

INFO 6410 - Homework 4

Title of Project

PicBuy

Value Proposition

PicBuy leads a new shopping process. We search for product by picture, rather than keyword.

Team

Jing Dai, is responsible for UI, Video Storyboard, Report, Video

Julie Huang, is responsible for UI Storyboard, Report, Video

Xiaoyang Ma, is responsible for Video Storyboard, Report, Video

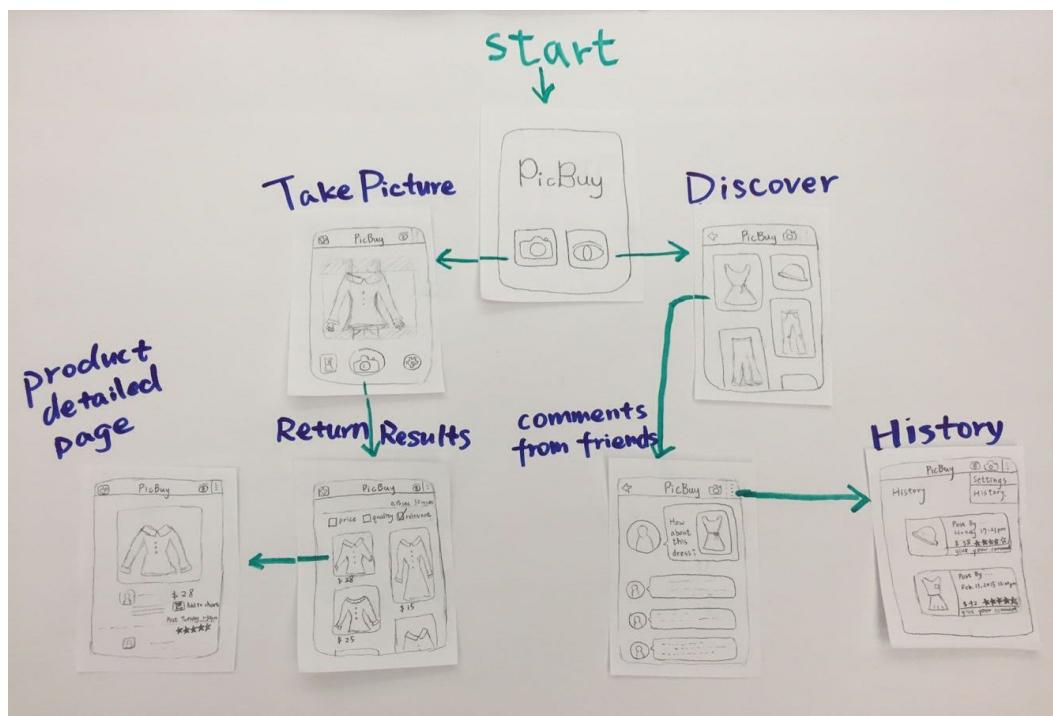
Yanjing Zhang, is responsible for UI, Video Storyboard, Report, Video

