only encapsulated the beauty of Africa but also narrated the story of my heritage, values, and the captivating histories behind every product. My 3D boutique served as a canvas for representing multiple African countries.
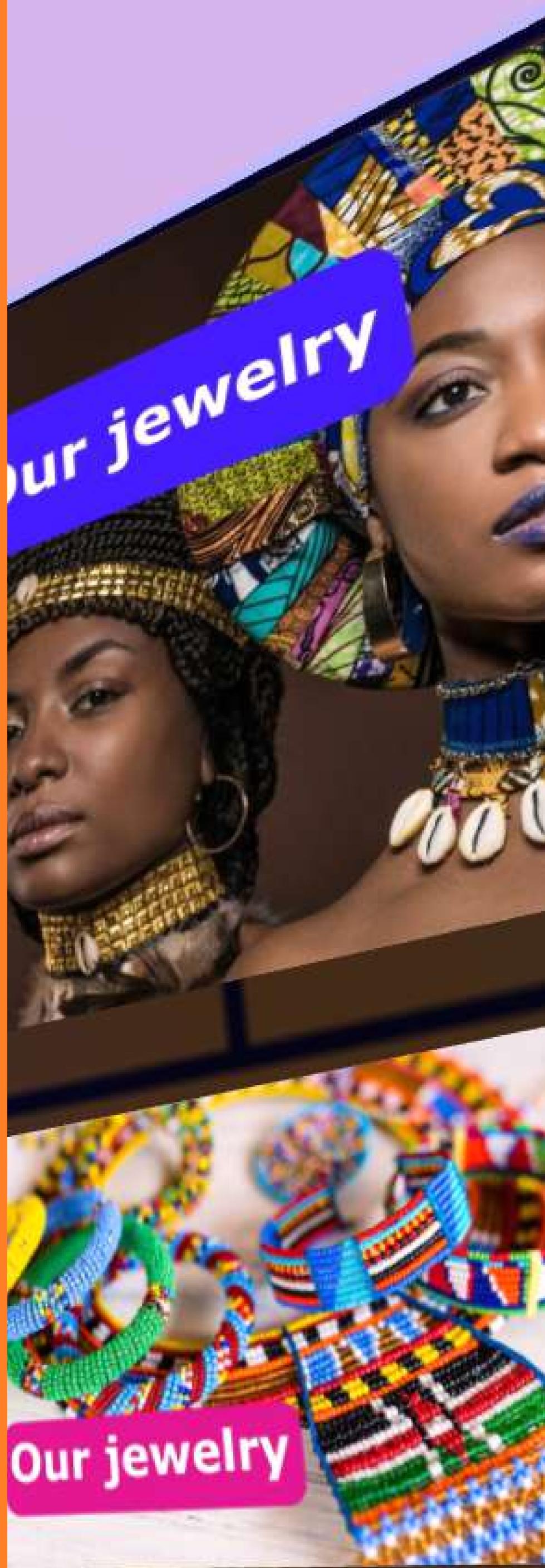
I sell Masks, Jewls, Tam-Tam and many other African Accessories.

