Assignment 0: Domain Selection and Introduction (Brief essay outline: AI Sneaker Assistant)

PROBLEM:

In recent years, the demand for luxury sneakers has increased drastically. There are many newly formed businesses that have been created for the sole reason of buying sneakers at retail prices, to then resell these sneakers at an inflated price. In many ways, luxury sneakers can be compared to stocks, in the fact that their prices are constantly fluctuating on the market. Different trends in the market cause prices to fluctuate constantly. Buyers are buying sneakers for one of two reasons. One, simply for pleasure and desire of said sneaker, like any other consumer. However, reason two is to resell these sneakers. Various resellers will wait for exclusive releases and attempt to buy up as much stock as possible so that they can essentially limit the supply of the sneakers, and in turn inflate their prices as demand is incredibly high. Gaining these limited-edition sneakers has become harder and harder in recent times due to all the stock being purchased in a matter of seconds and/or prices being driven up far too high due to these resellers. This has led to people either overpaying or simply missing out on their desired sneaker.

DOMAIN OF PROBLEM:

The domain of the problem is sneaker purchasing/reselling. The problem is really the supply itself and being able to purchase a pair of sneakers at a fair price point. The consumer market is the one who suffers in this situation. The term ‘sneakerhead’ is popular and passed around due to the market for shoes growing. Many consumers are often unaware of new releases however this software will enable consumers to broaden their horizons and scan the market.

PERSONAL INTEREST:

I have slowly been creating a large luxury sneaker collection. Like many others like myself, I have been beaten by these newly formed ‘Sneaker Resellers’. The sneaker culture grew vastly after the release of the ‘The Last Dance’ on Netflix which drove the demand for Air Jordan sneakers through the roof. In the last few months, sneaker icon, Virgil Abloh sadly passed away, thus driving the demand for his ‘Off-White’ sneaker collaborations sky-high. Other big names like Kanye West and his brand ‘Yeezy’ are always teasing consumers with photos of unreleased sneakers that are soon to be released, which in turn gains a huge amount of hype around his sneakers.

My personal interest and original thought process behind this software system came when I was Christmas shopping. It became apparent to me that there are these reselling sneaker stores popping up in malls all over the country, in which these limited luxury sneakers are on display for a vastly inflated price. For someone who simply loves sneakers and wants to expand his collection, I believe this software will help many others like me who are running into similar issues, where the prices of sneakers run larger than their pockets go deep. However, this system could also be used by these devilish sneaker resellers who can attempt to grow their businesses via my software.

SOFTWARE SYSTEM:

The software system in which I intend on implementing to combat this issue is a form of a ‘AI Sneaker assistant’. This system will act as more of a recommendation and notification engine. Essentially the system will be fed with a wide range of data from products that will have the ability to track the price changes in sneakers in which the user is interested in, provide information on when new releases of sneakers are and the corresponding websites, as well as provide results of relevant items that will match a keyword search issued by the user. Due to the system being designed to identify various user search patterns based off their previous search history, this system will be able to provide a suggested list of items which match their searched items. This ‘AI Sneaker assistant’ will enable users to register and then log in using their UserID and Password. Similarly, to how Netflix ask you when you first create an account to list your favorite shows for them to suggest new ones, this system will ask for the user to outline some of their favorite sneakers when they are initially setting up their account. After creating their account, users will have the ability to scan through multiple sneaker websites to perform custom searches for various sneakers. Links to each website will be provided so that the user can go to said website and purchase their desired sneaker. The user will have the ability to ‘like’ or ‘favorite’ certain sneakers which will enable them to price track sneakers, allowing them to potentially purchase these sneakers at a lower market value potentially. Users will also be able to record each purchase they make, at each price point and compare this with the current market value too. This will provide a visual representation on screen as the software will calculate the percentage gain or loss in price.