

MuchMatch: Swipe it right!

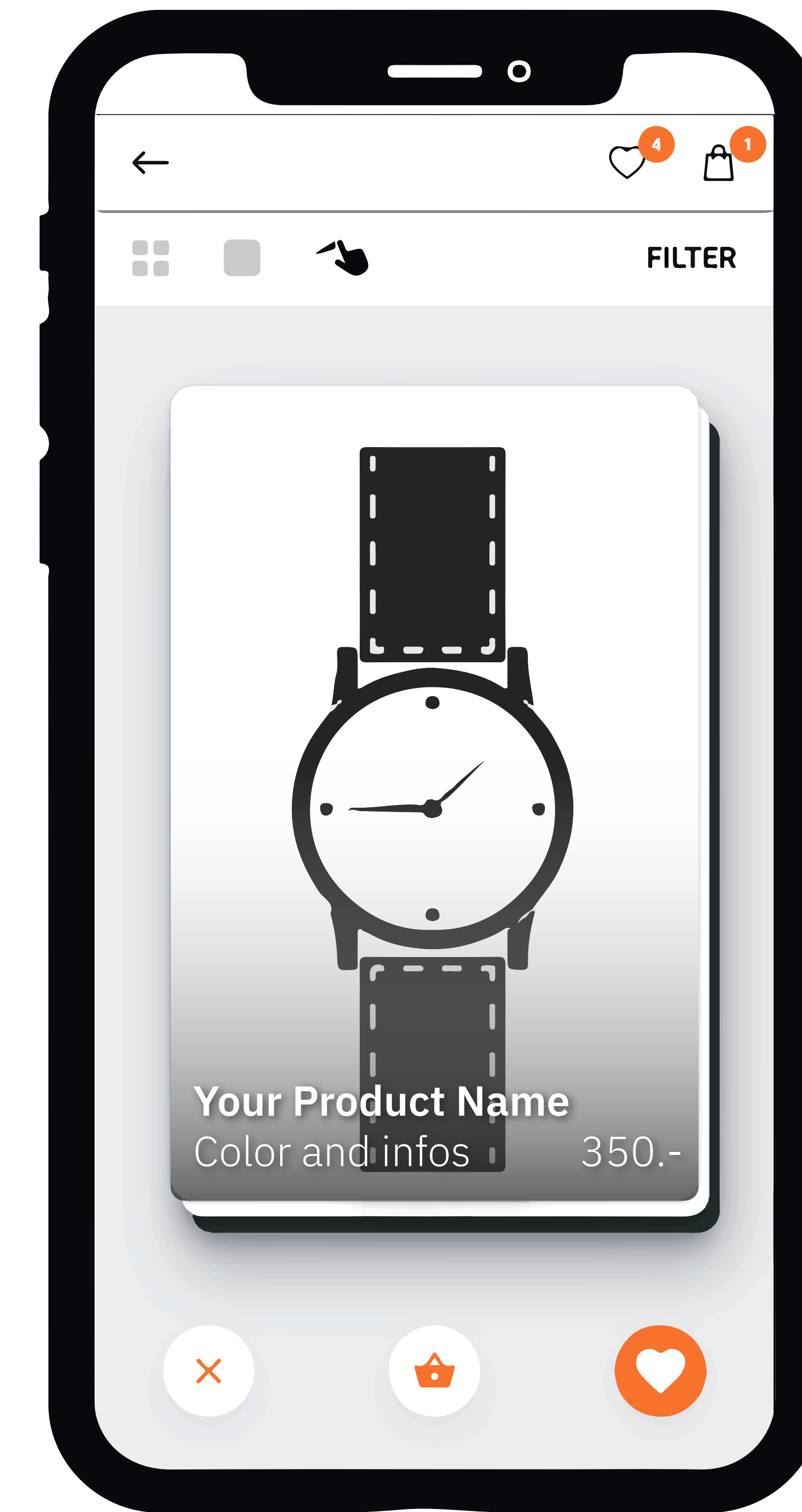
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The near-unlimited choice of items presented in online stores leads users on journeys of untargeted and unsatisfying scrolling through bottomless pages on the search for products they really like.

With Much-Match, we introduce a totally new, intuitive and fun way of browsing shopping catalogues, leveraging a familiar technology: swiping. The backend algorithm of Much-Match continuously analyses what users swipe left and right and how they swipe it, creating a user profile that allows for meaningful and targeted suggestions.

