

Alex Oubari (/)

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E-COMM WEBSITE LED BY CHATBOT.

- + GIVE SUGGESTIONS
- + PROCESS PAYMENT
- + ACCOUNT CREATION
- + DELIVERY INFO



TALK w/ BOT
+ BOT AUTOMATICALLY
REPRESENTS LEFT SID
OF PAGE BASED ON
PREFERENCES/CHAT.
→ PRICE, CATEGORY,
ETC.

BOT ACTS AS CART
+ WHEN READY TO
CHECK OUT, USER
CLICK "CART" CTA.

BOT WILL:
+ SHOW REVIEWS
+ ASK ADDRESS
+ ASK FOR PAYMENT
+ REVIEW ORDER
+ SEND CONFIRMATION
IN CHAT + EMAIL
+ CAN PAUSE IN STATE
TO REVIEW ORDER

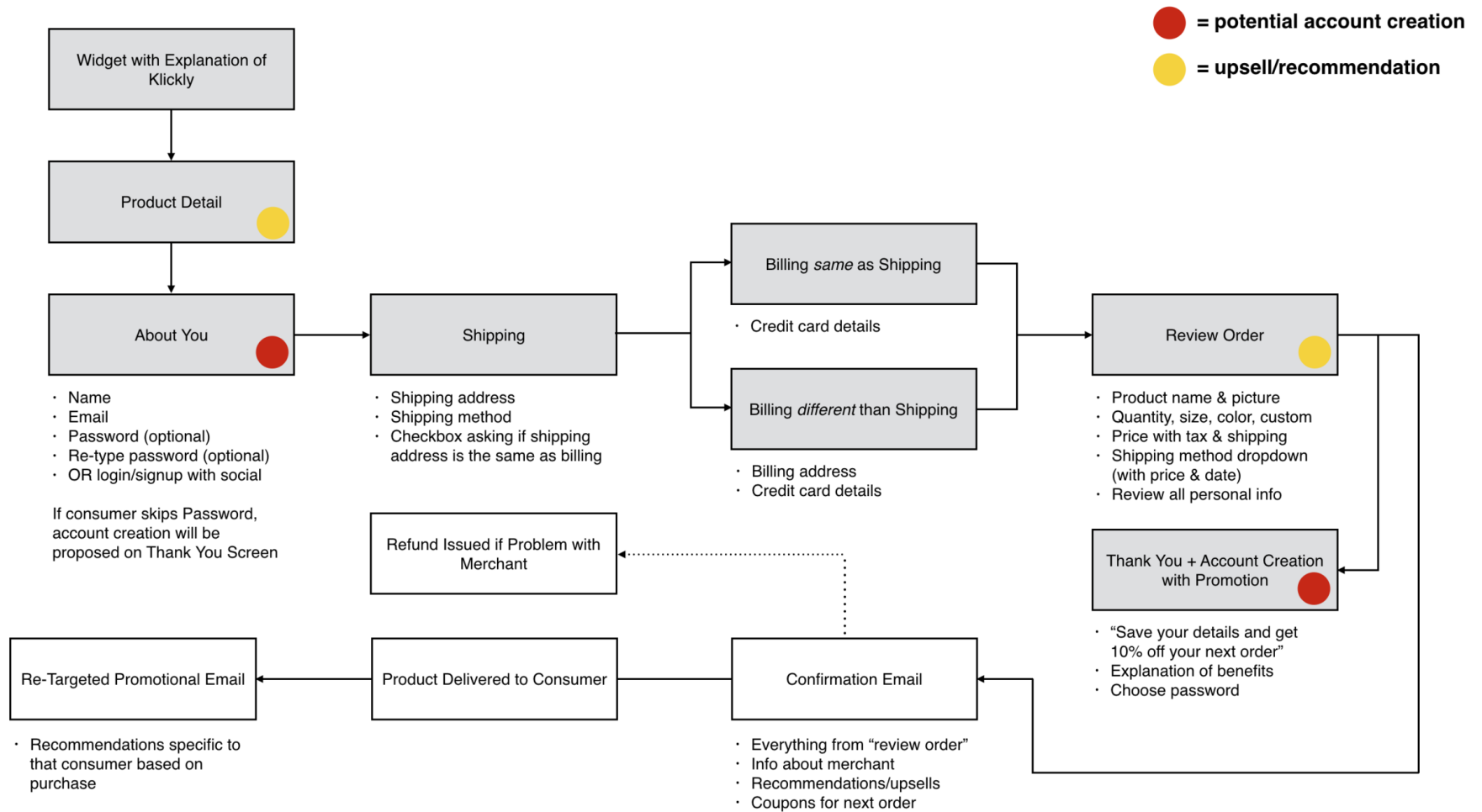


CHATTER BOT BASED ON
PREVIOUS PURCHASES, PREVIOUS
CONVERSATION WITH BOT, ETC.