Masks

by exploring the rich history of traditional artistic masks for example, you'll discover their multifaceted roles, from serving in ritual ceremonies to conveying decoration, preserving heritage, invoking the presence of ancestors, transmitting power, ensuring protection, and much more.
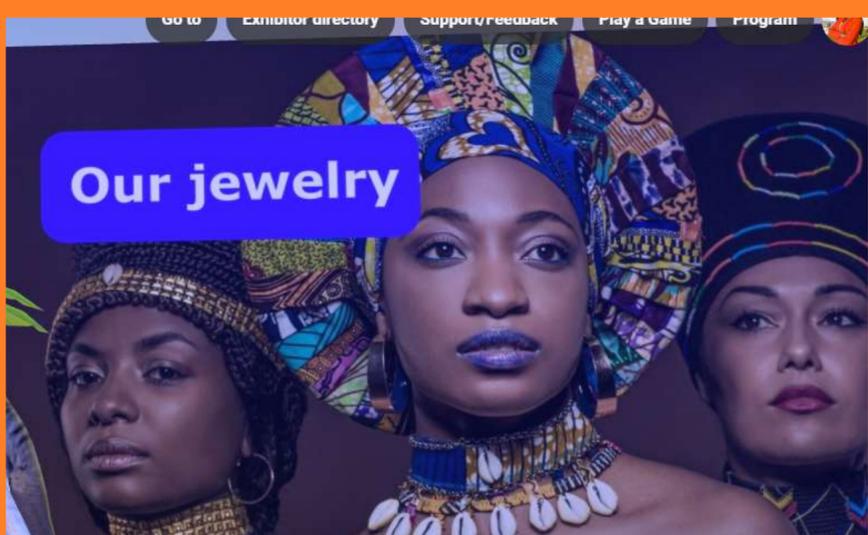
Jewelry

You will discover beautiful jewelry serving both as decorative and symbolic purposes, representing social status, cultural identity, and often carrying spiritual or protective significance.

African "Tam-Tam" (drum)

African "tam-tam": a term often used to describe traditional African drums. They are used for a wide range of purposes, including communication, entertainment, and ceremonial events. The rhythms and beats of tam-tam drums convey messages, celebrate important occasions, and accompany dances and rituals.

There is a lot to say and to discover in my 3D boutique, and I wanted to create an in-store-like experience where my visitors and customers using their avatars can virtually and with products' design, size, features, but also understand that these objects are not only artistic, but they have strong meaning.

Furthermore, I aspired to forge a unique connection with my customers, facilitating interactions that mimic the experience of a physical boutique. I wanted to be able to meet and guide visitors as they explored my e-Boutique. Additionally, I wished to organize special events within the virtual space, inviting customers to join me in these immersive gatherings. Ultimately, my vision was for this digital space to be a reflection of my physical store, where individuals could engage with one another through avatars, physically touch and examine my products, and truly feel the essence of my brand.

Step 2: Crafting Brand Identity

For those without a defined Brand identity, seize this opportunity to establish one

In my use case: African Accessories, I've embarked on the journey of shaping my brand identity by initiating the creation of a distinct logo and curating a color palette prominently featuring shades of pink and blue.

The visual elements I've crafted serve a dual purpose: not only do they enhance the presentation of my brand, but they also narrate stories and offer guidance on the diverse product range, encompassing African masks, jewelry, traditional drums (tam tam), and various other African accessories.

Specifically for the masks, I've designed informative panels, allowing visitors to delve into the visuals, intricate details, stories, countries of origin, and cultural significance of each mask.

AFRICAN ACCESSORIES SHOP

#3F19FA

#D2158B

#944421

#000000

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Step 3: 3D Space Template Selection

Double Storey Showroom

In the quest for the perfect 3D space template, I thoroughly explored the array of options available on the Mext website.

After careful consideration, I identified a Double-Storey showroom that seamlessly aligns with my business's identity and requirements. This choice aims to elevate the presentation of my products and streamline navigation through the incorporation of two distinct stages. Visitors are in for an exceptional showroom experience, surrounded by an extensive array of product displays.

Whether opting for an existing template or commissioning a 3D designer to bring your dream e-boutique to life, the Mext platform provides the flexibility to showcase your unique vision and products.

Step 4: Creating and Downloading 3D Models

In my case, I ventured onto Sketchfab, a platform for acquiring 3D models, to download exquisite renditions of my products—African masks, drums, jewelry, and other accessories. There are numerous websites, both free and paid, where you can find 3D models.

Alternatively, you can enlist the expertise of a 3D designer to craft specific elements tailored to your vision or to represent your products.

