



Impresee Visual Search

Magento 2.x User Guide

---



## About us:

Impresee allows any e-commerce customers to find the products they want, quickly and easily, thanks to its revolutionary search technology that uses photos and sketches. Finding products with Impresee is easy and fun, whether you're looking for a rug just like the one in your favorite bar, or a table lamp you've designed yourself. The cloud-based API offered by Impresee allows any retail business to use this advanced search technology in its online stores, along with a data analysis system for a better understanding of the behavior and preferences of its customers, opening up new ways of connecting with customers, increasing customer engagement and boosting sales.

## What is a visual search?

Let's say one of your customers is searching for a specific kind of product; maybe he is standing in front of it. With Impresee customers can take a picture of the product or draw it in a simple sketch and they will find all products in your store that look similar to the original item.

## How does it work?

Just two easy steps are needed in order to start using Impresee visual search service:

1. Provide Impresee your data feed:

This information is needed to know the products on which to find similarities. Impresee's module generates the data feed automatically and synchronizes easily with Impresee services, updates can be set up to occur periodically or manually as needed.

2. Set your search service URLs on your configuration:

These are URLs provided by Impresee to use the search services on your store, they are unique for searching only on your store.

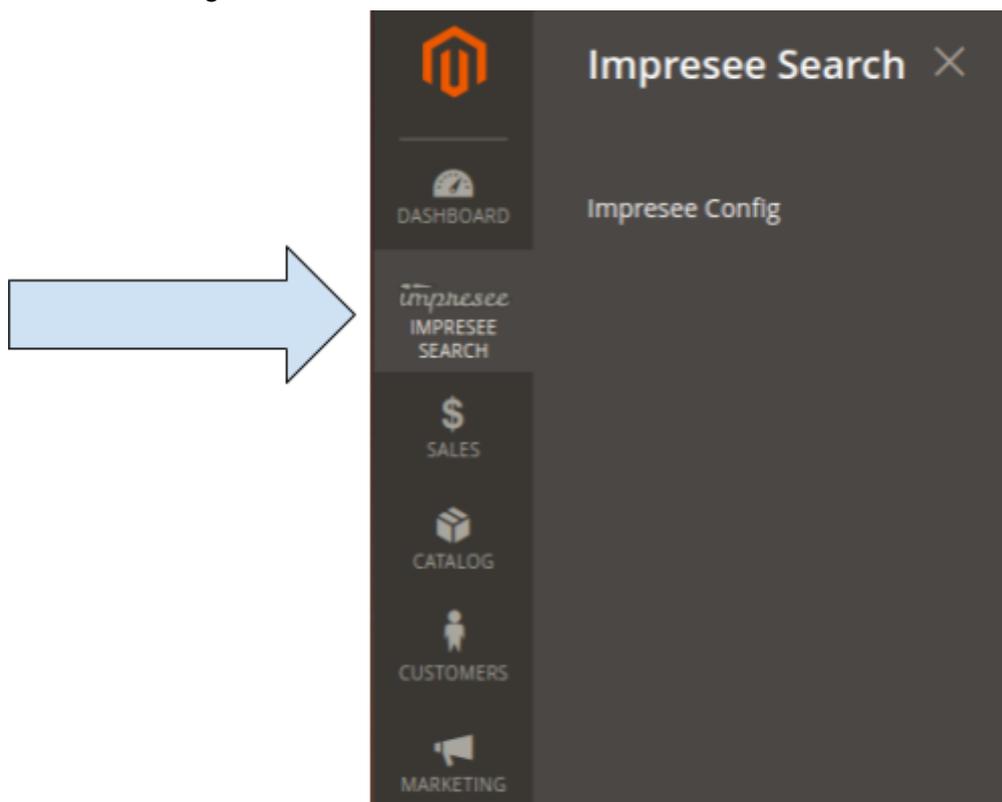
## Detailed flowchart



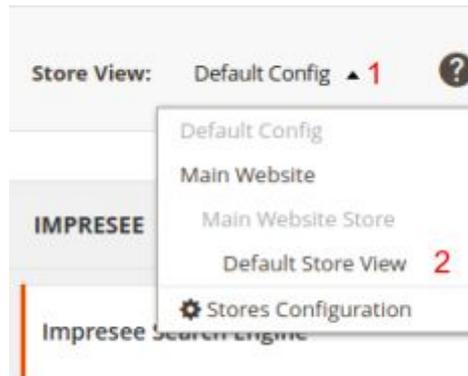
1. When your clients use the visual search, Impresee's module will receive the search data.
2. The module makes use of the search service URL to send the image query to Impresee.
3. Impresee performs the search and returns a list with the SKUs of the most similar products to the module.
4. Your magento store uses that list of SKUs to paint a results page with your own look and feel.

