AI COMPUTER VISION

Room Matcher User Journey Map

From dream image to done

PERSONA:
Kristin
42 yrs old
Mother of 3 boys
DIY home remodeler
Visits Pinterest often
Budget-conscious

"So like, Pinterest is great because you can look at a billion different photos. Problem with Pinterest is most of the time you can't get links. You'll fall in love with a picture, but then there's no links to like where you can buy it or find anything like that."
– Kristin

	Find Inspiration	Take Action	Discover Product	Curate	Explore & Refine	Decide & Act
User Action	Find inspirational photo online.	Search Eva manually to find a similar-looking photo in a Collection.	Browse wide range of products within the Collection to find matching or similar items.	Select products and add to Mood Board.	Return to Collection to browse more product options or swap items. Make final product selections.	Download a shoppable PDF with selected products and purchase links.
Emotions	Excited, hopeful and motivated. **"This is amazing, I want to create a kitchen like this for myself!"** Frustrated and helpless. **"I love this look, but now what?**	Hopeful but unsure. **"This look is similar, but will I love the actual results?"**	Overwhelmed. **"There are so many products here, how do I know which ones I should choose?"**	Productive and creative. **"I'm making progress, and I can see how this is coming together!"**	Worried about making an expensive mistake. **"Will these products really go together? Is this all in my budget?"**	Cautiously optimistic. **"I hope this works."**
AI-enabled User Action	Find inspirational photo online.	Upload photo, or paste a URL, to Room Match tool in Eva.	Review narrowed-down product recs that match elements in the photo. Provide feedback on relevancy.	Use filters (budget, style, location) and receive nudgest to narrow products further, then select products and add to Mood Board.	Adjust filters or submit text prompts to refine matches further to see different options or swap items. Make final product selections.	Download a shoppable PDF with selected products and purchase links.
AI Capability		**Computer vision:** object detection, feature extraction. **Error detection and handling.** **NLP:** label and interpret style cues.	**Recommendation system:** select relevant products from Eva database or via API to selected supplier websites. **Gen AI:** suggest alternates. **Similarity matching:** style, color, material.	**Anomaly detection:** flag outliers not in budget, style, or location constraints. **Goal tracking:** ensure total spend is within user's budget. **Recommendation system:** provide nudges	**Machine learning:** personalization, detect patterns in selections and show products with similar styles **Multi-modal AI & Chat:** provide text guidance on adjusting for style cohesion or to respond to feedback user received from contractor.	
AI-Human Touchpoint		Explain how the image will be used + transparent messaging: "Analyzing your room style..."	Option to flag bad matches or view "Why this product?" insights.	Prompt users with smart nudges: "Consider a low-contrast grout for your back-splash to avoid it looking too busy." Offer "Most similar available" or general style advice when close matches aren't available.	Explain why user is seeing products: "These cabinets go well with the cherry undertones in the wood floor you selected." "Here's a tile that is more durable for your climate, based on what feedback from your contractor."	
Value to User		• Excitement over getting to match inspiration. • Save time looking for a similar photo. • Trust and empowerment with tips for better results (ex: photo size and clarity).	• Trust and understanding through clearly labeled matches. • Save time with a narrowed set of relevant products.	• Confidence from support to achieve design cohesion and budget alignment.	• Save time and effort with predictive filtering and proactive suggestions for swaps.	
Data Requirements		• Image uploads or pasted links • Image quality: resolution, clarity, lighting, clutter • Metadata: file type, aspect ratio, source • AI-extracted style labels and features	• Product catalog metadata: style, material, color, brand, price, etc. • Clean, normalized taxonomy • Flags or skips on poor matches • Feedback on recommendations ("Why this?") • Tooltip/help views for AI transparency	• Mood board composition (items, count) • Filter actions • Budget input and spend tracking • User-added notes or flags • Nudge engagement data	• Mood board edits and refinements • Swap and filter actions • Product consistency match score	• Products included in downloadable PDF • PDF download metadata (time, session) • CTR to affiliates/suppliers • Eva Pro conversions attributed to journey
KPIs		• Completion rate of image analysis • First-time user success rating	• Engagement rate with recommendations • % of products flagged as irrelevant • Time spent on product discovery	• Mood boards created • Products added per board • Budget utilization accuracy (% within set budget)	• Refinements or swaps made • Smart filter usage rate • Time from mood board start to completion • Product CTR	• PDFs downloaded • Eva Pro conversions attributed to journey