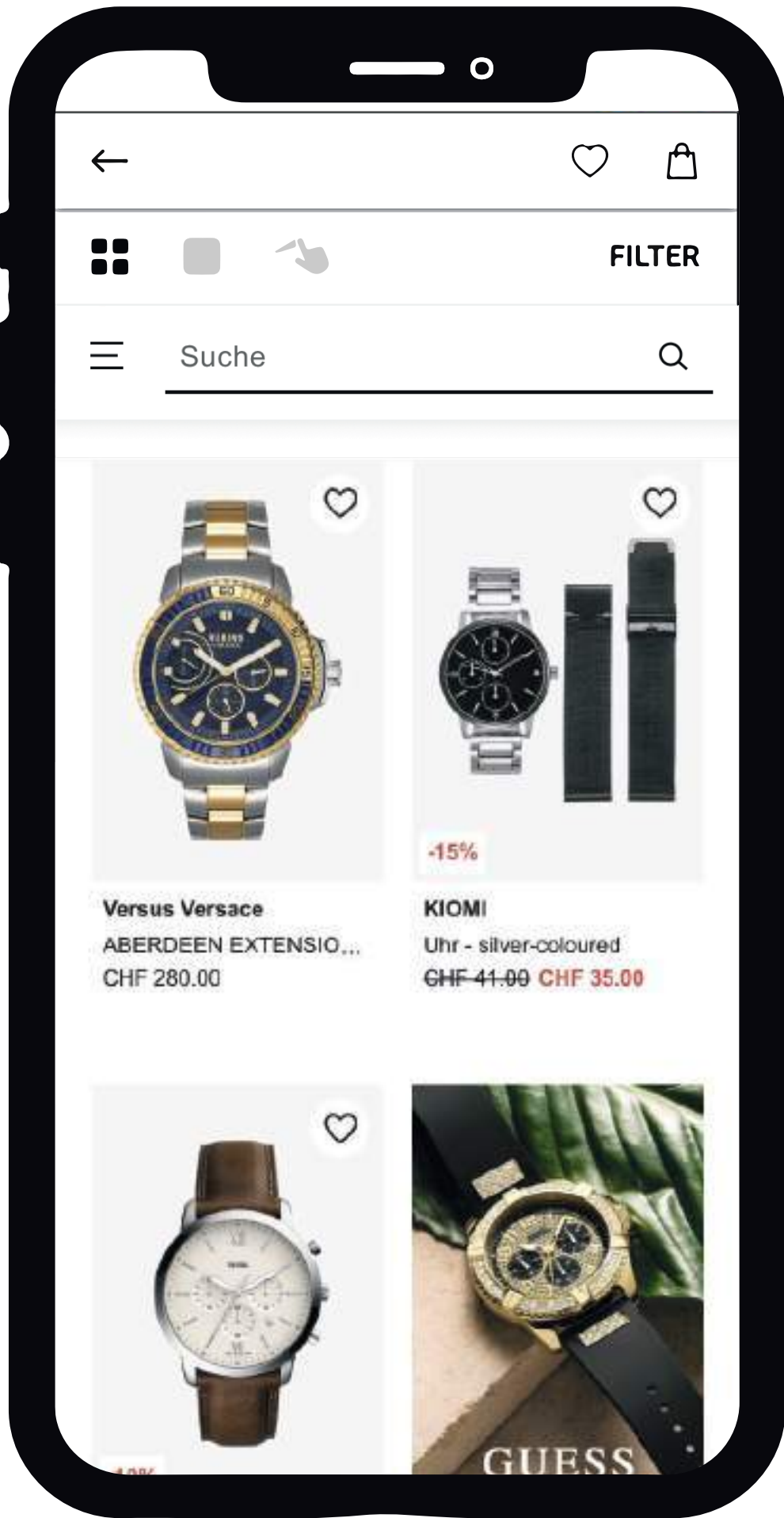
Swipes are characterized measuring features like speed, reaction time or hesitation which provide an insight into people's personal profile. Our preliminary analysis has shown that users indeed expose different general swiping behaviours. This enables two key mechanisms in our backend design: First, users can be matched to a user group and a behavioural pattern in a meaningful way. Second, swipes can be characterised related to how a user normally swipes, allowing to detect how much a user likes or dislikes a product.

Much-Match is a new way of navigating users straight to their purchase through swiping analysis. We give meaningful and targeted suggestions where user information seemed to be unavailable. This narrows down the vast choice in the online shopping world, leading to buying decisions that are quicker and more convenient.

