



Flipverse- Metaverse in Virtual shopping experience

Divya Mohan , Flipkart Labs



Who am I?

Engineering Manager / Techie /

Web3 fanatic / NFT enthusiast /

Life coach / Avid book reader /

Mother / Wife

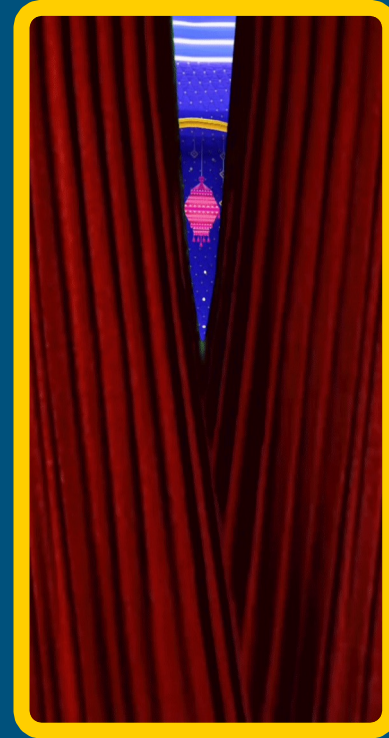
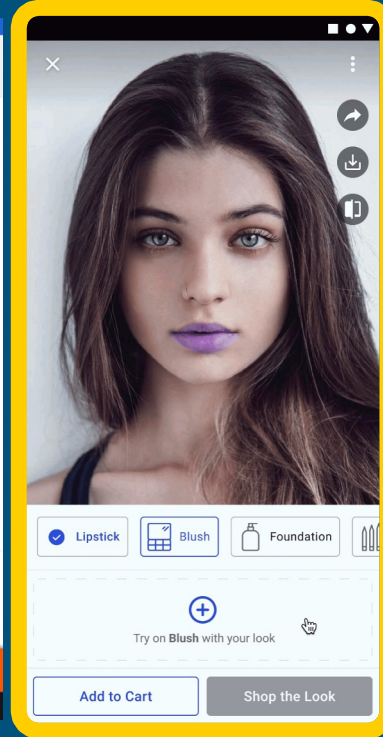
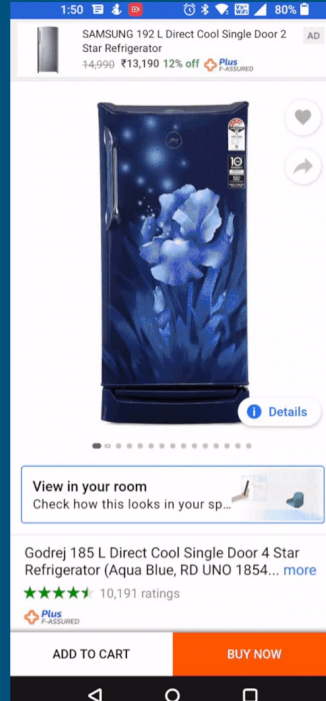
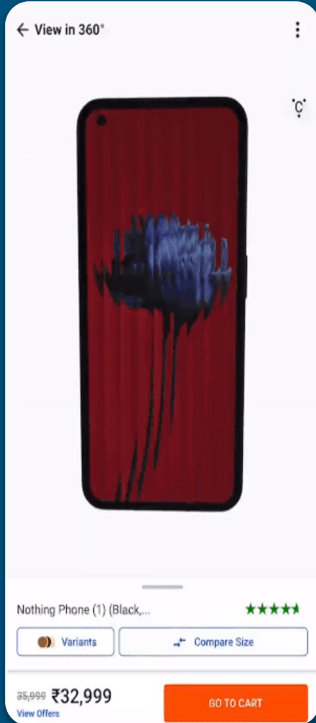


FK Labs

Flipkart Labs is the Moonshot Factory at Flipkart - Driving Innovation in 3D/AR space and now pioneering web3, Metaverse commerce

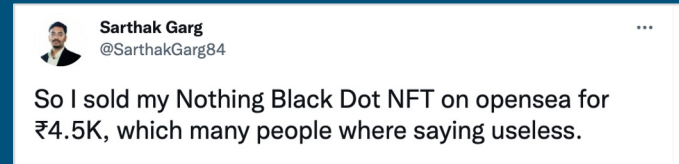
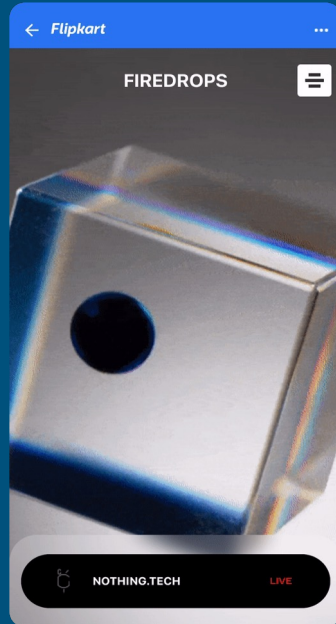