Alternatively, you can leverage software, such as the tools provided on the Widar website, to capture product images and seamlessly transform them into 3D models for integration into your Metaverse. Our dedicated "Application Note" for creating 3D models is readily available [LINK]. This resource is designed to assist you in identifying the right software, empowering you to independently generate 3D models of your products.

I recommend downloading all your models in one go, saving the files locally or creating a document with links to keep a meticulous record. This approach ensures a swift and efficient importing process into the Metaverse.
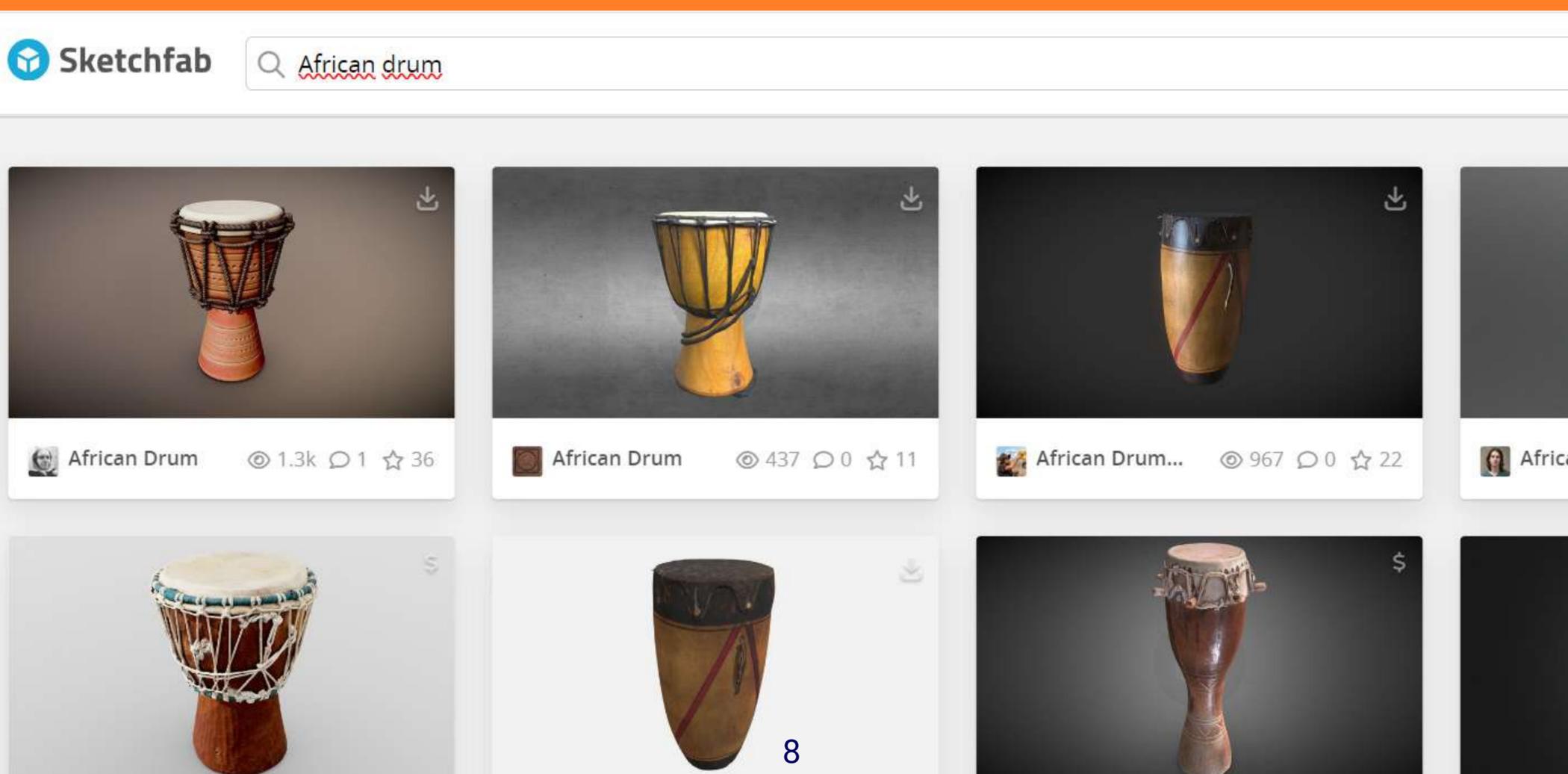
Step 5: Importing 3D Models in the Back Office

