# 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.

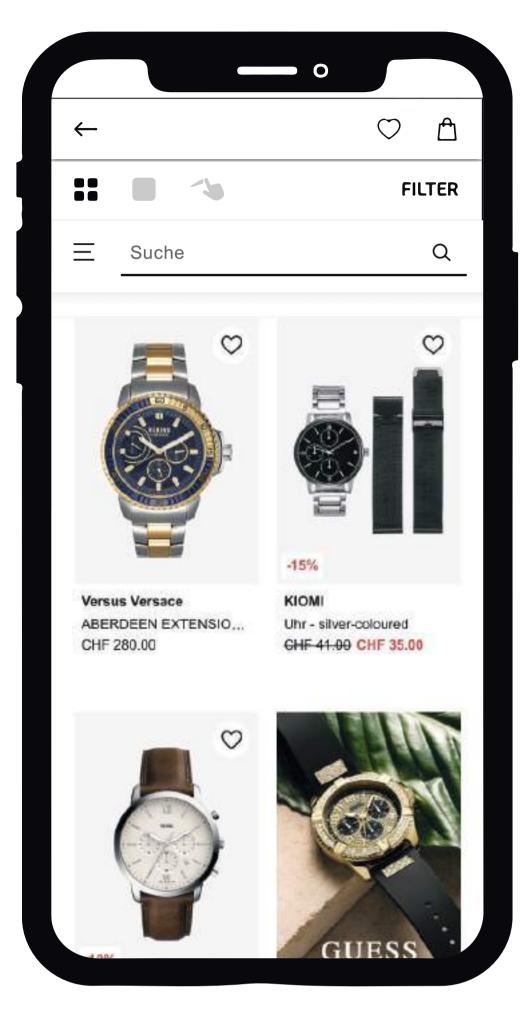
Swipes are characterized measuring features like speed, reaction time or hesitation which provide an insight into people's personal profile. Our preliminary analysis has shown that users indeed expose different general swiping behaviours. This enables two key mechanisms in our backend design: First, 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.

