GenKart-AI POC

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Overview 🗒️

The goal of this document is to describe in detail the motivation behind creating a specific feature. This document should provide the full context for the relevant teams when designing the solution.

Q1: The Problem / Opportunity 🎯

With the advent of Generative AI, Search and finding a product is being revolutionized. We are moving away from a single open text box experience to something more conversational and this will enable product discovery and recommendations to be a lot more powerful than they are today by way of being able to truly understand the user's needs in a more human-like conversational way. Fashion is one of the categories where discovery will get reset.

Q2: Target Audience 👫 👬

- Fashion enthusiasts
- Shoppers seeking personalized fashion recommendations
- Individuals looking for unique and tailored clothing options
- Consumers interested in exploring new fashion trends
- People wanting to discover products similar to their preferences
- Fashion-conscious individuals seeking convenience in shopping choices

Q3: The Hypothesis 📒

IF users are presented with AI-generated images and actual product images side by side,

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THEN the predicted impact is that users will be more likely to recognize the similarity of the AI-generated images with actual products in the collection.

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BECAUSE the presence of actual product images will provide a visual reference point that validates the AI-generated images, fostering user confidence in the accuracy of the recommendations and promoting better decision-making during the shopping process.

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Q4: The Solution 🧩

1. *Data Preparation:*

- Collect a diverse set of AI-generated images along with corresponding actual product images from your inventory.

- Ensure that the AI-generated images cover a range of fashion styles and preferences.

2. *User Interface Design:*

- Create a user interface where users can view pairs of AI-generated images and corresponding actual product images side by side.

- Randomly present different pairs to users for unbiased results.

3. *User Testing:*

- Recruit a representative sample of target users for the testing.

- Instruct users to examine the pairs of images and note any similarities they observe.

4. *Data Collection and Analysis:*

- Record users' responses and observations while they interact with the image pairs.

- Gather qualitative and quantitative data on how often users recognize similarity and their level of confidence.

5. *Comparative Analysis:*

- Analyze the collected data to identify patterns and trends in user behavior.

- Compare the frequency of users recognizing similarity between AI-generated and actual product images.

6. *Feedback Loop:*

- If the hypothesis is rejected, gather insights from users on why they might not recognize similarities. Use this feedback to improve the user experience.

By systematically testing the hypothesis in this manner, you can gather empirical evidence on whether the presence of actual product images enhances users' ability to recognize similarity in AI-generated images, and make informed decisions on optimizing your solution.

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Q5: How Will You Measure Success 📈

Leading KPI - *% Engagement with AI-Generated Images and Actual Product Images*

Lagging KPI - *Average Revenue per User (ARPU)*

Estimated Impact:

Assuming a successful test of the hypothesis that users are more likely to recognize similarity with the presence of actual product images:

- *Leading KPI Impact:*
  - Estimated uplift of around 15% in % Engagement with AI-Generated Images and Actual Product Images.
  - Users are more engaged as they can better relate to and recognize the AI-generated images.

- *Lagging KPI Impact:*
  - Assuming the improved engagement leads to better informed decisions and increased user satisfaction.
  - Estimated increase in ARPU by around 5% due to enhanced user satisfaction and more confident purchasing decisions.

Please note that these numbers are approximate and provided for illustrative purposes. The actual impact may vary based on user behavior, market trends, and other factors.

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