Navigating to my Mext Metaverse back office, specifically the MetaBuilder, I imported my 3D models into my e-Boutique space. I arranged the products thoughtfully, showcasing masks prominently on the ground floor and creating a relaxed corner with a sofa and jewelry. Other accessories found their place upstairs. Effective planning for product placement, decoration, and key messages is paramount for engaging clients.
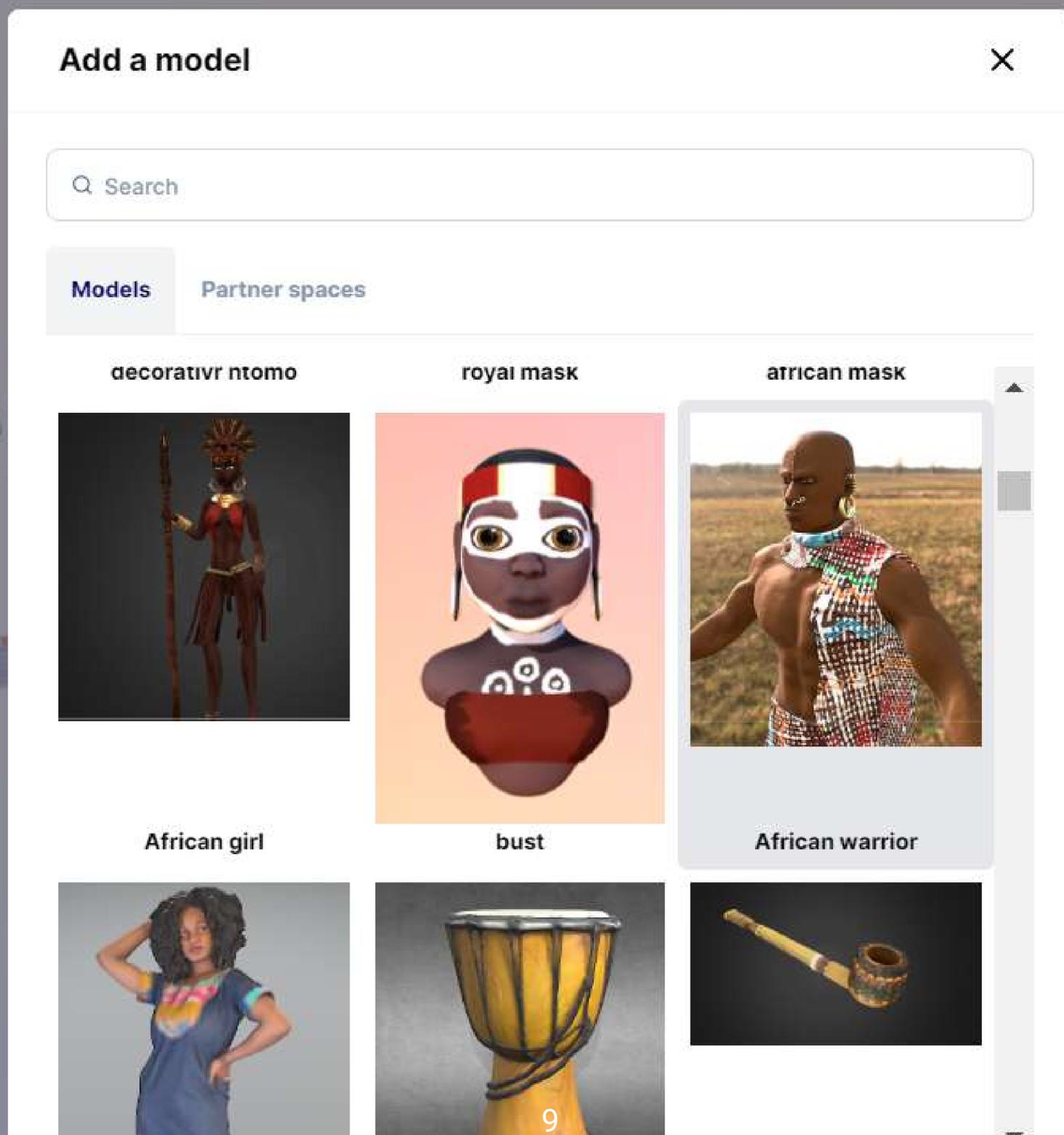
Step 6: Activating the 'Examinable' Feature