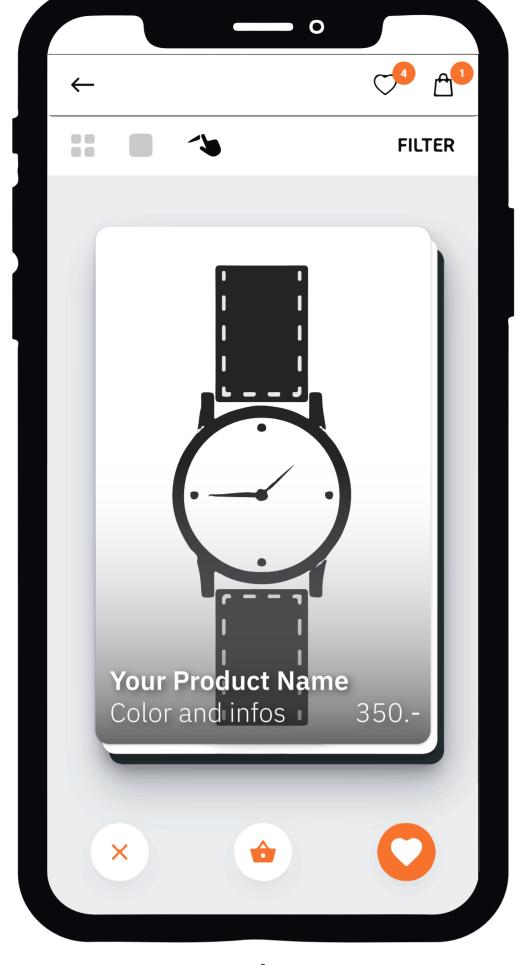




# UI/UEx - New Shopping Experience



User selects Swipe mode

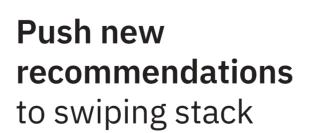


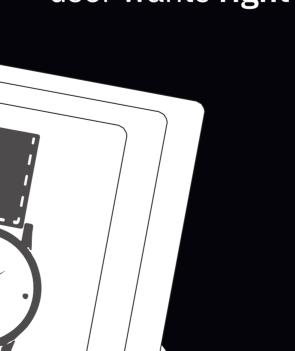
**Swiping Feature Extraction** 

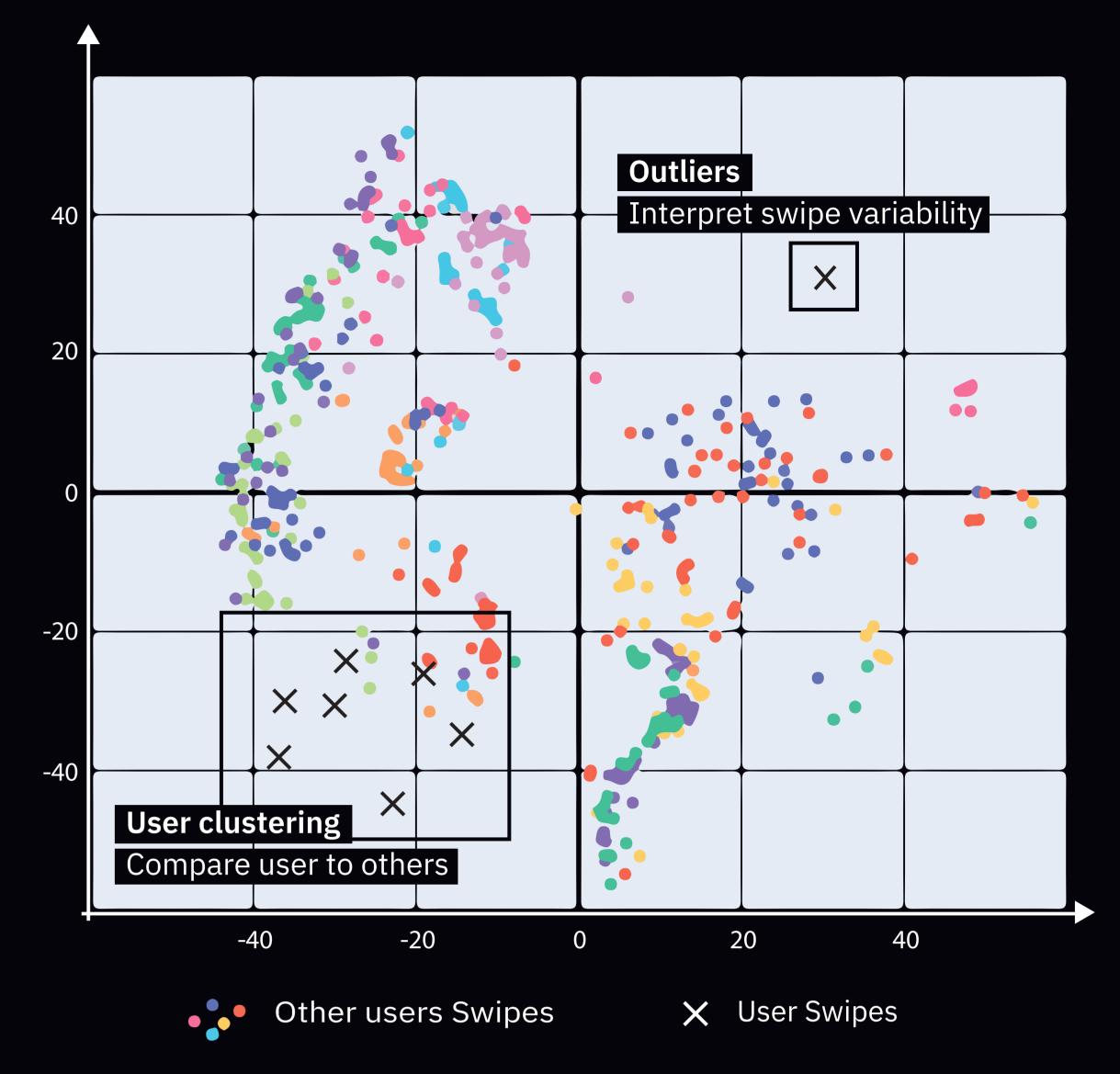


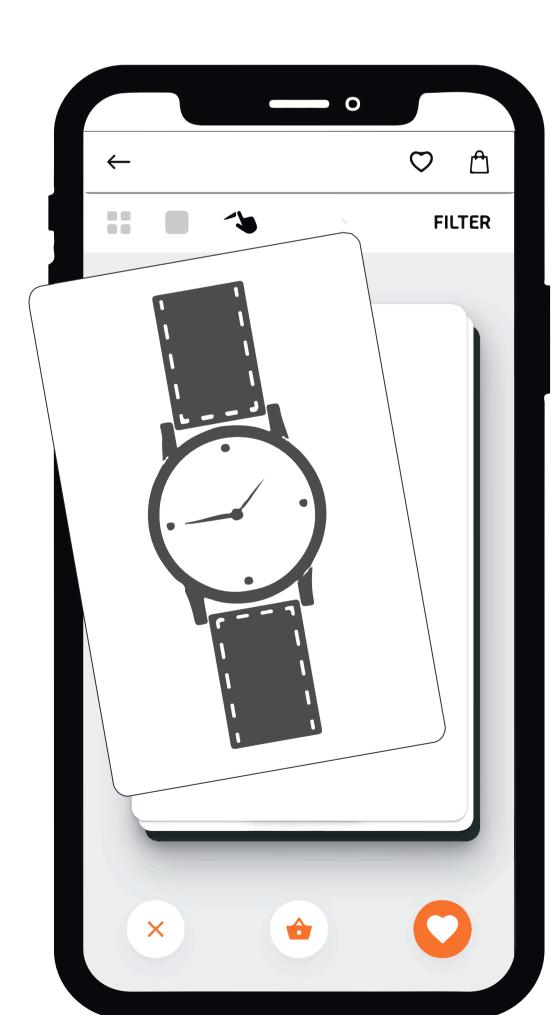
