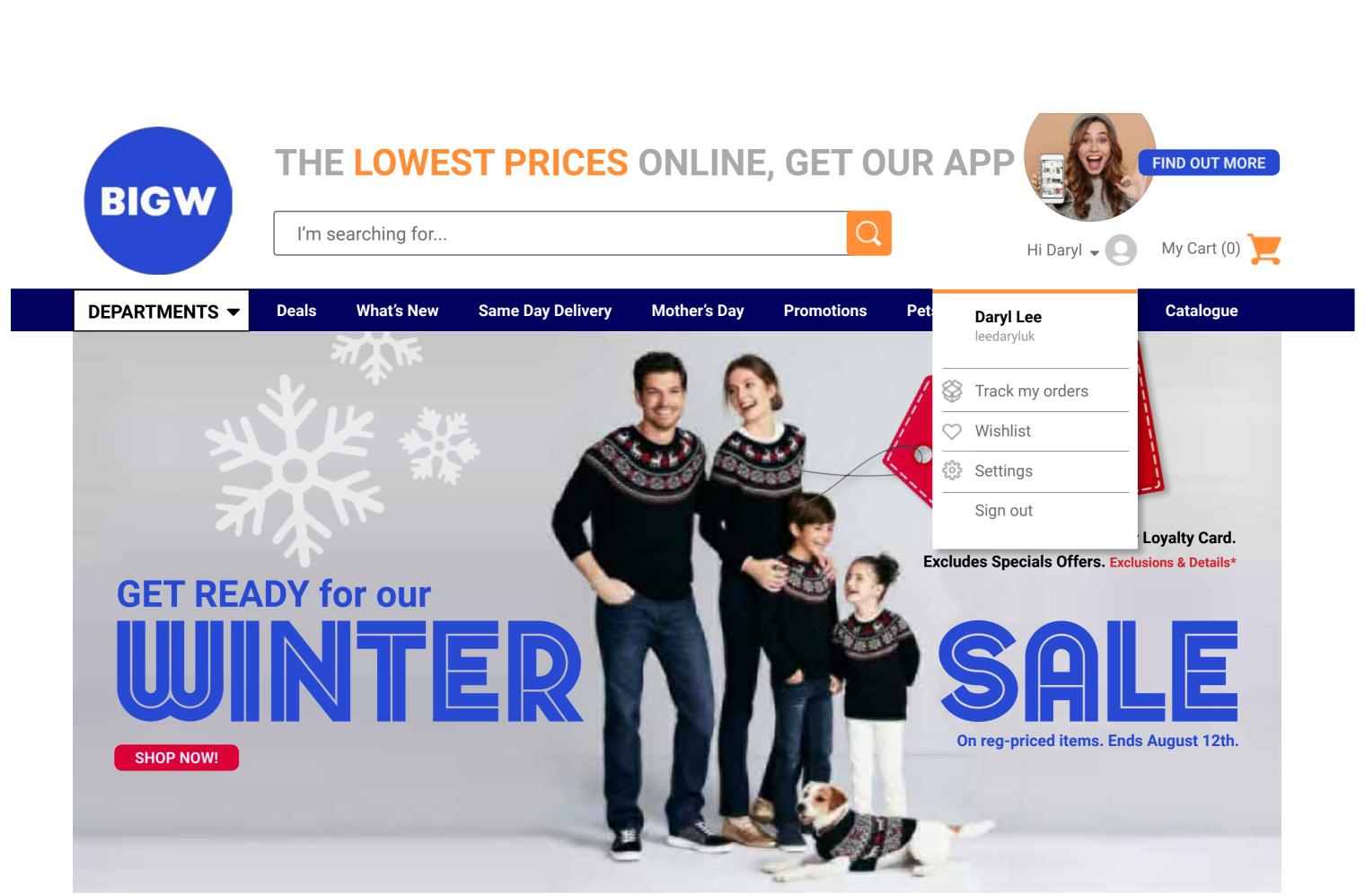


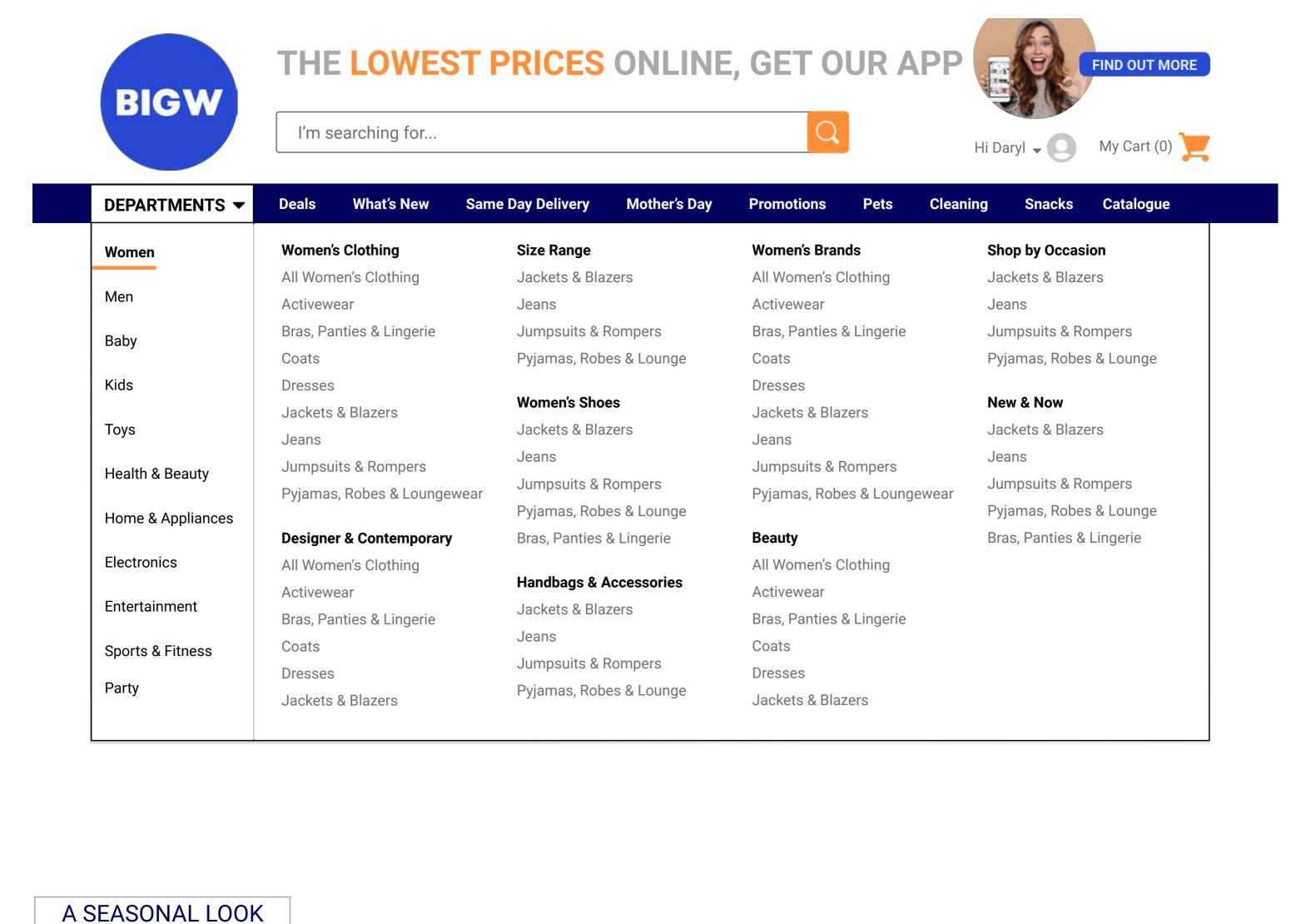
ACCOUNT DETAILS

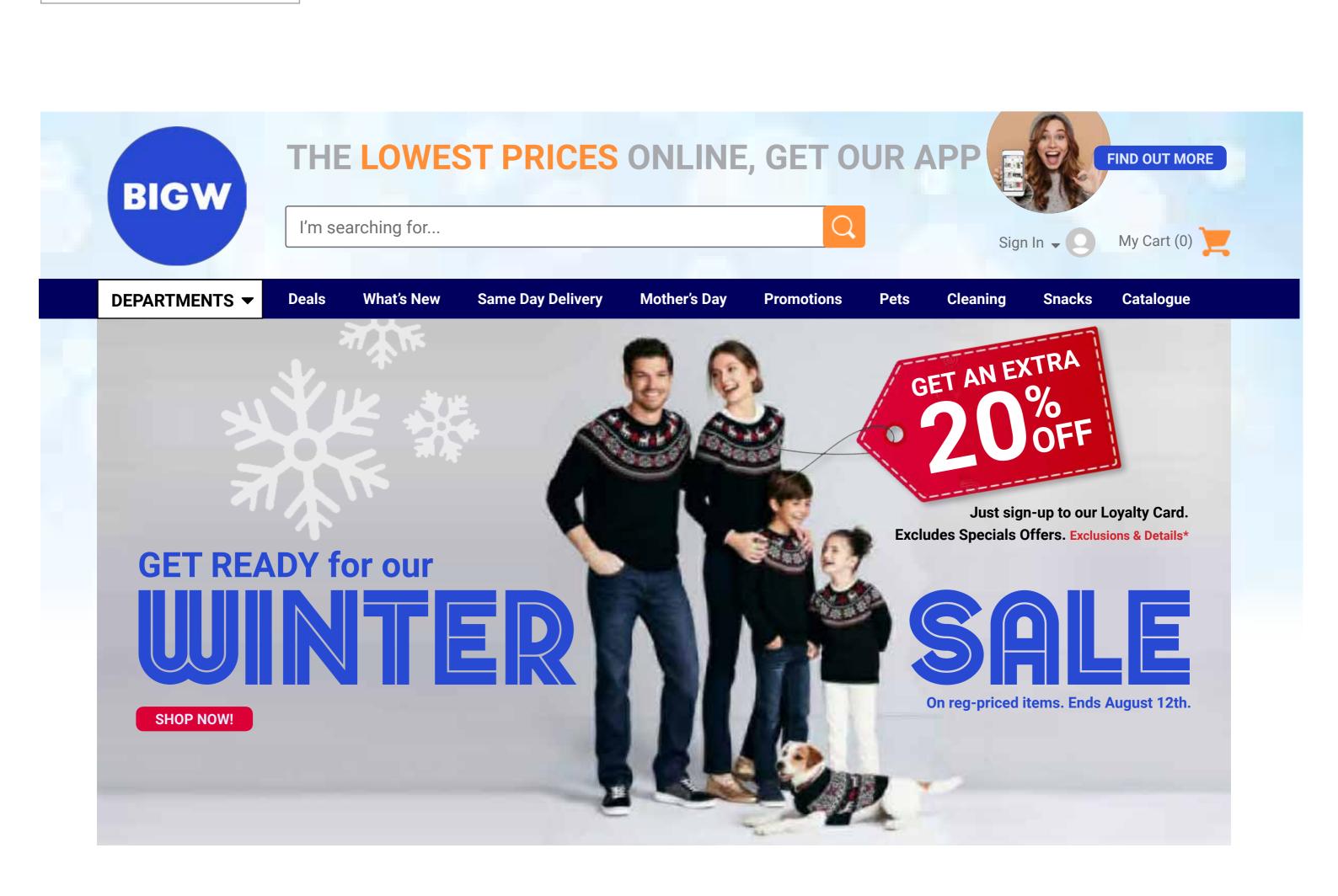


DEPARTMENTS SHOWN



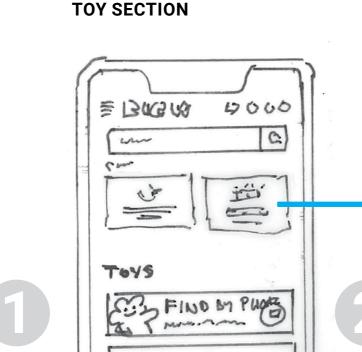
SECTION SELECTED TO VIEW





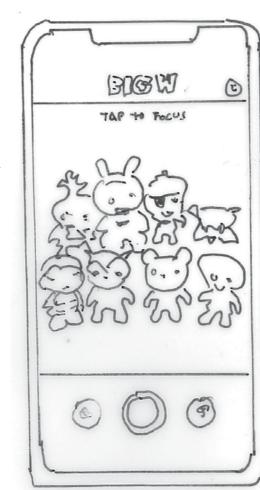
'PHOTO & FIND' - Snap a photo from real life (or) in a magazine, print ad and the Visual Toy Finder will search for the product in Big W database (...and also present similar options). My thoughts were this needed to be a simple to use tool that all adults types and kids can use.

THE JOURNEY



Our User starts from the Toy section: Under Search Bar, we now have 2 CTA's... One being **FILTER BY** (with an icon centred), then our new button...'PHOTO & FIND' (with an icon centred). I have also made a small Ad to be placed nearby to promote the new feature. Plus I believe we need a tutorial pop-up for the first few times Users use this. But clicking on CTA this will activate the simple BIG W

CAMERA SCREEN



I imagine a very straight forward design and approach to this, Ebay's is very slick, but we need something that is basic and just simple to Photo and Find a Toy. So you just snap a toy from an Ad/ Magazine (or) in a shop and ask Big W to search for it in its database. The App should only adjust Contrast / Crop.... but not too much else.