The "examinable" feature is a crucial component of selling products in your 3D e-commerce shop. Offering a lifelike visualization, it enables customers to scrutinize the product in 3D, providing a comprehensive understanding before making a purchase decision. Once activated, customers can interact with the product, manipulating it, exploring it from various angles, zooming in for close-ups, and even examining interior details.
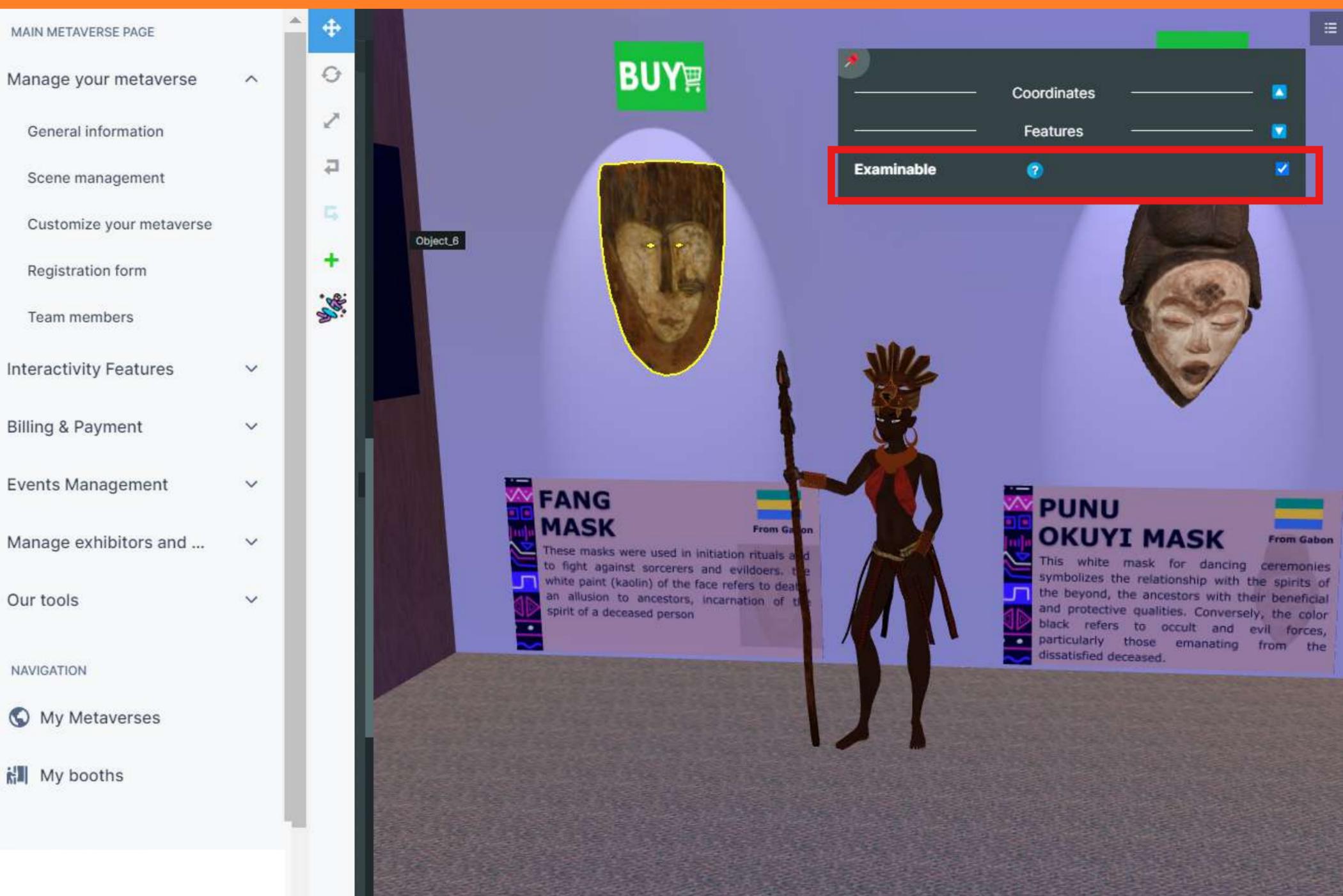
Step 7: Inclusion of the 'Buy' Button

