



Synergy





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Member 1: Abhijeet Kumar

Member 2: Sayak Hatui

Member 3: Arghyajyoti Mondal

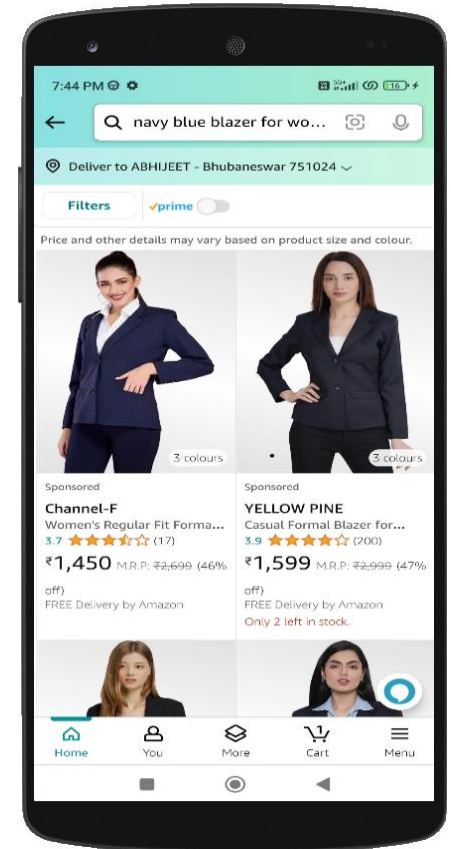
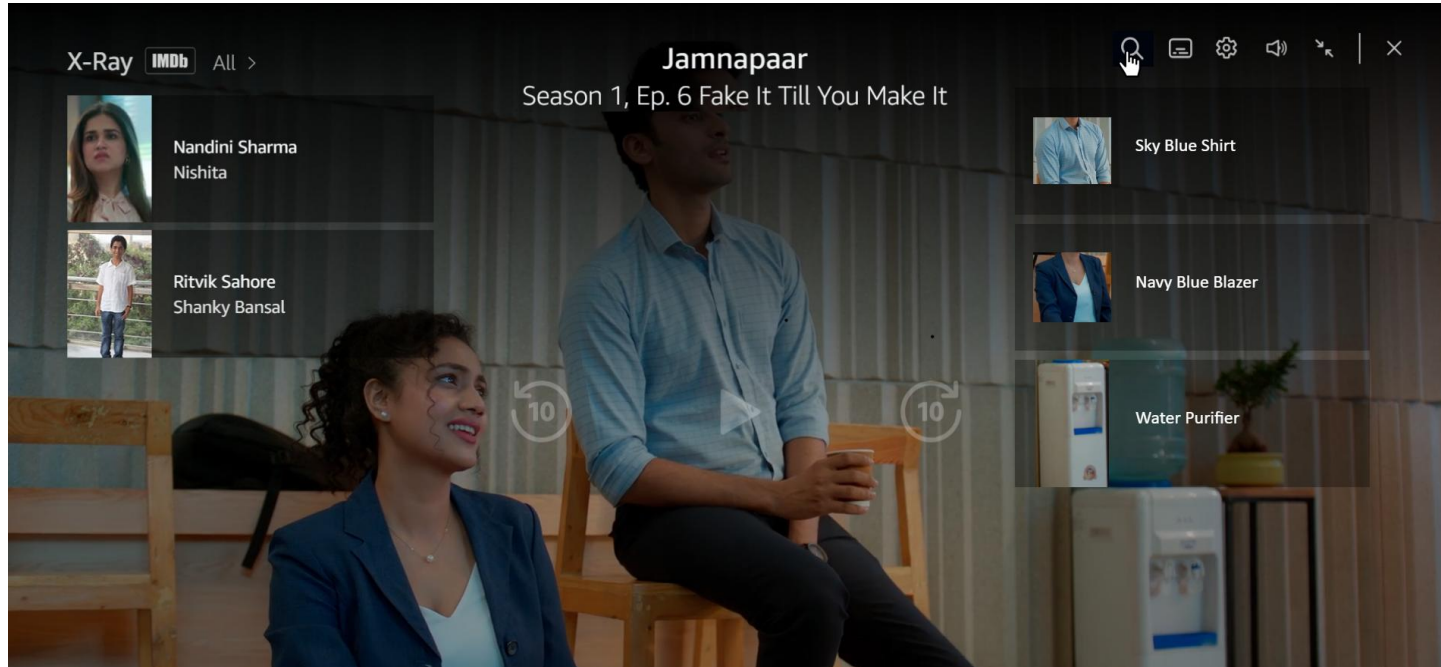
Theme: **Visual AI and Ecommerce**

