

THE DESIGN



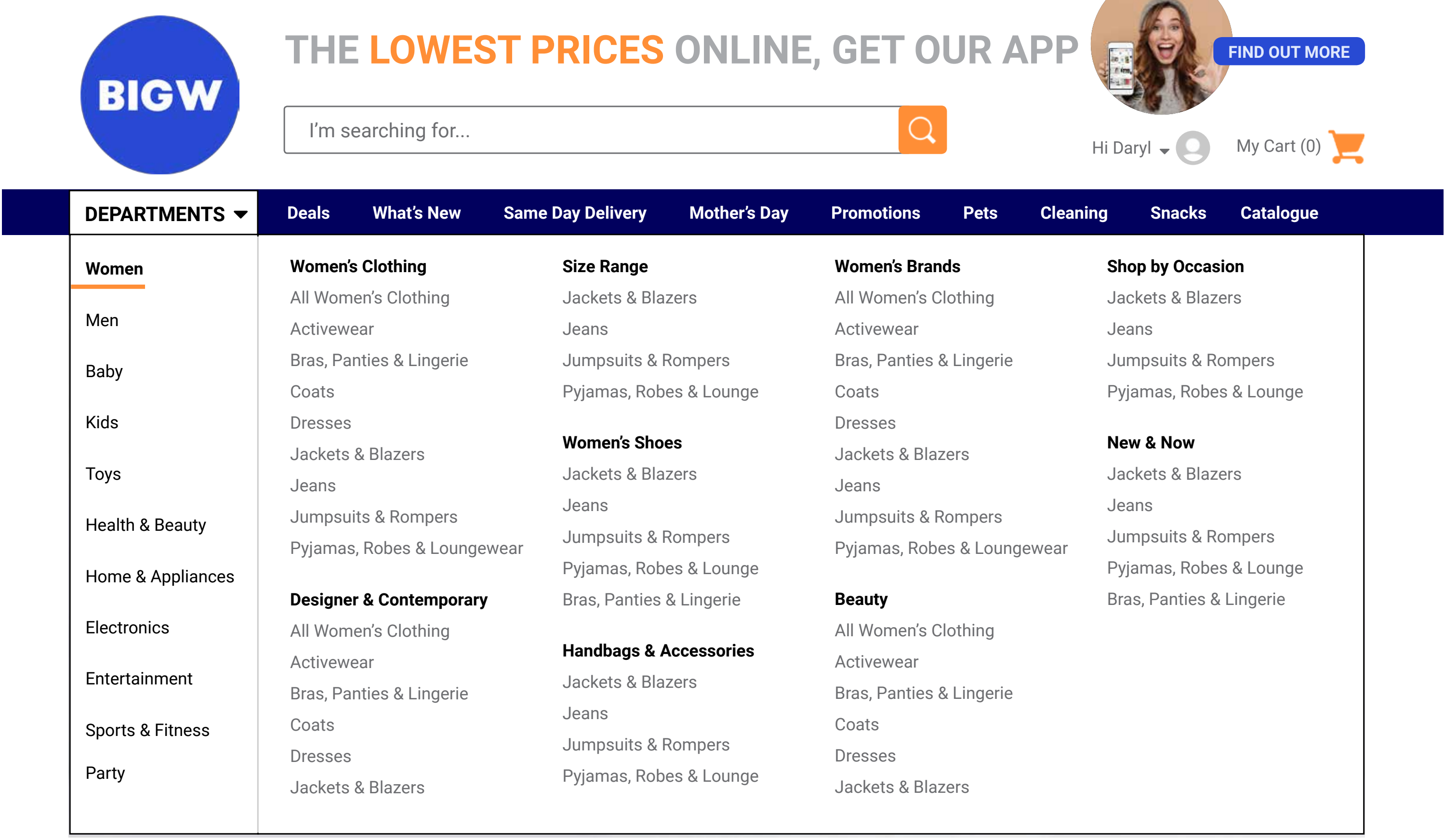
ACCOUNT DETAILS



DEPARTMENTS SHOWN



SECTION SELECTED TO VIEW



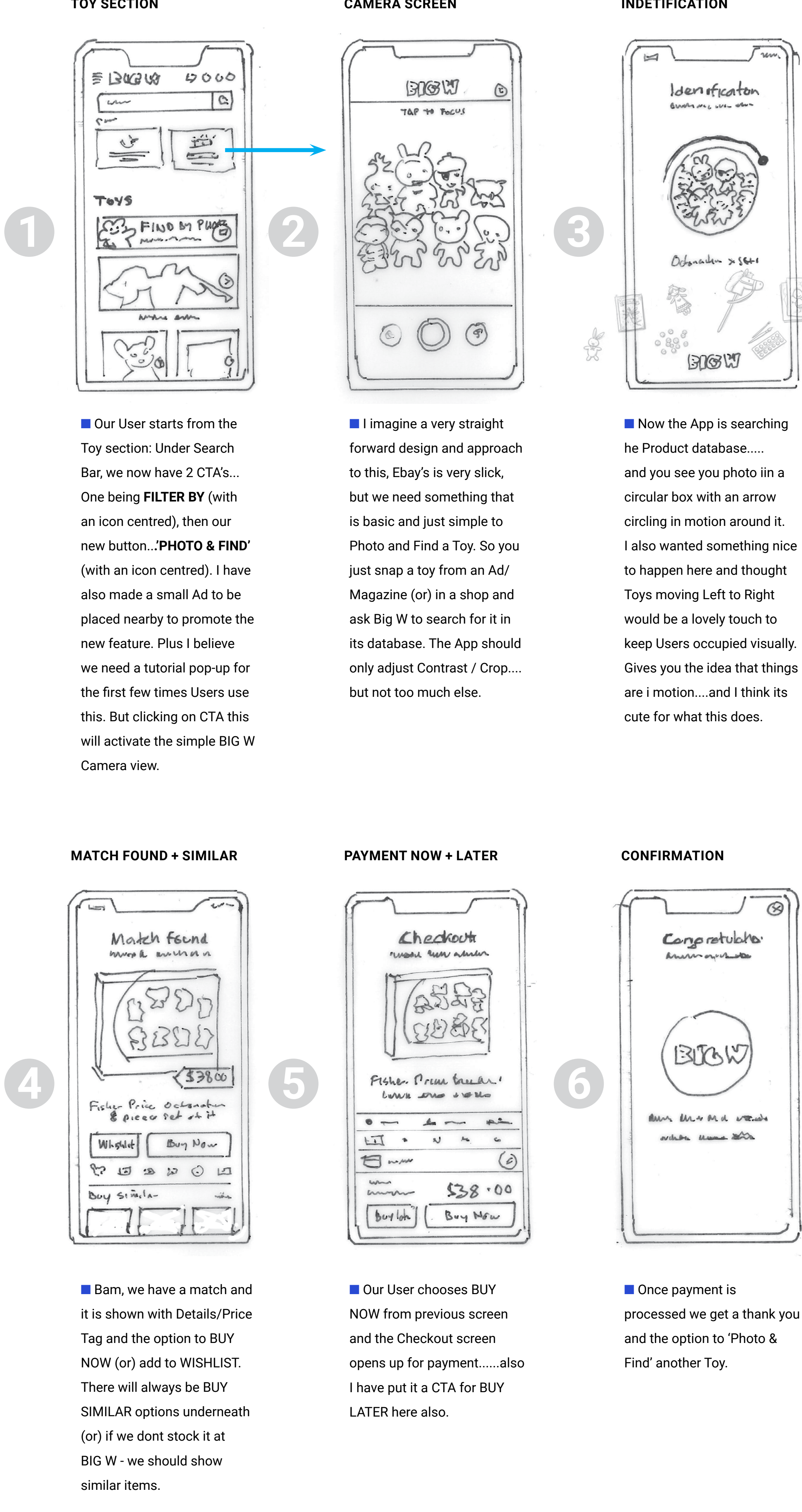
A SEASONAL LOOK





‘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



SCOPING IT OUT

Usability Testing

■ A) FLOW ANALYSIS

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

■ B) ERROR ANALYSIS

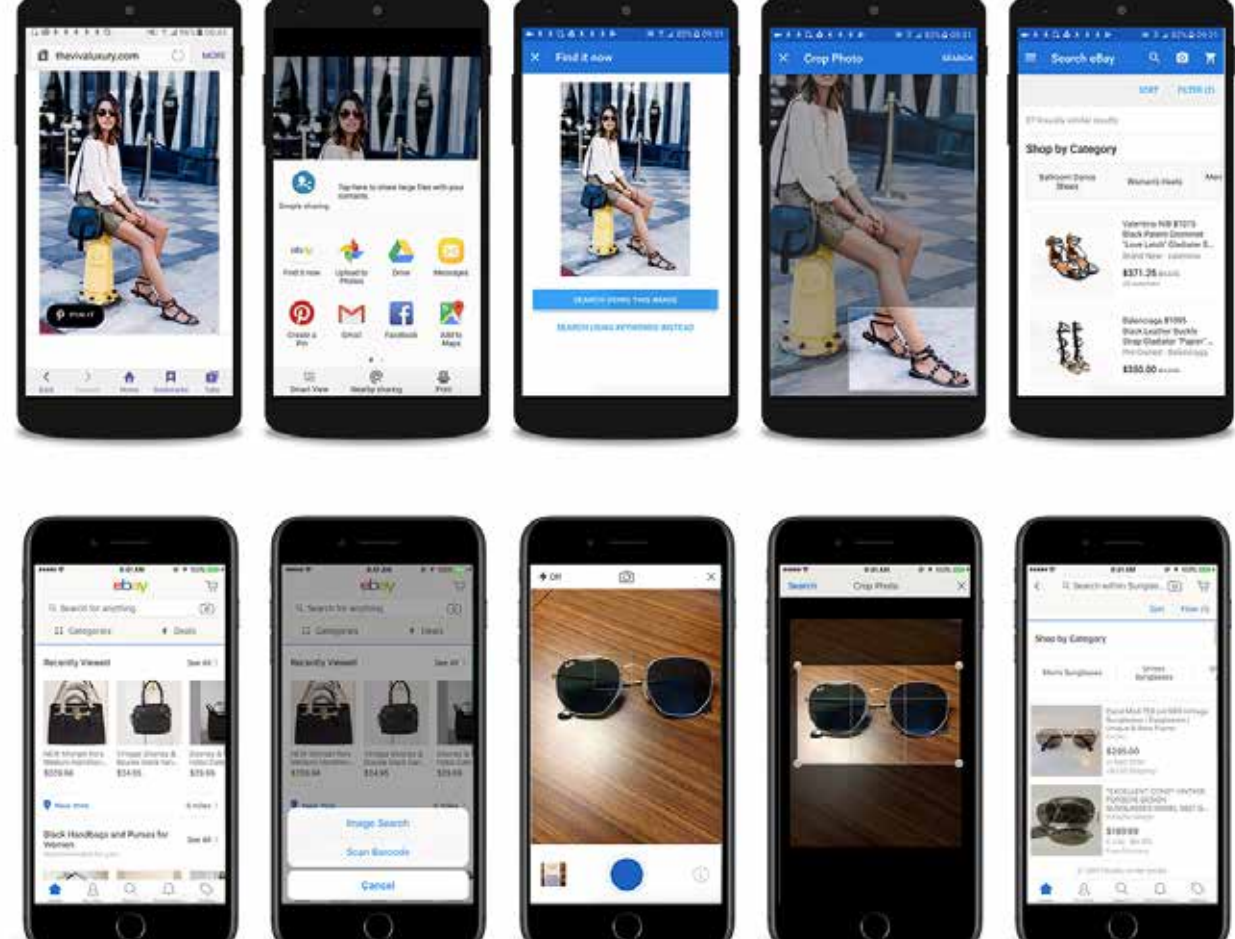
