timing for recommending the purchase of a size that becomes wearable thereafter. Furthermore, although clothing has been described as an example of a wearable item, similar issues exist for wearable items other than clothing, such as shoes and hats, for example.

[0005]

An object to be achieved by the present invention is to provide a technique for presenting, to a target user who wears an item, information indicating a recommended purchase date of the item.

[SUMMARY]

[0005a] According to an aspect, the present disclosure relates to a computer system that performs control for presenting recommendation information relating to an item to a user, comprising:

a recommended date estimation section that estimates a first recommended purchase date, using a comfort level at each time point, as time passes, of a first target user wearing a first item, the first recommended purchase date being a recommended purchase date of the first item when the comfort level satisfies a predetermined comfortability condition, the comfort level at each time point being generated based on measurement size information relating to a measurement size of the first item, body information of the first target user with respect to a wearing part on which the first item is worn, and the measurement size information of the first item suitable for the first target user to wear at a current time point; and

a recommendation control section that provides the first recommended purchase date.

[0005b] According to an aspect, the present disclosure relates to a computer system that performs control for presenting recommendation information relating to an item to a user, comprising:

a recommended date estimation section that estimates a first recommended purchase date, using a comfort level at each time point, as time passes, of a first target user wearing a first item, the first recommended purchase date being a recommended purchase date of the first item when the comfort level satisfies a predetermined comfortability condition, the comfort level at each time point being generated based on measurement size information relating to a measurement size of the first item, body information of the first target user with respect to a wearing part on which the first item is worn, and the measurement size information of the first item suitable for the first target user to wear at a current time point; and

a recommendation control section that performs recommended date presentation control based on the first recommended purchase date,

wherein the recommendation control section performs the recommended date presentation control, including control for providing information for displaying

a first predicted change graph that indicates predicted changes of the body information of the first target user, and

a first instruction element indicating a point on the first predicted change graph corresponding to the first recommended purchase date.

[0005c] According to an aspect, the present disclosure relates to a recommendation information provision control method for causing a computer system to perform control for presenting recommendation information relating to an item to a user, comprising:

estimating a first recommended purchase date, using a comfort level at each time point, as time passes, of a first target user wearing a first item, the first recommended purchase date being a recommended purchase date of the first item when the comfort level satisfies a predetermined comfortability condition, the comfort level at each time point being generated based on measurement size information relating to a measurement size of the first

item, body information of the first target user with respect to a wearing part on which the first item is worn, and the measurement size information of the first item suitable for the first target user to wear at a current time point; and

providing the first recommended purchase date.

[0005d] According to an aspect, the present disclosure relates to a recommendation information provision control method for causing a computer system to perform control for presenting recommendation information relating to an item to a user, comprising:

estimating a first recommended purchase date, using a comfort level at each time point, as time passes, of a first target user wearing a first item, the first recommended purchase date being a recommended purchase date of the first item when the comfort level satisfies a predetermined comfortability condition, the comfort level at each time point being generated based on measurement size information relating to a measurement size of the first item, body information of the first target user with respect to a wearing part on which the first item is worn, and the measurement size information of the first item suitable for the first target user to wear at a current time point; and

performing recommended date presentation control based on the first recommended purchase date,

wherein the recommended date presentation control includes control for providing information for displaying

a first predicted change graph that indicates predicted changes of the body information of the first target user, and

a first instruction element indicating a point on the first predicted change graph corresponding to the first recommended purchase date.

[0005e] According to an aspect, the present disclosure relates to a program for causing a terminal apparatus to perform control for presenting recommendation information relating to an item, the program causing the terminal apparatus to:

communicate with a server system that estimates a first recommended purchase date, using a comfort level at each time point, as time passes, of a first target user wearing a first

item, the first recommended purchase date being a recommended purchase date of the first item when the comfort level satisfies a predetermined comfortability condition, the comfort level at each time point being generated based on measurement size information relating to a measurement size of the first item, body information of the first target user with respect to a wearing part on which the first item is worn, and the measurement size information of the first item suitable for the first target user to wear at a current time point; and

perform control for displaying the first recommended purchase date.

