

Business: E-Commerce

Solution:

- Store Scavenger Hunt

Company: Shopee

- 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