Problem and Solution Overview

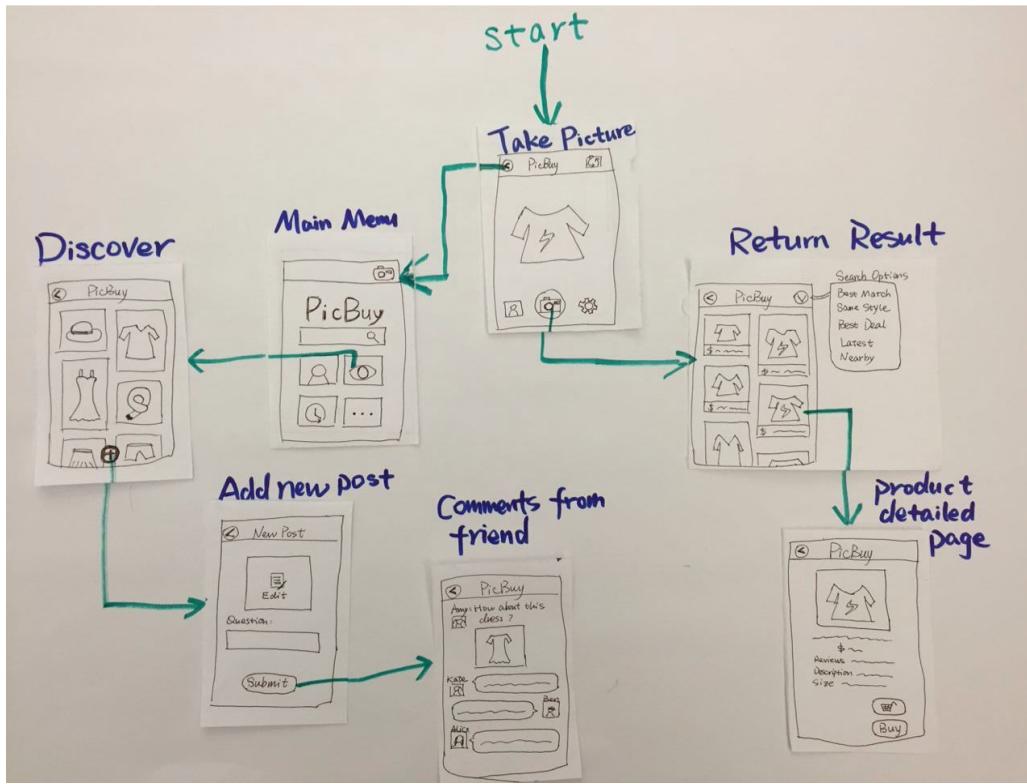
Traditional keyword searching has a variety of limitations and causes inefficiency in online shopping. We propose to create PicBuy, an online shopping platform that integrates image recognition technology to ease the searching process for online shoppers.

UI Flow Storyboards for 3 different interface designs

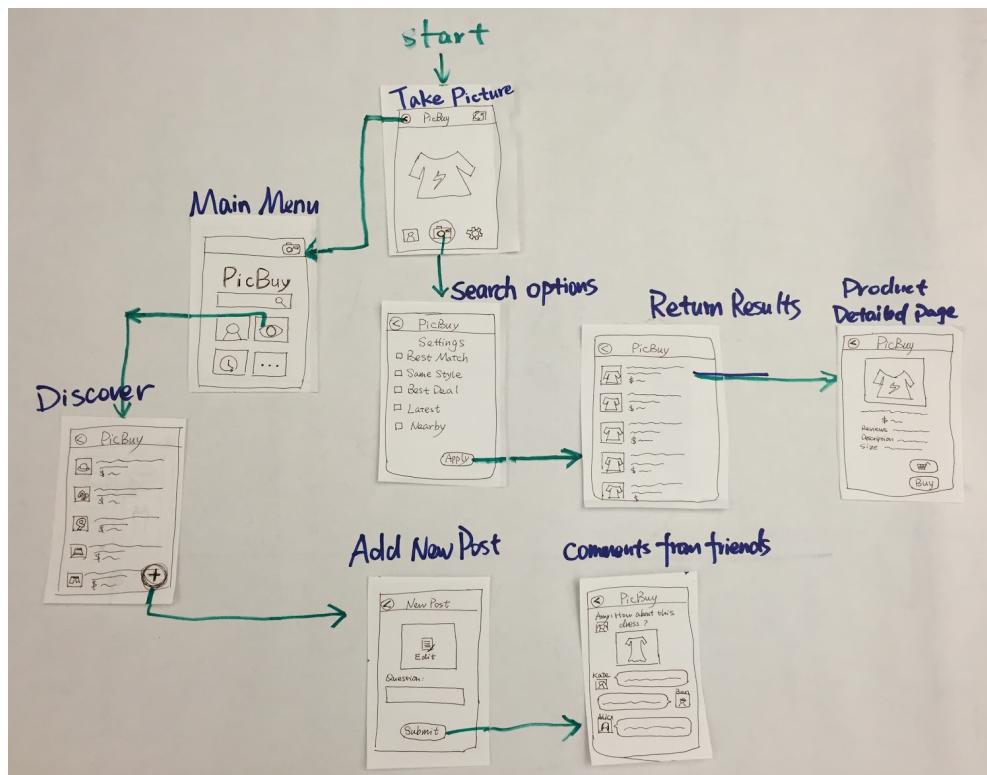
Design 1:



Design 2:



Design 3:



Selected Interface Design

● **Choice & reason:**

We select **Design 2** as our final interface design.