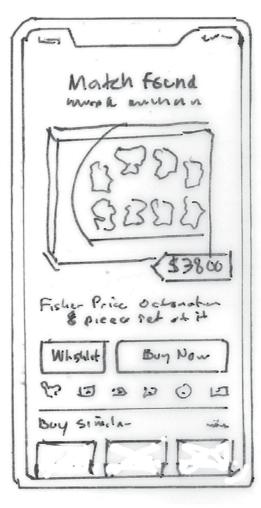
INDETIFICATION



■ Now the App is searching he Product database..... and you see you photo iin a circular box with an arrow circling in motion around it. I also wanted something nice to happen here and thought Toys moving Left to Right would be a lovely touch to keep Users occupied visually. Gives you the idea that things are i motion....and I think its cute for what this does.

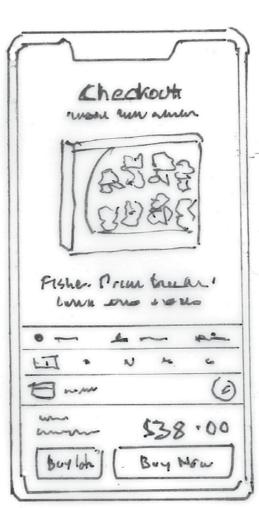
MATCH FOUND + SIMILAR

Camera view.



■ Bam, we have a match and it is shown with Details/Price Tag and the option to BUY NOW (or) add to WISHLIST. There will always be BUY SIMILAR options underneath (or) if we dont stock it at BIG W - we should show similar items.

PAYMENT NOW + LATER



Our User chooses BUY NOW from previous screen and the Checkout screen opens up for payment.....also I have put it a CTA for BUY LATER here also.



Once payment is processed we get a thank you and the option to 'Photo & Find' another Toy.

SCOPING IT OUT

Usability Testing

A) FLOW ANALYSIS

it elsewhere in the market. Mobile visual search applications pose a unique set of challenges such as the parts of the processing should be decided which will work on the client side and server side. Now, there are number of client-server architectures for object detection in which mobile sends query image feature data to the server, and image-retrieval algorithm runs on the server. Then the data is sent back to mobile and image matching is performed on the device.

A good point to start after looking at who's doing

Things to look at for Users: (1) Was user engagement enjoyed with this feature ?, (2) What could been done

B) ERROR ANALYSIS

better or not seen?, (3) Did the users found it useful for their needs?, (4) Can people find the 'Toys' they are looking for? C) PROPOSED NEW SYSTEM:

The newly proposed Toy Finder will be tested by two prototyping methods that are paper prototyping

and experience prototyping. Both types of research should be selected to understand the flaws in a newly proposed design by paper prototyping and then making experience prototype afterwards with the new changes.

This is the simplest method of usability testing which

D) PAPER PROTOTYPING

can help us get useful feedback in the designing of the products. I think paper prototyping is an exciting tool to use while early stages of a project. It helps me guide through the user interface. Also, its possible to make instant changes and test new iterations in this prototyping. It allows designers to gain an overall view of the product using less time and effort, as opposed to high-fidelity prototyping. It encourages designers to find possible ideas that could lead to the goal.

High-Fidelity Prototypes. This method always helps me

D) EXPERIENCE PROTOTYPE

find the actual interacting problems with the prototype in detail. As this prototype helps us use the application in its basic frame, that means the only flow of the applications. This type of prototype looks like a close to finished product. The users can directly see the product working on the mobile without back-end inte- gration and actual functions but just a user experience and how they can interact with the application. This helps stakeholders and customers to know what the product looks like. Validity and applicability of the product can be known to the users and stakeholders by this method. The closer the prototype is to finished product, the more confidence the designers will have in how people will respond to, interact with and perceive the design.