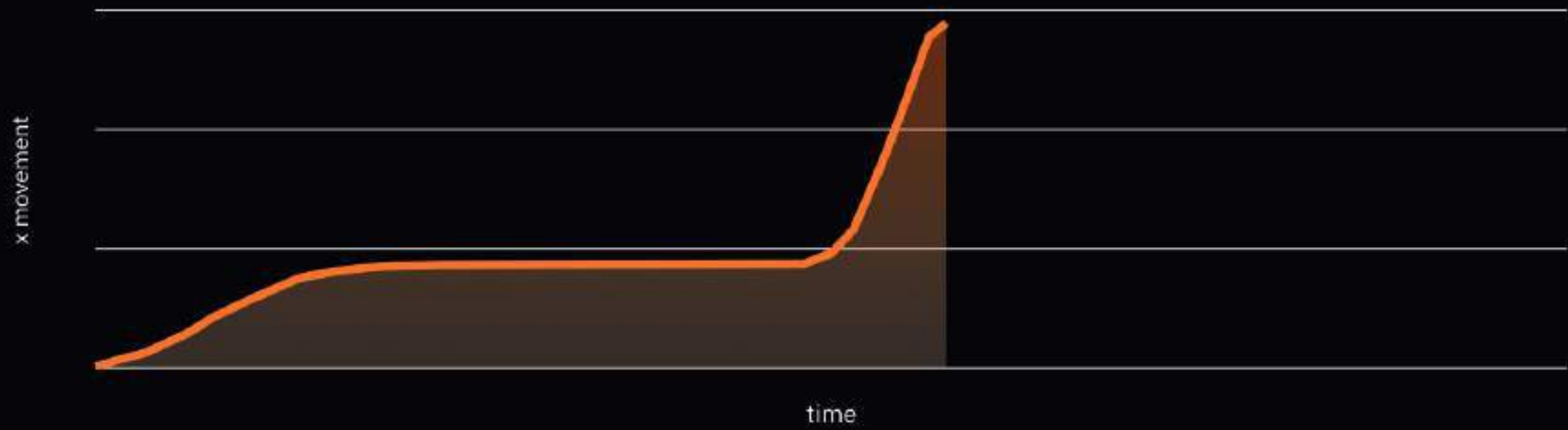


MuchMatch
SWIPE IT RIGHT

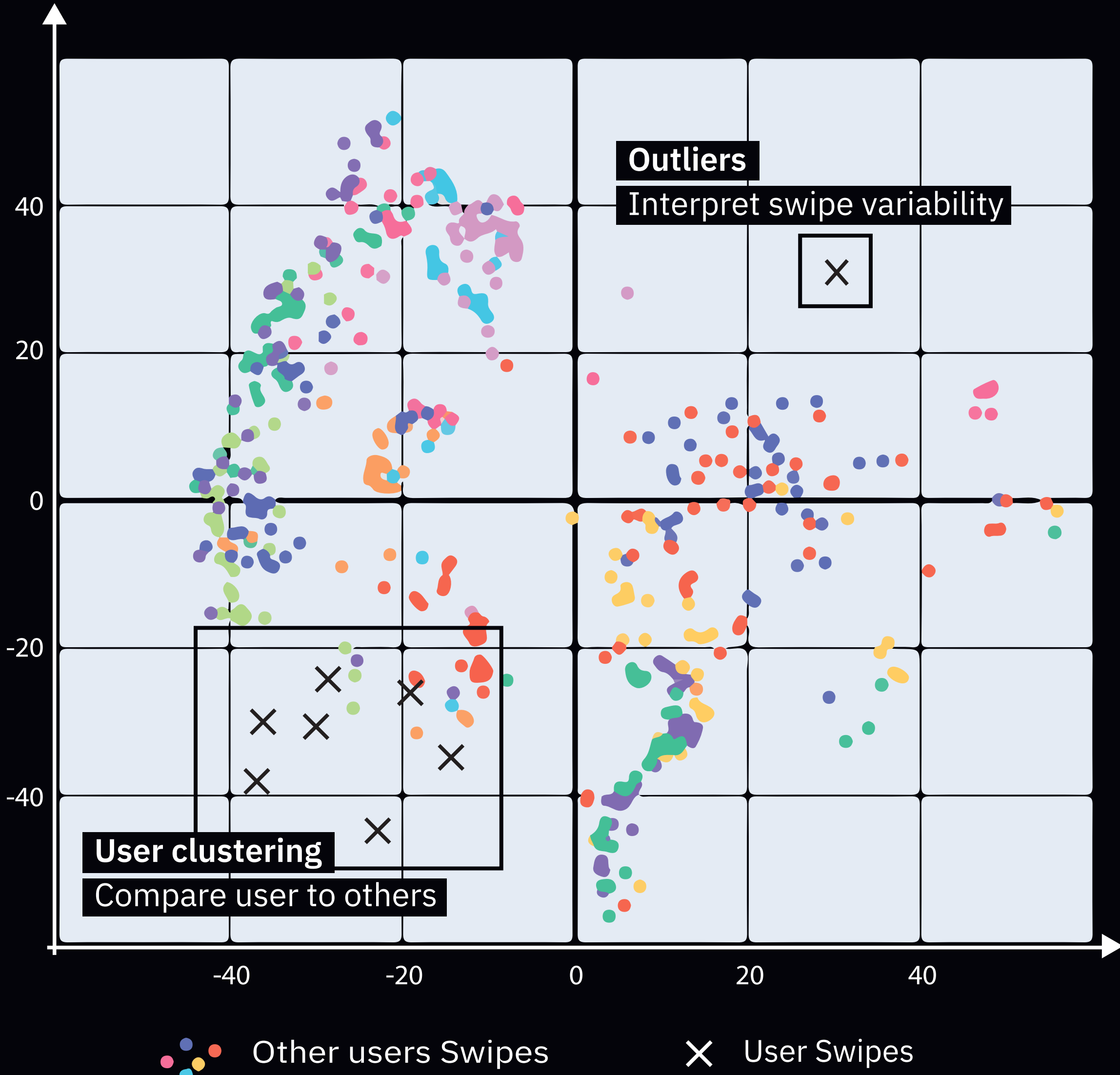
UI/UEx - New Shopping Experience



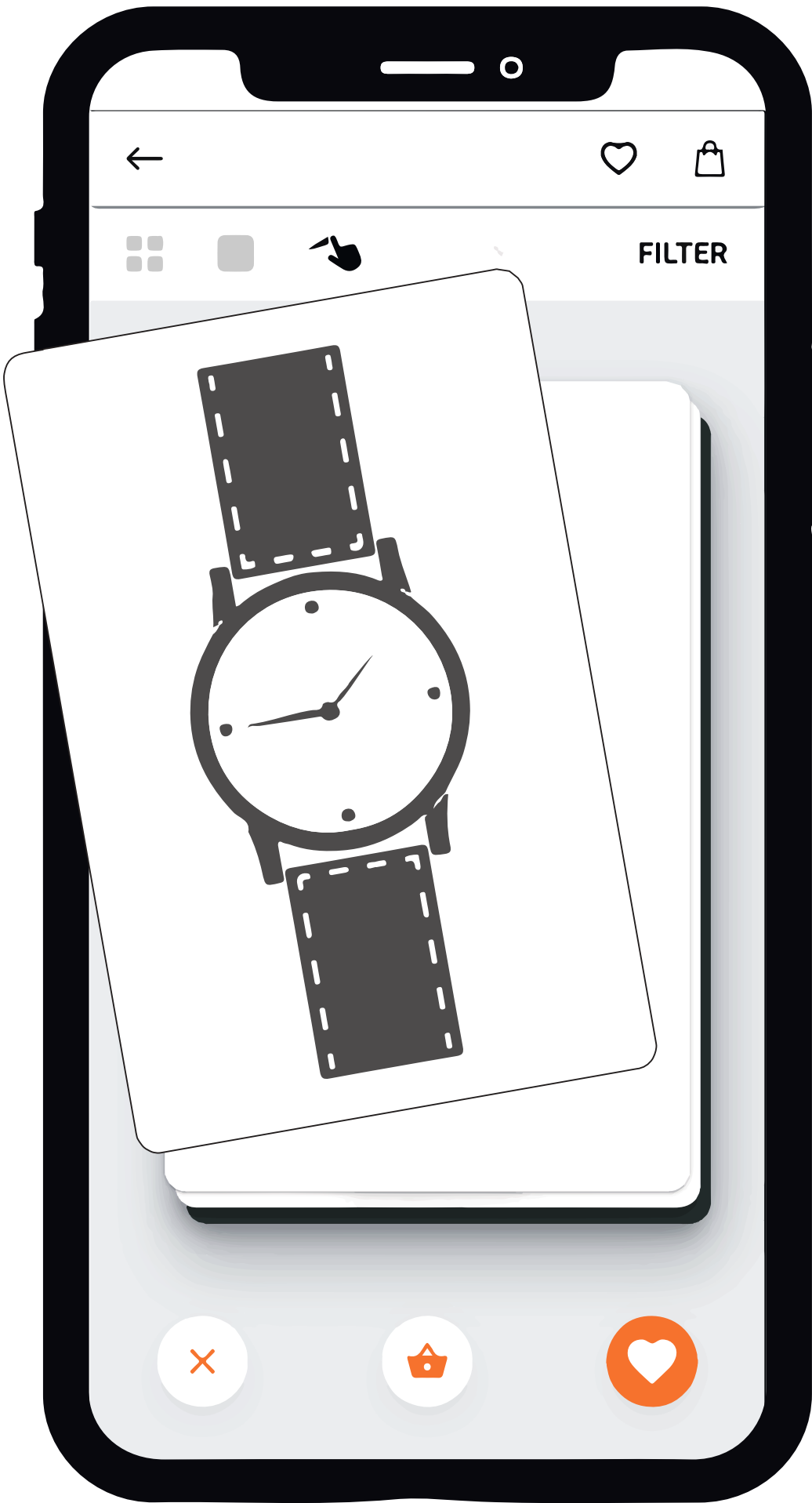
User selects
