

Complementary Product Recommendation

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Overview

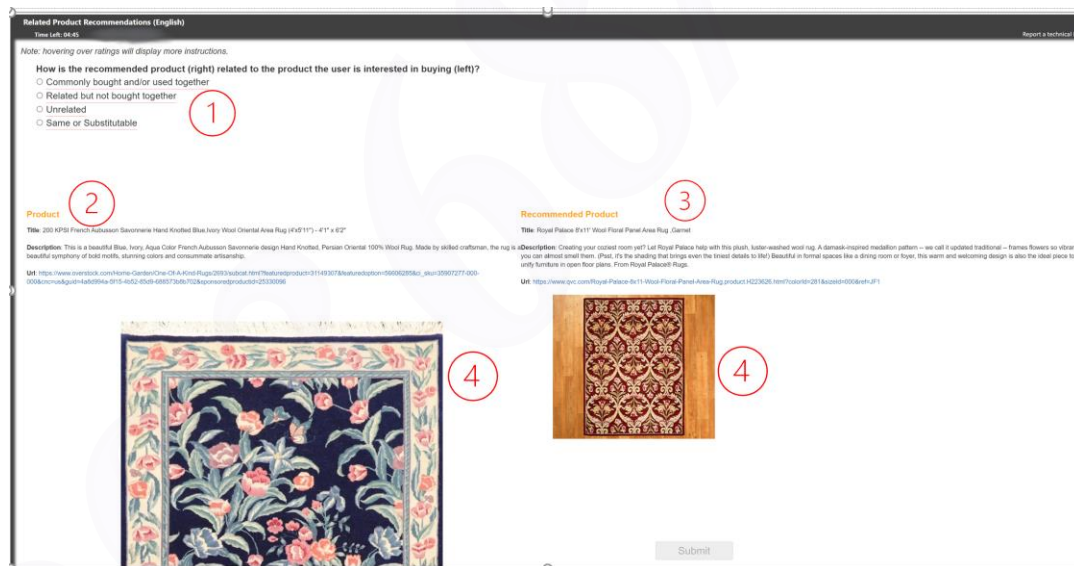
As a judge you will see two products. One is a product a user has shown interest in, the other will be a product we would like to recommend to the user as an additional possible purchase. We will use your labels to improve the products we recommend to users. These guidelines describe how to categorize the relatedness of the two products into one of the following buckets-

1. Products commonly bought and/or used together (Highly Complementary)
2. Related but not used together
3. Unrelated
4. Same or Substitutable

The remainder of the document describes how to determine which category best applies to the presented product pair.

Judging Interface

The judging interface will look similar to the image below. The annotations are further explained below.



1. Question All questions will be identical with the same 4 choices. Choose the answer that best describes the relationship between the two products (further detail is given in Rating Options section)

2. Product This section provides the title of the product, a short description, and a clickable product link. If you cannot make an assessment based on the title and description alone, click the link labeled “Url” to find more information on the product.

3. Recommended Product This section provides the title, description, and a clickable product link for a potential product to recommend based on the item in 2.

4. Images An image of each product may be provided in the corresponding sections labeled 4. Please provide a label even if the product image is missing. If you need more information on the product (e.g. you are unsure what it is) please use the links in sections labeled 2 and 3.

Rating Options



Rating Option 1: Products commonly bought and/or used together (Complementary)

- A Complementary product is one that adds value to another. In other words, they are two products that the people often use together.
 - For example, “cereal and milk,” “DVD and DVD player”, “suit and tie” “earrings and necklace”, “formal shirt and dress pants”.
- Choose this label if a person looking at the first product is highly likely to want or be interested in learning more about the recommended product. The products in this category have complementary applications.

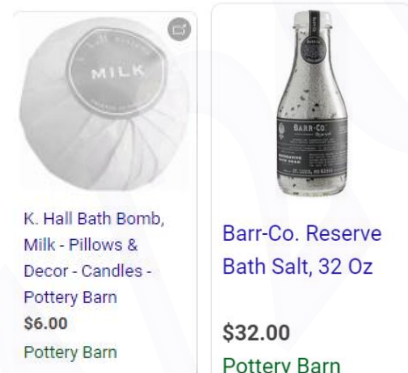
You should label the pair of products as Complementary if they meet the following criteria:

Criteria	Examples
Frequently used together.	<ul style="list-style-type: none"> Tennis Racket and tennis balls Knife block set and cutting board. Duvet comforter and Duvet cover
Accessories <ul style="list-style-type: none"> An accessory will be complementary to the product ONLY if it is compatible with the product. 	<ul style="list-style-type: none"> Apple iPhone 12 and iPhone 12 case Sony PlayStation 4 and PS4 Wireless controller HP Envy Printer and HP envy ink cartridges

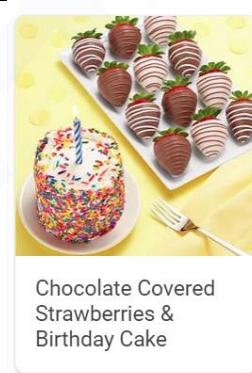
Examples-

Product A	Product B
 <p>Nike Air Max Motion 2 Women's Shoes In Black,... \$69.97 Nike.com</p>	 <p>Women's Tek Gear Essential High- Waisted Skimmer... \$30.00 Kohl's</p>

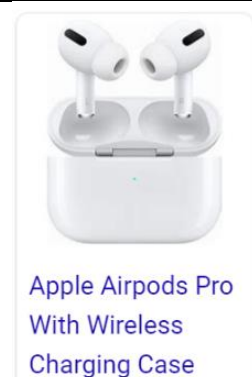
Product B is Complementary for Product A because when a user is searching for women sport shoes, they are highly likely to also purchase or look for sport leggings or other similar sports apparel products are related to fitness are highly likely to be used together.





Product B is complementary to Product A because both products are related to bathing and a user searching for one of them is likely to purchase the other.



Product B is complementary to Product A because a person shopping for birthday flowers is likely to purchase other types of birthday gifts, decorations etc.



Product B is complementary to Product A because a person shopping for an Apple iPhone is likely to also purchase Apple air pods which are an accessory, and these two products are compatible.



 <p>Lib Tech Cold Brew C2 Snowboard 2020 - 153 \$314.49 evo</p>	 <p>Eddie Bauer Men's Cirruslite Down Jacket - Blue - L \$49.50 \$99.00 Eddie Bauer</p>
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Product B is complementary to Product A because a user shopping for a snowboard might purchase gear to use with it such as winter jackets, hats, goggles etc.

It is important to note this relationship does not always go both ways – if Product A was the winter jacket and Product B was the snowboard this would not be the same rating as there is no reason to assume a user wanting to purchase a new jacket will use it with a snowboard.

Rating Option 2: Related but not bought together

- Product categories are not completely unrelated.
- These are products where the product category for Product B would commonly be used (Complementary) with Product A, but the specific product advertised does not match Product A on important specifications – such as gender, compatibility, size etc.
 - Ask yourself if this type of product would be Complementary if the specifications were correct.

 <p>Apple Watch S2 Face Only... \$119.99 eBay</p>	 <p>Samsung Galaxy Watch Elite Silicone Black -... \$21.00 BartonWatchBands</p>
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Product A is an Apple smart watch face. A smart watch band would be an accessory commonly purchased along with the face. However – Product B **does not match an important specification** – it is for the wrong model/brand of smart watch (Samsung Galaxy) and would be **incompatible**.

- These are products which are somewhat related.
 - The recommended product may sometimes be used with the given product but is mostly used or purchased separately. Most users looking for Product A may not expect to purchase Product B at the same time.

- These pairs of products may be found in the same setting but might not necessarily be used together.

➤ These cases fall into the 3 following categories:



Categories	Examples
Not compatible due to specifications. <ul style="list-style-type: none"> • Such as incompatible size, accessory for the wrong product etc. 	iPhone 12 and USB charging cable <ul style="list-style-type: none"> • iPhone does not use USB charging cables. iPhone 11 and iPhone 6 case <ul style="list-style-type: none"> • Incompatible case for wrong model
Gender Mismatch <ul style="list-style-type: none"> • Products belong to related categories but cannot be bought or used together due to gender mismatch. • This task only focuses on two gender categories – male/female. 	Men's sport shoes and women's sports hoodie <ul style="list-style-type: none"> • The gender of the product may be described in the text OR reflected in the image.
Somewhat Related <ul style="list-style-type: none"> • The product categories are not completely unrelated but are not usually purchased together. 	Shower Faucet and Toilet paper holder Microwave oven and non-stick cookware



If a judge marks pair of products as "Related but not used together", the following additional question will be asked to understand the reason-