Problem Statement

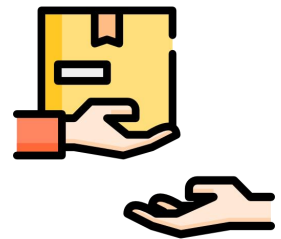
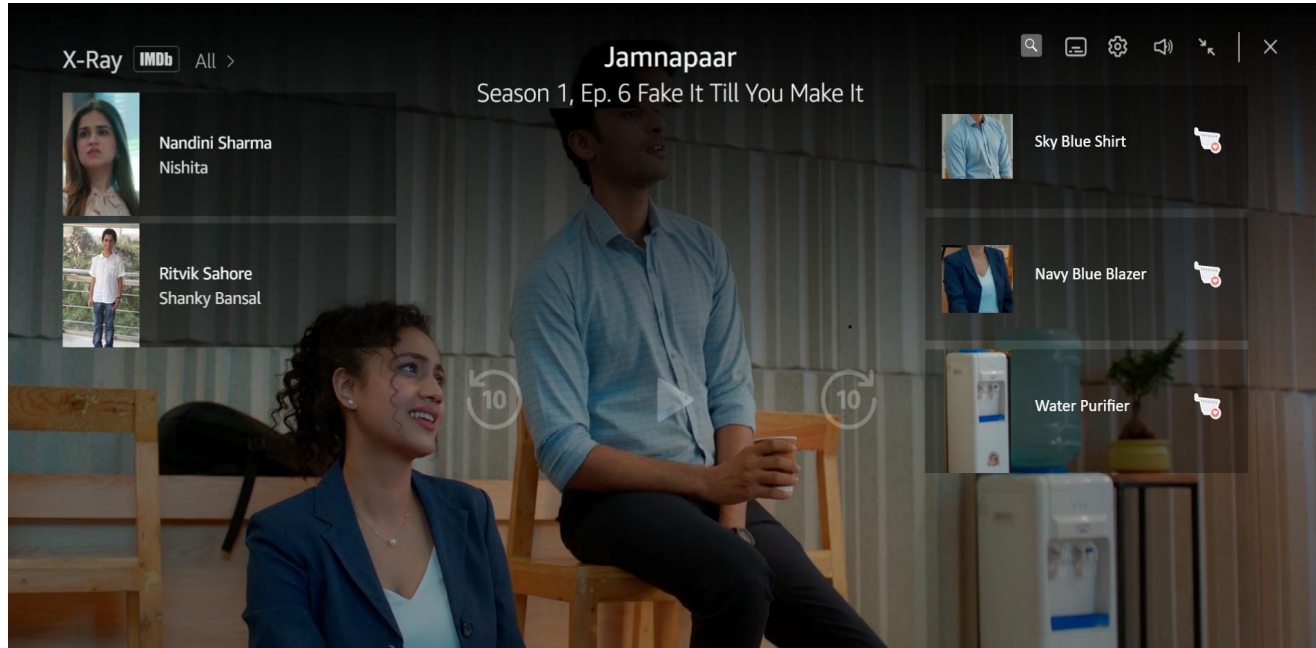
- In today's **media-rich environment**, an increasing number of people are eager to **find and purchase items** they have seen in **movies or web series**. These items, ranging from clothing and accessories to furniture and gadgets, become **highly desirable** due to their association with **popular characters and scenes**.
- **Traditional shopping methods** involve **lengthy and often fruitless** searches across multiple platforms and stores. This process is **time-consuming** and frequently ends in **unsatisfactory results**, with many consumers unable to find the **exact items** they are looking for.
- **Remembering and tracking** these items adds complexity to our **busy lives**. Storing screenshots among numerous photos in a gallery is **inefficient** and makes retrieval difficult.



Our Solution



- The first part of our solution is an **extended X-Ray feature** on Amazon Prime, proposing the **integration of a search function** that allows users to **identify products** present in the **ongoing scene**.
- By **clicking** on each item, users will be **redirected** to Amazon to view the **exact or similar products**.



Another significant feature is the ability to **add products to a wishlist**. It can be cumbersome for users to **switch** between the movie or series they are watching and the Amazon app or website just to add an item to their wishlist. To streamline this process, we propose **integrating a wishlist option directly** into Amazon Prime next to each item. This feature allows users to **instantly add** desired products to their wishlist **without interrupting their viewing experience**.