Swipe mode



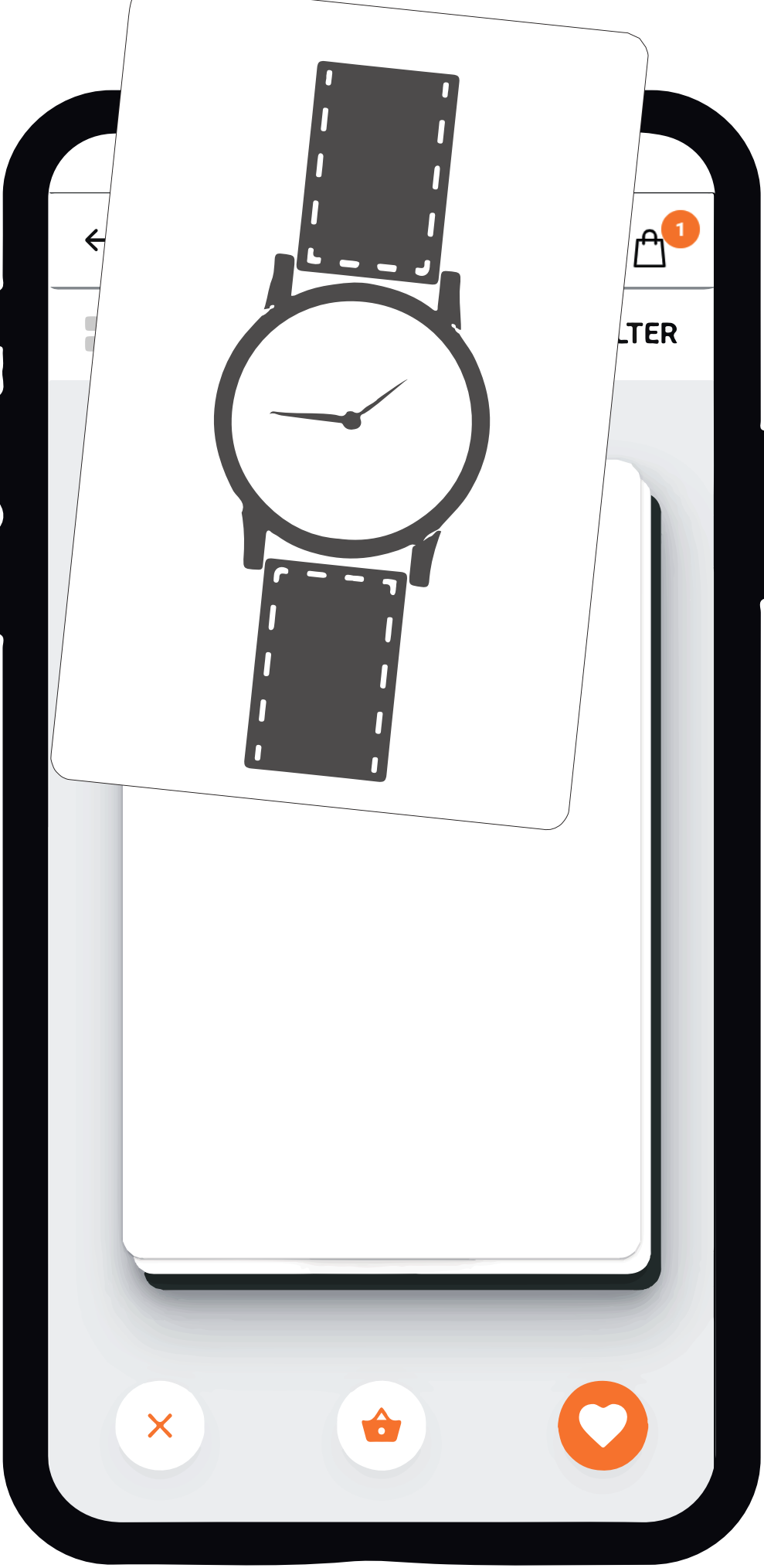
Swiping Feature Extraction



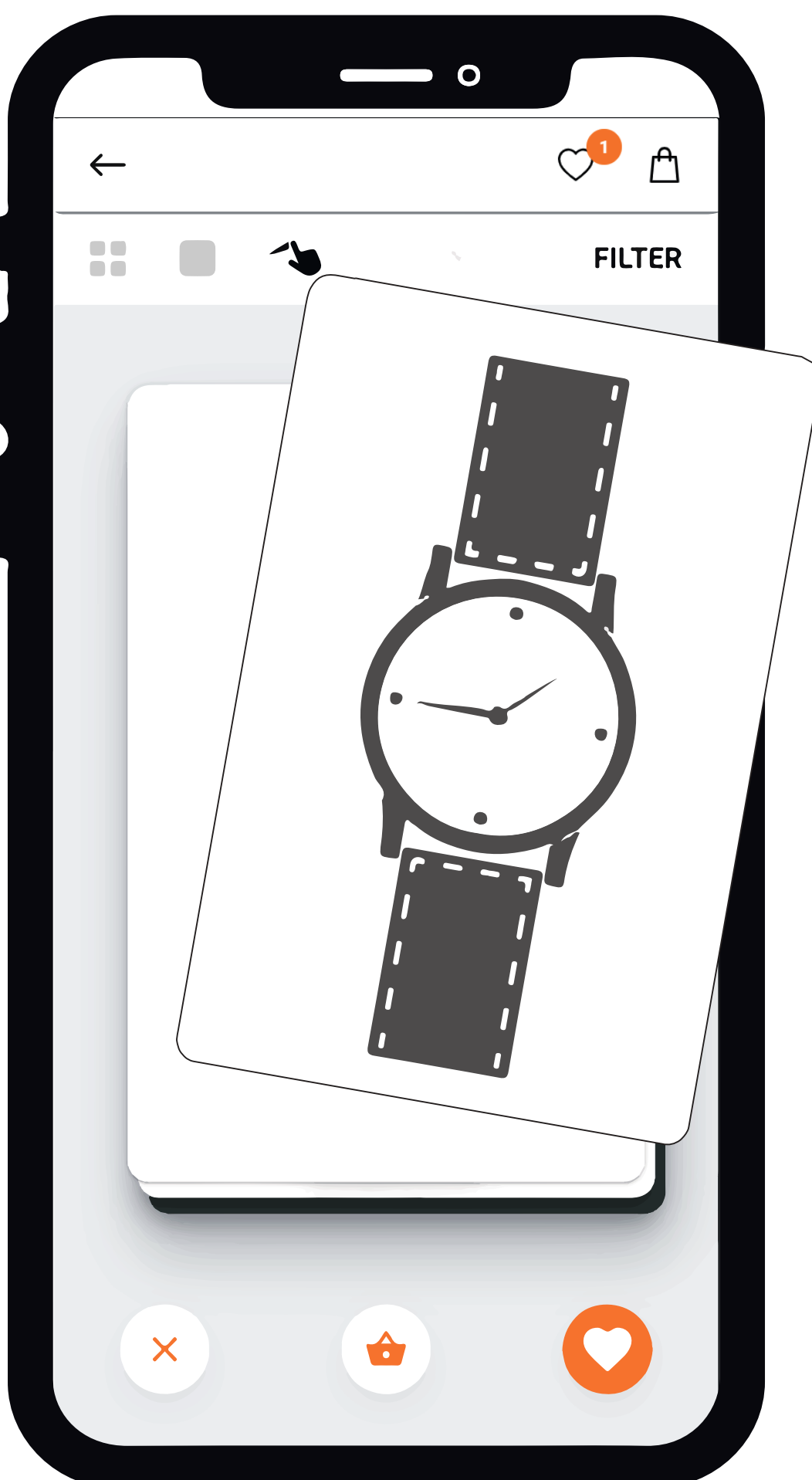
MuchMatch
SWIPE IT RIGHT



Swipe Left Nope!
• Updates algorithm