**Explicit user decision** for each browsed item Quickly provide

meaningful suggestions based on what the user wants **right now** 









## Swipe Left Nope!

- Updates algorithm
- Scores 0 for recommender system



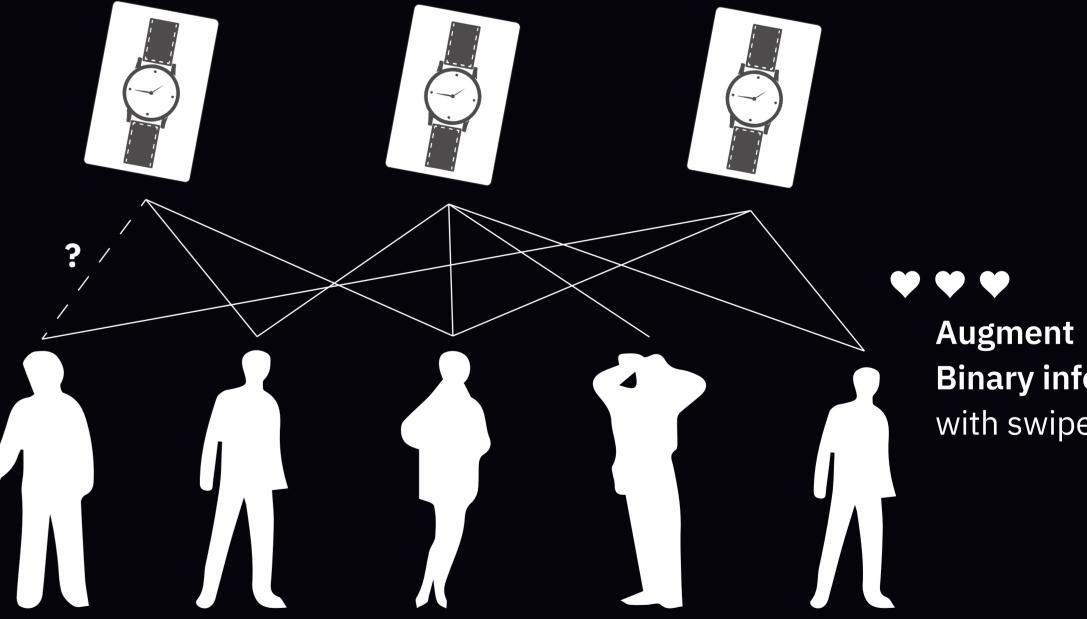
## Swipe Up Buy it!

