



# PROJECT PITCH PRESENTATION

GROUP 13 - KICKFLICS

How much do they cost?



# How much do they cost?

## Nike Dunk Low

Retro Medium Grey Varsity Red UNLV (2021)



Buy for A\$329

## Nike Dunk Low

Off-White University Red



Buy for A\$1,068

# PROJECT SCOPE



## Scope

- Revolutionise the way shoe shopping is done online.
- The User will take a photo of a shoe and the app will identify what shoe it is
- The user is prompted with a list of websites that sell the shoe and at what price
- 'recently captured' tab will show all previously analysed shoes.
- Developed using react native and type script.
- Transfer learning used to develop AI.

# BACKGROUND RESEARCH & USER NEEDS

## User needs

Accurate shoe identification



Quick results



Convenient shopping access



## But why?

Users will know the exact brand & model of the shoe

Users stay interested in the shoe

Users can easily purchase the identified shoe



# IMPROVING UPON PAST SOLUTIONS



## Accurate shoe identification?

Broad object recognition results in less detail when identifying shoes



## Accurate shoe identification?

Combining AI-driven analysis with human authentication ensures accurate results



## Accurate shoe identification

We'll focus solely on shoe detection to deliver precise results

## Quick results?

No human dependencies allow results to be returned as quickly as possible

## Quick results?

Human co-authentication causes delays in results of up to 2 hours

## Quick results

We'll exclude human fact-checking to minimise waiting times

## Convenient shopping access?

Inaccurate shoe detection can result in unrelated shopping options being offered to the user

## Convenient shopping access?

Users cannot purchase authenticated shoes through the app due to the lack of any retailer integration

## Convenient shopping access

We'll offer relevant retail options for shoes identified directly through our app

# Transfer Learning

The process of adopting a pre-trained model such as ImageNet, and altering it to a new specific problem.

Benefits:

- FASTER to develop model
- LESS computational power needed to train the model

## Why use it?

**Performance:**

- We will produce a more ACCURATE model, given the same dataset

**Innovative:**

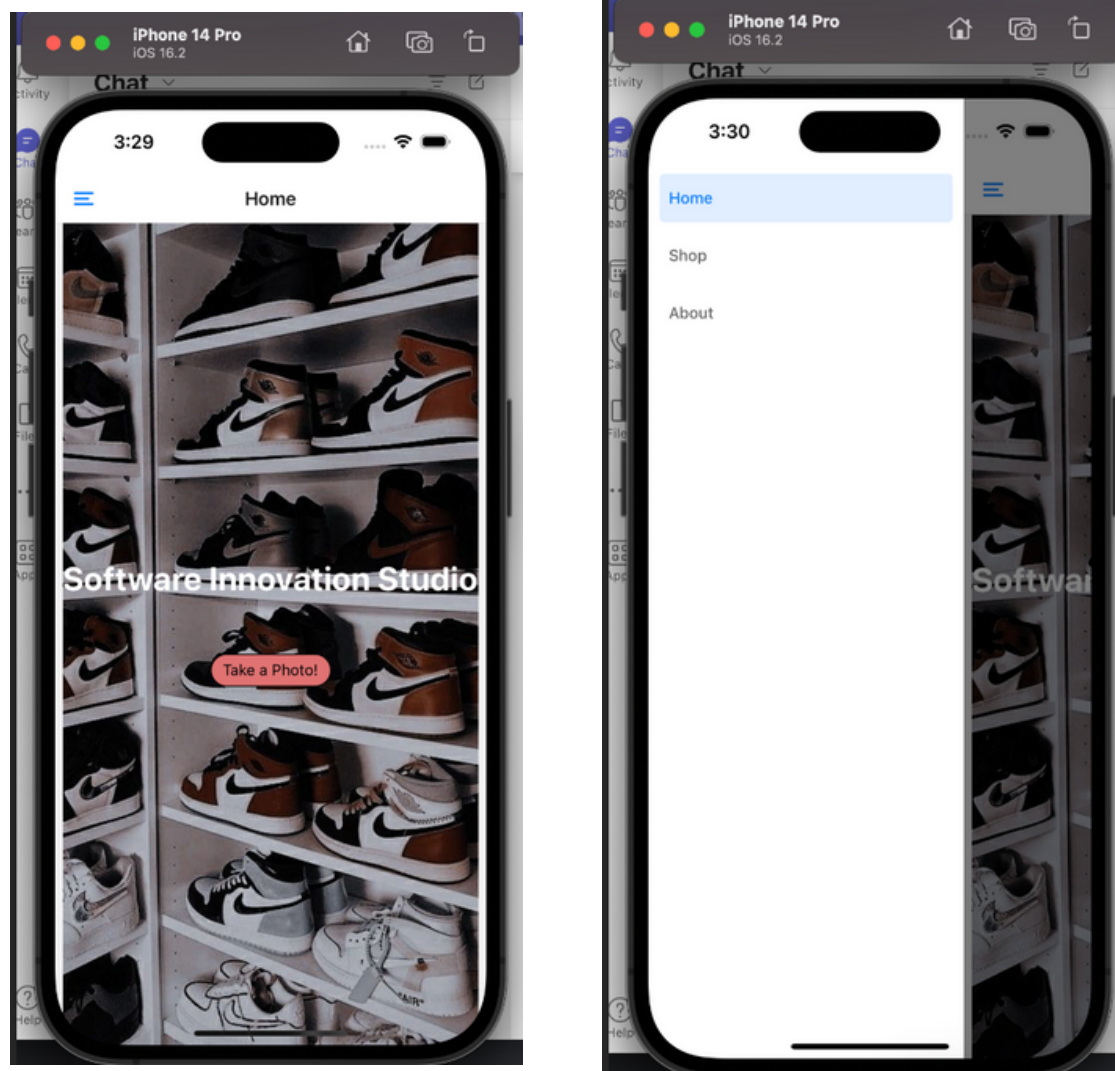
- Lets us tap into a vast amount of features, allowing us to leverage cutting edge machine learning technology

