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## Apparel Information Sharing And Discovery Tool

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## **Apparel Information Sharing And Discovery Tool**

### **ABSTRACT**

This disclosure describes sharing and discovery of apparel information between users. Per techniques of this disclosure, an application is provided that enables users to share apparel information with other users that are proximate to the user. With user permission, location information is used to determine proximity and to surface apparel information of proximate users. Links are provided within the app to enable users to obtain information regarding items of interest. Users that share information via the app can be rewarded for discovery and sales of shared items. The described techniques are implemented with specific user permission to use shared items and location information.

### **KEYWORDS**

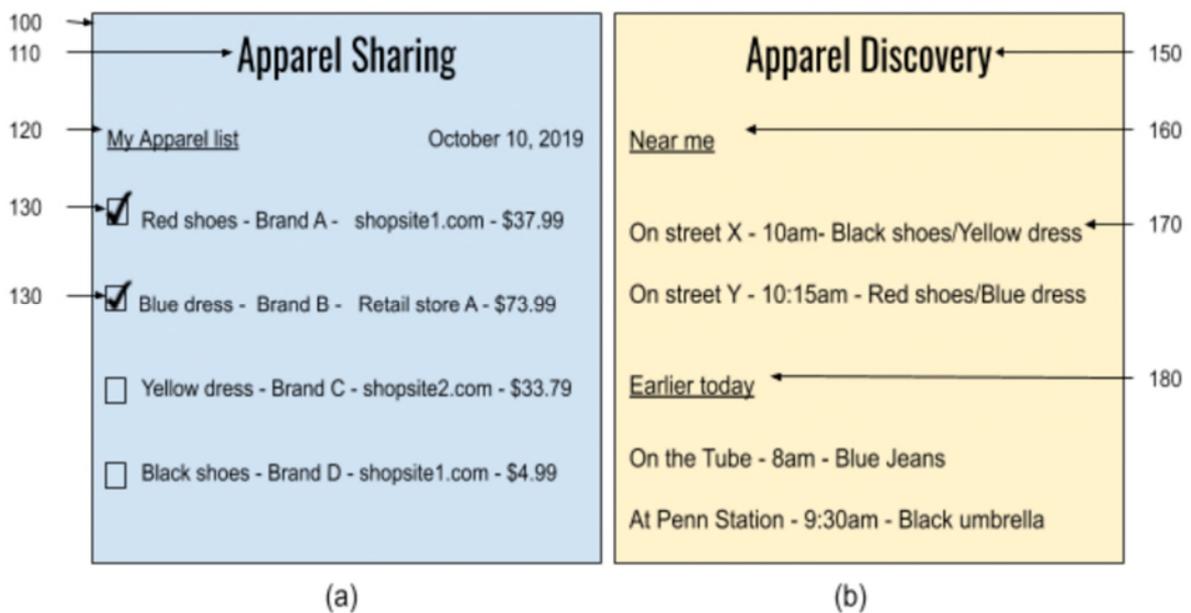
- Location-based shopping
- Location-based search
- Shop by look
- Apparel shopping

### **BACKGROUND**

Individuals are often interested in obtaining information regarding an item of clothing or accessory worn or utilized by another person they encounter at various locations, e.g., during a commute, at a store, at a coffee shop, etc. For example, individuals may wish to shop the look, e.g., purchase the item or items that are similar. Without knowing the brand, item name, or other details regarding the item, it is difficult to identify ascertain stores where the item may be available for purchase.

### **DESCRIPTION**

This disclosure describes techniques that enable a user to share information regarding their apparel (clothing, accessories, etc.) with other users that are geographically proximate, enabling other users to discover information about items they may be interested in. For example, the techniques may be implemented in a mobile app, e.g., a social networking or messaging app, a shopping app, etc. Users can selectively enable sharing of information via the app. With specific user permission, apparel information provided by the user is used to enable other users to discover items they encounter.



**Fig. 1: (a) Sharing details of apparel; (b) Discovering apparel of interest**

Fig. 1(a) illustrates an example user interface (100) for an apparel information sharing app (110) that enables a first user to share details of their apparel. The user interface illustrated in Fig. 1(a) is for "Apparel Sharing" and enables the user to share information about apparel they are currently using. The app enables users to maintain a list (120) of their apparel that includes details such as price, place of purchase, keywords, brand, product name, etc. With user

permission, additional details can be inferred from a picture uploaded by a user of the item(s). For example, with user permission, inferences of multiple items of apparel may be made from a picture, e.g., a picture of the apparel, a picture of the user wearing the apparel, etc. as provided by the user. Links can be provided within the app to enable users to obtain detailed information regarding items of interest. Metadata about the item, e.g., a link to the item on a shopping site, can be provided to make it easier for other users to discover items.

The app enables the user to select (130) item(s) that are currently worn or otherwise in use. The user activates the app to enable discovery of the shared apparel information by other users that are at the same location as the user. If the user permits, the app can be activated based on detecting certain events (e.g., the user leaving their home) to enable discovery of information by other users. In some implementations, with user permission and express content, the triggering event can be detected using an on-device machine learning model to infer the event, e.g., using sensor data of a user device, user context data (e.g., calendar) of the user, etc.

Fig. 1(b) illustrates an example user interface of the app that enables apparel information discovery (150) by another user. The user interface illustrated in Fig. 1(b) is for “Apparel Discovery” and enables the user to obtain information about apparel of other users that are or were in their proximity. In this illustrative example, a proximate user encounters the first user and is interested in additional information about the apparel worn by the first user. The app enables the proximate user to explore apparel information shared by users nearby (160), and enables discovery (170) of the apparel information of interest.

Location information, e.g., GPS location of a user device, obtained with user permission and express consent can be used to determine the proximity of users and to surface apparel information of proximate users.

The app additionally enables users to browse for apparel information at subsequent times, e.g., not at the time that they encounter the apparel of interest, but later in the day or at another time. With user permission and express consent, timestamps are recorded to mark geographical intersection of users of the app over time that enables discovery of items users encountered at an earlier time. Users are provided with options to limit the storage of apparel, location, and timestamp information, e.g., the user can choose to share apparel information for a limited time period (e.g., 1 hour, same evening only, same day only, etc.). Data that exceeds the limit is deleted or otherwise made unavailable for use to identify items that match queries. Further, no other user information is used in identifying items.

If the user permits, user interaction with the app can be rewarded. For example, users that share information can be rewarded for discovery and sales of their shared items.

Further to the descriptions above, a user may be provided with controls allowing the user to make an election as to both if and when systems, programs or features described herein may enable collection of user information (e.g., information about a user's social network, social actions or activities, profession, a user's preferences, or a user's current location), and if the user is sent content or communications from a server. In addition, certain data may be treated in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user's identity may be treated so that no personally identifiable information can be determined for the user, or a user's geographic location may be generalized where location information is obtained (such as to a city, ZIP code, or state level), so that a particular location of a user cannot be determined. Thus, the user may have control over what information is collected about the user, how that information is used, and what information is provided to the user.

## CONCLUSION

This disclosure describes sharing and discovery of apparel information between users. Per techniques of this disclosure, an application is provided that enables users to share apparel information with other users that are proximate to the user. With user permission, location information is used to determine proximity and to surface apparel information of proximate users. Links are provided within the app to enable users to obtain information regarding items of interest. Users that share information via the app can be rewarded for discovery and sales of shared items. The described techniques are implemented with specific user permission to use shared items and location information.