Project Description

If you want to purchase merchandise that you see in a movie or TV show, you will need to conduct deep research to find the right product. Searching for movie merchandise online is time-consuming, confusing, and inaccurate. We help viewers to shop their favorite movies. We are writing an AI software that analyses all products being used by actors and integrates the product data with the show to generate shoppable metadata.

Value Proposition / Solution

Our artificial intelligent software helps Subscription Video-On-Demand (SVoD) users who want to identify, review, and purchase merchandise that been worn by actors by eliminating online searches; reducing the amount of time spent identifying and searching for the product, and enabling viewers to shop merchandise while streaming, unlike image recognition apps which requires you to stop watching and double-check the results for accuracy.

Context and Background

I chose to address the inconvenience and unproductive iteration of online streaming users who want to purchase merchandise items that they have seen in a show. The main pain points the users as mentioned above are, uncertainty, productivity/convenience, and process. In regards to process, we all can relate to this moment when we watch a new movie starring our favorite actor and in one of the scenes the actor wears a beautiful jacket and you want to purchase it, check the price or just know who is the designer. But, for users to do so they must first identify the right product, start searching
online using long search queries, and only then purchase it. Nonetheless, the user is left with an unpleasant feeling of uncertainty since they might purchase the wrong item. My ideation had been guided by the following question:

*How might we use AI technology to improve the online shopping experience for subscription video-on-demand users?*

I have identified the importance of the simplicity, ease, interface appeal, and accuracy of the software based on primary (interviews) and secondary (Facebook audience insights) market research. Based on this research and prototyping user interfaces, I have identified a way to make this software desirable, disable, and viable, which led me to the MVP.

**Prototype / MVP**

As I am at the beginning of the software development process, I estimate that I am 3 – 6 months away from an MVP. To accommodate that I am looking for two software engineers to develop the AI scripts. So far, I focus on the user experience and interface of the product.
**Market & Scalability**

The market we aim for my AI technology is a subscription video on demand (SVoD) provider such as Netflix, Hulu, Disney+, Prime video, and Apple TV+ which is also our target customer. Our target end-users are millennials and Gen Z’s SVoD subscribers and active viewers. The total market for video streaming services as of 2020 is over 353.5 million subscribed users, where a typical person has on average three paid video streaming services at the same time.

From 2015 to 2020 the SVoD grow annually by 24.8%

The SVoD market is anticipated to grow by 23.2% from 2020 to 2025.

The AI technology can be modified and adapted to live streaming content, smart TV integration, and other online video content.

**Competition**

As of today, SVoD users have two options when it comes to buying merchandise that is shown in a TV show or a movie. The first is searching for the item using search engines (e.g. Google), and the second is image recognition apps. But, current image recognition apps such as Google lens, Cam Find, and ScreenShop offer similar solutions, yet not the most time and process efficient. Our AI technology is faster and easier to use since the viewer can purchase the product in real-time without stopping the show.

We see a major opportunity to establish our AI technology taking into count the end-user benefits and the untapped potential for SVoD providers to grow their market size and sales.

**Team Reflection**

I have worked on this project by myself so far, but I am looking for a team member to help me implement this idea.

**Intellectual Property**

Given the relatively intensive growth in technology and AI, we see an urgency in patenting the specific AI algorithm. We will also be looking to protect to trademark the brand name and identity.