CLAIMS:

1. A computer-implemented method comprising:

obtaining an image of a physical real-world item, the image having been captured by a device associated with a user in real-time;

obtaining first information associated with the physical real-world item;

obtaining second information associated with at least one of the user and the physical real-world item, the second information including information defining a plurality of different three-dimensional, 3D, models, each for generating a respective different virtual scene, each associated with an environment for presenting the physical real-world item in augmented reality, AR, at least two of the respective different virtual scenes being of a respective different room in which the physical real-world item may be presented, wherein the second information associated with the physical real-world item comprises third information identifying the physical real-world item, wherein at least one of the 3D models is recommended based on the third information identifying the physical real-world item;

instructing the device to display an indication of the plurality of different 3D models;

receiving a selection of a particular 3D model associated with a particular environment from the plurality of different 3D models;

generating, based on at least the first and second information, an AR scene comprising computer-generated scenery including the virtual content of the particular environment associated with the particular 3D model that was selected, and depicting the physical real-world item in the particular environment in proportion thereto; and

instructing the device to display the AR scene.

2. The computer-implemented method of any preceding claim, further comprising:

determining a product that corresponds to the physical real-world item,

wherein the second information is associated with at least one of the user and the product.

3. The computer-implemented method of claim 2, wherein:

the product is a first product,

the second information further includes an indication of a second product associated with at least one of the user and the first product, and

the computer-generated scenery further comprises a virtual representation of the second product.

4. The computer-implemented method of claim 2 or claim 3, wherein determining the product that corresponds to the physical real-world item comprises receiving an indication of the product.

5. The computer-implemented method of any one of claims 2 to 4, wherein determining the product that corresponds to the physical real-world item comprises analysing the image of the physical real-world item.

6. The computer-implemented method of any preceding claim, wherein generating the AR scene includes anchoring a portion of the image to a virtual point in the computer-generated scenery.

7. The computer-implemented method of any preceding claim, further comprising:

receiving a request to modify the AR scene;

generating a modified AR scene based on the request; and

instructing the device to display the modified AR scene.

8. The computer-implemented method of any preceding claim, wherein the image is a first image, the physical real-world item is a first physical real-world item, the device is a first device and the user is a first user, the method further comprising:

obtaining a second image of a second physical real-world item, the second image having been captured by a second device associated with a second user, wherein the AR scene further includes a virtual representation of the second physical real-world item.

9. The computer-implemented method of any preceding claim, wherein obtaining at least one of the first and second information comprises obtaining the at least one of the first and second information using a machine learning model.

10. The computer-implemented method of any preceding claim, wherein generating the AR scene includes generating visual content and one or more of audio content and haptic content.

11. The computer-implemented method of any preceding claim, wherein generating the AR scene includes scaling the computer-generated scenery relative to the dimensions of the physical real-world item.

12. A system comprising:

a memory to store: (i) an image of a physical real-world item, the image having been captured by a device associated with a user, (ii) first information associated with the physical real-world item, and (iii) second information associated with at least one of the user and the physical real-world item;

a processor configured to carry out the method of any preceding claim.

13. A computer program, that when executed by a computer, causes the computer to carry out the steps of the method of any of claims 1 to 11.