

"At your fingertips 策划书"

【用户场景】：场景+痛点+行为

场景：996 独居的你，上完班回到家，一进厕所准备疏通肠道，余光一瞟看到厕所没纸，翻遍全屋也找不到一张纸，鼓起勇气憋住起身准备下楼买纸，刚拿起手机发现便利店已经关门，这时候如何拯救陷入困境的你？

痛点：

行为：你的选择除了厚着脸皮去向邻居借纸，也就只能忍受痛苦让自己入睡。这时候就需要我们的 At your fingertips 来救你于水火之中

【需求分析】：

用户需求：

- 1.值得信赖的智能购物整合方案
- 2.人性化的自动续买
- 3.简易的购物操作

开发需求：

1. 特殊购物清单。自动定期续买该清单中的生活用品，减少重复操作。
2. 语音识别。解放双手，减轻购物者的操作负担。
3. 爬虫，数据分析。爬取关键字，根据买家评论给予用户一个值得信赖的购物整合方案。

【产品定位】

简化购买的生活用品的繁琐步骤，通过算法直接给出该用户的最佳选择。

【产品设计】

一.功能设计

1. 特殊购物单

老用户：

记录老用户的数据，根据用户常购日用品的购买频率，换购比，自动加入特殊购物清单。根据算法推算出用户下次的购买日期，并且筛选价格和质量得到用户可能会满意的产品，在临近日期做出消息推送。

文本内容：根据您的日常习惯，我们向您推荐购买 xxx。你是否现在购买？

是(一键下单) 否(选择过几天购买或不购买) 选择过几天购买（几天后定时提醒）

新用户：

手动添加需要定期购买的物品进特殊购物清单==>设置一个购买频率

会自动根据用户设置的购买频率提醒用户购买

如果用户十分确定购买的频率，可选择取消购买提醒消息推送，应用将按照购买频率自动续买。

用户可随意编辑特殊购物清单（增删改查清单中的商品，修改 购买提醒的频率/自动续买的频率）

2. 智能购物整合方案

搜索结果反馈同类产品的横向对比，按多方因素综合排序后给出最靠谱的推荐。多方因素包括：用户推荐度，购买量，季节，新上市公司，价格区间，商户粉丝数量，商户质量（筛选掉质量不够好的商户）把用户的关键词做爬虫,去查用户评论,对比之后）排列先后并直观给出数据对比。列一个比例表，按照评论好评总量最多，评论好评比例最高的分类排序。

3. 语音助手 Sheila

语音助手 Sheila 自动识别用户语音，根据需求关键字自动匹配商品。简化购物操作。

4. 闪送服务 (Flash delivery)

对于生活用品的紧急需求时，可以选择闪送服务。

二.产品优点

1. 特殊购物单：简化常购生活用品的购买步骤，自动续买产品。
2. 智能购物整合方案：根据需求推荐关键词内质量最好最适合用户的产品。
3. 语音助手：简化购物操作。
4. 闪送满足日常用品的紧急需求。

5. 产品的通用性：普适于 B2B，B2C。对于企业用户的便捷体验更好。因为企业用户的日用品的购买日期更为规律，购买的产品参数更标准。

【产品特点】：特殊购物单，语音识别，闪送，智能分析，大数据算法，客制化服务

【实现原理】：算法模块简介

1. 录音创建录音文件用于语音识别，调用现有语音识别 api 进行语音转文字操作，记录关键词以确定用户想要进行的操作。（后续可将 ui 设计的更加人性化）
2. 服务方将各种产品数据记入程序中。（后续应连接数据库记录产品数据）
3. 关键词搜索行为以爬虫方式爬取用户评论进行大数据统计完成，因为我认为用户的真实体验远比数据死板的对比来的直白的多，如搜索最环保的洗衣液，会以环保为关键词爬取所有有关环保的评论并统计好评和差评的比率，按比率从高到底排序，第一名理所应当可以作为用户认为最环保的洗衣液。
4. 我认为购买过程至少应当经过用户确定，商品数据有一项是重购时间，即大数据统计用户第一次购买到第二次购买某类型商品的间隔时间，购买时记录用户买的时间，每隔一段时间按循环对比一遍用户的时间和重购时间是否接近，接近则加入购物单或嵌入主程序专门购买日用品的特殊购物单中。以用户的语音确认再进行购买。

"At your fingertips planning book"

[User scenario]: scenario + pain point + behavior

Scenario: You who live alone in 996, come home after work, go to the toilet to clear the intestines, and then glance at the toilet without paper, and can't find a piece of paper in the whole house, gather up the courage to hold back and get ready to go. I bought paper from Loulou, and just picked up my mobile phone and found that the convenience store was closed. How to save you who are in trouble?