We propose another feature that **displays all items** a user adds to their wishlist during an episode or movie. **At the end**, users can easily **review these items** and promptly **remove any they no longer desire**. They can do this directly from the wishlist in Amazon Prime or **visit the Amazon website for a more detailed review**.



Flowchart



Purchasing items featured in **Amazon Prime** scenes

Effectiveness

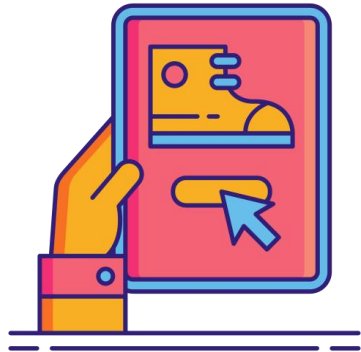


- Currently, many viewers **find appealing items** in movie scenes, but **purchasing these items** can be a **complex task**. The traditional approach involves **taking a snapshot** or screenshot and **storing it in a gallery** among numerous other photos, or **pausing the movie** to search for the product, which often leads to a **poor experience**. Furthermore, **finding time in a busy schedule** to search for the item is challenging, and there is **no guarantee of finding** the exact product, **leading to frustration**.
- The feature of **recognizing items** in movie scenes and then searching for them on Amazon not only enhances the **movie-watching experience** but also facilitates the **acquisition** of desired items within a **few clicks**, potentially **increasing Amazon's sales**.



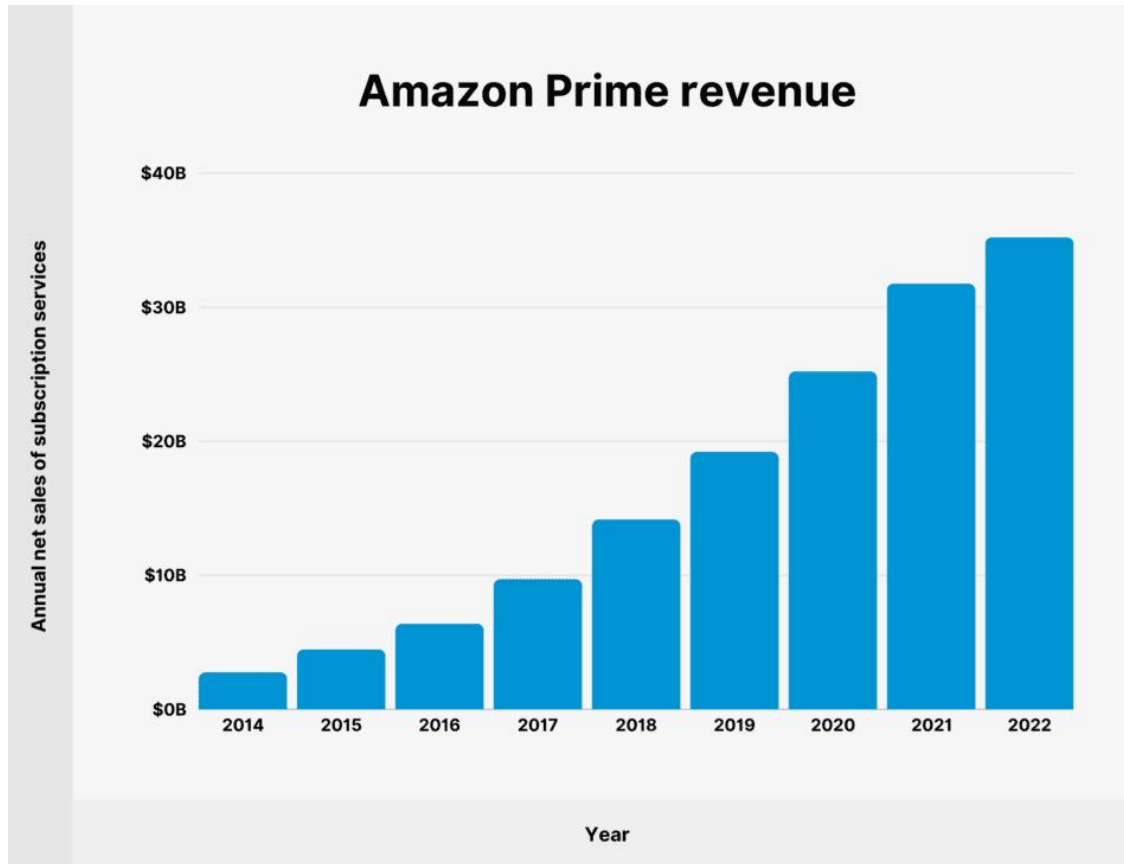
Effectiveness

- There is **no longer a need to memorize** or store items; the **wishlist feature simplifies this task**. The convenience of directly adding an item to the wishlist while **continuing to watch** the movie **improves the viewing experience**.