## Using Impresee Visual Search Module:

Once you install the module, access the admin panel and search for Impresee's menu button to enter its configuration.



The first screen is informative. To configure Impresee you must select the store view where you want to include it (each store view will have different configuration).



On each store view you will find the following sections:

---

Instructions

---

Search Configuration

---

Icons

---

Frontend (Optional - Advanced Users)

## Instructions

Here you will find all the steps needed to set up the module. Additionally, you will find the URL that will generate the data feed.

### Instructions

1. Create your account in [Impresee Console](#).
2. Sign in and create a new project.
3. Create a new catalog on the project using your store view data feed:

**Data feed URL for this store view:**

**[https://demo.impresee-magento.com/impresee/Feed/?client\\_code=xbv5qu8fwzvqvvrg](https://demo.impresee-magento.com/impresee/Feed/?client_code=xbv5qu8fwzvqvvrg)**

[Copy to clipboard.](#)

4. Once your catalog is ready, you may return here and go to the search configuration section for the following steps:
  - Enable the search types available for this catalog (defined in Impresee Console)
  - For each type, paste the search service URL

Impresee Console is the platform where you may register and create projects.

In a project you can link your store products data feed to a catalog and then start using Impresee's services. In this section you will have the URL to the auto generated data feed of your store. Use it in Impresee Console.

When you create a catalog in Impresee Console, you will receive search service URLs according the kind of search available for your catalogs (fashion catalogs have search by photo, while home&decor catalogs have search by sketch and search by photo). You may need this search service URLs in order to connect the module to Impresee’s servers.

## Search Configuration

Here you may connect your store with Impresee’s search services. Grab the search service URLs for your catalog from your Impresee Console account, and paste them here. Note that there’ll be one URL for each kind of available search.

### Search Configuration

**Photo Search** [store view] Enable  
Enable/Disable Photo Search (enable it when you have your search service URL).

**Photo search service URL** [store view] https://api.impresee.com/ImpreseeSearch/api/v1/rest/search/photo/3397b446-...  
URL given by Impresee to search by photo (If left blank the button won't show).

**Sketch Search** [store view] Enable  
Enable/Disable Sketch Search (enable it when you have your search service URL).

**Sketch search service URL** [store view] https://api.impresee.com/ImpreseeSearch/api/v1/rest/search/sketch/c698f8ca-i...  
URL given by Impresee to search by sketch (If left blank the button won't show).

## Icons

You will require buttons on the front view of you store to allow users to trigger the visual search. These buttons are added automatically by Impresee’s module and you can switch them by the icons from Impresee Icons catalog, or with your own custom made buttons if you wish to do so.

If you don’t agree with Impresee adding automatically the buttons, you can disable this option, this means that you may add the buttons on the code of your theme (most likely on the search template, called “form.mini.phtml”). You must remember to set the css classes “impresee-sketch-button” and “impresee-photo-button” in each button according to the type of search you are using.

**Let impresee display the search buttons** [store view] Enable

**Select icons Source** [store view] Load your own icons  
Use icons from Impresee Icon Catalog  
Load your own icons

**Photo Icon** [store view] Seleccionar archivo No se eligió archivo  
Replace our default photo icon image. Allowed file types: jpeg, gif, png, svg.

**Sketch Icon** [store view] Seleccionar archivo No se eligió archivo  
Replace our default photo icon image. Allowed file types: jpeg, gif, png, svg.

## Frontend

In this section you will be able to add javascript/jquery and css code to modify the appearance of the search buttons. The code you add here will be executed on the “on-load” and “on-resize” events.

Also, if you want to add some specific css class to the search buttons you can add it here. For example, the next code moves the sketch search button into an .input-group element, sets the “impresee-right” css class to the buttons and sets some css style to specific elements.

### JavaScript/jquery [store view]

```
$(document).ready(function() {  
  $(".impresee-sketch-button").appendTo(".form .minisearch .active > .input-  
  group");  
});
```

Code to be executed on-load and on-resize.

### CSS Classes [store view]

Impresee-right

If you have CSS classes that you want to use in our buttons, add them here! or add new ones, but don't forget define them below.

### CSS [store view]

```
img.Impresee-right {  
  margin-left: 25px;  
  float:right!important;  
  height:30px!important}
```

Add CSS code here

## Important

Some changes will require you to clean the store cache, otherwise they won't be reflected.

## Contact Us

If you have any questions please write us to [support@impresee.com](mailto:support@impresee.com). We will answer as soon as possible.