■ E) SURVEYS & QUESTIONNAIRES This method for me gets insights and the problems of

the users who used the proposed experience prototype. The survey is a data gathering method that is utilized to collect, analyse and interpret the views of a group of people from a target population. As the principles of statistics guide surveys methodology. Questions like Do users think the design of the

are looking for? Does anything distract you? Do the information architecture and navigation makes sense? How likely or unlikely would they be to recommend the finished product to a friend? Do users understand what this product or service does?.

product matches its purpose. Can they find what they

EBAY - Visual Search

WHO'S DOING IT







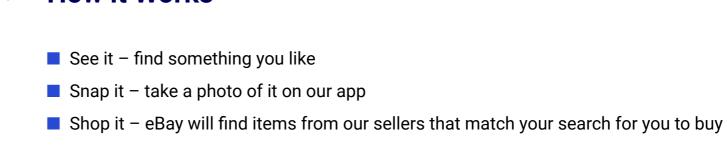












THEIR PHONE **How it Works**

JUST SNAP AND SEARCH: EBAY IMAGE RECOGNITION ALLOWS CUSTOMERS TO

FIND MATCHING ITEMS ON MARKETPLACE FROM A PHOTOGRAPH TAKEN ON

■ See it – find something you like Snap it – take a photo of it on our app

- JULY 09, 2018 Today, eBay UK announced Image Search, a new experience for shoppers to use pictures instead of words to search eBay's catalogue of 1.1 billion
- shop will allow people to quickly find the things they love at a click of a button on their mobile devices.

items. Enabled by artificial intelligence and machine learning, this innovative way to

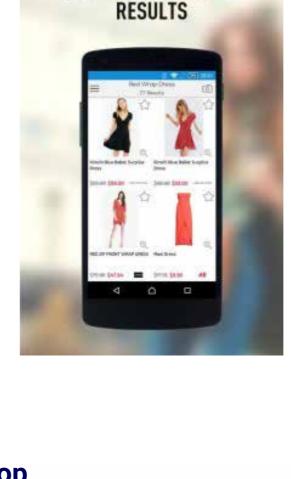
CAM FIND



TAKE A PICTURE OF **ANY PRODUCT**

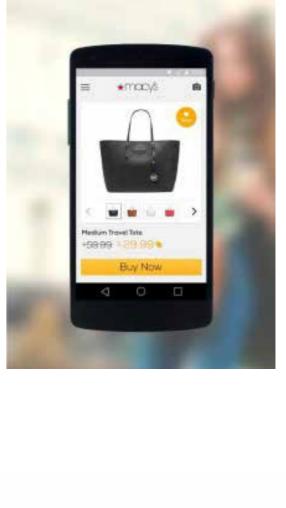
POUNCE





INSTANTLY SEE

SIMILAR PURCHASABLE



CLICK-TO-BUY

How does Snap to Shop work?

Users search items by taking a photo or uploading a

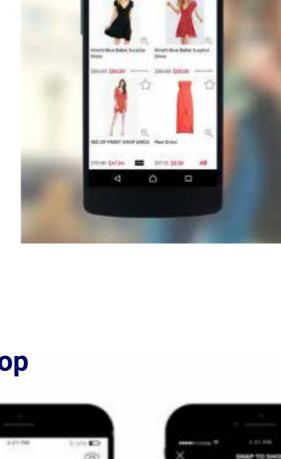
photo of a product via the app for inspiration.

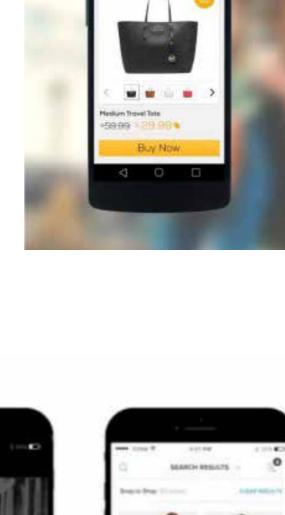
- The Iconic uses an algorithm to visually match that photo to products from its product assortment. Products from The Iconic that visually match the image the user uploaded are then served to the
- customer for browsing. Snap to Shop' matches images across our entire portfolio of products including dresses, shirts, shoes, pants and accessories.

Users can search for products on The Iconic by

uploading or taking a photo of clothing they see during the day - whether it's clothing or accessories posted on social media or in a magazine, in real life or even at another store.















What company

makes this (AI)

https://cloudsight.ai/



Articles on this: https://powerretail.com.au/ pureplay/iconics-new-visual-

search-tool/ https://www.usatoday.com/ story/tech/columnist/komando/2018/02/09/5-incredibleways-use-your-smartphones-

camera-you-never-knew-until-

now/322719002/

https://www.ebayinc.com/ stories/press-room/uk/ ebay-powers-searchingand-shopping-with-imageson-mobile-devices/?utm_

source=301Redirect&utm_

campaign=301Redirect

medium=301Redirect&utm_

https://webapprater.com/ reviews/camfind-coolest-app-replaces-search-en-

gine.html

camfind

https://onepagelove.com/