[0005f] According to an aspect, the present disclosure relates to a program for causing a terminal apparatus to perform control for presenting recommendation information relating to an item, the program causing the terminal apparatus to:

communicate with a server system that estimates a first recommended purchase date, using a comfort level at each time point, as time passes, of a first target user wearing a first item, the first recommended purchase date being a recommended purchase date of the first item when the comfort level satisfies a predetermined comfortability condition, the comfort level at each time point being generated based on measurement size information relating to a measurement size of the first item, body information of the first target user with respect to a wearing part on which the first item is worn, and the measurement size information of the first item suitable for the first target user to wear at a current time point;

control display of a first predicted change graph that indicates predicted changes of the body information of the first target user; and

control display of a first instruction element that indicates a point on the first predicted change graph corresponding to the first recommended purchase date.

[0006]

According to a first example of the present disclosure, there is provided a computer system that performs control for presenting recommendation information relating to an item to a user, comprising:

a recommended date estimation section that estimates a first recommended purchase date that is a recommended purchase date of a first item, based on measurement

size information relating to a measurement size of the item, body information of a first target user with respect to a wearing part on which the item is worn, and the measurement size information of a wearing item suitable for the first target user to wear at a current time point; and

a recommendation control section that provides the first recommended purchase date and additional information for recommending purchase of the first item.

[0007]

According to a second example of the present disclosure, there is provided a computer system that performs control for presenting recommendation information relating to an item to a user, comprising:

a recommended date estimation section that estimates a first recommended purchase date that is a recommended purchase date of the item to be worn by a first target user, using body information of the first target user with respect to a wearing part on which the item is worn; and

a recommendation control section that performs recommended date presentation control based on the first recommended purchase date,

wherein the recommendation control section performs the recommended date presentation control, including control for providing information for displaying

a first predicted change graph that indicates predicted changes of the body information of the first target user, and

a first instruction element indicating a point on the first predicted change graph corresponding to the first recommended purchase date.

[0008]

According to a third example of the present disclosure, there is provided a recommendation information provision control method for causing a computer system to perform control for presenting recommendation information relating to an item to a user, comprising:

estimating a first recommended purchase date that is a recommended purchase date of a first item, based on measurement size information relating to a measurement size of the item, body information of a first target user with respect to a wearing part on which the item is worn, and the measurement size information of a wearing item suitable for the first target user to wear at a current time point; and

providing the first recommended purchase date and additional information for recommending purchase of the first item.

[0009]

According to a fourth example of the present disclosure, there is provided a recommendation information provision control method for causing a computer system to perform control for presenting recommendation information relating to an item to a user, comprising:

estimating a first recommended purchase date that is a recommended purchase date of the item to be worn by a first target user, using body information of the first target user with respect to a wearing part on which the item is worn; and

where the wearing user U11 wears the item I1 of 12.5 cm, a comfort level graph G1-3 in a case where the wearing user U11 wears the item I1 of 13 cm, and a comfort level graph G1-4 in a case where the wearing user U11 wears the item I1 of 13.5 cm. Similarly, FIG. 5 illustrates an example in which the comfort level variation information on the item I2 is generated, which includes a comfort level graph G2-1 in a case where the wearing user U11 wears the item I2 of 12 cm, a comfort level graph G2-2 in a case where the wearing user U11 wears the item I2 of 12.5 cm, a comfort level graph G2-3 in a case where the wearing user U11 wears the item I2 of 13 cm, and a comfort level graph G2-4 in a case where the wearing user U11 wears the item I2 of 13.5 cm. FIG. 6 illustrates an example in which the comfort level variation information on the item I3 is generated, which includes a comfort level graph G3-1 in a case where the wearing user U11 wears the item I3 of 12 cm, and a comfort level graph G3-2 in a case where the wearing user U11 wears the item I3 of 13 cm.

