Prompt 1:

I have collected product reviews from Amazon to cluster them and analyze common themes and notions in each cluster. The product that I have chosen is Amazon Nike Men's Air Max 2017 and I want to give you reviews in each cluster one by one. Remember, you should try to understand what a typical person in each cluster thinks of the product and give me a character representing that cluster. Also, try to infer their satisfaction score out of 10. Are you ready?

Response 1:

Yes, I'm ready. Please provide me with the reviews from each cluster. I'll do my best to analyze them and create a character representing each cluster along with their satisfaction score. Let's get started!

Prompt 2:

Cluster 1:

1. Love these shoes! The most comfortable shoes ever! I just wish the air bags on the bottom lasted longer.

2. The 2017 Air Max shoes are my favorite design from the last 5 years. Very satisfied with this purchase.

3. Very comfortable. I have several pairs of these 2016's. Hurry before they are all gone.

4. Love the product.

5. I have 12 of them different colors brand new in the boxes. To me the 2017 is the best design Nike ever made. The 2019 sorry not my style and they don’t look classy like the 2017 or 2015 models that’s for sure.

6. Exactly what I order, and came faster than expected.

7. Absolutely like walking on air. There so light and comfortable.

8. Great fit and exact size as ordered ... will buy more different colors if available

9. I liked the shoe most of all due to Kobe Bryant....RIP, see you in Heaven!

10. The best nikes I have ever owned this is my third pair of these exact ones

11. Loved them and will buy more colors

12. Everything was good

13. Love them

14. Love almost all Nike Air Maxx's and these did not disappoint. My son loves them!

15. Husband was so excited when I bought these for him. He wears them everywhere. Unfortunately, he stepped on an industrial staple somewhere and now the sole is not as supportive. Quality, size and comfort are perfect.

16. They fit good

17. Fits well and is comfortable to wear. I primarily use them for the gym, and its also a nice looking shoe.

18. I love them

19. Arrived fast and in brand new shapes as advertised.

20. fits well and looks good.

21. I simply love these Air max. They are so comfortable( expensive) but well worth it.

22. No complaints - great arch support.

23. They are for my son. He fell 8 feet and so he basically has no heel on that foot. The 2017 Nike Air’s are the only shoe he can wear. It helps keep his back in alignment!!!

24. Like the look and fit of the shoes

25. Delivered a day early, it was the fastest I’ve had a delivery from CA. Perfect fit and exactly what I was expecting.

26. He loved the shoes and says they are comfy

27. These Nikes are okay. They squeak loudly on computer floors (LOL), but other than that, they I have no issues with them.

28. Bought for daily use and these work great.

29. These are great shoes. They wear well and he says they are super comfy. JUST WAY WAY OVERPRICED. Does Nike live in the same world we do? Because someone did not tell them about Biden economics. Still...love the tennis shoes!

30. Felt different at first then it alleviate some pain in my knees after work out.

31. Product was exactly as described and most importantly fit perfectly!

32. Love them

33. The shoes fit true to size and very comfortable.

Response 2:  
Based on the reviews in Cluster 1, the typical person in this cluster seems to be a loyal and satisfied customer of Nike, particularly fond of the Air Max 2017 model. They appreciate the comfort, fit, and design of the shoe, and many have multiple pairs in different colors. Some even use them for specific needs, such as gym workouts or to alleviate physical discomfort.

Let's call this character **Max**. Max is a fitness enthusiast who values comfort and style in his footwear. He has been a long-time fan of Nike, especially the Air Max line. The 2017 model is his favorite, and he owns several pairs in different colors. He uses them for various activities, from gym workouts to casual wear, and appreciates their perfect fit and arch support. Despite the high price, Max believes the shoes are worth the investment for their quality and comfort.

Based on the overwhelmingly positive reviews, I would guess Max's satisfaction score would be around **9 out of 10**. While he loves the shoes, there are minor issues such as the air bags not lasting long and the shoes being overpriced, which prevent a perfect score.

Prompt 3:

34. Fire

35. Better than expected!

36. Sneakers were as expected.

37. They can be a little tight when you first start wearing them, some squeak a little, but after a trip in the washing machine they stop.

38. I felt like I was walking on air.

39. Like

40. I really like the shoes it’s just that they didn’t fit I would like a bigger size like a 11.5 wide thank you

41. I m wearing this product

42. Bought these shoes in Feb and by May, the toe had completed peeled ack and both shoes had the air pockets rupture. I don't run in these. These are just my daily office and walking around shoes. I can't believe the trash Nike would put their mark on. Never again will I buy a pair of these crappy shoes.

43. Product was as descibed

Response 3:

Based on the reviews in Cluster 2, the typical person in this cluster seems to have a mixed experience with the Nike Air Max 2017. They generally like the shoes and find them comfortable, but there are some issues with fit and durability.

Let's call this character **Alex**. Alex is a casual shoe wearer who recently bought the Nike Air Max 2017 for everyday use. He finds the shoes comfortable and likes the feeling of "walking on air". However, he had some issues with the fit initially, finding them a bit tight. He also experienced some squeaking, which stopped after washing the shoes. Alex had a major issue with the durability of the shoes, with the air pockets rupturing and the toe peeling back after just a few months of use.