- Adds to shopping basket
- Scores +2 for recommender system



## Swipe Right Like it!

- Saves to favorites
- Scores +1 for recommender system

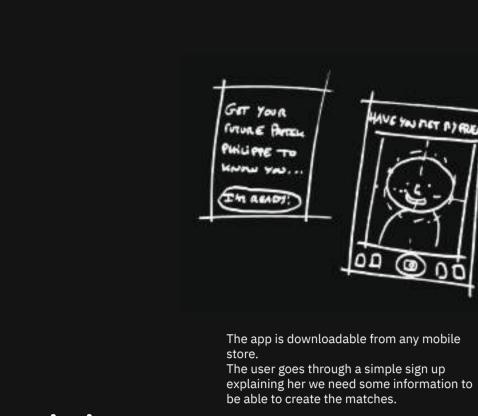


**Binary information** with swipe analysis

**Augmented** Recommender System

# From "Watch Match" to MuchMatch

CONCEPT: The product chooses you too!



explaining her we need some information to

First data required are face pictures. The user can choose not to upload pictures to select a personnality within a "stock" that Once the first steps are completed, an impactful video about the brand\* is shown to the user.

Three goals for this video: 1. Branding: Showing the brand personality and being memorable 2. Conceptual: The video should transcript the love story that exists between a luxury watch and his lucky owner. Watches have her own personnality and story... feelings too? 3. Tutorial: Quickly the user should understand how he is going to use this concept-store (swiping, main functionnali-ties, that watches also "swipe" ont their

In order to make this step much more impactful and to engage the user, we use the data from previous step and deepfake technology to customize the video with

The video might also be interactive so that the user (who plays himself in the video) take the decision to swipe right or left during the quick "tutorial", and therefore impact the end

\* Our concept might be sold/used to/by an existing watch brand as a concept-store to reach younger public and create a "buzz". In this case the watches made available through the app would be exclusive and



Once the video ends, the application locks. This mean the user is not able to interact with it anymore\*. The only way to unlock it would be to enter a physical shop and go

through the whole experience.

App locked

\*for legal reasons he will yet be able to access and remove his personal data...



The first visit to the store is essential as it is the first physical contact between our virtual customer and a luxury / classic watch store. However when the customer arrives he knows what to do because he has to ask a

vendor to unlock the app.

The user then ask a vendor who explains him the brand, the story of the special collection designed for the concept store, and make him do a quick tour of the boutique. The vendor guides the customer to a digital space in the store, we will call this the "concept-store".



Once in the concept-store, the first swiping

Note: We could start the experience from this touchpoint as a simplified version in which the swiping only happens in-store.

The user is shown some things to swipe (landscapes, art, watches...). From the way he swipes and what he swipes, a machine learning alogithm is fed in order to output a matching score bewteen the user is above some threshold\*, a match happens.

\*the threshold could be adjusted based on some other score predicting if the user really wants to buy the watch or not. This way we can create frustration but still let matches that will the most likely be converted to a sell



When the user goes through the watches he can read their stories, see more pictures, details on how they were made, how long it took etc. They can also read on the artisan who made the watch, his expertise, his passion. Lots of details are provided although nothing really clear or measurable on how the watch is going to take her decision.

The watch has a unique name (related to the limited edition serial number) and the user can see how many people already matched

gonna have his first match with a watch. Even The user swipes unique instances of watches. Because each watch is unique, two of the same edition are considered differents. (remark: still using deep fake we can display

> Swiping is also going to be the first frustrations for the user because he is going to miss some macthes and start questionning how his choices and data might improve his chances... Is there a bug? Probably not if the

watch has matched other customers.

Frustration

pictures of mannequins wearing the watch in

At some point the user will have a connection with a watch he really wants to buy. However it is not possible to order online or through the app and you have to go to a

physical store. At the same time, if someone

and had the chance to match.

Having a match

with \*the\* one

situations using the customer's face) else matches the watch and buys it before you do you would not be able to have it. This moment will be stressful for the user and increase his desire for the watch he really wants



This step is the "last" one of our customer

It has to happen in store and the customer has to come by himslef to get his so-desired watch. This very part is important not to ruin the whole experience and to - once again show the exclusivity of these watches.