Considering the possibility of a **change in mood** by the end of the movie or the **appearance of a more attractive product** in another scene, we also offer the functionality to **display all items** a user has added to their wishlist during an episode. At that time, items can be **easily removed** from the wishlist. Additionally, users can visit the Amazon site and **purchase their desired items** with just a **single click**.

Graphical Representation



According to the graph, net sales have been increasing rapidly each year. The proposed initiative is expected to encourage more customer engagement, thereby significantly **boosting Amazon's e-commerce revenue**. This strategy not only enhances the appeal of Prime Video but also creates a **mutually beneficial scenario** by driving overall revenue growth for Amazon.



*According to [Backlinko](#)



Ease of Implementation

- The implementation of the extended X-Ray feature is highly manageable due to **Amazon's robust AI and machine learning frameworks**. These systems can be adapted to **recognize and tag products** in video content.
- Integrating a **wishlist feature** directly into the **Amazon Prime Video interface** is a task that can be executed with relative ease. Extending this functionality to the streaming service would involve creating a **bridge between the two platforms**, allowing users to add items to their wishlist with a **single click** while watching content.
- The addition of a **wishlist review feature** at the end of a viewing session is a straightforward enhancement that can be implemented without significant technical challenges. It would require the development of a **new user interface** component within the Amazon Prime Video app, which would **display all the items** a user has added to their wishlist **during a movie or episode**.

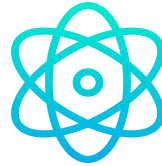
Impact metrics

Customer Engagement	<ul style="list-style-type: none">○ The average number of times products are viewed from a video.○ Bounce Rate
Business Impact	<ul style="list-style-type: none">○ The revenue generated directly from purchases made through the feature.○ Increase in Prime memberships due to the feature.
User Convenience	<ul style="list-style-type: none">○ Time saved by users in finding and adding products to their wishlist.○ The percentage of wishlist items that convert into purchases.
Market Influence	<ul style="list-style-type: none">○ Market share changes.○ Comparison with other e-commerce companies.