In Design 1, the launch page of our application is a menu which enables you to select to take a picture to search or discover other one's posts.

In Design 2, we directly make taking picture screen as launch page. Also, if users want to discover, they can exit the launch page and show our main menu.

In Design 3, after user takes a picture, a window pops to let user choose the search options they want to apply. Then we will show results page accordingly.

Finally, we decide to choose Design 2. Although in design 1, it's easier for user to directly go to their desired page, we would prefer to highlight our taking picture function, and we think user will use this more frequently. In Design 3, the main shortcoming is that user is forced to make an additional choice. Actually in normal case, user will keep using the same search options, so we think that Design 2 is better, it will apply last used search opinion and it enables user to change option later.

● **Functionality summary**

1. Take a picture for item searching
2. Find the specific item with different sorting options
3. Add posts to ask friends for opinions
4. Retrieve the searching history
5. Forum to collect users' post and discussions

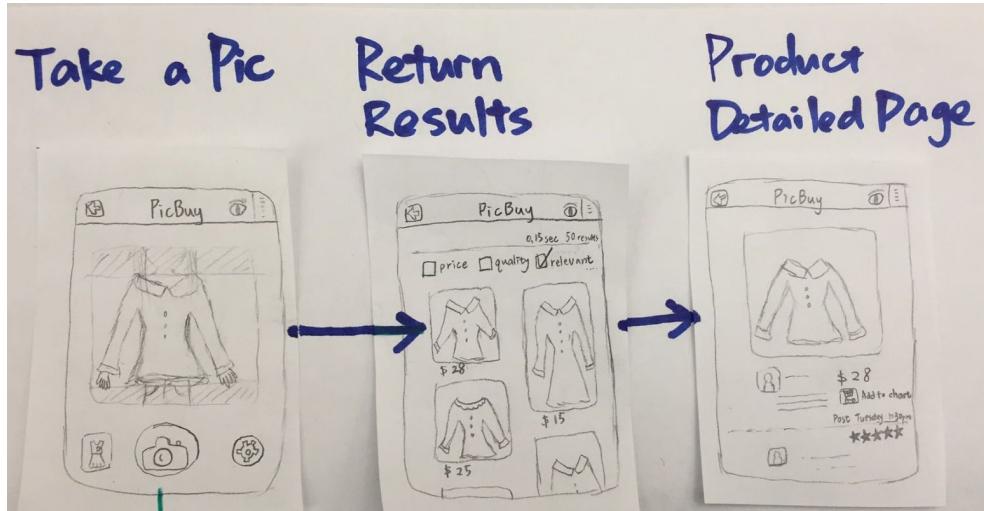
● **User interface description**

User start with taking a photo and get results sorted by deals. He can choose different options for searching and the results can be sorted by different criteria.

User can view the posts from their friends. By clicking on a post, he can leave comments. By clicking on the “Add” button, the user can also post questions and receive others' comments. He can also retrieve the records about his searching history.