**THE TECH - MACHINE  
LEARNING**

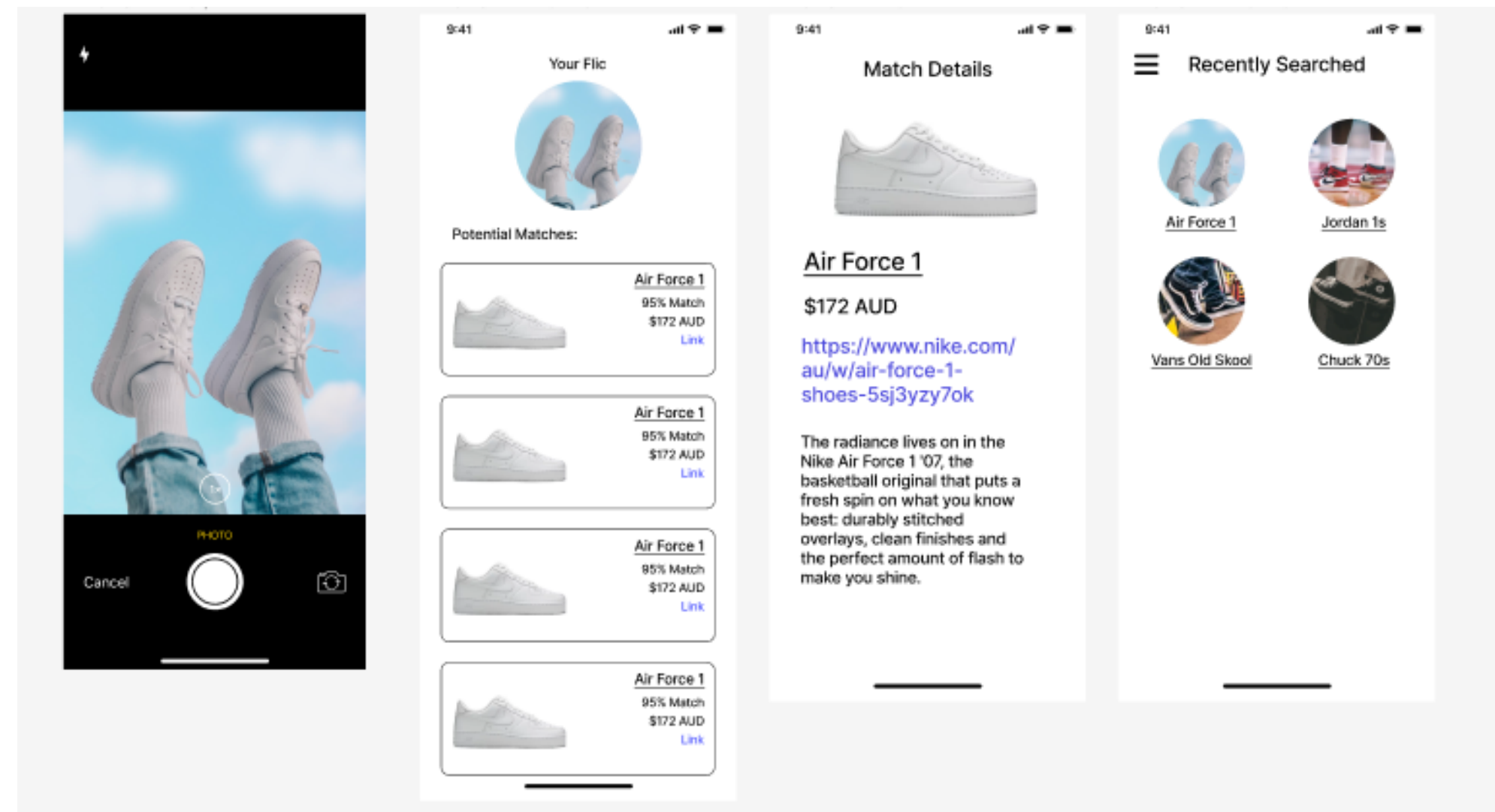
**We will alter an existing model for our  
specific needs**

