

INFO 6410: HW #1

Shopping

Team



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Problems



Problems



1. **How to find a specific item**

When you buy an item without many details(eg. In street, you see a stranger wearing a bag you like), you have no idea where can you buy the bag

2. **How to find the fit**

When you only have a general idea about what you want, it is hard to decide on what fit you best. It's hard to discover the features that tell me to buy or not

3. **How to find the best deal**

When you want a specific item, you would like to buy this item with cheapest price/fastest shipping or in nearest shop, etc.

4. **How to pick items matching up with my own stuff**

When you are shopping, you would like to find out how items(e.g clothings, accessories) can match with your clothes and avoid duplicate items

5. **How to Inspire Customers**

Recommendation systems usually recommend similar stuff you bought before. Is there any better solution?

6. **How to deal with stuff you don't need anymore**

When you purchased something which is never used later, how to deal with it?

7. **How to know the item's price decreases after you buy it**

After buying an item, you may want to know if the price of this item decreased after several days, which you may go and ask for a refund

Top Problem: how to find a specific item

When you want to buy an item without many details (eg. In street, you see a stranger wearing a bag you like), you have no idea where you can find it.

Reason for selection

- market demand
- improve shopping experience
- reasonable for technology to solve



Analysis of Problem

Significance

Almost every people met situations that he/she wants to buy an item like others but cannot find.

This problem will cause inefficiency, terrible shopping experience.

Stakeholders

Target users are those people who like shopping

With the potential solution, more people will get involved in shopping, and sellers will get benefits.

Precedents / Prior Work / Competition

Alibaba (Taobao)