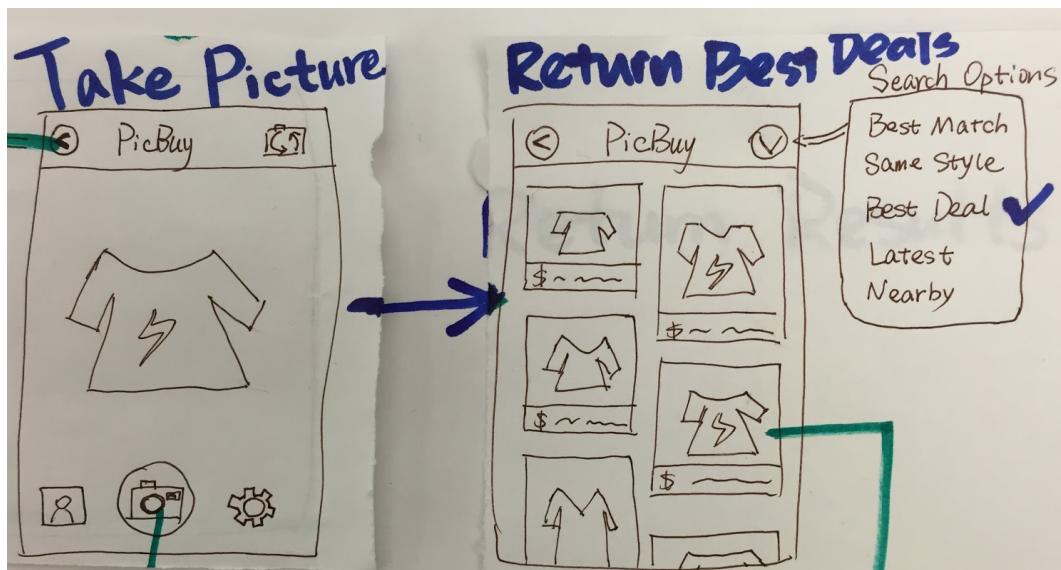
UI Storyboards for 3 Scenarios

- **Task 1: Image searching.**



When a customer comes across an item, he can take a photo in our app. PicBuy will return the results matching the photo. The customer can select the searching criteria (e.g.: to find best deal, to find other items that can match up with this item, to find the nearest store that sell the item, etc.) There are links to detailed pages for customers to further compare and purchase.

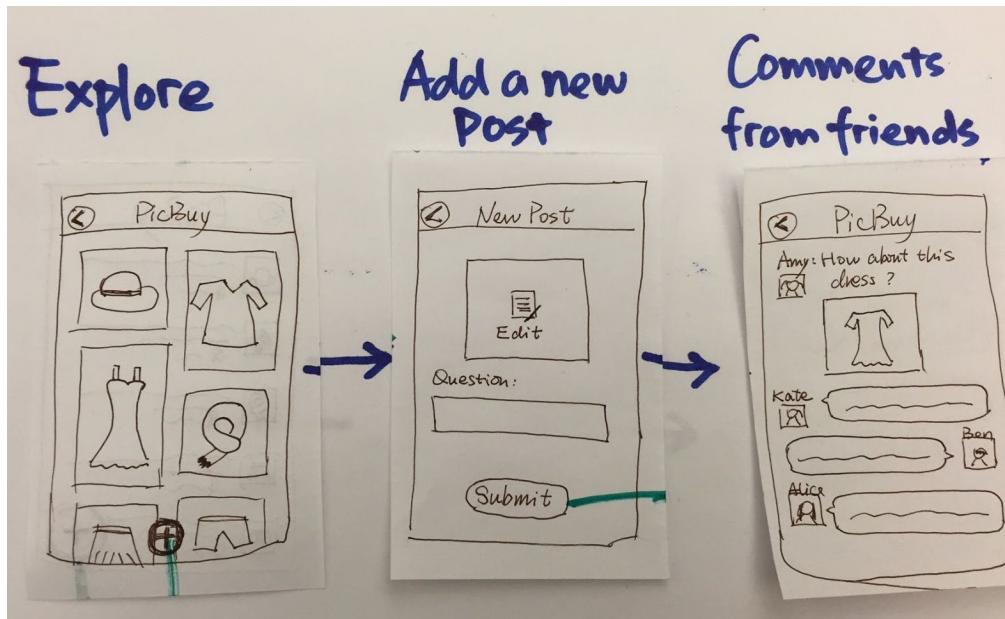
- **Task 2: Finding best deal.**



When a customer finds an item online or in store, he may want to see which store or website provides the best deal. He can take a photo and the results are sorted by

best deals by default. There are filters for customers with specific preferences, including in-store or online option and selecting preferred brands.

- **Task 3. Asking for comments and advices from friends**



Users can connect with their friends on the application and also follow people with similar tastes. On the Explore page, users can check the posts from their friends. When a customer needs advices regarding either choosing the items or matching up the items, he can add a post to the forum. His friends will be able to comment on it and give advices.

Video Storyboards for 3 Scenarios for shooting video

- Scenario 1: Image searching



- Scenario 2: Finding best deals



● Scenario 3: Friends recommendations



Concept Video Description

Before filming the video, we discussed about the scenarios and made the video storyboard. The preparation process took us about 2-3 hours. We chose three locations to film these scenarios separately. In order to illustrate the idea behind our design, we decided to show how tasks were performed before and after using our app. The filming process took us about 4 hours. The video is edited using iMovie. As we are not expert in editing videos, we spent about 5 hours on it. The filming part went smoothly, but editing costs us a lot of time.