

[0020] FIG. 9 is a diagram illustrating a screen flow of screens displayed on a terminal device during a sequence of operations of the sales transaction support system;

[0021] FIGS. 10(A), 10(B) are continuations of the FIG. 9 diagram, in which FIG. 10(A) illustrates screens displayed during a commodity purchase process, and FIG. 10(B) illustrates screens displayed during a try-on reservation process;

[0022] FIG. 11 illustrates details of a home page screen image;

[0023] FIG. 12 is a flowchart showing details of a customer information management process which is executed at step S7 of the FIG. 8;

[0024] FIG. 13 illustrates a membership registration screen displayed on the display device or the like of the terminal device;

[0025] FIG. 14 is a flowchart showing details of a commodity-presenting process which is executed at step S8 of the FIG. 8;

[0026] FIG. 15 illustrates a commodity selection screen displayed on the display device or the like of the terminal device;

[0027] FIG. 16 is a flowchart showing details of a try-on simulation process which is executed at step S9 of the FIG. 8;

[0028] FIG. 17 is a continuation of the FIG. 16 flowchart;

[0029] FIG. 18 illustrates an initial condition setting screen displayed on the display device or the like of the terminal device;

[0030] FIG. 19 illustrates a condition change entry screen in which a user enters a changed condition of a body type when a processing request is a body type change request;

[0031] FIG. 20 illustrates a simulation result display screen displayed on the display device or the like of the terminal device;

[0032] FIG. 21 illustrates a condition change entry screen displayed on the terminal device when a commodity is selected after the condition change;

[0033] FIG. 22 illustrates a simulation result display screen displayed on the display device or the like of the terminal device;

[0034] FIG. 23 is a flowchart showing details of an order receipt process which is executed at step S10 of the FIG. 8 flowchart;

[0035] FIG. 24 illustrates an order entry screen displayed on the display device or the like of the terminal device;

[0036] FIG. 25 illustrates order detail confirmation screen displayed on the display device or the like of the terminal device;

[0037] FIG. 26 illustrates a purchase order receipt result screen displayed on the display device or the like of the terminal device;

[0038] FIG. 27 illustrates a try-on reservation entry screen displayed on the display device or the like of the terminal device;

[0039] FIG. 28 illustrates a reservation detail confirmation screen displayed on the display device or the like of the terminal device;

[0040] FIG. 29 illustrates a try-on reservation receipt result screen displayed on the display device or the like of the terminal device;

[0041] FIG. 30 is a diagram illustrating a specific example of operation of the sales transaction support system; and

[0042] FIG. 31 is a diagram illustrating another specific example of operation of the sales transaction support system.

DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0043] Preferred embodiments of the present invention will now be described below with reference to accompanying drawings.

[0044] Referring first to FIG. 1, there is shown a system configuration of a sales transaction support system 1 according to an embodiment of the present invention.

[0045] The sales transaction support system 1 is comprised of a sales transaction support apparatus 10 serving e.g. as a server for supporting commodity sales through a network sales transaction, a network 20 formed by telecommunication lines, including the Internet, intranets, LANs, WANs, and so forth, and a terminal device 30 formed e.g. by a personal computer, a PDA, or the like and serving as a communication terminal.

[0046] Further, for instance, the sales transaction support apparatus 10 includes commodity-presenting process means 11 for presenting commodities, commodity presentation information storage means 12 for storing information of commodities to be presented, try-on simulation process means 13 for performing a try-on simulation, referred to hereinafter, try-on simulation information storage means 14 for storing various information required for a try-on simulation, customer information process means 15 for registering customer information, customer information storage means 16 for storing customer information, transaction process means 17 for executing a sales transaction, and transaction information storage means 18 for storing information required for a transaction process.

[0047] The sales transaction support apparatus 10 is communicably connected to the terminal device 30 via the network 20, and various kinds of processing of the sales transaction support system 1 are carried out via the network 20. In the figure, the single terminal device 30 is shown for convenience of description, but actually, a plurality of terminal devices 30 are communicably connected to the sales transaction support apparatus 10 via the network 20.

[0048] FIG. 2 illustrates an example of contents of information stored in the commodity presentation information storage means 12.

[0049] As shown in the figure, for instance, the commodity presentation information storage means 12 stores a commodity presentation information record DB 12a storing commodity presentation information records indicative of respective recommended commodity groups set in a manner each associated with an age group to which a customer