Select the most applicable reason-

- Partial Match: Gender Mismatch (E.g., Men's hoodie and women's running shoes)
- Not Compatible (E.g., Samsung Galaxy S9 phone and apple iPhone charger)
- Somewhat Related (E.g., Shower Faucet and Toilet paper holder)

Examples-

Product A	Product B
 <p>\$2,298.00 \$2,798.00</p> <p>B&H Photo-Video-Pro Audio</p> <p>Sony Alpha A7r III Mirrorless Digital Camera Body Only Full Frame 35Mm,</p>	 <p>\$1,899.00</p> <p>Canon EF 35mm F/1.4L II USM Lens, Lens Only</p>
Product A and Product B belong to complementary product categories i.e., camera and camera lenses but are not compatible. Product A is a Sony camera, whereas Product B is a Canon camera lense incompatible with Nikon camera.	

 <p>Laurel Foundry Modern Farmhouse@... \$28.99 Wayfair</p>	 <p>Sonoma Goods For Life Klein Storage Ottoman, White \$94.99 Kohl's</p>
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Product A and product A are somewhat related products because they are both related to home furnishings but can be used together or separately. For example, while a rug can be used with an ottoman in the living room area, it can also be used in many rooms with many pieces of furniture.

 <p>Converse Women's Chuck Taylor All Star Shoreline Lo... \$49.98 Famous Footwear</p>	 <p>Large Solid Color Pashmina Shawl Wrap Scarf 78 Inc... \$8.99</p>
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Product A is somewhat related to Product B, because both the products belong to the category of shoes and clothing. However, they both can be worn with many other types of clothing/shoes and there is no reason to think a user would specifically want to use them together.

Rating Option 3: Unrelated

- Unrelated product labels are given to product pairs that have no connection or relationship with each other.

You can tell the pair of products are unrelated if they meet the following criteria:

Criteria	Examples
No connection – These pairs of products do not have any relation to one another.	<ul style="list-style-type: none"> Area Rug and Olive oil

<u>Product A</u>	<u>Product B</u>
 <p>Vtech CS6719- 2 2 Handset... \$34.95 Amazon.com</p>	 <p>Phone Case For Samsung Galaxy Full Body Case...</p>

Product A is for a handset and Product B is a case for a cell phone. The two products cannot be user together and are completely unrelated.



Gucci, Ophidia GG
Small Shoulder
Bag, Women,...



Hotel Collection
Finest Modal Robe,
Luxury Turkish...
\$68.00 \$200.00

Product A is a women's handbag and Product B is a bath robe. The two products cannot be used together and are completely unrelated.



Food Network 40
Pc. Dinnerware Set,
White, 40 PCS 8
\$79.99









Fine Art Poster

Product A is a Dinnerware set and Product B is an Art poster. The two products cannot be used together and are completely unrelated.

Rating Option 4: Same or Substitutable -

- A Same or Substitutable Product label means the recommended product can be used as a replacement for the first. This means the two different products can perform the exact same function and one product can be used instead of the other.
 - This includes:
 - Substitutable products from a different brand (ex. Adidas running shoes vs. Nike running shoes)
 - Electronics with similar specifications (ex. SONY BRAVIA® 75" TV vs. Sony X850G 85" Class HDR 4K UHD Smart LED TV)
 - Similar items in different colors, sizes etc. (ex. black evening dress vs. green evening dress, wool sweater vs. cotton sweater, 256 GB iPhone vs. 512 GB Samsung Galaxy)

Product A	Product B
 <p>\$6.39 Puritan's Pride Cinnamon Complex With High Pot... Puritan's Pride</p>	 <p>\$12.09 Target Nature's Bounty Cinnamon, 1,000 Mg, 100 Capsules, Herbal Supplements</p>
Product A and Product B are similar or substitutable products because they are both cinnamon supplements from different brands.	
 <p>Women's Kaftan Dress Maxi Long Dress Black Short... \$24.99</p>	 <p>Border Print Long Muumuu - MD (10- 12) - Violet... \$24.99</p>
Product A and Product B are similar or substitutable because they are both women long dresses in different color styles.	
 <p>Samsung - 50" Class 7 Series LED 4K UHD Smart...</p>	 <p>TCL - 55" Class 4 Series LED 4K UHD Smart Android TV</p>
Product A and Product B are similar or substitutable because they are both smart televisions of different brands and screen size.	