

Google Optima



Google Shopping

The Problem

Shoppers are overwhelmed by **too many product options**, leading to **decision fatigue** and choice paralysis.

They struggle to compare products effectively and identify the best deal due to **scattered information, hidden costs, and inconsistent merchant trust signals**.



User Intent

"I need a floral skirt, but I want the best deal in terms of price, quality, styling and comfort."



Search on Google

User types "floral skirts" and lands on the results page.



Initial Frustration

I see prices, but which one is actually the best? I don't know which has the best quality or fit.

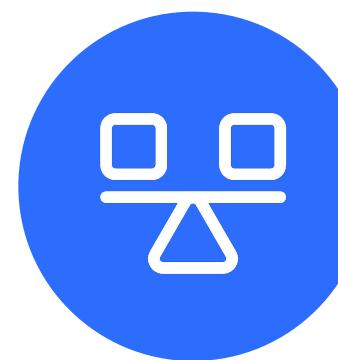
Decision Paralysis or External Search

User either makes a purchase based on incomplete info or leaves to check external review sites



Manual Comparison Struggles

There's no clear way to compare best deals, user sentiment, style type, or customer ratings side by side.



Clicking on Individual Products

I have to open multiple tabs just to compare details and reviews. This is annoying.



Pain Points

Decision Fatigue

Users are overwhelmed by too many options without a clear way to compare them, leading to confusion and delayed purchases.

Time-Consuming Research

Shoppers must toggle between multiple tabs, conduct independent research, and cross-reference information to make informed decisions.

Scattered Information

Users have to manually visit different merchant sites to check specifications, shipping costs, return policies, and warranties.

Missed Best Deals & Offers

Users may not always find the best discounts, bundles, or offers available across different merchants due to a lack of consolidated deal tracking.



floral skirts



All Shopping Images Short videos Forums Videos News More

Tools

Refine results

Women's Mid Length Maxi Mini Pink Girls' Black White Kids' Nearby Green Get it tomorrow Cast

Department

Women's
 Girls'
 Kids'

Length

Mid Length
 Maxi
 Mini

Color

Pink
 Black
 White
 Green

See more

Sponsored :



Ditsy Floral Split Thigh...

\$10.29

Shein

Get it by 4/2

Polyester · Mini · Regular · Casual



Allover Floral High Waist...

\$12.15

Shein

Get it by 4/2

Polyester · Maxi · Regular · Casual



Women Elastic Waist Loose...

\$6.77

Shein

Get it by 4/2

Polyester · Maxi · Regular · Casual



Allover Floral Print Flare S...

\$9.67

Shein

Get it by 4/2

Polyester, Mesh, Spandex · Mid...



Grunge Floral & Paisley Pri...

\$9.89

Shein

Get it by 4/2

Polyester, Mesh, Spandex · Maxi...



Women's All-Over Ditsy...

\$8.55

Shein

Get it by 4/2

Polyester · Maxi · Regular · Casual



Ditsy Floral Ruffle Trim...

\$9.51

Shein

Get it by 4/2

Polyester · Mid Length · Regul...



Allover Floral Print Ruffle...

\$9.11

Shein

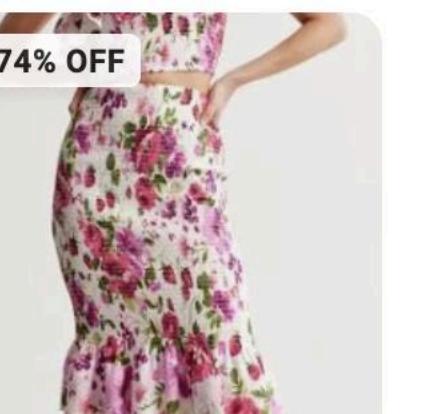
Get it by 4/2

Polyester, Spandex · Mini ...

Popular products :



15% OFF



Users cannot compare multiple skirts on key factors like price, fabric quality, user reviews, comfort, or durability in a structured format.

Each product is listed separately, requiring users to click into each one to gather details.