[0035]

On a comparison between the item I1 in FIG. 4 and the item I2 in FIG. 5, even though the sizes are the same, if the item I2 is designed to be smaller (for example, if the item I2 is made of a material that does not stretch easily), the item I2 will be wearable comfortably for a shorter period of time than the item I1. Therefore, in generating a comfort level graph for each size, the server system 1100 adjusts the shape of the parabola to be steeper for items that are designed to be tight (for example, the item I2).

[0036]

Conversely, on a comparison between items of the same size, if one item is designed to be larger (for example, if one item is made of a material that stretches easily), the item will be wearable comfortably for a longer period of time than the other item. Therefore, in generating a comfort level graph for each size, the server system 1100 adjusts the shape of the parabola to be gentler for items that are designed to be larger.

[0037]

Furthermore, on a comparison between items, the size increments of one item may be larger than the size increments of the other item. For example, the size of the item I3 in

(B) Subsequently, since a size one size larger than the current size is the size (12.5 cm) corresponding to the graph G1-2, the first recommended size is estimated as this size (12.5 cm).

[0050]

(C) Subsequently, as can be seen from the graph G1-2, since the comfort level is 80 or higher in the period from 3.5 months to 7.5 months after the reference timing T11, this period is estimated as the first recommended size comfortable period.

[0051]

(D) Subsequently, the first recommended purchase date is estimated based on the first recommended size comfortable period. For example, a time point T15 that is the start time point of the first recommended size comfortable period (time point 3.5 months after the reference timing T11) can be set as the first recommended purchase date. After a time point T16 at which the graph G1-1 and the graph G1-2 intersect, the comfort level of the first recommended size becomes greater than the comfort level of the current size. This time point T16 at the intersection can be set as the first recommended purchase date. Alternatively, a time point earlier than the start time point of the first recommended size comfortable period can be set as the first recommended purchase date. How far in advance the first recommended purchase date is set can be determined as appropriate. For example, it can be set to one month earlier, or ten days earlier. In the case where it is set to one month earlier, a time point one month earlier than the start time point (time point 2.5 months after the reference timing T11) is estimated as the first recommended purchase date.

[0052]

Next, when the reference timing is T13: (A) first, since the reference timing T13 falls within the comfortable period of the size (12.5 cm) corresponding to the graph G1-2, the current size is determined as this size (12.5 cm).

[0053]

In the recommendation control process, the server system 1100 performs recommended date presentation control based on a recommended purchase date estimated in the estimation process, as display control for display on the terminal apparatus 1500. In the present embodiment, the server system 1100 displays product information of an item on the terminal apparatus 1500 of a registered user who has logged in, according to the registered user's operation of viewing the item. Then, the server system 1100 performs recommended date presentation control, in which a display element or an identifier is displayed, indicating a recommended purchase date estimated for the wearing user regarding the item. Hereinafter, examples of recommended date presentation control (Examples 1 to 5) will be described, assuming that the registered user U1 in FIG. 7 has performed an operation of viewing an item I4.

[0063]

(Example 1)

FIG. 8 is a diagram illustrating an example of a recommendation display screen displayed on the terminal apparatus 1500 by the recommended date presentation control in this example. As illustrated in FIG. 8, the recommendation display screen W5 in this example includes a first display area W51 for a first target user (for example, wearing user U11), and a second display area W53 for a second target user (for example, wearing user U13).

[0064]

The first display area W51 displays: a first predicted change graph G51 indicating predicted changes of the measurement information based on measurement information of the wearing user U11 who is the first target user; and a first instruction element O511 indicating a point on the first predicted change graph G51 corresponding to the first recommended purchase date.

[0065]

The first predicted change graph G51 shows predicted changes in foot size of the wearing user U11 since a previous measurement timing, with the horizontal axis representing

W83 displays a recommended purchase date (second recommended purchase date) D8 estimated for the wearing user U13 regarding the same item I4.

[0081]

The recommendation display screen W8 of this example may also be configured to display the current size, the first recommended size, and the first recommended size comfortable period of the item I4 relating to the wearing user U11 in the first display area W81. The second display area W83 may display the current size, the second recommended size, and the second recommended size comfortable period of the item I4 relating to the wearing user U13.

