

## **Business: E-Commerce**

### **Company: Shopee**

#### **Solution:**

- **Store Scavenger Hunt**
  - Create a game where users find products for rewards
  - Play the games on the ads to earn rewards such as:  
Vouchers, Shopee Coins
- **Virtual Shopping assistant**
  - - Recommendations when you use the app
  - -Show other recommendations after checkout
- **Personalized Shopping Quiz**
  - A survey/ Quiz to get insights on users wants
  - Using incentive to reward users for doing the Quiz
- **Virtual Try-on Simulation**
  - Simulate a scenario for users to try on items/Products
  - Allow user to fill in the measurements to mimic how the product will look like irl