

H.A.L (Human aspect)

Intro: Imagine browsing through the online store, something catches your eye. You click on it and check it out. You like it, but you hesitate. You aren't sure if it's the right shoe for you/ you wanna know what other people think about it.

Hence, you check out the reviews, what you end up with is a bunch of simple reviews that are pointless. Furthermore, they don't come any photos either. As a result, there's too much uncertainty making you felt hesitant to make the purchase.

With the HAL app, we integrated social media into our modern e-commerce platform. Aiming to streamline and enhance the entire online fashion purchasing experience. HAL app displays social media photos of people wearing a certain fashion product which acts as a review of the product. As a online shopper, we want information that is relevant, reliable and relatable. And social media posts checks all the above element because it reflects how the product looks on actual consumers and how actual owners think about the products.

Through the use of tags and product keywords, we implemented a website scraper API to retrieve respected images as well as the caption related to the product whilst removing spam posts. Then, to further filter the result, we run Coqntive's fashion AI API to pick photos consisting of the consumer with the product. For example...(To help improve the consumer's experience)

Furthermore, the posts also act as a product review. This way, we as buyers can gain confidence for the purchase.

I scroll through zalora duirng the 11.11. Found a pair of shoe, look at photos, only shoe dimension. No actual ppl wearing shoe.

Next looks at the review,.

"Okay.", "received and thanks" or " fast delivery" that doesn't help and it's not relevant. It doesn't convince me buying the shoes.

All information, there's doubt, u ended not buying

For a merchant, how can we help them to solve this problem

I think with our solution, we can make the purchase experience better.

We using machine learnig to help