



Objective

Got It! is an Artificial Intelligence (AI) based, Machine Learning (ML) driven, Image Recognition and E-commerce App that allows you to take a picture of anything you like, and it gives you the option to buy the product immediately from various vendors and e-commerce platforms.

Scope

The evolution of the app began with POC phase followed by MVP phase. Entire design, right from suggesting functional features, to front-end as well as back-end design and development was executed by VAST team.

Scope included:

- Defining architecture and technologies to be used
- REST Service design and development
- Developing home grown AI model
- Exploring 3rd party APIs for product identification and product search APIs from leading eCommerce entities like Amazon, eBay, FlipKart
- UX designs for the product logo, splash screens, app and website
- Support for various demography's like India, US, Singapore
- Drawing out functional options
- Chalking out infra requirements, pricing, scalability and deployment options

Challenges

- Dependency on third party APIs for Image analysis
- Third party API changed policies and hence requests were throttled just before the Alpha launch
- Solutions to have accuracy in identification of product images
- App performance in poor network areas

Benefits

- Modular design
- Scalable to support large volume of app users.
- OTP based one-time sign-in, sign-up features
- User behaviour can be tracked by doing data analysis
- Intuitive app navigation

Key features

- Simplifies buying process for the user. User can take product pictures or use audio to buy desired products
- AI Powered. Makes use of Google APIs hence a massive dataset of products can be identified.
- Demography based responses

Technology

- Front End: React Native, Redux
- Back End: Spring Boot, JPA, Maria DB, Cloudinary
- AI & ML layer: Golang, Python, Keras

<http://got-it.co.in>