The customer is welcomed to the store, made confortable, can physically try the watch and ask for small customizations , adjustments... and finally pay.

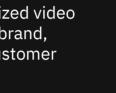
Buying / getting your watch in store

Install the app: Minimal configuration

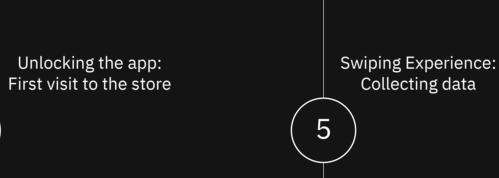


matches her

In-app: 30s customized video Impactful about brand, the actor is the customer







Alternative Starting Point

Modern signup interfaces:

one of N26 online bank.

be taken from user-friendly setups like the

The swiping mechanism is used to collect data from the user: the way he swipes (velocity, hesitation direction right/left...) and on wich data he does it. The idea is to design some kind of data-driven suggestion algorithm but in the end the suggestions

are used to decide wether you have the right to buy or not the product.

mechanism 03: Swiping

The vendor explains him why he shouldn't

swipe every watch (might decrease your chances\*) and how you should deserve and

match a watch to buy it. This an important

reminder of the main concept about watches

personalities and their exclusivity / selectivi-

ty. "You might have the money and still not

be able to buy it because the watch has to

Once enough data is collected, the user is

if it's not the one of his dreams it is gonna

create desire... he now feels this could

In other words, the match is a concrete

opportunity to buy a product that is valid for

and because the watches can change their

\*the choices the user makes are used to

First match!

compute the matching scores

happen with one he really wants!

want you".

mechanism 04: the watch chooses you (or not)

...and therefore selects who can buy it (data profiling: matching between personnality and watch story; matching between physical attributes and watch style)

### key AI/AR/VR mechanisms for disruption

mechanism 01: customized video (deepfake) We have to engage the user. It is not just "an experience". It is "\_ his \_ experience".

This very special video that he will be able to see only once in his life is unique.

This is also a way to create discussions between friends and to make them invite others to use the app only to see - with them - what their video will look like. But once again: no way to tryuly save it or to see it again...

mechanism 02: limited time experience in-app

"Time is rare. Use it well." Isn't what a watch on a wrist should remind you continuously? Our user's first-experience in-app is limited in time. At the end of some time-boxed experience the app gets locked and no interaction is possible anymore. The instructions are clear: "go to a physical store to continue the experience."...

This is a frustration mechanism to create desire. Perhaps not instantly, but when you will see other users using it or talking about it, you'll want to know if \_ you \_ have a match with these exclusive watches.

references



Is an inspiration for the matching procedure, swiping right for like and left for dislike. Although this has become a standard in app industry, some other strong concepts

from Tinder are important for our case. In fact, "online dating" has digitalized love concepts that need to be reused when it comes to digitally create a love story with a

Tinder has also strong techniques to create habits and "addiction" to the user. The "random" aspect of the matches you get is



Deefake uses deep learning to "easily" animate and replace faces in videos. Would provide the technology that allows a customer to see himself as the protagonist of the video that advertises the concept when



as the story if the watch itself.

Patek

Their exclusivity, branding, luxury stores... Patek Philippe could be the brand intested in tics is that they are handmade, so the story about the watchmaker is quite as important

# From MuchMatch to "Watch Match"

Where we come from, this disruptive idea in which the product choses you, is still a possible application of our technology and UEx MuchMatch.

We think that **our new concept is even stronger** as its applications are almost infinite.

The swiping interface is a **powerful user experience**, transforming mobile shopping into a smooth and funny game! And it is not limited to online or mobile applications, it could even be implemented in a **physical store** on a big touch screen or tablets for example!

Additionally, this **analysis of the swiping gesture** has not yet been explored and could provide more data to companies trying to understand their users.

In terms of **privacy**, we think our solution is a great step forward. Analysing data you have about your users using your app is more fair than analysing their private lives. It also reduces some long-term biais giving you instant information: you only need to know who they are or want to be right now!

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