• Scores 0 for recommender system

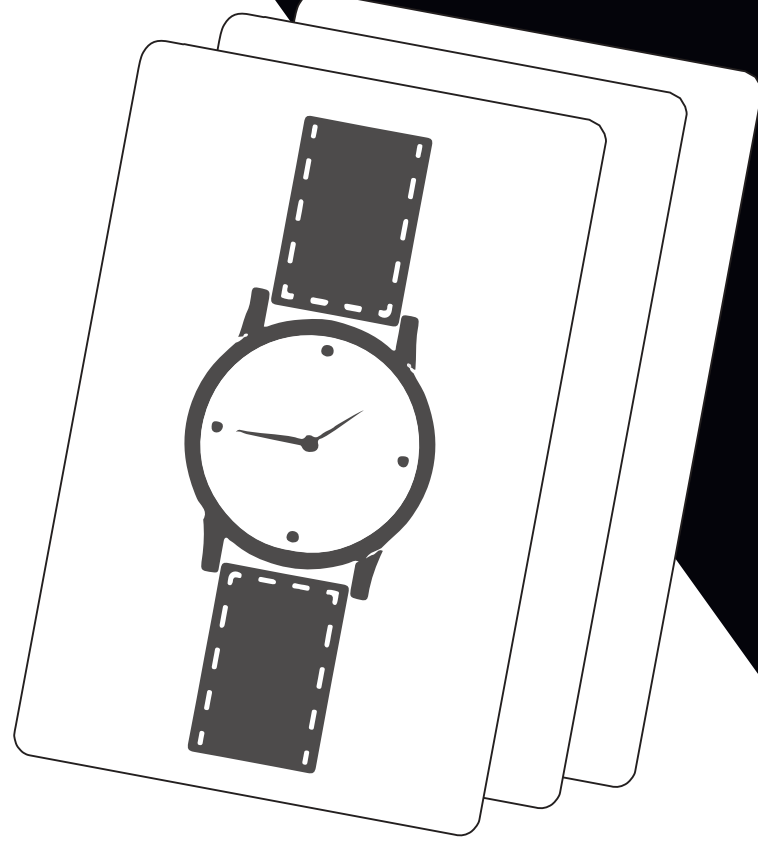


Swipe Up Buy it!
• Adds to shopping basket
• Scores +2 for recommender system

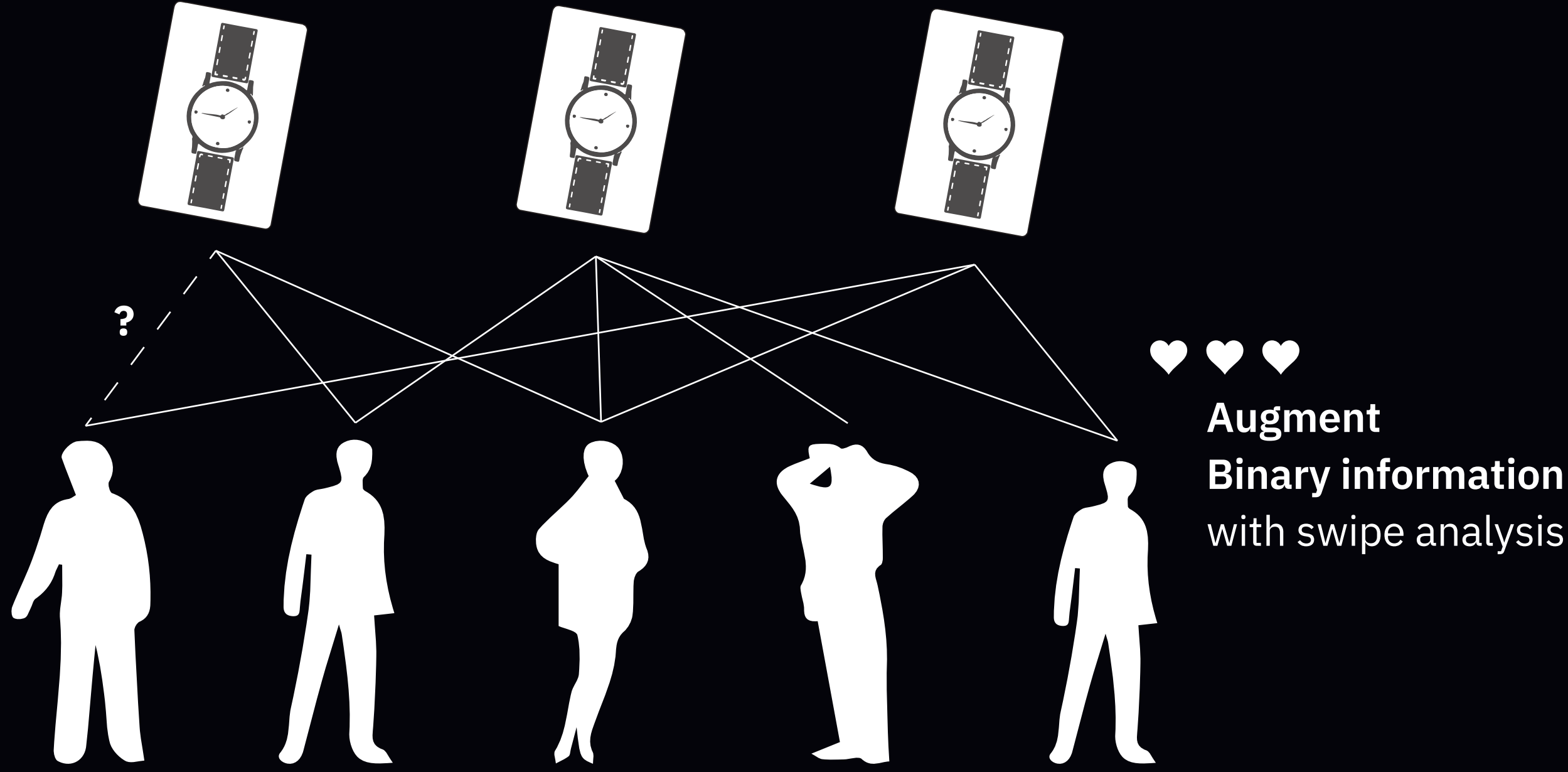