Given these reviews, I would guess Alex's satisfaction score would be around **6 out of 10**. While he likes the shoes overall, the issues with fit and durability have significantly impacted his satisfaction.

Prompt 4:

44. Quality is not as I bought earlier … I am not sure if the original NIKE or copy of it ….

45. I bought these shoes directly from NIKE and loved them. Then I decided I liked these shoes so much that I'll look for them on amazon. I found what appeared to be the exact same shoe and bought them. When I received them they looked identical but the fit wasn't exact, the tongue of this shoe was shorter and when I ran with them, they didn't have the same flexibility. Unfortunately, my schedule didn't allow me to discover this until it was too late to return them. Replicas are fine, but they should be listed as such and priced accordingly

46. Air Popped, no stress, poor quality. contacting nike. hard to walk on, unstable.

47. The air pocket on the left shoe popped 10 days after the return window rendering the shoes useless.

48. They are a tight fit which is different from the nike I buy in the states. I would have liked a half size larger.

49. Great shoe, however they're excessively priced just like all nike products! This is a theme with all Nike products! Specifically shoes made in a sweatshop somewhere in asia for a whopping $3.00 and then price jacked and sold everywhere else for $200.00

50. The delivery was great, the sneakers came two days earlier than expected. However, the sneakers are ruined because there is a dark black mark on the front outer left shoe like a black sharpie mark

51. First I received 2 left shoes and thank goodness the line was too long to return those as my replacement box contained 2 right shoes. I can not make this up!!! Fortunately, I am now able to have an actual pair between the 2 deliveries. I still get to go and return a pair now. Thanks...

52. Still one of the best Nike running shoes with good cushion, shock absorbing hells, much better than the later models with flimsy uppers and thin plastic sides. I still get the 2017 and 2016 Sir Max model wherever I can!

53. The image in the Amazon listing is a black sneaker with a black Nike logo. However the sneakers that arrive are a black sneaker with a silver/white Nike logo. It’s not a big deal because the sneaker is a good quality sneaker but just figured I should point it out in case someone is particularly picky on the colors and someone wanting the exact product on the listings image. I just took a black sharpie and colored the Nike logo to make it black.

54. A little expensive but I was willing to spend the extra money for quality. They look nice but not even a week after having them one would squeak every step I took.(right shoe) Shorty after that the left shoe got warn away by the plastic on the inside, and it was poking into my ankle. They were really nice when I first got them and I used them like regular shoes. Didn’t get them wet or anything. I barely wore them. Nike makes good products, but not this one. Save your money or buy a different shoe.

55. Air bubble popped first week.

56. I spent $205 on these shoes, and they came with a scuff and are obviously used. Buyer beware. Plus they had some kind of animal hair all over them.

57. Air pocket popped just after the return window. now it is unstable to walk on. the front foot area wore out extremely quick. material doesn't feel like rubber. poor quality. be careful when buying these shoes from this seller.

58. Item were payed as if new but clearly are used, even box is not Nike.

59. Unfortunately the bubble burst, but thankfully for a refund.

60. easy to air leakage

61. The shoes were used and the right shoes air pocket was flat. Will be wanting my money back.

62. Poorly made the side tore out in the first month and the air pockets blew not long after wards couldn't return because it expired. Wouldn't recommend buying these shoes

63. Very disappointed in nikes quality this shoe started coming apart in less than 30days that is not the nike that i know quality has went way down over last few yrs same on you nike

64. I thought they would be comfortable but they are not

Response 4:

Based on the reviews in Cluster 3, the typical person in this cluster seems to have a negative experience with the Nike Air Max 2017. They have issues with the quality and durability of the shoes, with many reporting that the air pockets popped after a short period of use. Some also received used shoes or shoes that didn't match the product description.

Let's call this character **Chris**. Chris is a customer who was initially excited about his Nike Air Max 2017 purchase, expecting a high-quality product. However, his experience has been marred by quality issues. The shoes started showing signs of wear and tear much sooner than expected, with the air pockets popping and the material wearing out. He also had issues with the fit, finding them too tight. Chris is disappointed and feels that the shoes are not worth the high price tag.

Given these reviews, I would guess Chris's satisfaction score would be around **3 out of 10**. While there were some positive aspects, the overall experience has been negative due to the quality and durability issues.

Prompt 5:

65. Perfect!

66. Great

67. Great shoe very comfortable

68. Great product with extremely efficient shipping!

69. Very comfortable shoe.

70. Just awesome

71. True to size. Very comfortable, look and feel great. Easy to clean.

72. Amazing shoes. Comfortable. I got them to wear to the gym. Ultra comfy

73. great price and stylish

74. Great sneakers arrive quickly. Very happy with the purchase.

75. Very comfortable, nice shoe!

76. I love how comfortable they feel it’s like your walking on a cloud the most comfortable Nike shoes I own plus they are very nice looking.