Things to look at for Users: (1)Was user engagement enjoyed with this feature ?, (2) What could be done better or not seen?, (3) Did the users found it useful for their needs?, (4) Can people find the 'Toys' they are looking for?

■ 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.

WHO'S DOING IT

EBAY - Visual Search



JUST SNAP AND SEARCH: EBAY IMAGE RECOGNITION ALLOWS CUSTOMERS TO FIND MATCHING ITEMS ON MARKETPLACE FROM A PHOTOGRAPH TAKEN ON THEIR PHONE

How it Works

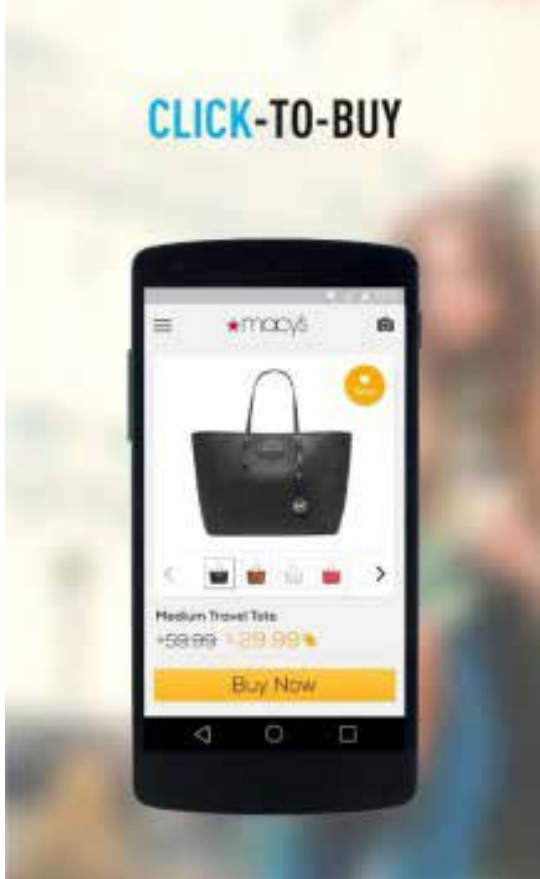
- See it – find something you like
- Snap it – take a photo of it on our app
- Shop it – eBay will find items from our sellers that match your search for you to buy

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 items. Enabled by artificial intelligence and machine learning, this innovative way to shop will allow people to quickly find the things they love at a click of a button on their mobile devices.