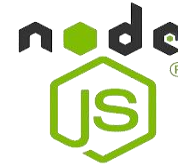


Frameworks / Technologies

- **Web Development Framework:**



- **APIs and Integration**



Express



- **Machine Learning and AI**



Amazon SageMaker

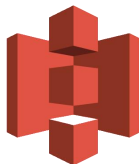


Rekognition

- **DevOps and Deployment**



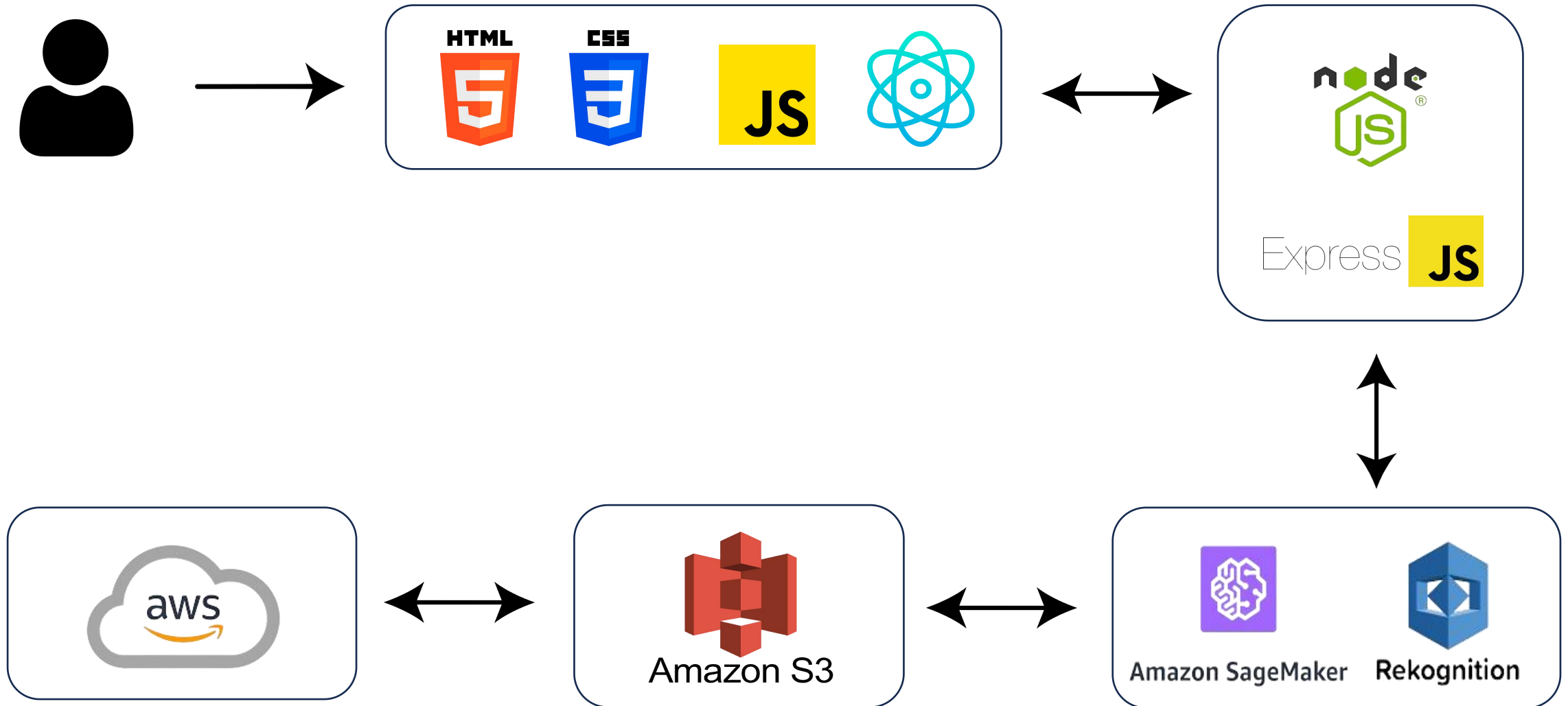
- **Database Management**



Amazon S3

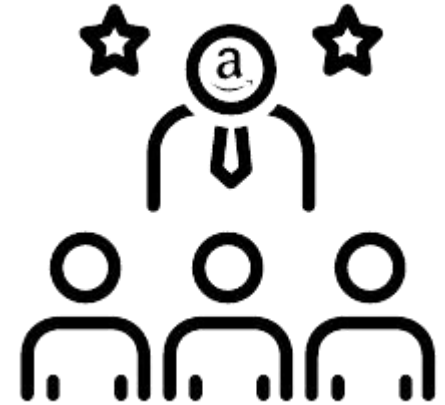
- **UX and UI Design**

Architecture Diagram



Business Relevance

- **Leveraging Amazon's e-commerce dominance:** Given Amazon's established position as a **colossal force** in e-commerce, the implementation of such a feature serves to reinforce its leadership. **This initiative further cements the company's reputation as a trailblazer**, catering to the evolving demands of today's **media-savvy consumers**.



- **Increased Customer Loyalty:** By integrating a seamless shopping experience into Amazon Prime Video, **Amazon can foster customer loyalty among users who appreciate convenience and enhanced viewing experiences.**

Business Relevance

- **Increased prime members:** As new conscious customers will join Amazon, the **chances of them taking a prime membership will increase** given the perks of early deliveries and discounts. This will be of utmost business importance to Amazon



Market Responsiveness: Addressing the growing consumer demand for sustainable products **can ensure Amazon remains relevant and competitive in the market**, safeguarding its revenue stream



Scope for scalability

- Enhance AI capabilities to understand the context of the scene and recommend **not just the exact product** but also **related items** that might be of **interest to the user**. This can include suggesting products based on **location preferences**, ensuring a personalized and context-aware shopping experience.
- During a movie scene, rather than presenting an overwhelming array of products, a **filter option** can be integrated that selectively showcases items aligning with the **viewer's tastes and purchase history**.
- Introduce a Lens Option, allowing users to directly interact with products shown in movie scenes. **Users can drag the lens over an item of interest** to view detailed information without interruption.



Scope for Modification

- **Brand Collaboration:** When an item related to a partner brand appears in a scene, users will receive recommendations to explore products from those brands as well. This not only enriches the user experience but also strengthens brand relationships, benefiting both Amazon and its partners mutually.



- **Global Certification Standards:** Establish partnerships with recognized global environmental certification organizations. This will guarantee that products featured through our service are consistently and reliably eco-certified, enhancing trust in our sustainability claims.



Thank You!