

1.1 INTRODUCTION

In light of the rapid development in the current era, which has witnessed artificial intelligence providing many jobs and advantages, including our current project, which relies on artificial intelligence to identify images and shoe companies in Jordan and outside Jordan, which works through complex algorithms with the aim of saving time and effort and also achieving material gains through marketing. Repeated use of the application to facilitate shopping and purchases, as well as writing a detailed description of a specific shoe according to certain specifications and sending it to the factory to make it according to the required description.

The idea for the current project came from the problem that the majority of people in Jordan live with, which is the lack of shoes with specific specifications or the lack of knowledge of where these shoes are available through a picture of them. For example, diabetic patients cannot wear shoes like people who do not carry this disease, and here they are. The patient must customize shoes with certain specifications in order to wear them, and this is what the majority of shops and other applications do not provide. In the current project, we seek to create an application that provides all these services and features in an easy and simple way.

1.2 PROPOSED IDEA

An artificial intelligence application that identifies the names of international shoes through the camera and shows the closest place that can sell this shoe, its price, and complete information, in addition to the fact that there is a box in which you

can write the specifications you want for the required shoe and there will be a connection between the application and the factories so that they make the same required specifications and send the price after Displaying the specifications to the operator or factory and after approval by the customer and transferring the amount. For example, local brands such as Bata, Steps Shoes, and others. We can contract with Jordanian stores and Jordanian workshops, just as the customer who wants us wants certain specifications. For example, for diabetic patients, the shoes they wear will be customized and not closed, so this may have an impact on increasing the ordering process and the use of this application, both in Jordan and international brands.

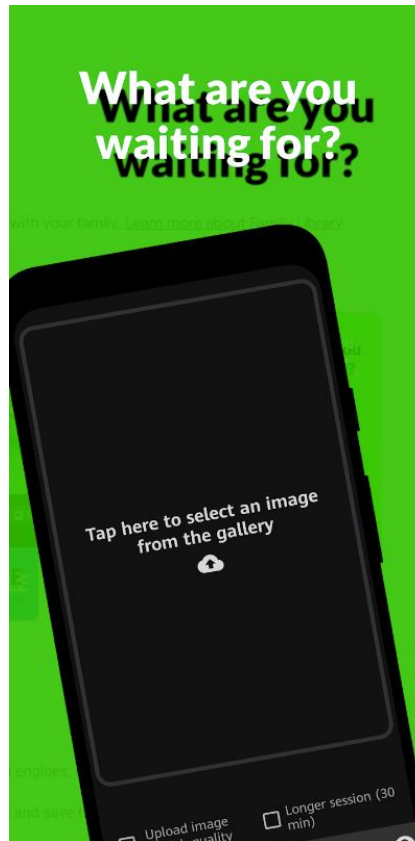
1.3 MARKET RESEARCH

1.3.1 Secondary Market Research

1. **Yuka - Food & cosmetic scan** - Yuka scans food, beauty & personal care products to decipher their ingredients and evaluate their impact on your health in a world of incomprehensible labels, Yuka provides clarity in one quick scan so you can make clear-sighted purchases.



2. **Search by Image [Multi-Engine]** - The image search engine lets you search for images in multiple search engines, so you can find what you're looking for faster. Search through Lens or other image search engines, download images, and save them to your device, anonymously and without spending a dime.



3. **Search by image: lens Finder** - Image Search is a reverse image search engine for lens to find visually similar images through your phone camera/gallery & provides internet search results for visually similar pictures on internet. Can be used for quick image search to instantly capture & search photos through camera. Can be used to detect objects by AI Object tracker/classifier & multiple object detection and labeling. Shows relevant image and voice search across internet. Smart text recognizer to convert image into text and allows user to edit, save and share text results.