



I'm
{Deekshit Swamy}.

Software Engineer @
Rakuten India, Bengaluru.

Ecom-MediaPlayer

A Seamless Shopping Experience
While Watching Content

By

Team *magic_smoke*



I'm
{Kapil Agarwal}.

Software Engineer @ PropertyShare,
Bengaluru.

Problem Statement

- 1 **User Frustration:** Users pause videos to capture items they like but struggle to find them online.
- 2 **User Retention Lost:** users are more likely to lose continuity while watching their favourite contents.
- 3 **Preference Complexity:** hard to learn user search patterns as it looks random without context.
- 4 **Delayed Trend Adoption:** E-commerce sites often lag in adopting new trends, leading to delays in product availability and marketing.



Our Solution

1 **Seamless Integration:** Ecom-MediaPlayer combines media consumption with e-commerce, allowing users to identify and purchase products directly from videos.

2 **Key Features:**

- **Crop ^{AND} Identify:** Select items of interest directly from the video frame.
- **Real-Time Search:** Automated search for matching products on e-commerce platforms.
- **Interactive Side Panel:** View and purchase products without leaving the video.

3 **How It Works:**

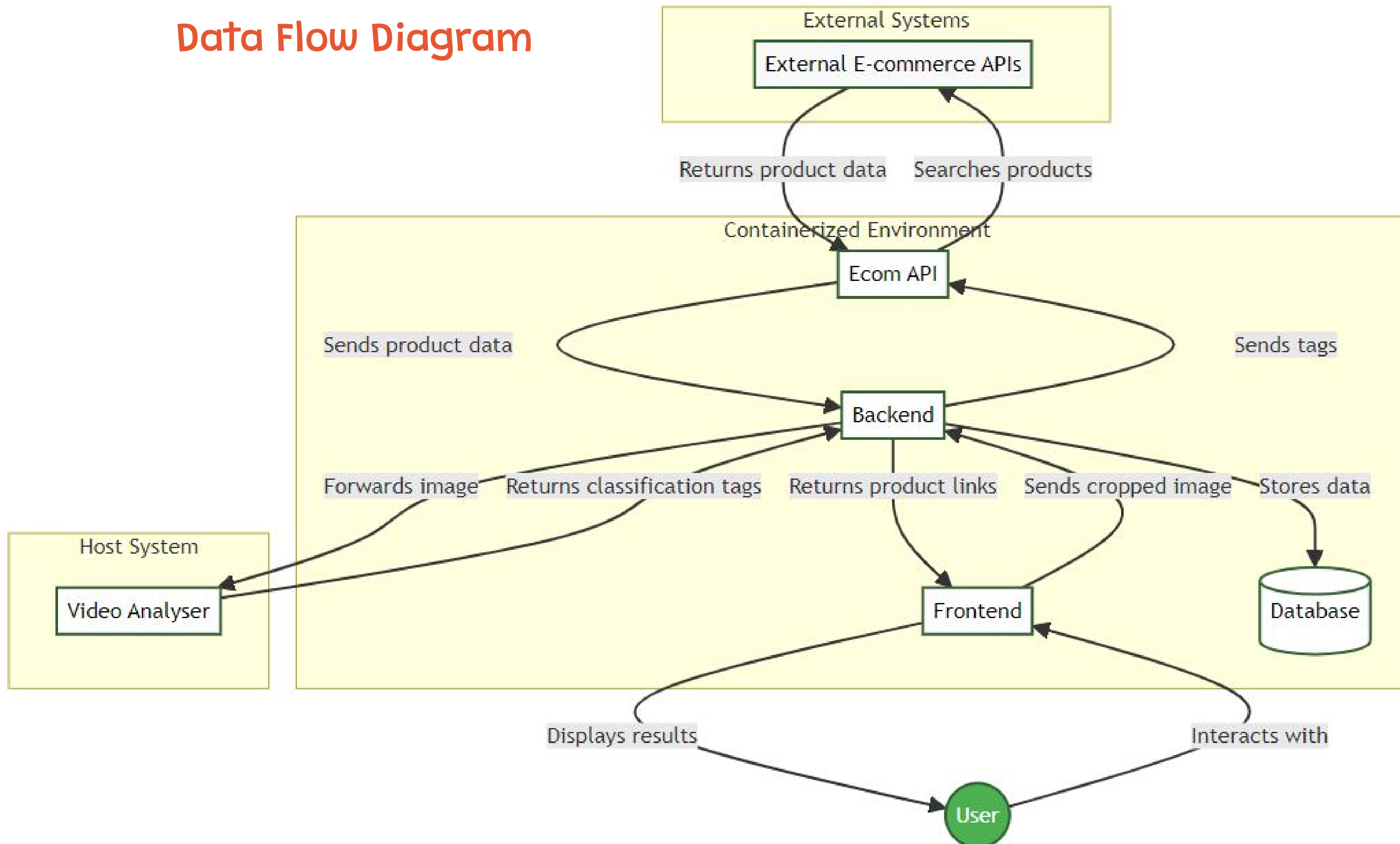
Step - 1 : Crop a section on the video frame.

Step - 2 : Enjoy watching your video while the system searches the E-com sites for you. **IT'S THAT SIMPLE !!**



Detailed Approach

Data Flow Diagram



System Architecture:

- **Components:** Frontend, Backend, Database, EcomAPI, VideoAnalyser.
- Containerized architecture for scalability and performance.

Technology Stack:

- **Frontend:** Svelte ^{AND} Tailwind CSS.
- **Backend:** Laravel.
- **Database:** MySQL.
- **EcomAPI:** Laravel.
- **VideoAnalyser:** Flask with a fine tuned ML model.
(yolos-fashionpedia)

Impact Assessment

1

User Benefits:

- Streamlines shopping experience directly from videos.
- Saves time and reduces frustration in product search.
- Customised lists of product can be created related to a video.

2

Business Impact:

- Increases e-commerce conversions through seamless integration.
- Creates new monetisation opportunities in media content.
- a very reliable mode to collect analytics to learn user behaviour pattern and preferences.
- can offer targeted advertisements.
- Can be integrated within any eco system with media services.

3

Market Potential:

- High scalability across various media platforms.
- Applicable to a wide range of industries, from fashion to home decor.
- Models can be trained for specific categories of videos.

DEMO Time



Next Steps ^{AND} Challenges

1 Next Steps:

- Enhance product search accuracy with advanced ML models by relearning new labeled datasets.
- Expand platform integration to more video and e-commerce sites.
- User testing and feedback loop for iterative improvements.
- Explore partnerships with e-commerce platforms.
- Learn how to deal with content copyrights.

2 Challenges:

- Ensuring real-time performance at scale.
- Handling diverse and complex product categories.
- Maintaining privacy and data security.
- Adapting to different video formats and qualities.

Thank You