77. Perfect fit n size

78. True to size very comfortable and nice look.

79. Shipping was as excellent received in 2 days. Shoes looked as shown online.

80. Very nice shoes just love it

81. Great kicks just as advertised

82. Comfortable

83. Nice

84. I wear Nike Air Max training shoes only. Great support and comfort. This was an easy purchase, a fast delivery and the product is authentic and a perfect fit.

85. Nike needs to continue the 2017 design. One of the best shoes I've owned!

86. My 2nd pair of 2017 Air Max's. Exactly as I was expecting & looking for! Perfect!! This picture is almost a week of wearing them & absolutely the best shoes ever owned.

87. Excellent product.

88. Comfortable shoes and very nice looking love wearing them

89. Excellent for walking and exercising.

90. Perfect

Response 5:

Based on the reviews in Cluster 3, the typical person in this cluster seems to have a very positive experience with the Nike Air Max 2017. They find the shoes comfortable, stylish, and true to size. Many use them for gym workouts and daily wear, and appreciate the fast shipping and excellent customer service.

Let's call this character **Jordan**. Jordan is a fitness enthusiast who values comfort, style, and quality in his footwear. He recently bought the Nike Air Max 2017 and is extremely satisfied with his purchase. He finds the shoes comfortable and stylish, and they fit him perfectly. Jordan uses them for his gym workouts and loves how they feel. He was also impressed with the fast shipping and excellent customer service.

Given these reviews, I would guess Jordan's satisfaction score would be a perfect **10 out of 10**. He seems to have no complaints and is thoroughly satisfied with his purchase.

Generating Messages

Prompt 6

Very good. Now, I want you to be creative. You are responsible for crafting a personalized message sending to Max, Alex, Chris, and Jordan. In this stage, the marketing team is aiming to make the customer back again and shop from one of its channels again. Remember the retailer is an omni-channel so that it should tailor its messages with respect to the unique characteristics of channels. For now, the company would like to send message in retailer application:

Response 6:

Sure, here are the personalized messages for Max, Alex, Chris, and Jordan:

**Max**:

"Hi Max, we noticed you're a big fan of our Air Max 2017 model. We're thrilled to hear that you love them! As a token of our appreciation, we'd like to offer you an exclusive preview of our upcoming models through our app. Stay tuned for more exciting designs and colors!"



**Alex**:

"Hello Alex, we're sorry to hear about the issues you've experienced with your Air Max 2017. We value your feedback and are constantly working to improve our products. We'd like to offer you a discount on your next purchase through our app, where you can find a wide range of models that might better suit your needs."



**Chris**:

"Dear Chris, we apologize for the inconvenience you've faced with your recent purchase. Your feedback is crucial for us to improve. We'd like to offer you a complimentary shoe repair service, available through our app. We hope this helps resolve the issue and restores your faith in our products."



**Jordan**:

"Hey Jordan, we're delighted to hear that you're enjoying your Air Max 2017! Your satisfaction is our top priority. To show our appreciation, we'd like to offer you early access to our new releases through our app. Keep being awesome and stay tuned for more exciting products!"



TESTING MESSAGE EFFECTIVENESS

Prompt 1:

Suppose you are responsible to have a conversation with shoppers of an omni-channel retailer. In other words, you are responsible to talk with them on the website, sending messages to retailer application, or even generate tweets and content in social media. I am going to give you description of 4 people who have bought Nike Men's Air Max 2017. Each customer has its unique attitudes towards the product. I will give you what each of them think of the product, and then ask you to simulate that customer just like a real one. Then I will give you a message and ask your level of satisfaction out of 10 after reading that message sending from the retailer. Are you ready for characteristics of the first person?

Response 1 after giving the message with the image:

As Max, I would be thrilled to receive this message. The recognition of my loyalty and the exclusive preview offer would make me feel valued as a customer. I would rate my satisfaction with this message as a 10 out of 10. It addresses my interests perfectly and offers me something exclusive, enhancing my connection with the brand.

Response 2 after giving the message with the image:

As Alex, I appreciate the retailer's response and their offer of a discount on my next purchase. It shows that they value my feedback and are willing to make amends. However, the issues I experienced with the Air Max 2017 have somewhat shaken my trust in the product's quality. Therefore, I would rate my satisfaction with this message as a 7 out of 10. While the discount is a nice gesture, it doesn't fully address my concerns about the product's durability.

Response 3 after giving the message with the image:

As Chris, I appreciate the retailer's apology and their offer of a complimentary shoe repair service. This gesture shows that they value my feedback and are willing to take steps to rectify the situation. However, my trust in the product's quality has been significantly affected, and a repair service might not fully address my concerns about the product's durability. Therefore, I would rate my satisfaction with this message as a 5 out of 10. While the offer is a step in the right direction, it doesn't completely alleviate my concerns about the product's quality.

Response 4 after giving the message with the image:

As Jordan, I would be extremely pleased with this message. The acknowledgement of my satisfaction and the offer of early access to new releases would make me feel valued and excited. I would rate my satisfaction with this message as a perfect 10 out of 10. It perfectly aligns with my interests and enhances my positive experience with the brand.