What we do

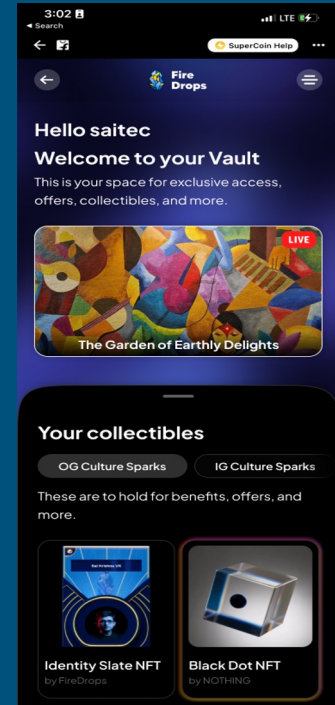
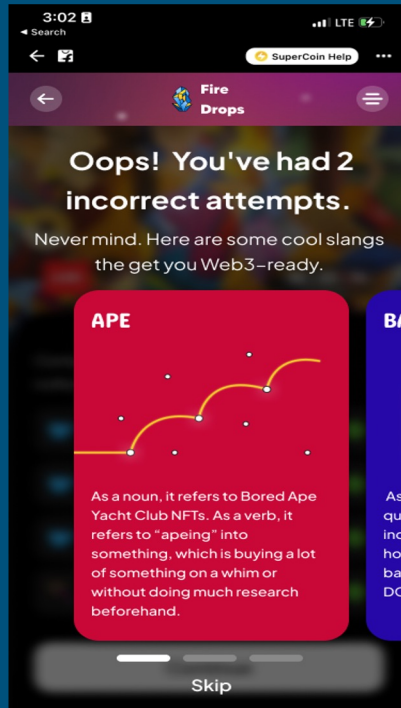
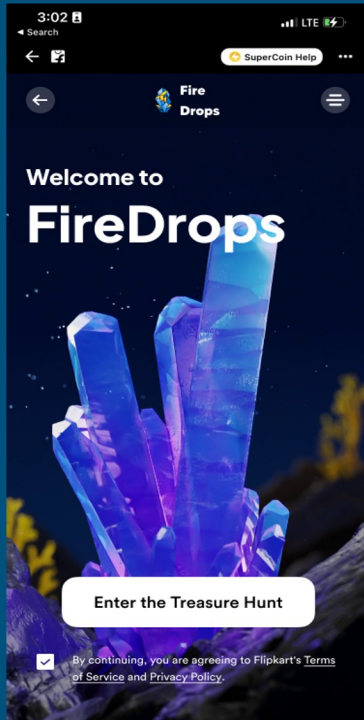


Firedrops - Flipkart's Web3 Platform

A first of firsts - Nothing's first ever web3 project - meets Flipkart Labs' first web3 launch - **FireDrops**