CAM FIND



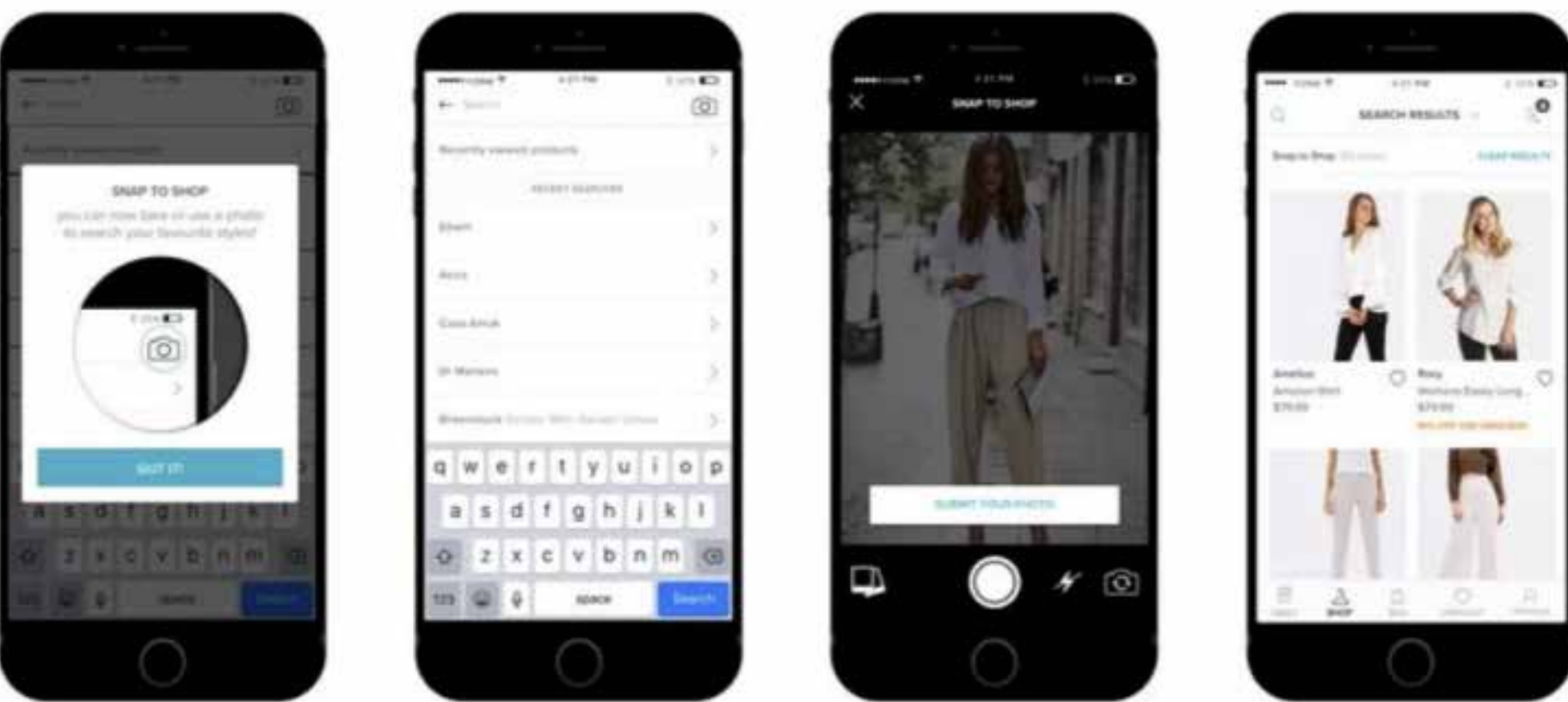
POUNCE



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.

THE ICONIC - Snap to Shop



ARTICLES



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-incredible-ways-use-your-smartphones-camera-you-never-knew-util-now/322719002/>
- [https://www.ebayinc.com/stories/press-room/uk/ebay-powers-searching-and-shopping-with-images-on-mobile-devices/?utm\\_source=301Redirect&utm\\_medium=301Redirect&utm\\_campaign=301Redirect](https://www.ebayinc.com/stories/press-room/uk/ebay-powers-searching-and-shopping-with-images-on-mobile-devices/?utm_source=301Redirect&utm_medium=301Redirect&utm_campaign=301Redirect)

- <https://webapprater.com/reviews/camfind-cool-est-app-replaces-search-engine.html>
- <https://onepagelove.com/camfind>

What company makes this (AI)

<https://cloudsight.ai/>