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Patent Search

Invention Title	A SYSTEM AND METHOD FOR DETECTING A SKIN TYPE AND SUGGESTING SKIN-BASED PRODUCTS ON E-COMMERCE PLATFORMS
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Abstract:

ABSTRACT A SYSTEM AND METHOD FOR DETECTING A SKIN TYPE AND SUGGESTING SKIN-BASED PRODUCTS ON E-COMMERCE PLATFORMS A skin type detection and suggestion system (100) comprises a customer device (106) with access to an online platform; a camera (108) associated with said customer device (106), wherein the (108) captures visual data in the form of one or more images or a live scan of a face of a customer; a processing module (104) embedded within the customer device configured to: receive the visual data from the camera (108); access a data repository (112) storing predefined data corresponding to different skin types; extract visua characteristics from the received visual data and compare the extracted visual characteristics with the predefined data to determine a skin type of the customer in rea provide a list of skin-based products suitable for the determined skin type and optionally sending a warning to the customer if a previously selected product is unsuit determined skin type. [FIGURE 1]

Complete Specification

Description:FIELD OF THE INVENTION
Embodiments of the present invention relate to technologies for improving customer experience on e-commerce platforms and more particularly to a system and for detecting a skin type and accordingly suggesting skin-based products on e-commerce platforms.
BACKGROUND OF THE INVENTION
The rapid advancement of digital technology and the proliferation of the internet have significantly transformed the shopping landscape. E-commerce platforms ha emerged as dominant players, enabling consumers to access and purchase a wide array of products with unprecedented convenience. Among the multitude of pro available online, beauty products, facial care commodities, and various cosmetics hold a significant market share.
However, purchasing skincare and beauty products online poses a unique challenge for consumers, given the personal and individualized nature of these items. A fundamental factor determining the effectiveness and safety of a product is the user's skin type, which can vary widely and includes categories such as normal, dry, sensitive, and combination skin. The accurate determination of one's skin type is crucial to ensuring the selection of appropriate products.
While e-commerce platforms offer product descriptions and reviews to aid consumers, these generic resources often fall short in addressing individualized needs. M consumers, unsure of their skin type, resort to random online searches, or model-based advertisements, both of which can be unreliable and misleading. Such uncertainties can lead to the purchase of unsuitable products, potentially resulting in allergic reactions, skin irritations, or other adverse effects. This not only under the user experience but can also deter consumers from further online purchases of beauty products.
Existing technologies have made attempts to bridge this gap, often relying on user-filled questionnaires or basic filters. However, these solutions often lack the prec

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