First ever Digital Treasure Hunt



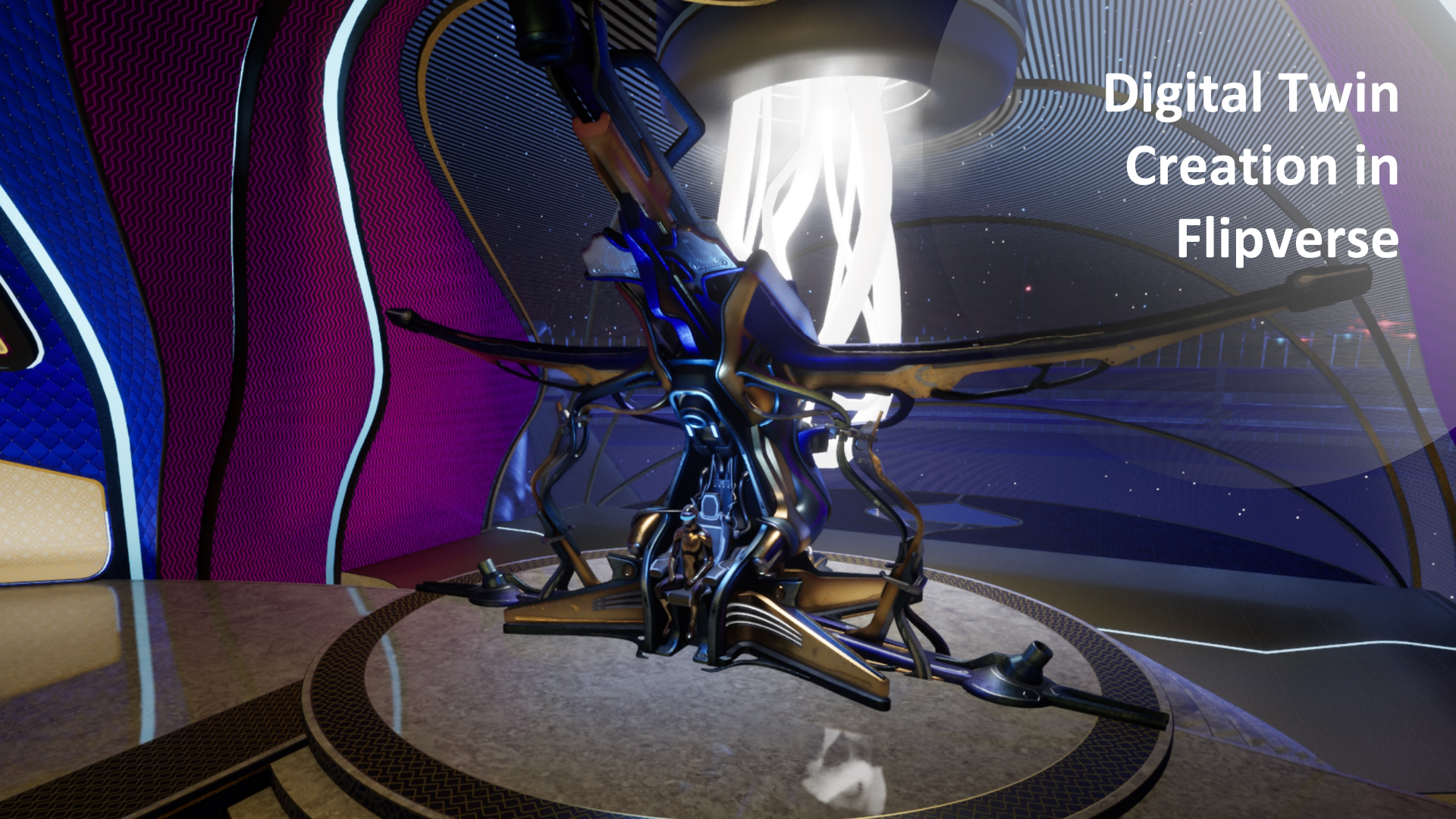
AGENDA

- Why Metaverse?
- Flipverse - India's first virtual shopping experience
- Opportunities

Why Flipverse(Metaverse) ?

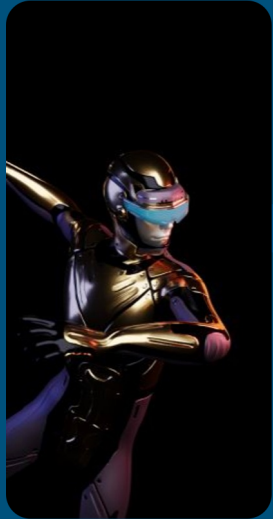
- Providing users with the ability to have real time immersive experience and engage with the space using Digital twins
- Changing the perception of Festive sales from a Sale Driven event to a Carnival
- Get users to experience products with a personalized touch
- Users can enjoy group shopping
- New ways to drive sales
- Ability to interest Metro /GenZ audiences



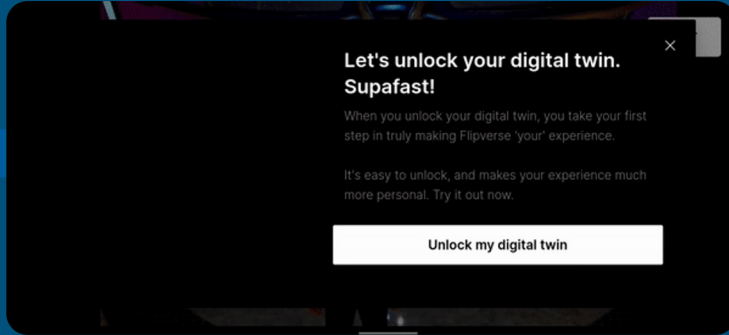
A futuristic, metallic, multi-armed robotic structure is the central focus, positioned on a circular platform. The structure is highly detailed, with various joints, pipes, and mechanical components, giving it a complex, industrial appearance. It is set within a high-tech environment featuring curved walls with a purple and blue color scheme and a ceiling with a grid of lights. The overall atmosphere is one of advanced technology and digital innovation.

