

## 1. Flow diagram logic (text version)

User types question



Intent detected

(compare / explain / clarify / choose)



Relevant attributes selected

(size / price / specs / weight / material / color)



Visual trigger

(highlight / zoom / split view / label)



User understands → decision

## 2. Intent → Attribute Mapping (exact examples)

Intent: COMPARE

User: "Compare AirPods Max vs AirPods Pro"

### Code

Intent: compare

Attributes:

- price
- weight
- battery\_life
- noise\_cancellation
- usage\_context

Effect:

- split screen A vs B ( One product per screen, product B next screen)
- differences highlighted

### **Intent: EXPLAIN (WHY)**

User: "Why is AirPods Max more expensive?"

#### Code

Intent: explain\_price

Attributes:

- material
- build\_quality
- driver\_type
- noise\_cancellation\_level

Effect:

- highlight materials
- zoom on earcup + frame
- show spec callouts

### **Intent: CLARIFY (FIT / SIZE)**

User: "Is this too heavy for daily use?"

#### Code

Intent: clarify\_comfort

Attributes:

- weight
- clamp\_force
- padding\_material

Effect:

- weight label appears
- comfort indicator shown
- comparison vs lighter model

### **Intent: CHOOSE (PRE-DECISION. User Making a decision to purchase)**

User: "Which one is better for travel?"

#### Code

Intent: usage\_context

Attributes:

- weight
- foldability
- battery\_life
- case\_size

Effect:

- travel-relevant specs highlighted
- irrelevant specs dimmed

Note:

AI does NOT invent data.

AI only selects + visualizes existing attributes based on user intention.