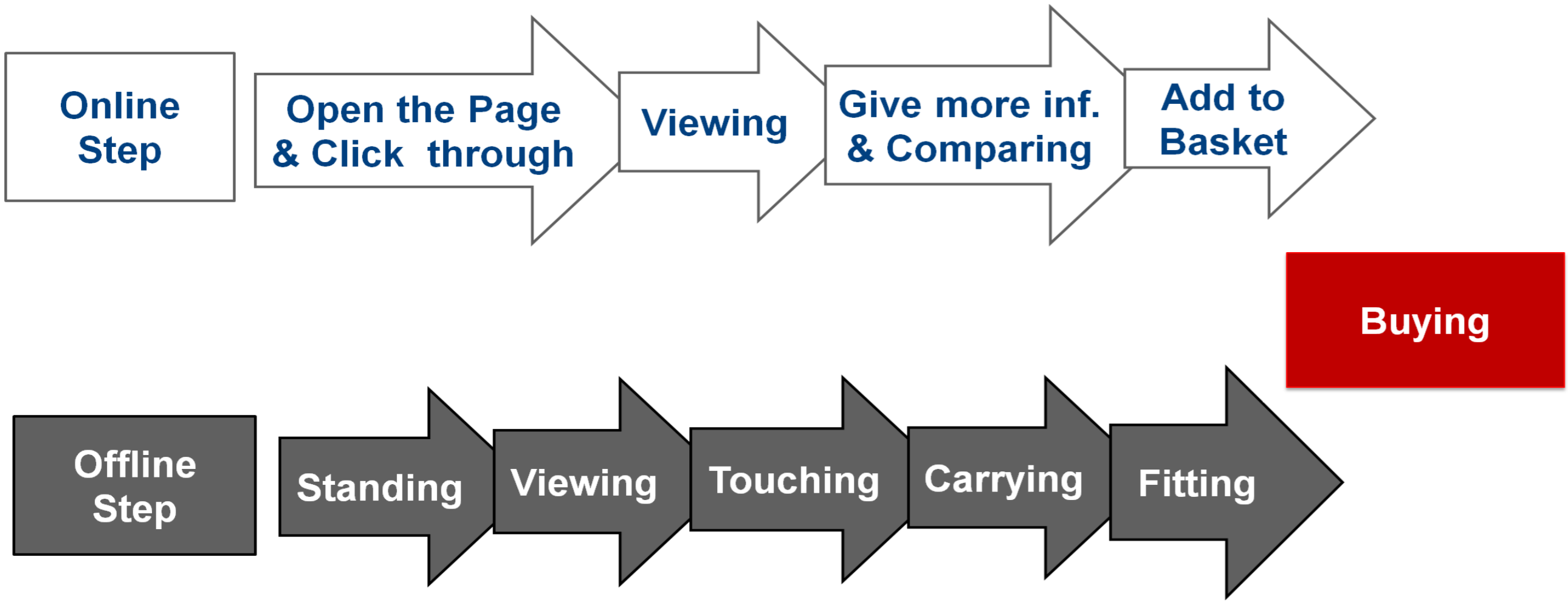


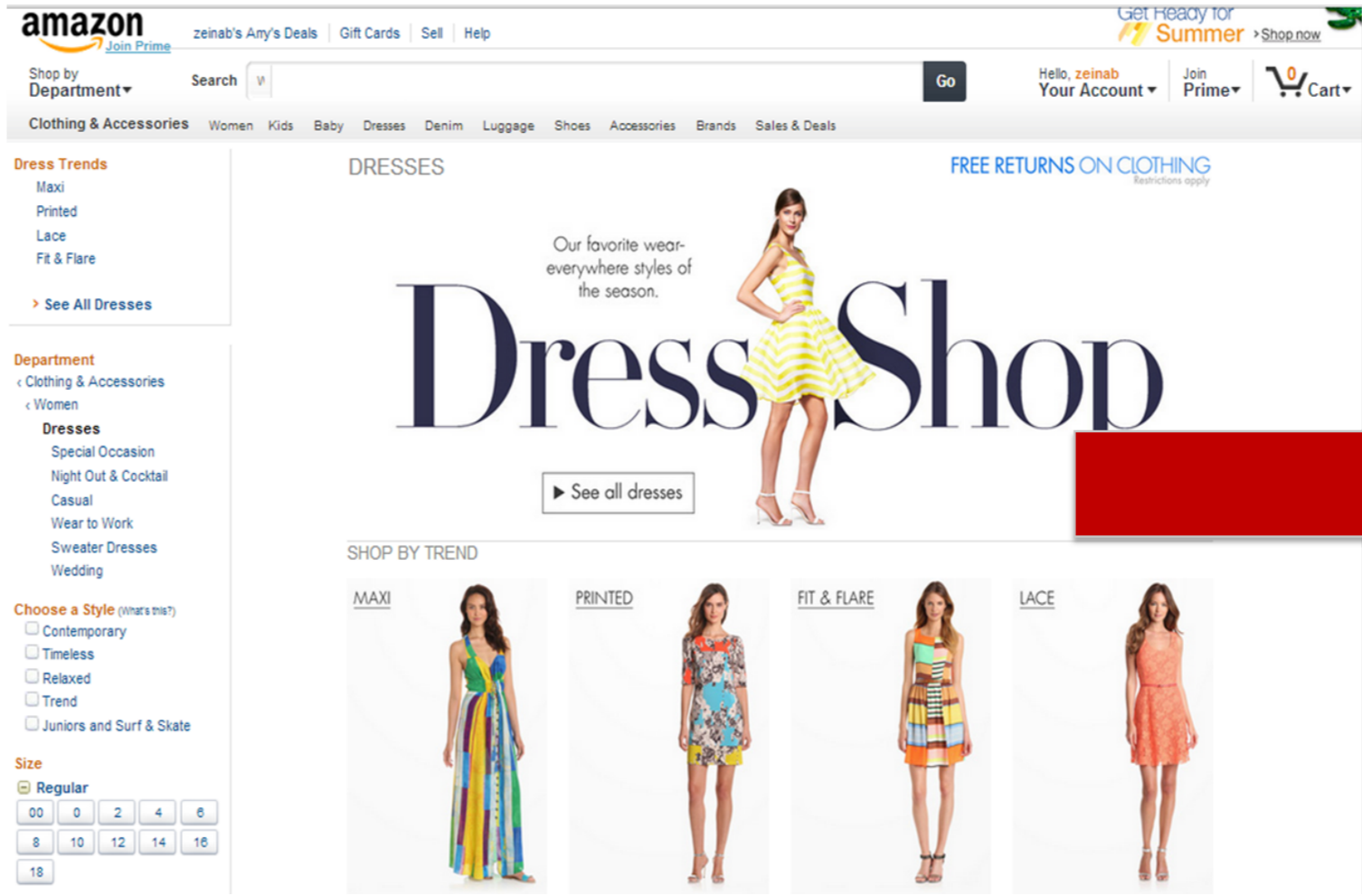
Consumer experience modeling and enrichment using RFID

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Introduction



Online shopping:



Offline shopping:



Methods

Data Collection:

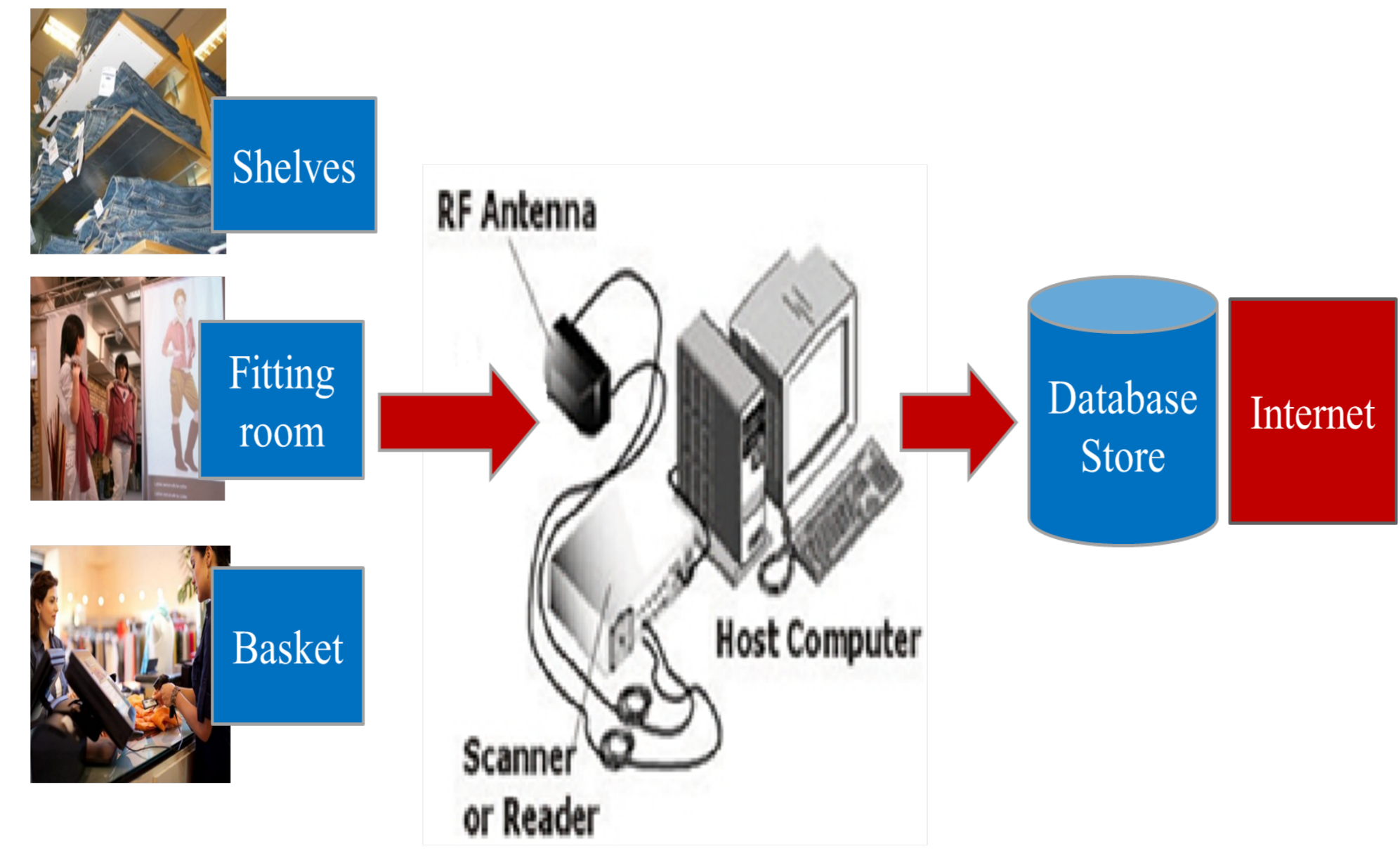


Fig1. Data Collection

Data Analysis:

Diagram Fig.2 is the result of the data collected from a store based on the movement of the products. There are three sets of data that can be obtained by RFID:

- Basket products from check-out.
- Fitting room products that were entered into the fitting room.
- Available products; which are the products that are on the shelves.

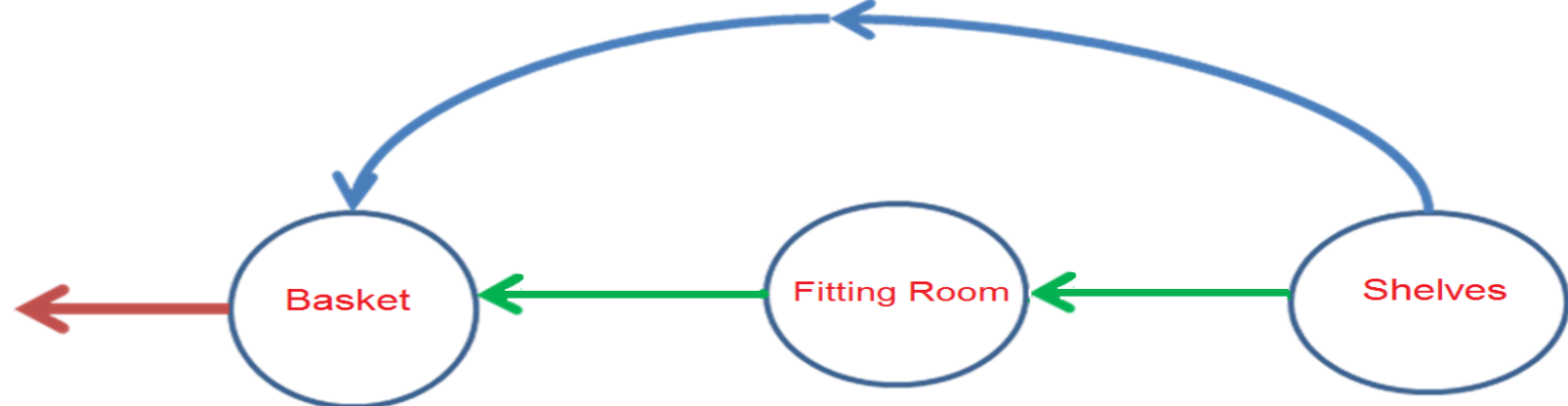


Fig2. The flow of products into the shop

Analysis

Product:

Cat. products	Basket	Woman	Man	BF	Woman	Man	BWF	Woman	Man
Skirts	53	53		33	33		20	20	
Trousers	189	121	63	127	83	44	62	38	24
Tops	143	143		81	81		62	62	
T-Shirts	83	83		48	48		35	35	
Dresses	48	48		37	37		11	11	
Jakets	85	68	17	43	39	4	42	29	13
Trench	104	70	34	37	31	6	67	39	28
Stitch	405	70	34	191	156	35	214	133	81
Shirts	200	289	116	84	48	36	116	35	81

Table1: Different women and men category

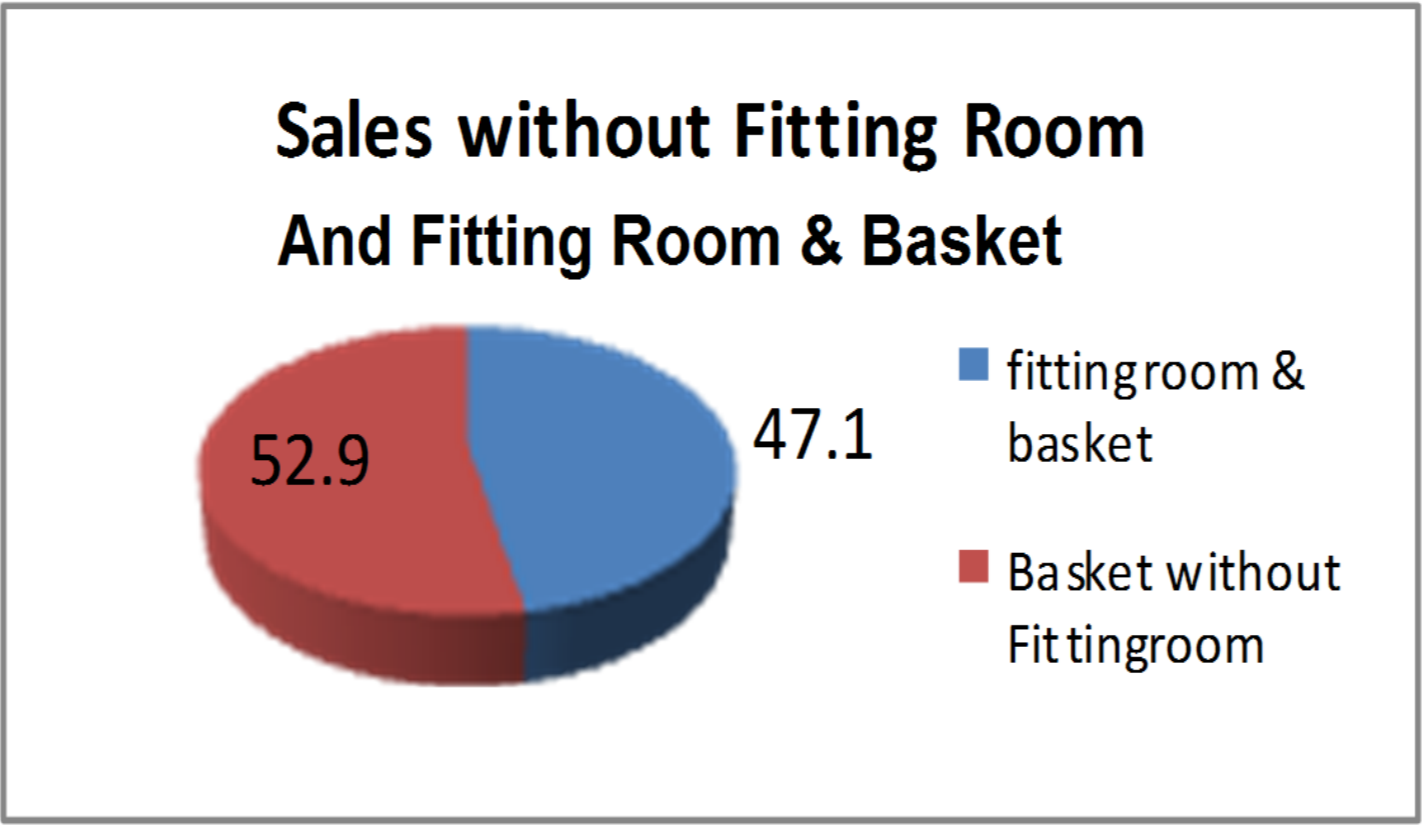


Fig.3: comparison between BF and BWF

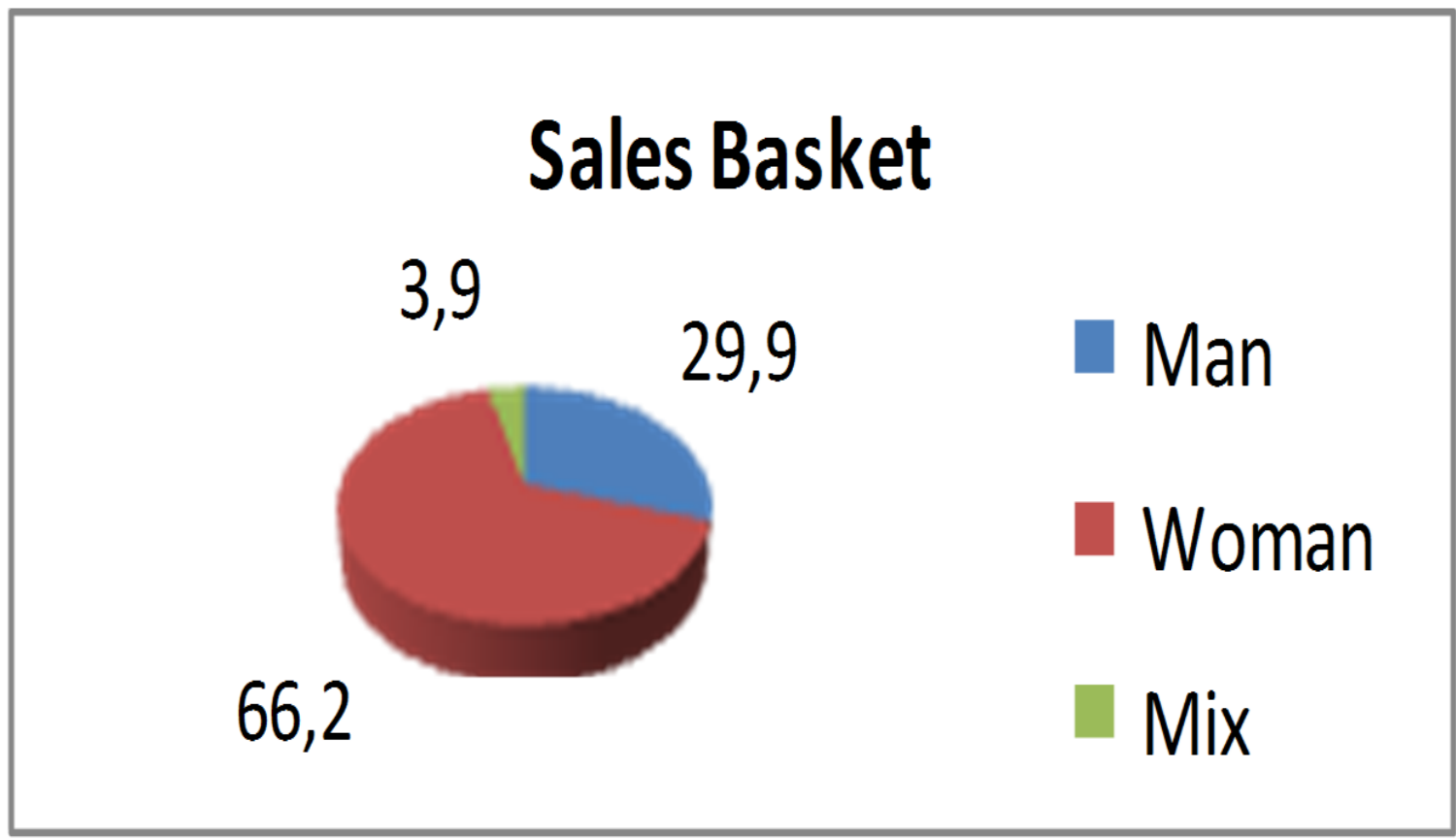


Fig.5: comparison of Gender in the basket

Gender:

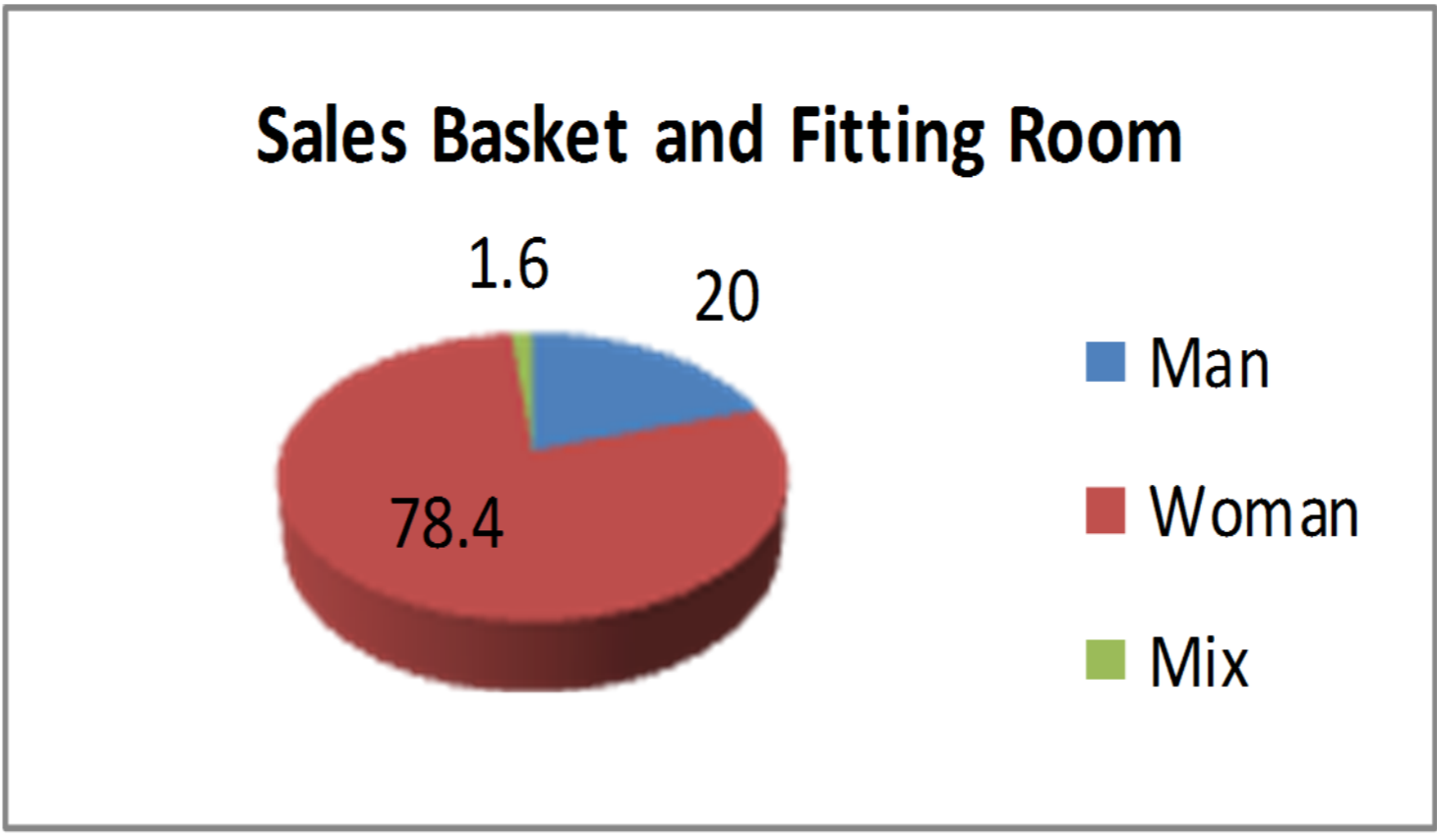


Fig.4: comparison of Gender in the basket

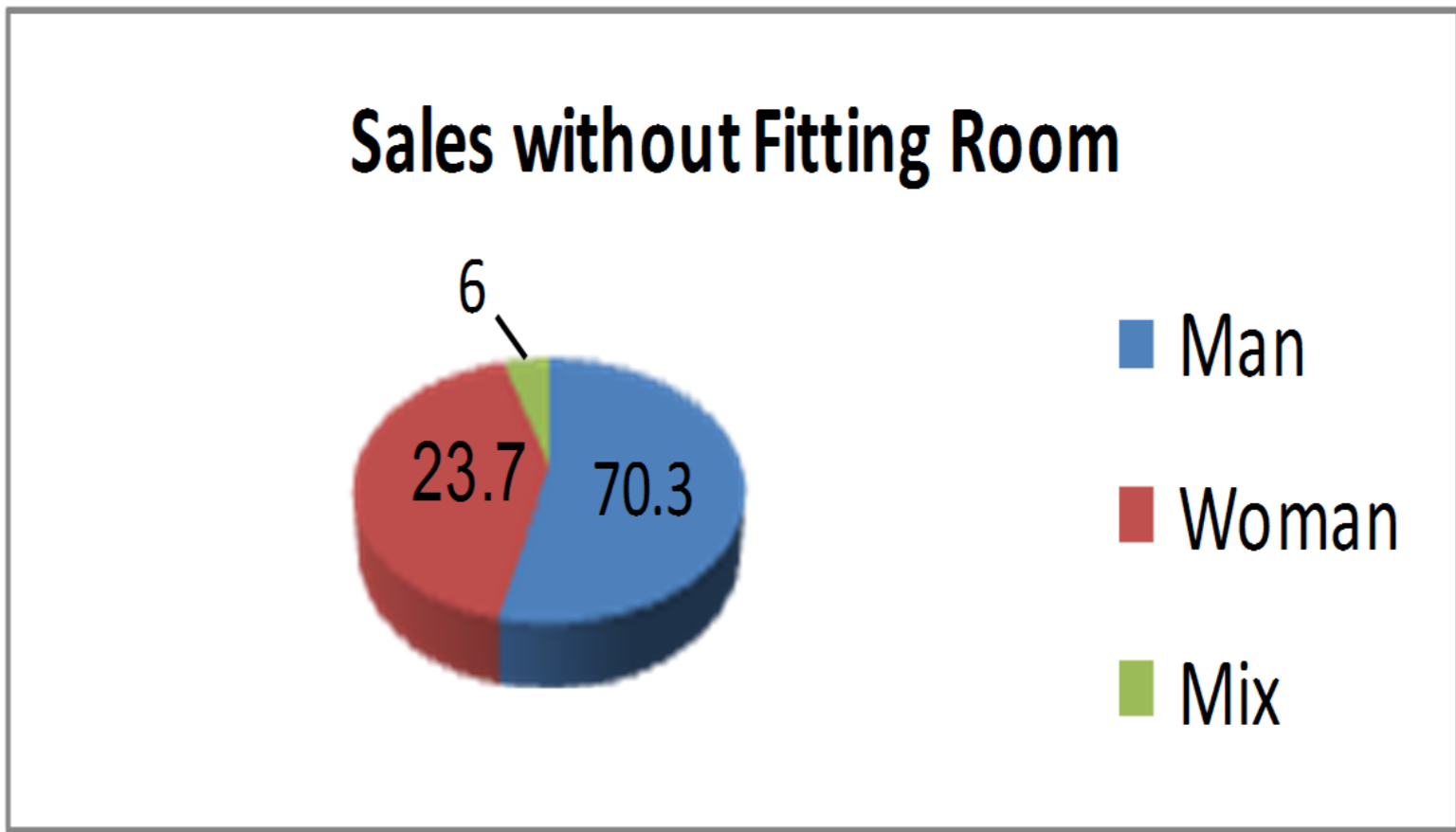


Fig.6: comparison of Gender

Conclusions and future work

- We have developed a system for modeling customer behavior without affecting the customer decision by using RFID.
- Based on our analysis by using RFID data, we find that customers have different behavior to different category at the store.
- Women and men have different behavior in different category, using fitting room, buying product.
- As future work, we plan to improve our data collection and customer identification.