By clicking on the "buy" button, users are seamlessly directed to your existing e-commerce platform for transactions. This ensures a streamlined payment experience, eliminating the need for separate payment systems. Embedding your 3D e-Boutique in your website harmonizes your e-commerce back office, offering a unified platform for transactions and logistics.
I recommend placing the "buy" button next to each product for a straightforward purchasing process, enhancing user experience.
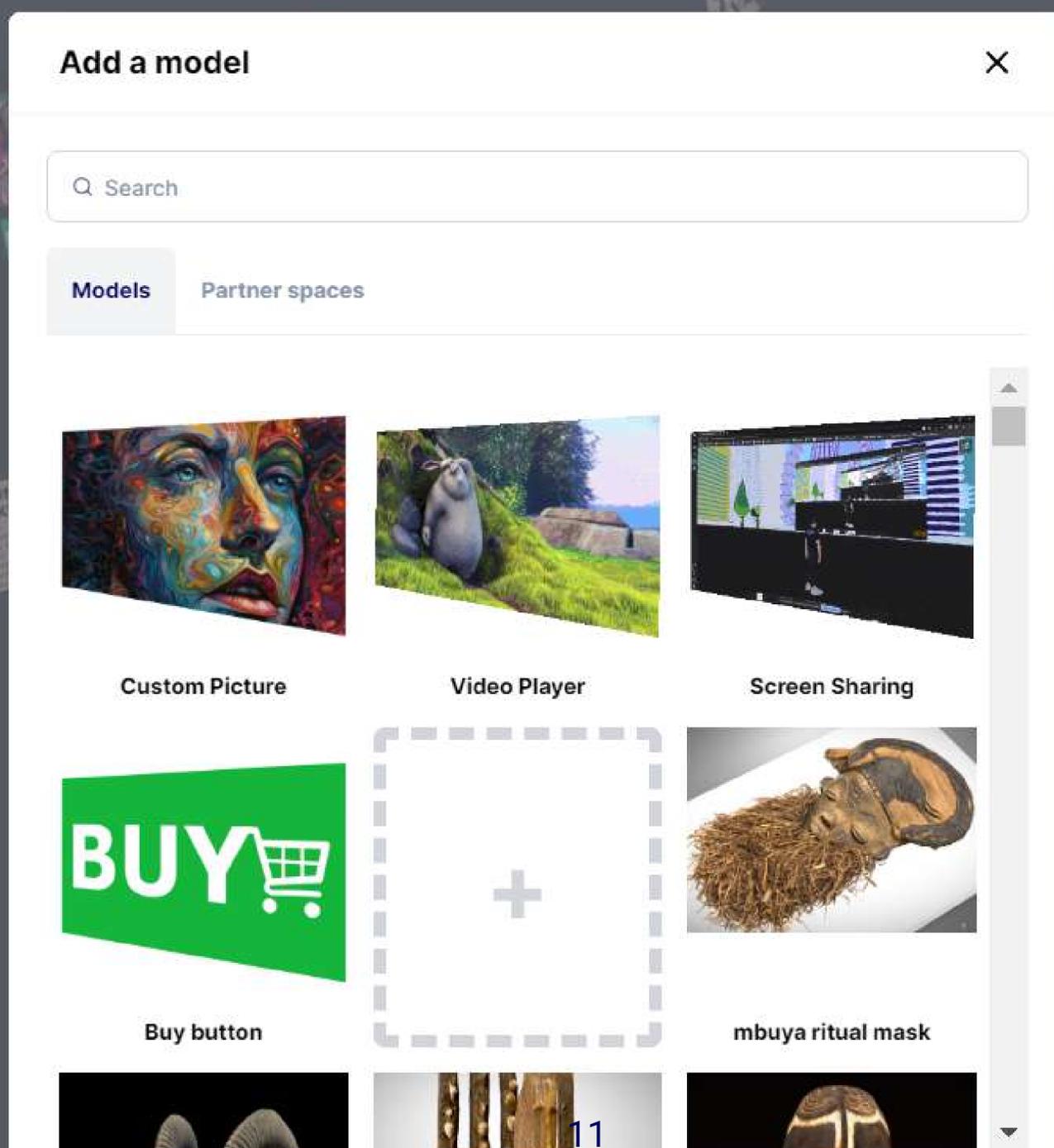
Step 8: Incorporating Entertaining Activities