Swipe Right Like it!
• Saves to favorites
• Scores +1 for recommender system

Push new
recommendations
to swiping stack



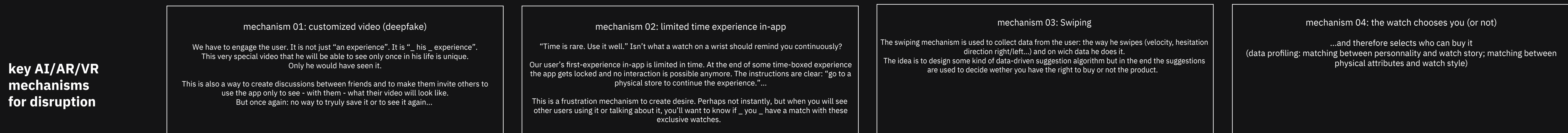
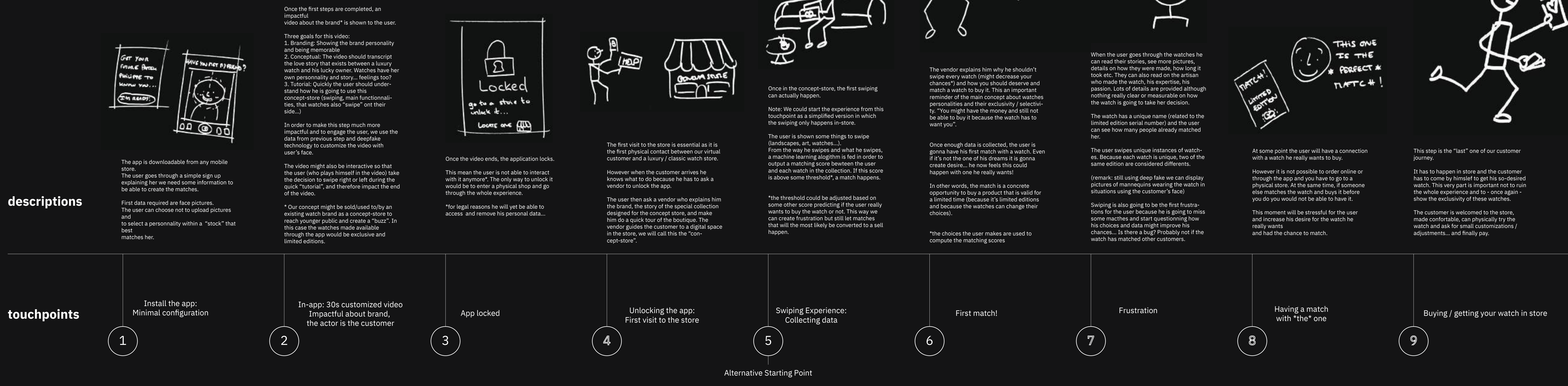
Explicit user decision
for each browsed item
Quickly provide
meaningful suggestions
based on what the
user wants right now



Augmented Recommender System

From “Watch Match” to MuchMatch

CONCEPT : The product chooses you too!



references





Wow, it knows exactly what im
interested in, without me telling!

I have never seen
this watch before,
but it's beautiful!