

commodities to be purchased, purchase order record DB **18b** storing purchase order information, i.e. information of purchased commodities, and a try-on reservation record DB **18c** storing try-on reservation information items indicative of details of respective try-on reservations, referred to hereinafter.

[0063] In the **FIG. 5** example, the order cart information stored in the order cart information DB **18a** includes information items, such as "receipt date", "management number", "registration count", "customer's number", "customer's name", "ordered commodity code", "ordered commodity name", "commodity price", "fashion style" and "try-on image data".

[0064] The customer's number indicates the membership ID number of a customer who has performed the present transaction processing or an identification number issued to the customer as a non-membership ID number, and the ordered commodity code indicates a code for identifying a commodity to be purchased.

[0065] In the **FIG. 6** example, the purchase order information stored in the purchase order record DB **18b** includes information items, such as "receipt date", "transaction number", "transaction type code", "customer's number", "customer's name", "ordered commodity code", "ordered commodity name", "commodity price", "fashion style", "try-on image data", "order receipt code", "quantity", "total", "payment method" and "recipient's address".

[0066] The transaction type code is an information item indicative of one of transaction types, such as purchase order, try-on store reservation, try-on home delivery advance order, try-on visiting service advance order, rental, print reservation, beauty salon reservation, and so forth. The purchase order record DB stores only transaction information concerning purchase order.

[0067] In the **FIG. 7** example, the try-on reservation information stored in the try-on reservation record DB **18c** includes information items, such as "receipt date", "transaction number", "transaction type code", "customer's number", "customer's name", "ordered commodity code", "ordered commodity name", "commodity price", "fashion style", "try-on image data", "reservation order receipt code", "try-on store reservation" and "try-on reservation date".

[0068] Next, the operation of the sales transaction support system **1** will be described.

[0069] **FIG. 8** is a flowchart showing the overall operation of the sales transaction support system **1**.

[0070] Step S1:

[0071] A user who wants to utilize the sales transaction support system **1** connects the terminal device **30** to the sales transaction support apparatus **10** via the network **20**. When the terminal **30** is connected to the sales transaction support apparatus **10**, the apparatus **10** performs an initial process and then transmits a home page as an initial screen to the terminal device **30** via the network **20**.

[0072] When receiving the home page, the terminal device **30** displays the contents of the home page on its display device or the like. The displayed home page includes an ID entry field for identification of the user and an information entry field for selection of a process. After browsing through

the home page, the user enters predetermined information following the displayed contents and transmits the entered information to the sales transaction support apparatus **10** via the network **20**.

[0073] Step S2:

[0074] It is determined whether or not the sales transaction support apparatus **10** has received information of entries transmitted from the terminal device **30** as a processing request. If the sales transaction support apparatus **10** has received the processing request, the program proceeds to a step **S4**, whereas if not, the program proceeds to a step **S3**.

[0075] Step S3:

[0076] The user waits for the processing request to be received.

[0077] Step S4:

[0078] The sales transaction support apparatus **10** receives the processing request transmitted from the terminal device **30**.

[0079] Step S5:

[0080] It is determined whether or not the processing request received at the step **S4** is a request for terminating a present process. If the processing request is a request for terminating the present process, the present process is terminated, whereas if not, the program proceeds to a step **S6**.

[0081] Step S6:

[0082] A specific type of processing is selected depending on the kind of the processing request received at the step **S4**. If the processing request is a request for a new registration of a user, the program proceeds to a step **S7**. If the processing request is a request for commodity selection, the program proceeds to a step **S8**. If the processing request is a request for try-on simulation, the program proceeds to a step **S9**. Further, if the processing request is a request for transaction, the program proceeds to a step **S10**.

[0083] Step S7:

[0084] A customer information management process including the new registration process for the user is executed. This process will be described in detail hereinafter.

[0085] Step S8:

[0086] A commodity-presenting process for presenting commodities to the user is executed. This process will be described in detail hereinafter.

[0087] Step S9:

[0088] A try-on simulation process concerning a commodity selected by the user is executed. This process will be described in detail hereinafter.

[0089] Step S10:

[0090] An order receipt process including a purchase process, a try-on reservation process, and other processes concerning the commodity selected by the user is executed. This process will be described in detail hereinafter.

[0091] **FIGS. 9 and 10(A), 10(B)** illustrate an example of a screen flow of screens displayed on the terminal device **30** during a sequence of operations carried out by the sales