Non-text Product Retrieval for Children

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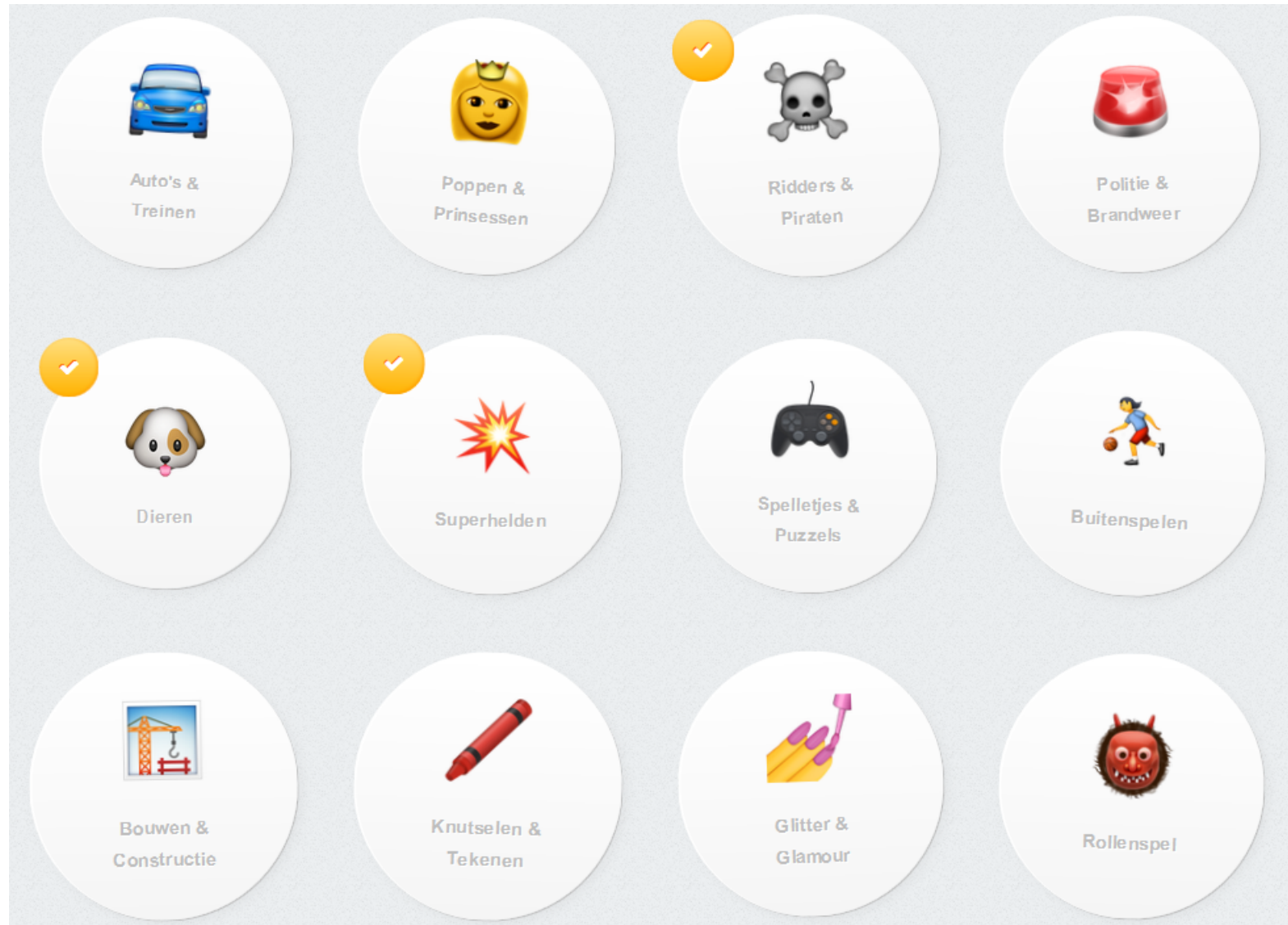Thomas Brus
Wim van der Zijden

Problem Statement

- Existing Product Retrieval Systems are not optimized for use by children.

- Existing Product Retrieval Systems are text based.

- Can we do better by designing a visual, non-text based system?

Hypothesis

A product retrieval system with a visual, non-text based user interface is better capable of enabling children in the age group of 6 to 10 to find desirable products than a product retrieval system with a regular text-based interface.

Visual Search Interface

Implementation

The system will be a plugin on an existing web shop

Focus on user interface, not on backend

High comparability

Questions