To engage visitors and customers, I've incorporated various entertaining elements, such as videos on African dances and traditional clothing-making, interactive quiz games, and contests offering the chance to win a trip to Africa.

An interactive booth facilitates questions and downloads of additional content. Hosting events in your 3D e-Boutique presents additional selling opportunities.

I recommend diversifying activities to attract customers and offer an enjoyable, immersive experience. Allow clients to express themselves and feel at ease, fostering comfort and engagement.

During the African Accessories event, discover the beauty of our products in details. Learn on African culture (habits, language, dances, meaning of masks, jewls...),.. participate to our games and contest to win a trip to Africa.

PARTICIPATE TO OUR GAMES AND CONTEST TO WIN A TRIP TO AFRICA

BUY   BUY

What products can we find in store?

Sofa, chairs, table

What can be the roles of the African masks?

Preserving heritage, invoking the presence of ancestors, transmitting power, protection

For what purpose do you want to use our jewelry?

Decorative and symbolic purposes

Step 9: Interacting with Visitors

Utilize your e-Boutique admin interface to monitor visitors and interact with them personally. With your avatar, guide visitors through your 3D space, providing insights and expertise for a personalized shopping experience. Your virtual presence can make a significant difference, akin to a physical store interaction.

Explore Additional Resources for Building Your 3D Interactive Space & Metaverse:

Platform Documentation:
- Detailed platform documentation is available at *Platform Documentation*.
- Access the *FAQ* section.
- Learn "How to build your booth?" through a comprehensive document.
- Access a document on "How to join the stage when you are a speaker?".
- Learn "How to embed your 3D interactive space in your Wordpress website?"

Whitepapers & Use Cases:
- Delve into Mext's whitepapers and use cases.
- Access guides for use case implementation with the Mext platform.

Tutorials Videos:
- *Video tutorials* are accessible for your convenience.

Everything about 3D Models:
- Discover *how to obtain ready-to-use 3D models.*
- Learn the *process of creating 3D models for your products.*
- Explore techniques for transforming any text into 3D.

Mext Support:
- Reach out to Mext support at *contact@mext.app*.

Trainings:
- Engage in *bi-weekly training sessions* in English every Tuesday at 3 pm.
- Participate in *bi-weekly training sessions* in French every Tuesday at 3 pm.

Contact us

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