CLAIMS

[Claim 1]

A route estimation apparatus comprising:

a purchased product information acquisition unit that acquires product identification information of a product to be checked out by a user in a checkout place in a store;

an in-store position specifying unit that specifies in-store position information corresponding to the product identification information of the product to be checked out, based on a product position storage unit storing the product identification information and the in-store position information being information indicating a place where the product identified by the product identification information is arranged in the store in association with each other;

a mark plotting unit that plots a mark indicating the product identified by the product identification information corresponding to each of the in-store position information at a corresponding position on a sketch of the inside of the store for the specified in-store position information; and

a route generation unit that draws a line connecting the plotted marks according to a predetermined rule on the sketch, and generates in-store route information indicating

a route on which the user is estimated to have moved in the store, wherein

the route generation unit draws, on the sketch, a line connecting the plotted marks from a side closer to the store entrance to a side farther from the store entrance.

[Claim 2]

A route estimation method comprising:

a step of causing a purchased product information acquisition unit to acquire product identification information of a product to be checked out by a user in a checkout place in a store;

a step of causing an in-store position specifying unit to specify in-store position information corresponding to the product identification information of the product to be checked out, based on a product position storage unit storing the product identification information and the in-store position information being information indicating a place where the product identified by the product identification information is arranged in the store in association with each other;

a step of causing a mark plotting unit to plot a mark indicating the product identified by the product identification information corresponding to each of the in-store position information at a corresponding position on a sketch of the inside of the store for the specified in-

store position information; and

a step of causing a route generation unit to draw a line connecting the plotted marks according to a predetermined rule on the sketch, and generate in-store route information indicating a route on which the user is estimated to have moved in the store, wherein

the route generation unit draws, on the sketch, a line connecting the plotted marks from a side closer to the store entrance to a side farther from the store entrance.

[Claim 3]

A route estimation program for causing a computer to execute the method according to claim 2.