[0082]

Furthermore, the display target of the first display area W81 (wearing user U11 in the example of FIG. 11) and the display target of the second display area W83 (wearing user U13 in the example of FIG. 11) may be displayed in an interchangeable manner. Specifically, for example, a switch button may be placed within the recommendation display screen W8 to receive a display switching operation by the user. Upon receiving a selection operation on the switch button on the terminal apparatus 1500, the display in the first display area W81 may be changed to show a second predicted change graph relating to a wearing user U13, and a second instruction element indicating a recommended purchase date (second recommended purchase date) of the item I4 on the second predicted change graph, and at the same time, the display in the second display area W83 may be changed to show a recommended purchase date (first recommended purchase date) of the item I4 relating to the wearing user U11.

[0083]

Furthermore, the configuration is not limited to one that always displays the second display area W83; the second display area may be configured to be displayed when a predetermined condition is met. For example, the second display area W83 may be displayed when a recommended purchase date (second recommended purchase date) estimated for the wearing user U13 is within a predetermined period from a recommended purchase date (first

recommended purchase date) estimated for the wearing user U11. Conversely, the second display area W83 may be displayed when a recommended purchase date (second recommended purchase date) estimated for the wearing user U13 is not within a predetermined period from a recommended purchase date (first recommended purchase date) estimated for the wearing user U11. The length of the predetermined period may be set as appropriate.

[0084]

(Example 5)

FIG. 12 is a diagram illustrating an example of a recommendation display screen displayed on the terminal apparatus 1500 by the recommended date presentation control in this example. As illustrated in FIG. 12, the recommendation display screen W9 in this example includes a first display area W91 for a first target user (for example, wearing user U11), and a second display area W93 for a second target user (for example, wearing user U13); it is an example of a screen that simultaneously displays a first recommended size comfortable period D916 relating to the wearing user U11 and a second recommended size comfortable period D936 relating to the wearing user U13.

[0085]

Specifically, the first display area W91 displays the current size D911 of the wearing user U11, the first recommended purchase date D913, and the first recommended size (wearing size of the wearing user U11 for which purchase is recommended on the first recommended purchase date) D915. Furthermore, a comfortable period D912 during which the current size D911 is comfortably wearable for the wearing user U11 is displayed in association with the current size D911. A first recommended size comfortable period D916 during which the first recommended size D915 is comfortably wearable for the wearing user U11 is displayed in association with the first recommended size D915.

[0086]

The second display area W93 displays the current size D931 of the wearing user U13, the second recommended purchase date D933, and the second recommended size (wearing

recommended size is comfortably wearable by the first target user. Moreover, the second recommended purchase date can be estimated from the second recommended size comfortable period during which the second recommended size is comfortably wearable by the second target user. The first recommended size comfortable period and the second recommended size comfortable period can be displayed simultaneously on the terminal apparatus.

[0169]

A 28th embodiment is the computer system according to the 27th embodiment, wherein

the recommendation control section controls display, on the terminal apparatus, of the first recommended size and the first recommended size comfortable period in association with each other, and of the second recommended size and the second recommended size comfortable period in association with each other.

[0170]

According to this embodiment, the first recommended size and the first recommended size comfortable period can be displayed in association with each other on the terminal apparatus, and the second recommended size and the second recommended size comfortable period can be displayed in association with each other on the terminal apparatus.

[0171]

A 29th embodiment is the computer system according to the 23rd embodiment, wherein

the recommendation control section performs the recommended date presentation control by displaying a predetermined calendar display on the terminal apparatus, and by displaying, in the calendar display:

a first identifier on a date corresponding to the first recommended purchase date, the first identifier indicating that the date is a recommended purchase date for the first target user; and

a second identifier on a date corresponding to the second recommended purchase

[TITLE OF THE DOCUMENT] What is claimed is:

[Claim 1]

A computer system that performs control for presenting recommendation information relating to an item to a user, comprising:

a recommended date estimation section that estimates a first recommended purchase date, using a comfort level at each time point, as time passes, of a first target user wearing a first item, the first recommended purchase date being a recommended purchase date of the first item when the comfort level satisfies a predetermined comfortability condition, the comfort level at each time point being generated based on measurement size information relating to a measurement size of the first item, body information of the first target user with respect to a wearing part on which the first item is worn, and the measurement size information of the first item suitable for the first target user to wear at a current time point; and

a recommendation control section that provides the first recommended purchase date.

