



# CompareIT

Outdoor Equipment and Utility  
Clothing Comparison Tool

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**The global outdoor gear & equipment market size is projected to reach \$75.33 billion by 2028**

# Comparison Tool

- Tool to compare outdoor equipment products
  - Hiking, Fishing, Camping, Skiing, etc...
- Submit prompts to compare and summarize reviews
- Can compare products from the same or different companies
- Generate a comparison list for parameters requested by the user
  - Price
  - Ratings
  - Durability
  - Comfort
- Example Prompt: "Compare hiking jackets from Patagonia to Columbia"

# Comparison Tool

- Tool used by businesses to compare outdoor activity products
- Businesses can submit prompts such as “compare product X with product Y” where product X and Y are products from either the same or two different companies
  - Similar to ChatGPT4
- The model will then compare reviews for the products and generate a comparison list for parameters requested by the user
  - Price
  - Ratings
  - Durability
  - Comfort

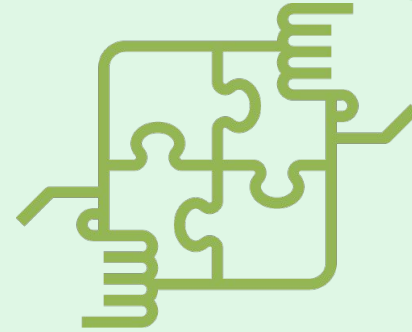
# Application

- Tool can be used by businesses that sell utility clothes and outdoor equipment
  - The North Face
  - Patagonia
- The business can use the tool to investigate their products
  - Which products do they need to improve?
  - Which products can be priced higher based on competing brands?
- We can sell our model to the businesses and do a subscription package with yearly billing to the businesses

# Application

- Tool can be used by businesses that sell utility clothes and outdoor equipment
  - The North Face
  - Patagonia
  - Columbia
- The business can use the tool to investigate their products
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# Co-creation of value



## Outdoor Equipment Business :

- Assess which of their own products need improvement
- Small businesses can take advantage of this service so that an analyst is not required.



## Our Product:

- We can sell this tool as a subscription-based service for product companies

# Technical Feasibility

## Data & Model Availability:

- Mine all publicly available user reviews for the product and competitor present on the web
- It's possible to scrape Amazon website for public data
- Use existing open Source LLMs like Llama, TextBlob, VADER, etc.

## Computing Infrastructure:

- Since the data to be processed is not a huge amount of text, we estimate moderate server compute power

## Aspect Extraction and Sentiment Analysis:

- GenAI will utilize NLP to categorize reviews and can be trained to use aspect interaction to derive insights based on user's query

## Scalability:

- Our solution can be easily scaled to partner with different manufacturers of the similar product category

## Hallucinations:

- Corroborate with the sources of user reviews to prevent non-factual results



# Technical Feasibility

- **Data Availability:** Mine all publicly available user reviews for the product and competitor present on the web (it's possible to scrape Amazon website for public data).
- **Model Availability:** Use existing open Source LLMs like Meta's Llama
- **Compute Infra:** Since the data to be processed is not a huge amount of text, we estimate moderate server compute power
- **Aspect Extraction and Sentiment Analysis:** GenAI will utilize NLP to categorize reviews and can be trained to use aspect interaction to derive insights based on user's query
- **API integration:** We will integrate our tool as an API in the client's market research tools
- **Scalability:** Our solution can be easily scaled to partner with different manufacturers of the similar product category
- **Hallucinations:** Corroborate with the sources of user reviews to prevent non-factual results



## Timberland Men's Mt. Maddsen Mid Waterproof Hiking Boots

★★★★★ 4.5 (1580)

**\$89.98**

~~\$114.99\*~~

Color: Dark Brown



Shoe Size: 9.5

~~14.0~~

~~7.5~~

8.5

9.0

**9.5**

10.0

10.5

11.0

11.5

12.0

13.0

What's My Size?

Chat

Feedback

Size Chart



Men's

Women's

Kids'

Footwear

Bags & Gear

Renewed

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## Men's Larimer Mid Waterproof SE Boots

**\$83.00** ~~\$139.00~~

Pay in 4 interest-free payments of \$20.75. **Klarna.** [Learn more](#)

80% Customer Recommended

★★★★★ [28 Reviews](#)

Color - Almond Butter/TNF Black



Feedback

New... Ctrl I

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what does fiserv as a...