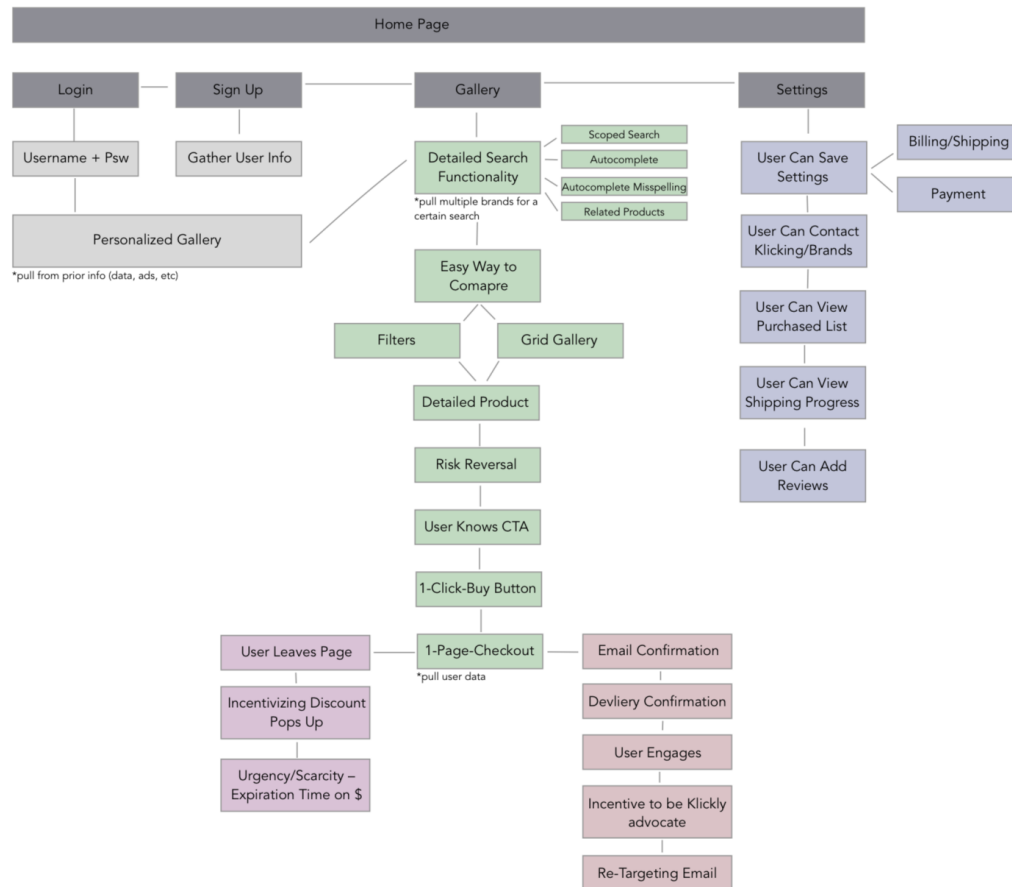
KLICKLY – (PRODUCT MANAGEMENT + UX ASSOCIATE)

Klickly is an impulse-payments solution for in-advertising experiences. Publishers, brands, agencies, and influencers use Klickly's proprietary buy button technology to hyper-charge and commerce-enable their marketing messages. Almost all of the work is confidential, but here is what's allowed.

Job duration: July 2017 – October 2017

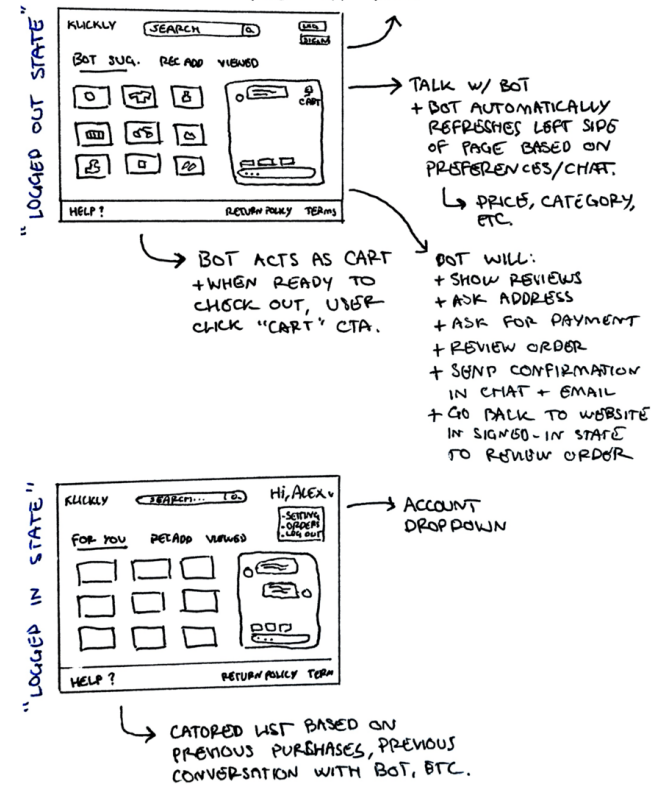


The Klickly widget was working well, but people were not necessarily signing up to the services, they were just using them. Through user research and testing, I implemented new areas within the widget flow that would incentivize users to create accounts as easily as possible.



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I was tasked with brainstorming and implementing the best approach to shifting all products from only being in a widget to building them into a marketplace. As a differentiator, the idea of building a marketplace powered by a "personal assistant/chatbot" seemed to be the most innovative and most efficient. User would be able to ask the bot "I need a gift for my 40-year-old aunt who loves cooking" and the bot would get the user the perfect item.



All (/work/) Expat Society (/expat-society/) StorMe (/storme/)

Elkouse (/elkouse/) Phenomenon (/phenomenon/) Klickly (/klickly/)

Chef Oubi (/chef-oubi-1/)