[Claim 2]

The computer system according to claim 1, wherein the recommended date estimation section estimates, based on the body information of the first target user and the measurement size information of the first item, and using the comfort level at each time point, a comfort level period that satisfies a predetermined comfort level threshold condition during which a first recommended size larger than the measurement size information of the first item is comfortably wearable by the first target user, as a first recommended size comfortable period, and estimates the first recommended purchase date based on the first recommended size comfortable period.

[Claim 3]

The computer system according to claim 2, wherein the recommendation control section provides information based on the first recommended size comfortable period.

[Claim 4]

The computer system according to claim 3, wherein the recommendation control section provides information based on an end of the first recommended size comfortable period.

[Claim 5]

The computer system according to claim 1, wherein the recommendation control section provides information indicating a schedule for purchase of the first item at a lower price.

[Claim 6]

The computer system according to claim 1, wherein the recommended date estimation section estimates a second recommended purchase date, using a comfort level at each time point, as time passes, of a second target user wearing a second item, the second recommended purchase date being a recommended purchase date of the second item when the comfort level satisfies a predetermined comfortability condition, the comfort level at each time point being generated based on the measurement size information of the second item, body information of the second target user with respect to a wearing part on which the second item is worn, and the measurement size information of the second item suitable for the second target user to wear at a current time point, and

the recommendation control section provides the second recommended purchase date.

[Claim 7]

The computer system according to claim 1, wherein the recommendation control section provides information for displaying

a first predicted change graph that indicates predicted changes of the body information of the first target user, and

a first instruction element indicating a point on the first predicted change graph corresponding to the first recommended purchase date.

[Claim 8]

The computer system according to claim 6, wherein the recommendation control section provides information for displaying

a first predicted change graph that indicates predicted changes of the body information of the first target user,

a first instruction element indicating a point on the first predicted change graph corresponding to the first recommended purchase date, and

a display element indicating the second recommended purchase date.

[Claim 9]

The computer system according to claim 1, further comprising:

an online shopping function section for selling the item through online shopping; and

a user data management section that manages data of a registered user in the online shopping and data of the first target user associated with the registered user,

wherein the recommendation control section controls the provision of information at a predetermined timing of purchase by the registered user.

[Claim 10]

The computer system according to claim 6, wherein the recommended date estimation section

estimates, using the comfort level at each time point relating to the first target user, a comfort level period that satisfies a predetermined comfort level threshold condition during which the first item is comfortably wearable by the first target user, as a first recommended size comfortable period, and estimates the first recommended purchase date based on the first recommended size comfortable period,

estimates, using the comfort level at each time point relating to the second target user, a comfort level period that satisfies a predetermined comfort level threshold condition during which the second item is comfortably wearable by the second target user, as a second recommended size comfortable period, and estimates the second recommended purchase date based on the second recommended size comfortable period, and

the recommendation control section provides information for simultaneous display of the first recommended size comfortable period and the second recommended size comfortable period.

[Claim 11]

The computer system according to claim 2, wherein the recommendation control section provides information for displaying the first recommended size and the first recommended size comfortable period in association with each other.

[Claim 12]

The computer system according to claim 1, wherein the recommendation control section displays a predetermined calendar display, and provides information for displaying, in the calendar display, a first identifier on a date corresponding to the first recommended purchase date, the first identifier indicating that the date is a recommended purchase date for the first target user.

