

URL: <https://stvp.stanford.edu/clips/community-approach-to-social-commerce>

Polyvore CEO and Co-Founder Jess Lee lays out her company's approach of using technology to empower communities and track trends to improve the product experience of social commerce.



Transcript

So Peter talked about the fashion magazine side of Polyvore.. There's another sort of trend that we track nicely against which I think is the evolution of e-commerce.. So if you think about how e-commerce came about on the web, it was driven by categories like electronics, so buying a digital camera.. And the way you think about buying a digital camera is what, they are research driven, you care about hard numbers and attributes like number of megapixels or price and because of that, the e-commerce experience - the standard e-commerce experience is a search box and then a set of filters like digital camera refined by 10 to 16 megapixels under \$500 and then you start to look at the reviews.. And that's - if you - whether you're looking at a clothing site or anything on Amazon.com, that sort of a standard UI but there is actually a whole category of goods that you just don't buy that way like - I have this - I bought this shirt, it's got a specific color, if it's - actually got a huge hole in the back which is kind of impractical but I just like it, that's my taste, I like the shirt and I like the particular brand that it came from.. So I am buying the shirt based on my personal taste which is incredibly arbitrary and based on trends that evolve over time like I am sure this shirt will be extremely un-cool in 10 years or two years, I don't know.. It will be cool again in 10 years.. That's right, yeah.. But you know taste is always evolving.. So, I think there is a category of products that you buy based on taste..

And at Polyvore we are trying to understand people's taste.. So, when people mix and match products they like, that's then giving us data saying "hey, this product is cool, these two products go together" we can extract from that a trend; the hole in the back of your shirt trend or whatever.. And we can track that over time.. So it's actual - our community is giving us tons and tons of data about taste and from there we can do all kinds of things, like build a better shopping experience that's more discovery and browse based.. Have friends, recommend to friends, what they are buying.. And so that's sort of the - what I see as the evolution of Polyvore and it doesn't just apply to fashion.. It's also - the way you buy a sofa or wall decor, bedding items, but I think there's actually a lot of categories of products that fall into this.. So that's sort of where I see the product division going...