



Industrial Consultancy & Sponsored Research (IC&SR)

METHOD AND SYSTEM TO PROVIDE CUSTOMIZED VISUAL SUMMARY OF PRODUCT FEATURES IN E-COMMERCE PLATFORM

IITM Technology Available for Licensing

Problem Statement

- Online platforms have transformed consumer shopping and decision-making by providing comprehensive information and access to feedback from previous customers
- Yet, online consumers face challenges due to diverse alternatives, dynamic user information, and uncertainty with Word of Mouth, especially for rural individuals and entrepreneurs.
- Though publications address aspects of consumer-generated reviews and automatic understanding of product attributes, they fall short in tackling challenges related to highly subjective or fake reviews, the complexity of user-generated data, and usability of the platform.
- Thus, a need exists for online product reviews to be presented in an attractive, customized format, providing up-to-date information to improve user experience and facilitate buying decisions especially to rural customers and rural entrepreneurs.

Technology Category/ Market

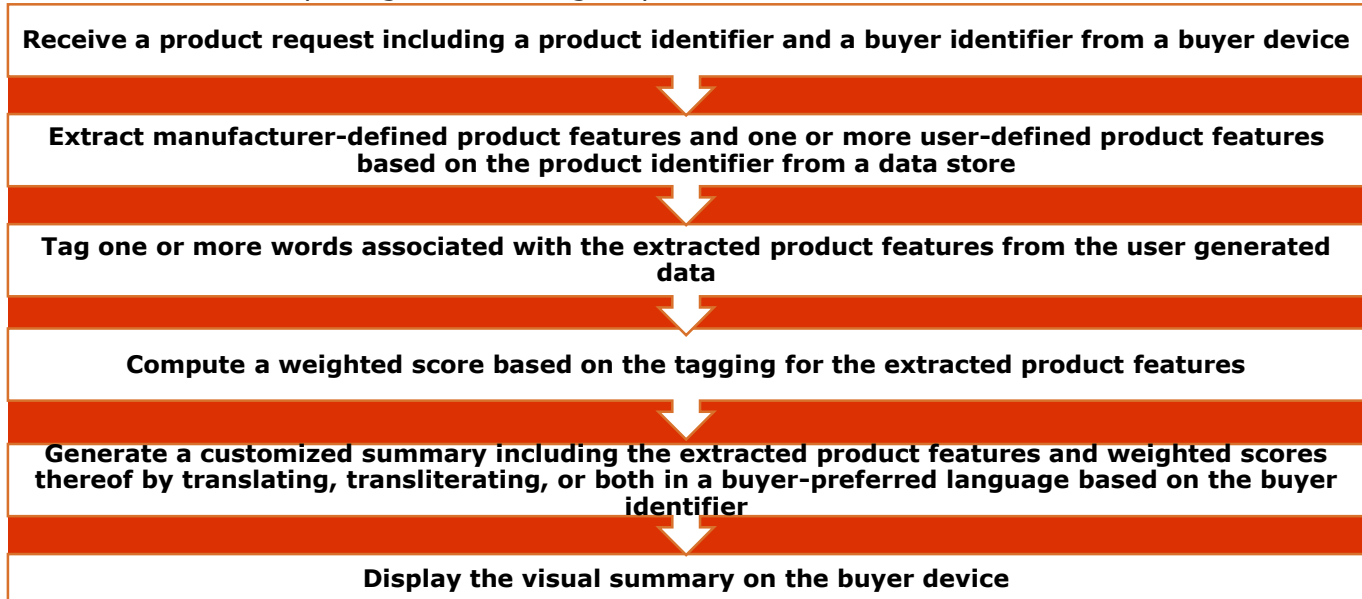
Technology: A method of providing a customized visual summary of a product listed in e-commerce platform and any platform with abundant text or reviews.

Industry & Applications: E-Commerce Platforms, News, Sports commentary etc.

Market: Indian e-commerce is expected to grow at a **CAGR of 27%**, almost **three times** the overall retail market by **2026**.

Technology

- The technology focus on simplifying e-commerce information for rural users through visual summaries in a chosen language. Initially demonstrated in e-commerce, the application's versatility extends to any platform with abundant text, enabling efficient summarization in various contexts like news and sports commentary.
- The method comprising the following steps:



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Key Features / Value Proposition

❖ Technical Perspective:

- The versatile application, showcased in e-commerce (Fig 2), is applicable to summarizing extensive text or reviews in diverse platforms like news and sports commentary.
- It is language agnostic and designed to work seamlessly regardless of the language in which the underlying code or content is written.

❖ Industrial Perspective:

- Create an advanced and tailored visual interface that optimizes user experience, elevating the accessibility and efficiency in managing extensive textual information (Fig 3).

Intellectual Property

IITM IDF Ref. 1552; Patent No. 458007

TRL (Technology Readiness Level)

TRL-2/3, Proof of Concept ready, & tested

Research Lab

Prof. SAJI K MATHEW

Department of Management Studies

Images

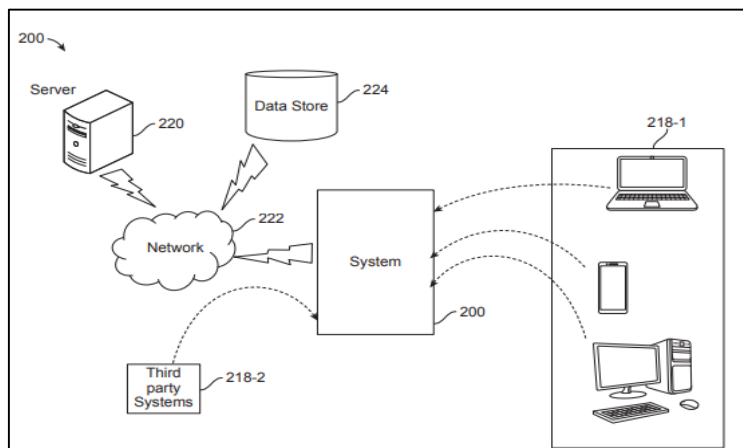
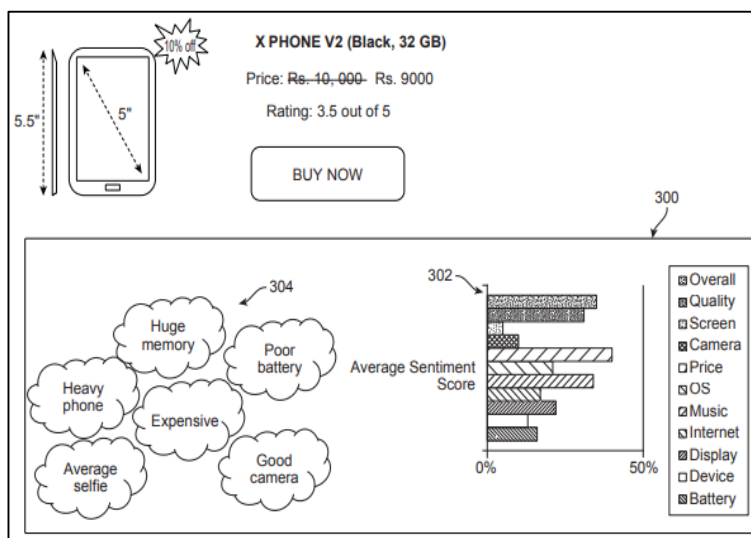


FIG. 2 illustrate a system for providing a customized visual summary of a product in an e-commerce platform, according to another embodiment of the present subject matter

FIG. 3 illustrates a customized visual summary of product features in an ecommerce platform, according to an example of the present subject matter.



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