Pain points:

Behavior: In addition to your choice to borrow paper from your

neighbors brazenly, you can only endure the pain and let yourself fall asleep. At this time, we need our At your fingertips to save you from fire and water

【demand analysis】 :

User needs:

1. Trustworthy smart shopping integration solution
2. User-friendly automatic renewal
3. Easy shopping operation

Development requirements:

1. Special shopping list. Automatically renew the daily necessities in the list regularly, reducing repeated operations.
2. Voice recognition. Free your hands and reduce the operating burden of shoppers.
3. Crawler, data analysis. Crawl keywords and give users a trustworthy shopping integration solution based on buyer comments.

【Product Positioning】

Simplify the tedious steps of buying daily necessities, and directly give the user's best choice through algorithms.

【product design】

1. Functional design
1. Special shopping list

Old users:

Record the data of old users, and automatically add to the special shopping list according to the purchase frequency of the daily necessities of the user and the exchange ratio. According to the algorithm, the next purchase date of the user is calculated, and the price and quality are filtered to obtain the products that the user may be satisfied with, and a message is pushed in the approaching date.

Text content: According to your daily habits, we recommend you to buy

xxx. Are you buying now?

Yes (one-click to place an order) No (choose to buy in a few days or not to buy) Choose to buy in a few days (regular reminder after a few days)

new user:

Manually add items that need to be purchased regularly into the special shopping list ==> set a purchase frequency

Will automatically remind users to purchase according to the purchase frequency set by the user

If the user is very certain about the frequency of purchase, he can choose to cancel the purchase reminder message, and the app will automatically renew the purchase according to the purchase frequency.

The user can edit the special shopping list at will (add, delete, modify and check the products in the list, modify the frequency of purchase reminders/frequency of automatic renewal)

2. Smart shopping integration solution

The search results are fed back to the horizontal comparison of similar products, and the most reliable recommendation is given after a comprehensive ranking of multiple factors. Various factors include: user recommendation, purchase volume, season, newly listed companies, price range, number of merchant fans, merchant quality (to filter out merchants that are not good enough) to crawl users' keywords, to check user reviews, and after comparison) Arrange the order and visually compare the data. Make a list of proportions, sort by the category with the most total reviews and the highest proportion of reviews.

3. Voice Assistant Sheila

The voice assistant Sheila automatically recognizes the user's voice and automatically matches products according to the required keywords.

Simplify shopping operations.

4. Flash delivery

For urgent needs for daily necessities, you can choose flash delivery service.

2. Product advantages

1. Special shopping list: simplify the purchase steps of frequently purchased daily necessities, and automatically renew products.
2. Smart shopping integration scheme: Recommend the best quality and most suitable products in the keywords according to the needs.
3. Voice assistant: simplify shopping operations.
4. Flash delivery meets the urgent needs of daily necessities.
5. Product versatility: generally suitable for B2B, B2C. The convenient experience for enterprise users is better. Because the purchase date of daily necessities for corporate users is more regular, the parameters of the purchased products are more standard.

[Product Features]: Special shopping list, voice recognition, flash delivery, intelligent analysis, big data algorithm, customized service

[Realization Principle]: Introduction to Algorithm Module

1. Recording Create a recording file for voice recognition, call the existing voice recognition api to perform voice-to-text operations, and record keywords to determine the operation that the user wants to perform.

(The ui design can be made more humane later)

2. The service party records various product data into the program.

(Subsequently, connect to the database to record product data)

3. Keyword search behaviors are crawled by crawling user comments to complete big data statistics, because I think the real user experience is far more straightforward than the rigid comparison of the data, such as searching for the most environmentally friendly laundry detergent, it will be environmentally friendly Crawl all comments about environmental protection for keywords and count the ratios of positive and negative reviews, sorted by the ratio from high to bottom. The first place should be regarded as the most environmentally friendly laundry detergent for

users.

4. I think the purchase process should at least be determined by the user. One item of the product data is the repurchase time, that is, the big data counts the interval between the first purchase by the user and the second purchase of a certain type of merchandise, and the purchase time is recorded during the purchase. Check whether the user's time and the repurchase time are close at regular intervals. If they are close, they will be added to the shopping list or embedded in the main program's special shopping list for daily necessities. Confirm with the user's voice before making a purchase.