# EXPECTED PROTOTYPE

- We hope to deliver a working prototype with the key functionality of successfully taking a photo of shoes, and then correctly identifying the brand and model.
- The team have other functionalities in mind, which we will can be implemented if the core functionality is met.
- Our prototype will provide an insight into both the UI/UX design of the application, as well as a visual demonstration of the innovation in place.



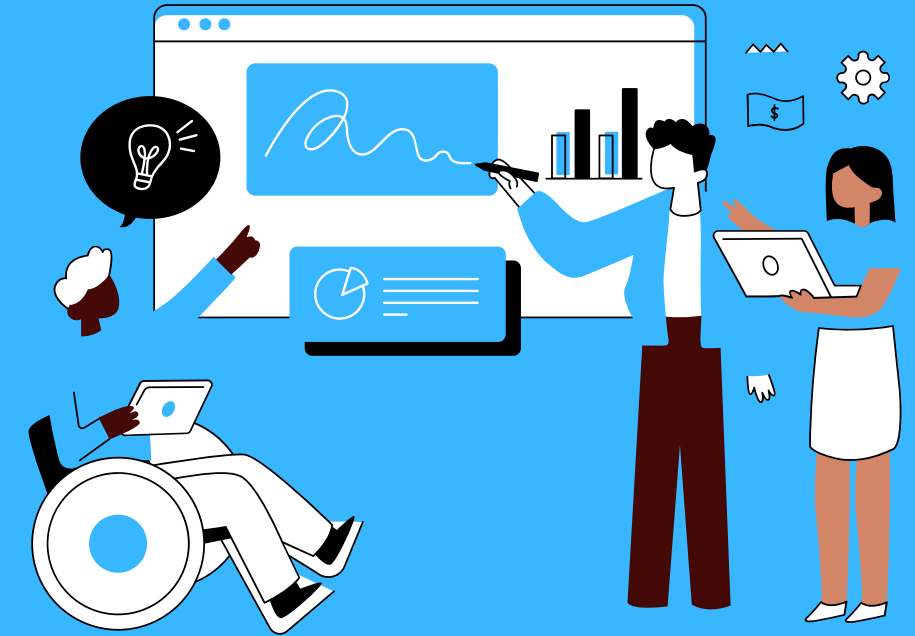
Current Application



Current Wireframes



# TEAM AND MEMBERS



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Team Leader & Scrum Master

**Blake Williams - 13277330**

Product Owner & AI Implementation

