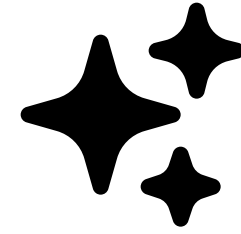


Rakathon Presentation



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By

Team *magic_smoke*



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Problem Statement

- 1 **User Frustration:** Users pause videos to capture items they like but struggle to find them online.
- 2 **Inefficient Process:** Current methods like reverse image search are disconnected and often yield poor results.
- 3 **Missed Opportunities:** This gap frustrates users and leads to missed e-commerce opportunities.
- 4 **User Retention Lost:** users are more likely to lose continuity while watching their favourite contents.

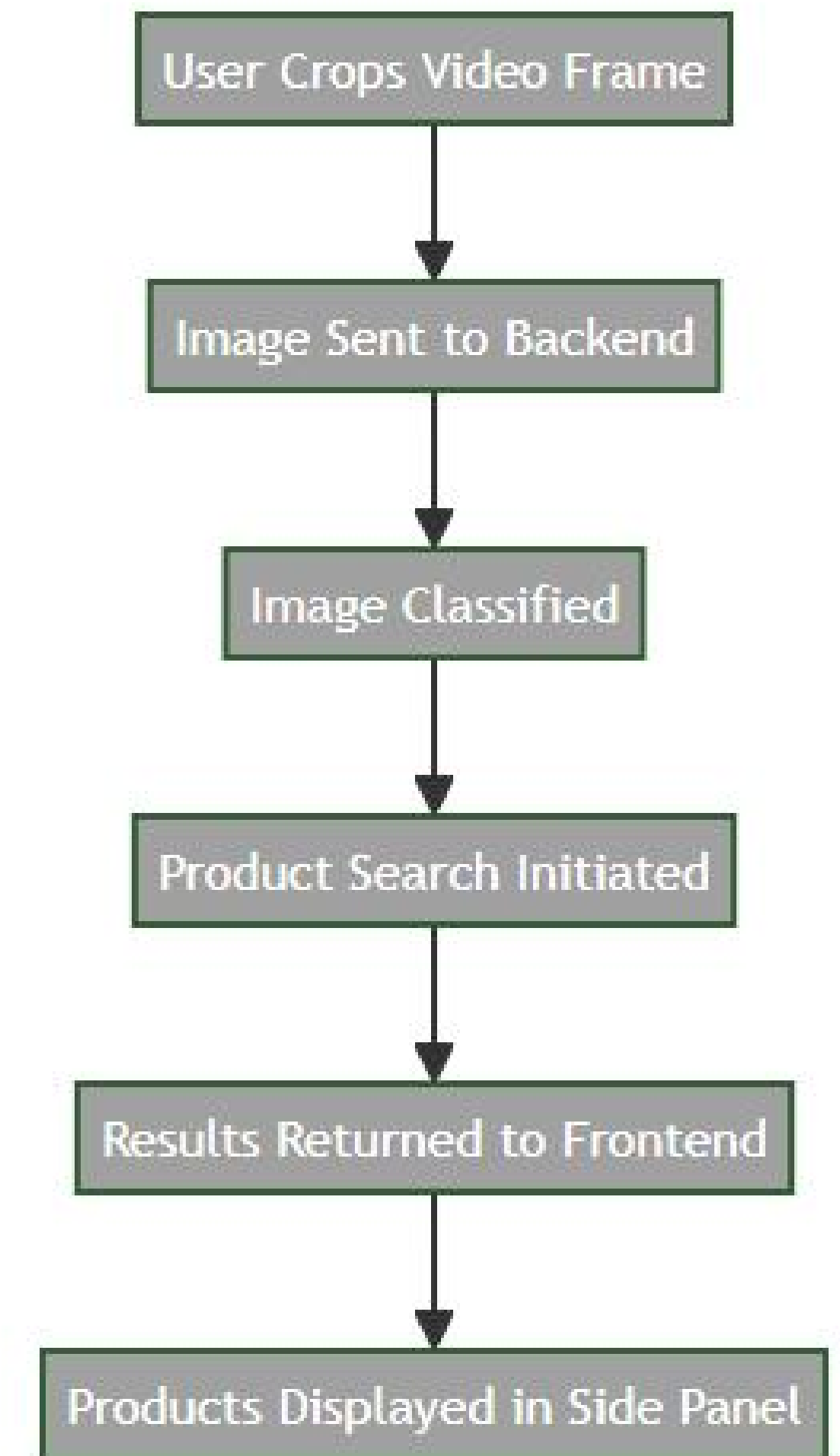


Our Solution

- 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:**