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https://www.thenorthface.com/en-us/mens/mens-footwear/mens-boots-c695280/mens-larimer-mid-waterproof-se-boots-pNFOA83NI?color=KOM&utm\_content=ecomm&utm\_medium=cpc&utm\_source=google&utm\_campaign=US%20%7C%20all%20%7C%20Hybrid%20%7C%20SHOP%20-%20AUT%20~%20All%20%28FORMERLY%20MEN%29%20-%20Low%20-%20Footwear%20-%20General%20-%20PMax%20Shopping&utm\_term=gad\_source=1&gclid=Cj0KCQjwZixBhCoARIsAIC745BEwCOu76kdNd16RwYRX9k46lwsrusaPLicXFjPRFnACAqJntyRzgaAgjKEALw\_wcB&gclsrc=aw.ds https://www.dickssportinggoods.com/p/timberland-mens-mtmaddsen-mid-waterproof-hiking-boots-15tldmmtmddsnmdwpfbo/15tldmmtmddsnmdwpfbo?sku=14371724&camp=CSE:DSG\_92700073461380991\_pla\_aud-401075223585:pla-1749248713633\_58700008079349772\_71700000101024710&segment=&gad\_source=1&gclid=Cj0KCQjwZixBhCoARIsAIC745A6nEN9SLPaQAAjBQUJXP4ugfXyWZEYJPf38qqQvrWLVZOULaP-f-laAiliEALw\_wcB&gclsrc=aw.ds compare both these shoes user review about their comfort

## Sources

Men's Larimer Mid Waterproof SE Boots |...

thenorthface • 1

15tldmmtmddsnmdwpfbo camp=CSE%3ADSG\_92...

dickssportinggo... • 2

Timberland Mt. Maddsen Mid Waterproof Review ...

outdoorgearlab • 3



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## Answer

The search results provide a good comparison of the comfort and features of the Timberland Mt. Maddsen Mid Waterproof Hiking Boots and the North Face Larimer Mid Waterproof SE Boots.

The Timberland Mt. Maddsen Mid Waterproof Hiking Boots are described as comfortable, with an excellent fit right out of the box and zero break-in required. One reviewer who wears a size 9.5 in Crispis found that a size 10 in the Timberlands worked well for them. The boots are also noted as being completely waterproof yet breathable, keeping the reviewer's feet dry even in wet conditions. However, the reviewer did mention that the laces are quite long and can come undone, requiring replacement or double-tying. The "mid" height of the boots was also considered a bit low, so the reviewer recommended having strong ankles for best support. <sup>1</sup> <sup>7</sup>

In contrast, the North Face Larimer Mid Waterproof SE Boots are described as lightweight, versatile, and insulated with Heatseeker Eco to provide warmth in cold weather. The boots incorporate advanced waterproofing materials and processes to help keep feet dry. <sup>1</sup>

Overall, both boots seem to offer good waterproofing and comfort, with the Timberland Mt. Maddsen Mid Waterproof Hiking Boots potentially providing a better fit and feel right out of the box, while the North Face Larimer Mid Waterproof SE Boots may offer more warmth and insulation for colder conditions.

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# Financial Viability

## Business to Business Sales Model

### Value Proposition

- AI powered app that matches user preferences for hiking clothes with top-rated items from user reviews, ensuring users find the ideal gear for their outdoor activities on the first try, checkout and decrease returns, increasing satisfaction

### Market Size

- In 2024, the outdoor equipment market was valued at \$26 billion
- This sector is projected to reach \$33 billion by 2028, representing a 5.98% growth rate

### Cost Saving Impact

- Increases completed transactions
- Decreases returns
- Increases customer satisfaction
- Drive repeat purchases

## Revenue Streams

### Partnerships

- Product manufacturing

### Subscription Model

- Recurring revenue from subscription fee

### Licensing Model

- Sell license to third parties for independent use in the future

## Costs

### Initial Investment

- Software: data pipeline and generative AI model
- Infrastructure: integrate with current system

### Operational

- Cloud computing storage (\$0.021 per GB if over 500 TB / month for AWS S3 storage), software update, technical support

### Marketing

- Promotion, research, and social media content

# Acceptance

## **Privacy Commitment:**

- Strict measures such as encryption and access controls
- Ensure user data remains secure and private

## **Social Responsibility:**

- Transparency and inclusivity in product comparisons is reflected through comprehensive testing
- Consumers can make informed decisions, fostering a fair marketplace

## **FATE Analysis :**

- Through robust algorithms and rigorous testing, we proactively identify and address biases and unintended consequences, ensuring fair competition and equitable outcomes for all stakeholders.

## **Environmental Sustainability:**

- Prioritize minimizing energy consumption and emissions through using low amounts of data storage and computing



# Acceptance

## **Privacy Commitment:**

We uphold strict measures such as encryption and access controls to ensure user data remains secure and private, aligning with industry standards and regulatory requirements.

## **Social Responsibility:**

Our dedication to transparency and inclusivity in product comparisons is reflected through comprehensive testing, empowering consumers to make informed decisions and fostering a fair marketplace.

## **FATE Management:**

Through robust algorithms and rigorous testing, we proactively identify and address biases and unintended consequences, ensuring fair competition and equitable outcomes for all stakeholders.

## **Environmental Sustainability:**

Leveraging our software-based solution, we prioritize minimizing energy consumption and emissions, contributing to a greener future with a minimal environmental footprint.



**Thank You!**

**Questions?**