**Sam Zammit - 99201838**

Lead Developer - Front and Back

**Chamod Herath - 13924624**

Front End

**Jack Hawkins - 13197518**

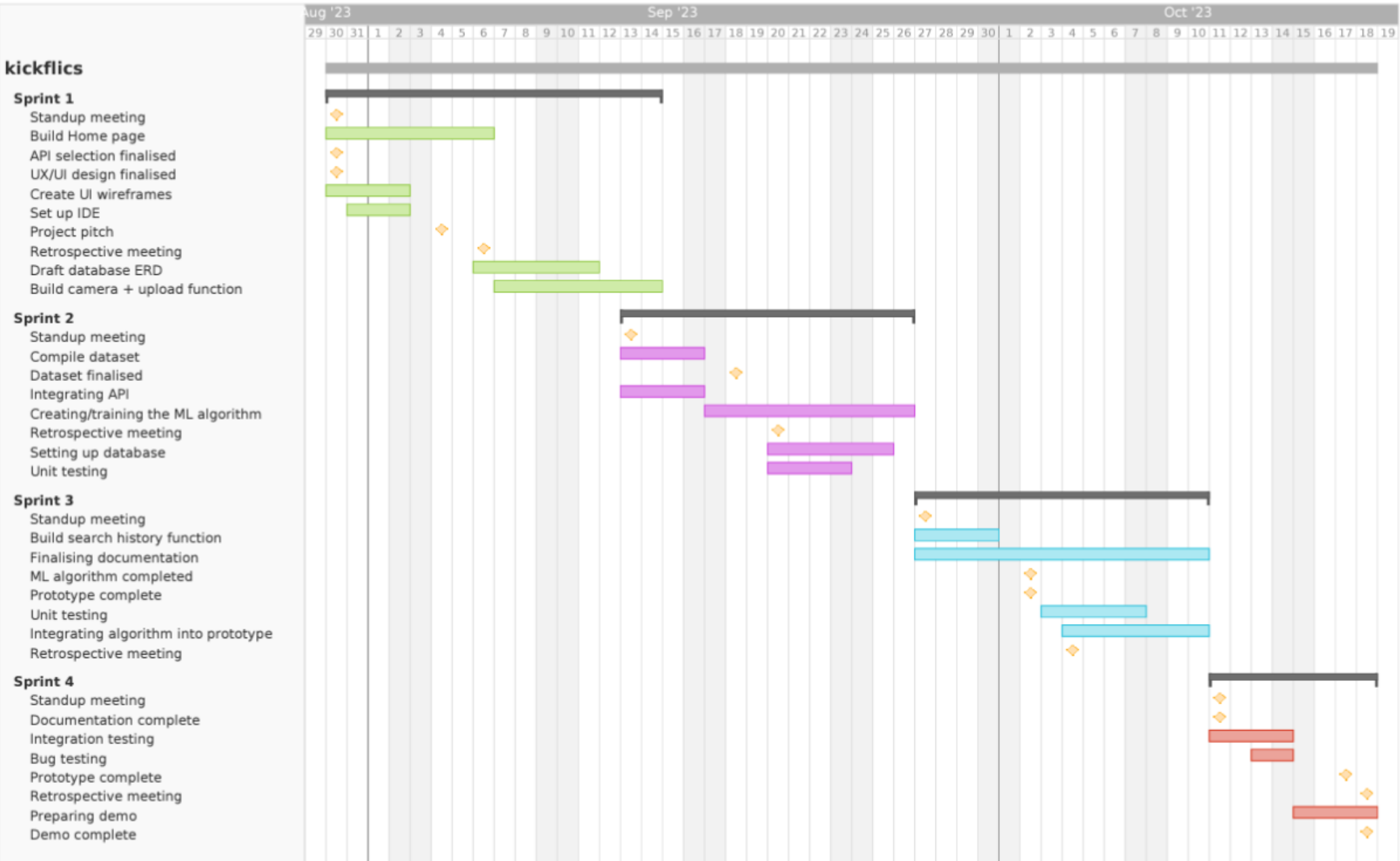
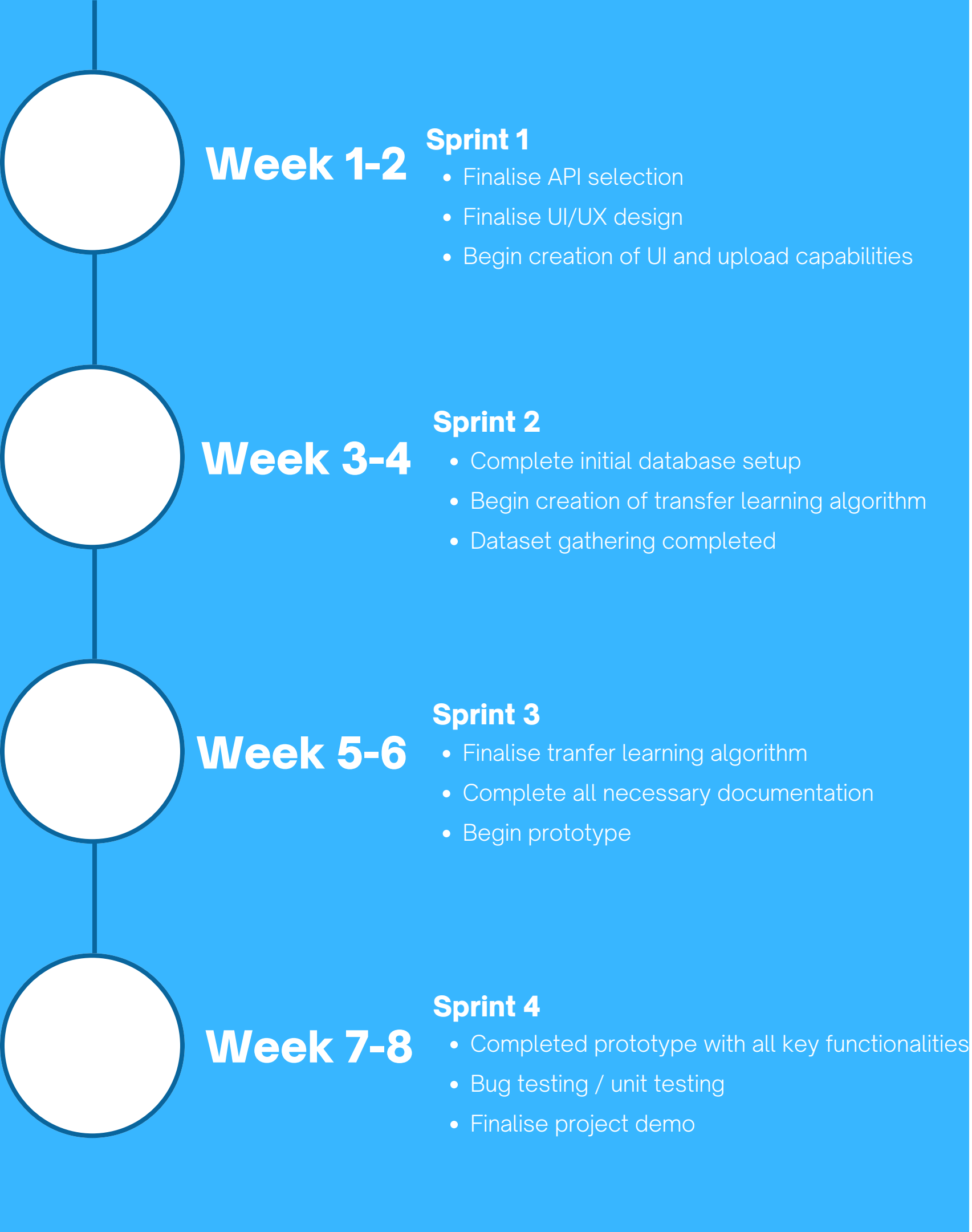
Business Analyst

**Deborah Joy Sudibyo - 13168392**

Front End

**Oliver Scott - 13602685**

AI Implementation & Full Stack Dev



PROJECT

TIMELINE

Q&A