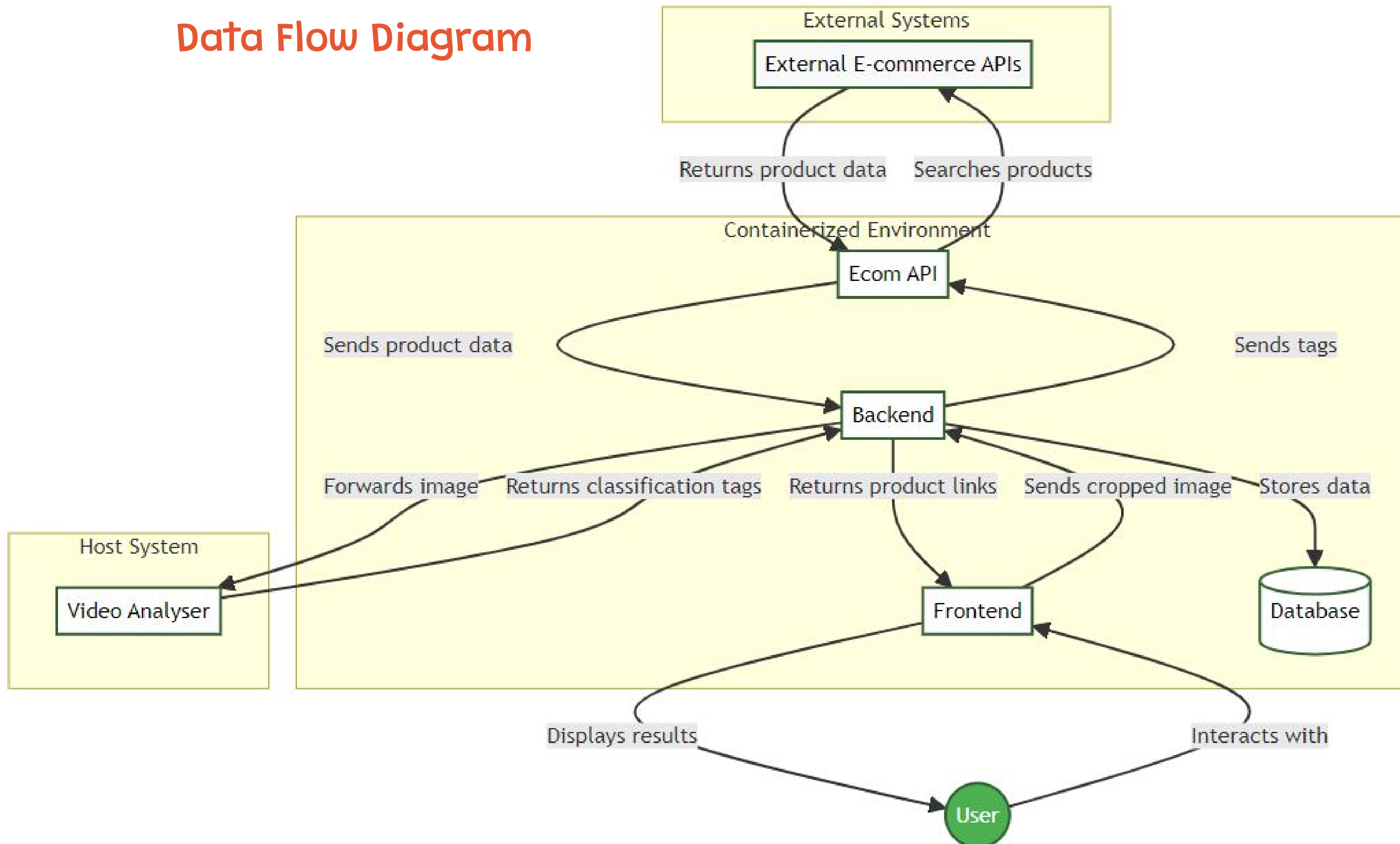
Step - 1 : Crop a section on the video frame.

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.
-

2 Business Impact:

- Increases e-commerce conversions through seamless integration.
- Creates new monetization opportunities in media content.

3 Market Potential:

- "High scalability across various media platforms."
- "Applicable to a wide range of industries, from fashion to home decor."

DEMO Time



Next Steps AND Challenges

1 Next Steps:

- Enhance product search accuracy with advanced ML models.
- Expand platform integration to more video and e-commerce sites.
- User testing and feedback loop for iterative improvements.
- Explore partnerships with e-commerce platforms.

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