Landing Page Material

Echobuy

Solve everyday problems through any messenger platform.

3 Simple Steps

Fill in account info

We need access to your Facebook, Carrefour and credit card account in order to activate certain functions.

Ask a question!

No need to search for a specific item, just tell us what you would like to do!

Shopping list at your command

Through crowdsourcing and our recommendation system, Echobuy would provide you with a list of items that suits your needs.

What we offer

Tired of surfing on forums searching for suggestions? Always find yourself missing the one last thing? Here at Echobuy, we'd offer you a variation of shopping lists recommended by pros or gurus of any kind.

Moving to a new home

No need to make a list of what your mother's nagging if it's your first time to leave home; Echobuy would tell you what to pack.

Preparing for Chinese Festivals

Netiznes would offer you their heartily advice of what cookies may please your ancestors the most.

Planning Birthday Parties

What a shame if you've prepared candles but don't have a lighter at your house! With Echobuy, all necessary tools would be provided on the list.

Barbecue with Friends

Make sure you have enough all kinds of meat, sauce and fillings that suits all your friends' tastes.

Taking care of babies

Which brand of baby powder should I choose? Do this wet wipe causes allergies? Let other mothers tell your their first-hand experience.

Shopping for School Supplies

Get a gimpse of what all the cool kids bring on the first day of school without all the pleading!

簡短介紹

中秋節又到了，在煩惱要買些什麼東西嗎？交給 EchoBuy，提出你的問題，讓大家合力幫你解決！

EchoBuy 建構在 Facebook Messenger 之上，透過「工人」智慧來提供你最合適的購物建議，每逢佳節總是煩惱要買什麼禮物送女朋友、煩惱烤肉器材，開學總在煩惱不知道要買什麼生活用品嗎？ 立刻到 EchoBuy 提出你的問題，程式會自動將問題轉發給網友，讓網友們提供建議，提供建議並獲採納者可獲得購物回饋金，此外系統也會學習，並慢慢取代網友們的建議；除此之外，廠商本身也可以提供清單讓系統採用，例如中秋清單、情人節清單等等。

此外透過聊天機器人，我們讓購物流程變得更簡單，不用擔心找不到購物車、結帳按鈕，不分年齡層都超級簡單的使用流程。

透過過去的購物紀錄來尋找合適解決問題的網友。透過網站的 Tag 來自動推薦商品

解決的問題

- 不知道要買什麼東西，例如過節時
- 選擇太多，不知道哪個適合自己
- 購物網站使用流程複雜

特色

- 初期採用工人智慧並搭配回饋金，來訓練人工智慧

- 後期以人工智慧為主，提供購物建議，不足處則搭配工人智慧
- 為每個人量身打造的購物推薦清單，同樣中秋節，過去吃素的人收到的購物建議和吃肉的人不同
- 被動式推薦，避免廣告的困擾

關鍵字們

工人智慧 => 人工智慧
機器學習、訓練
Convenient Interface

Demo 的比例？
Presentation 的長度？（先抓五分鐘）
要哪些帳號資訊
工程師取得和使用者操作的流程為何

Hi there, the project we're about to present is Echobuy.

Imagine this: You are about to plan a barbecue for your friends. You've got a budget, you have a guest list, and now you would like to prepare for all the meat, vegetables, sauce, charcoal, tinders and firestarters.

Maybe you'd miss something, but anyway, you head for the supermarket and pick whatever you see that might be useful. What troubles you then, is choosing from a wall of similar sauces. You know your friends' preferences, but that doesn't mean you know what brand they usually pick.

What's more, you don't barbecue often, so there's no way you'd know how to choose from so many grills, wire meshes, and of course you don't know how much coal to prepare… Yeah and what if you only found out you missed something after the fire has been started? There's no way turning back for supplies then.

What should you do? You're all on your own and you have no idea.

Fortunately, EchoBuy is here to help.

（demo）

With EchoBuy, you can just ask a simple question. By sending a message to Echobuy, we forward it to other users that have answered similar questions before, suggestions from gurus of the field would be sent back to you. Since Echobuy has linked your credit card info and your Carrefour account, you can then just click on your desired item, and the purchasing process is done. No need for additional login, information filling or remittance.

How can EchoBuy do this?

1:45

（流程圖講技術）
First, your question does not have to specifically related to a certain item. Questions like, "What should I prepare before throwing a birthday party?" would be just alright. This is strange, how can the messenger bot even be able to chat with users?

This is because we rely on users to answer these kind of open questions and to narrow down the range of potential suggestions -- as machine learning can't be done overnight! However, we take the replies as training data to gradually improve our recommendation system. We would also apply tags for different categories or occasions, hypermarkets such as Carrefour, or pro users may also provide their suggestions of shopping lists in use of the power of social media, forums and so-called mechanisms.

Second, how do we keep users before artificial intelligence can do its own work? If one's suggestion is chosen, it would earn him or her not only coupons for futher purchases, but also empirical value in that certain category, so that he or she would more likely receive related requests, thus forming a positive cycle with gamification features.

Thirdly, we use Hubot to chain the Facebook messenger APIs with our code. Since the data is formatted into json with the adapter, we would be able to bring the system to different messaging platforms including LINE, Telegram, Whatsapp and much more. The normalization of payment process would also enable more possibilities for further e-commerce implementations.

（結論）（Landing page）

No matter you're about to move to a new place, prepare for Chinese festivals, shopping for school supplies, or even just about to become a mother and don't know anything about babycare… It would be just as simple as a question and a click, Echobuy is always here to serve you.

There would be no need to browse through forums online, or searching lane after lane when you're at the hypermarket. With crowdsourcing and machine learning, you'd never miss anything -- we would provide you the most suitable shopping list ever, saving your time and effort for friends and family, or the event ahead.

Echobuy, Purchase in Seconds.

註解 [1]: demo step 1
註解 [2]: demo step 2
註解 [3]: demo step 3
註解 [4]: demo step 4
註解 [5]: 強調「便利」
註解 [6]: 工人智慧和人工智慧的相輔相成
註解 [7]: 社群運行機制：遊戲化
註解 [8]: 技術上跨平台的擴充可能
註解 [9]: TA: 討厭事前查一堆資料的人
註解 [10]: TA: 怕忘東忘西而容易焦慮，無法專注在當下的活動

With EchoBuy, you'd never have to worry（把上面的情境整理進來，重組句子）

http://tw.blog.voicetube.com/archives/33133

TA:
1. 漏買東西
2. 花時間比價很麻煩

便利性

flexibility
adapter 不同的來源，處理邏輯一樣
Hubot node.js

bridge Ruby

List

Future:
來回確認需求
減少工人智慧比重
正規化代交易
擴充到其他 messenger 平台