[Claim 13]

A computer system that performs control for presenting recommendation information relating to an item to a user, comprising:

a recommended date estimation section that estimates a first recommended purchase date, using a comfort level at each time point, as time passes, of a first target user wearing a first item, the first recommended purchase date being a recommended purchase date of the first item when the comfort level satisfies a predetermined comfortability condition, the comfort level at each time point being generated based on measurement size information relating to a measurement size of the first item, body information of the first target user with respect to a wearing part on which the first item is worn, and the measurement size information of the first item suitable for the first target user to wear at a current time point; and

a recommendation control section that performs recommended date presentation control based on the first recommended purchase date,

wherein the recommendation control section performs the recommended date presentation control, including control for providing information for displaying

a first predicted change graph that indicates predicted changes of the body information of the first target user, and

a first instruction element indicating a point on the first predicted change graph corresponding to the first recommended purchase date.

[Claim 14]

A recommendation information provision control method for causing a computer system to perform control for presenting recommendation information relating to an item to a user, comprising:

estimating a first recommended purchase date, using a comfort level at each time point, as time passes, of a first target user wearing a first item, the first recommended purchase date being a recommended purchase date of the first item when the comfort level satisfies a predetermined comfortability condition, the comfort level at each time point being generated based on measurement size information relating to a measurement size of the first item, body information of the first target user with respect to a wearing part on which the first item is worn, and the measurement size information of the first item suitable for the first target user to wear at a current time point; and

providing the first recommended purchase date.

[Claim 15]

A recommendation information provision control method for causing a computer system to perform control for presenting recommendation information relating to an item to a user, comprising:

estimating a first recommended purchase date, using a comfort level at each time point, as time passes, of a first target user wearing a first item, the first recommended purchase date being a recommended purchase date of the first item when the comfort level satisfies a predetermined comfortability condition, the comfort level at each time point being generated based on measurement size information relating to a measurement size of the first

item, body information of the first target user with respect to a wearing part on which the first item is worn, and the measurement size information of the first item suitable for the first target user to wear at a current time point; and

performing recommended date presentation control based on the first recommended purchase date,

wherein the recommended date presentation control includes control for providing information for displaying

a first predicted change graph that indicates predicted changes of the body information of the first target user, and

a first instruction element indicating a point on the first predicted change graph corresponding to the first recommended purchase date.

[Claim 16]

A program for causing a terminal apparatus to perform control for presenting recommendation information relating to an item, the program causing the terminal apparatus to:

communicate with a server system that estimates a first recommended purchase date, using a comfort level at each time point, as time passes, of a first target user wearing a first item, the first recommended purchase date being a recommended purchase date of the first item when the comfort level satisfies a predetermined comfortability condition, the comfort level at each time point being generated based on measurement size information relating to a measurement size of the first item, body information of the first target user with respect to a wearing part on which the first item is worn, and the measurement size information of the first item suitable for the first target user to wear at a current time point; and

perform control for displaying the first recommended purchase date.

[Claim 17]

A program for causing a terminal apparatus to perform control for presenting recommendation information relating to an item, the program causing the terminal apparatus to:

communicate with a server system that estimates a first recommended purchase date, using a comfort level at each time point, as time passes, of a first target user wearing a first item, the first recommended purchase date being a recommended purchase date of the first item when the comfort level satisfies a predetermined comfortability condition, the comfort level at each time point being generated based on measurement size information relating to a measurement size of the first item, body information of the first target user with respect to a wearing part on which the first item is worn, and the measurement size information of the first item suitable for the first target user to wear at a current time point;

control display of a first predicted change graph that indicates predicted changes of the body information of the first target user; and

control display of a first instruction element that indicates a point on the first predicted change graph corresponding to the first recommended purchase date.

COMPUTER SYSTEM AND RECOMMENDATION INFORMATION PROVISION CONTROL METHOD

[TITLE OF THE DOCUMENT] ABSTRACT

A computer system that performs control for presenting recommendation information relating to an item to a user includes a recommended date estimation section and a recommendation control section. The recommended date estimation section estimates a first recommended purchase date being a recommended purchase date of a first item when a comfort level satisfies a predetermined comfortability condition. The recommendation control section provides the first recommended purchase date.

[FIG. 15]