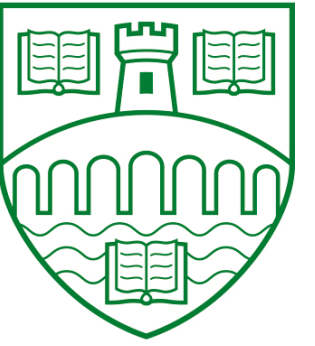


Search Advisor for Online shopping

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Aim and Objectives

Who has not shopped online?
Ever thought of a better way to attain your products online?
Ever had difficulties finding a product?
Were the filters provided good enough?

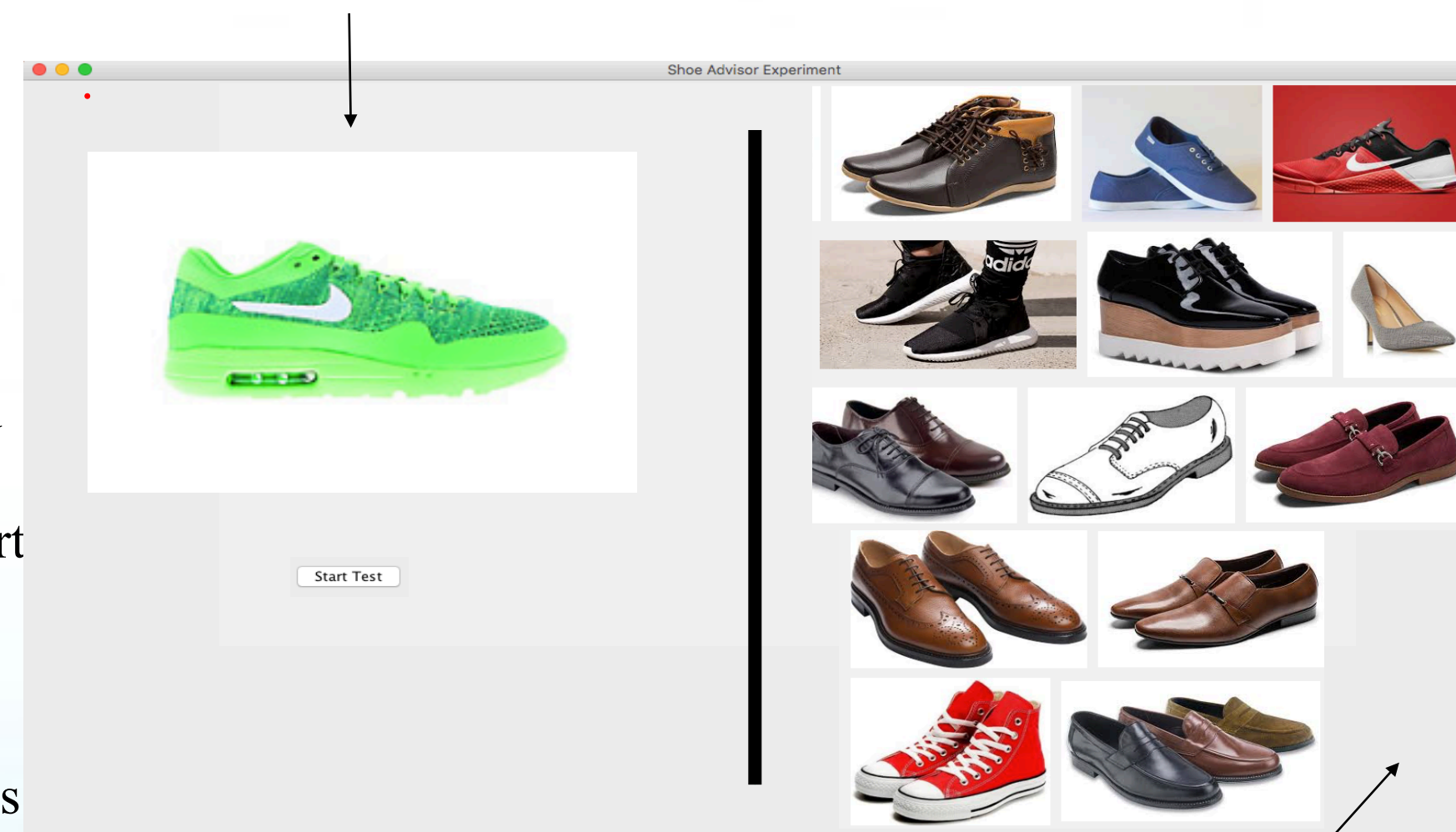
Based on research, results actually show that people are happy with what they are given to browse around to find their product. In fact, most people like 'window shopping'. However, everyone that took part in the experiment said they still want search improvements.

This project is an experiment as to whether my idea is adequate enough to improve users experiences.

The idea is, to get multiple images appearing one at a time quite quickly, then which the user would need to click the product if they like it. After a number of images have appeared and the user has clicked the ones he/she liked; a list of products will be revealed, showing all the possible products the user may also want as suggestions. Thus, narrowing down the businesses products to the users desires

Stage 1

Once the user starts the test images will appear here lasting only roughly 1 second before it moves onto the next image.



Stage 2

Once around 20 images have went past in stage 1, and you selected the ones you like by clicking the like button as the shoe is going by. There will be a list of shoes updated here based on what you liked. Thus narrowing the products for the users likes.

Technical parts

Main softwares being used: Java to create the program and SQL for the database including the shoes information

The shoes have 5 distinct attributes each, in the database there are 100 shoes. Amongst the attributes are color, type, make etc.

At this present moment, I am developing the correct algorithm to show the correct shoes according to what was liked.

The scope can vary, however I have limited it due to time. I would have liked to do more attributes but it will make the algorithms much harder. It shall be elaborated on future improvements

Ultimately, I believe it has a good argument that it will be good for business!