Digital Twin Creation in Flipverse

Digital twin creation



User enters Flipverse as Gender Neutral Avatar & activates the Incubator by **completing their KYC and minting the strand**



User walks up to the incubator and taps on it to trigger the creation of the avatar

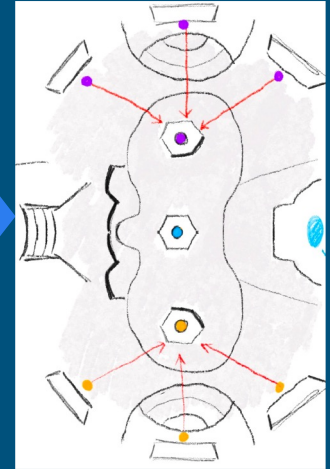


User can choose to upload Image from gallery or take a photo real-time



5-10 seconds later, a digital twin is created

Apparel is customisable and digital twin can be accessorized



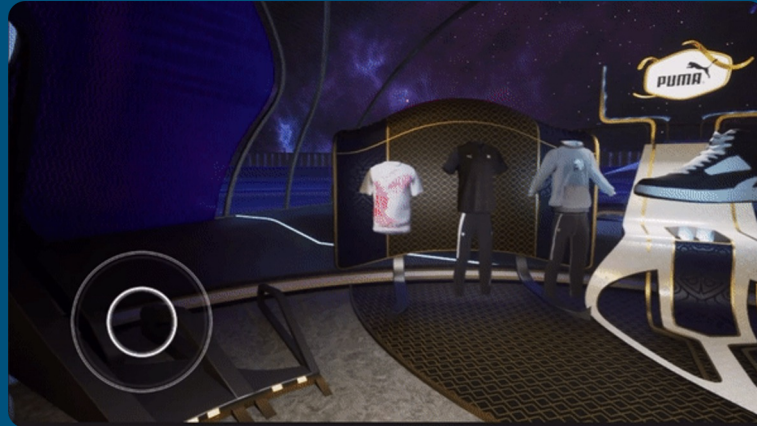
User can then use their digital twin in the space and move around with it

Interacting with brand spaces in Flipverse

Users use their joystick to navigate to the brand space and tap on it to activate it

Users are **guided by toasts** that are activated based on proximity

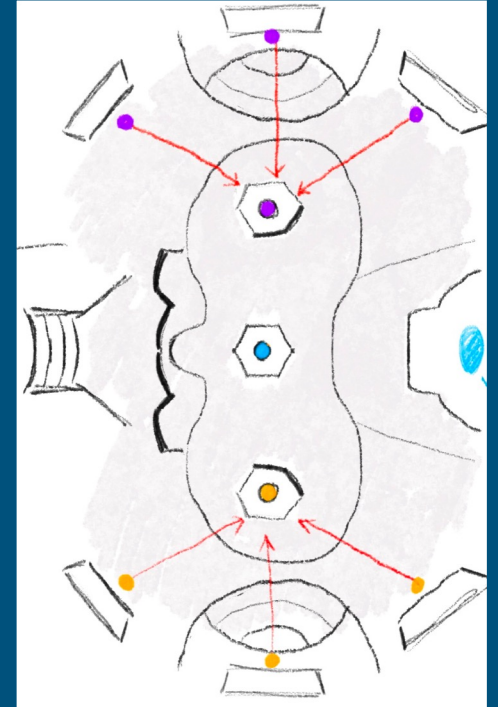
Users can either **tap on the products** to learn more or **tap on the screen** to claim the coupon / understand the quest



Apparel brand spaces had vertical displays where there were **Looks displayed** rather than individual products

Users can tap on each product to learn more about them and click on the CTA which would navigate them back to the app

There were 3 brand spaces on either side of the theatre with each brand space displaying 6-8 products on the tables in 3D



Brand Spaces in Flipverse



Demo

Brandstore [demo](#)

Different Brandspace [demo](#)

Detailed [demo](#)

Flipverse - Learnings

Flipverse was the **largest e-commerce metaverse activation globally**

Hyper-realistic 3D
game-like Space

Live from
17th - 22nd Oct

Partners who helped
make this happen

Strand NFT
Available to claim

3D Digital Twin unlocked
by Strand

Brand Rewards up
for grabs

EDA0

SURREAL

GUARDIANLINK

Over 6 days **people across 2300 cities came together virtually** to shop and experience Flipverse

20000 hours of Flipverse were streamed with 300-500 users streaming the verse to their phones every minute where brands were explored and rewards claimed

READY
PLAYER
ME

72k Strand NFTs were claimed to let users create their own digital twin

Users who created avatars spent 6x more time in Flipverse than the average user

Flipverse - Learnings

Infrastructure

- Tech Platform Optimizations - Infrastructure challenges , auto scale , setting right ***GPU***

Interaction

User Experiences - Educating users to navigate 3D space . Interacting with products in a 3D spaces

Flipverse - Learnings

Information

- Best way to enable commerce in Metaverse
- Brands collaborations- Amplifying brand experiences to have better user engagement

THANK YOU

<https://www.linkedin.com/in/divya-mohan-245b2615>
divya.mohan.rao@gmail.com, divya.mohan@flipkart.com