Target Population: Millennials

83 million

Largest demographic group in the US*

45%

Millennials prefer to buy online because they can compare products and prices before purchasing**

8 out of 10

Don't buy anything without diligently reading product reviews.(Google, Yelp, etc)**

73%

Brand loyalty is important. They are more likely to spend money on supporting brands which reflect their values***

*<https://www.ghostretail.com/post/understanding-millennial-consumer-behavior-in-e-commerce>

**<https://www.invespcro.com/blog/millennial-online-shopping-habits/>

***<https://iposos.com/millennial-shopping-habits-and-buying-trends-affecting-sales-in-2024/>

Demo

Google Shopping

women's sneakers

Refine results

- On sale
- White
- Black
- Pink
- Slip-on
- Near me
- Get it today
- Platform
- Casual
- Blue
- Walking
- Under >

Sponsored :

Allbirds Women's Tree Runners....	Kizik Women's Milan - Bone 8.5...	OOFOS Women's OMy Zen - ...	adidas RUN 70s 2.0 Shoes Crew...	Seniors Foot Pain Relief Sneakers....	Best Supination Support, Built-l...	Nothing New Women's Sag...	Cole Haan Women's...
\$59.00 \$98 Allbirds ★★★★★ (9k+)	\$119.00 KIZIK ★★★★★ (1k+)	\$159.95 OOFOS ★★★★★ (31)	\$70.00 adidas ★★★★★ (32)	\$109.99 Orthofeet ★★★★★ (1k+)	\$130.00 KURU Footwe... ★★★★★ (574)	\$120.00 Nothing New ★★★★★ (511)	\$79.95 Cole Haan Special offer

Women's running sneakers

Designed for maximum performance during runs, featuring advanced cushioning, breathability, and responsive technologies to support and propel your steps.

adidas Women's Cloudfoam Pure Shoes	New Balance Women's Fresh Foam Arishi v4 Running Shoes	Nike Women's Revolution 7 Running Shoes	HOKA Women's Kawana 2	adidas Galaxy 7 Running Shoes
\$39.90 \$75 Amazon.com - Seller & more Free delivery 4.5 ★★★★★ (315)	\$59.99 \$70 Kohl's & more Free delivery 90-day returns 4.2 ★★★★★ (1.7K)	\$52.97 \$70 Nike & more Free delivery on \$75+ Free 60-day returns 4.6 ★★★★★ (2.7K)	\$140.00 Nordstrom & more Get it by Mar 25 (Free) Free lifetime returns 4.4 ★★★★★ (405)	\$60.00 adidas Free 30-day returns 4.6 ★★★★★ (198)

Optima Comparison

Check the box on each product you want to add to your comparison list. Selected items will appear below.

New Balance Women's Fresh Foam Arishi v4 Running Shoes	Nike Women's Revolution 7 Running Shoes	HOKA Women's Kawana 2	adidas Galaxy 7 Running Shoes
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
\$59.99	\$52.97	\$140.00	\$60.00

Compare

Selected products for comparison will appear here

Customize context
for the comparison

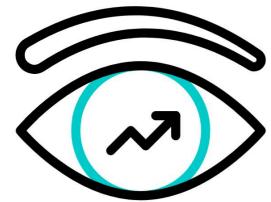
The screenshot shows a Google Shopping search results page for "women's sneakers". A context overlay is displayed, indicating the user is looking for "Shoes I can wear on a run during rainy season". The results are presented in a grid format:

Product	Score	Best Price	User Reviews	Product Features
New Balance sneaker	8.6	\$59.99	5 stars (30)	Intended Use: Running, versatile training Upper Material: Engineered mesh for breathability
Nike sneaker	7.9	\$52.97	5 stars (24)	Road running Upper Material: Breathable mesh
Hoka sneaker	6.8	\$140.00	5 stars (6)	Running, casual wear Upper Material: Engineered mesh

The context overlay also lists filters applied: "On sale", "White", "Black", "Pink", "Slip-on", "Near me", "Get it today", "Platform", "Casual", "Blue", "Walking", and "Under". The "Upper Material" filter is specifically highlighted with a checked checkbox.

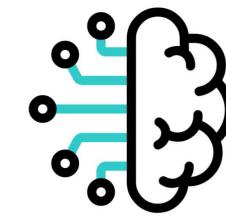
Product features generated based on the
product category + context users inputs

What are we offering?



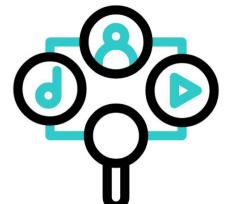
From Information Overload to Clear Insights

Solves "decision paralysis" by transforming scattered data into actionable insight



AI-Powered Product Intelligence

An AI-driven decision platform that aggregates and analyzes product information



Personalized Comparison Engine

Delivers personalized, comprehensive comparisons in one place



Building Shopping Confidence

Helps consumers make confident purchasing decisions

Discovery

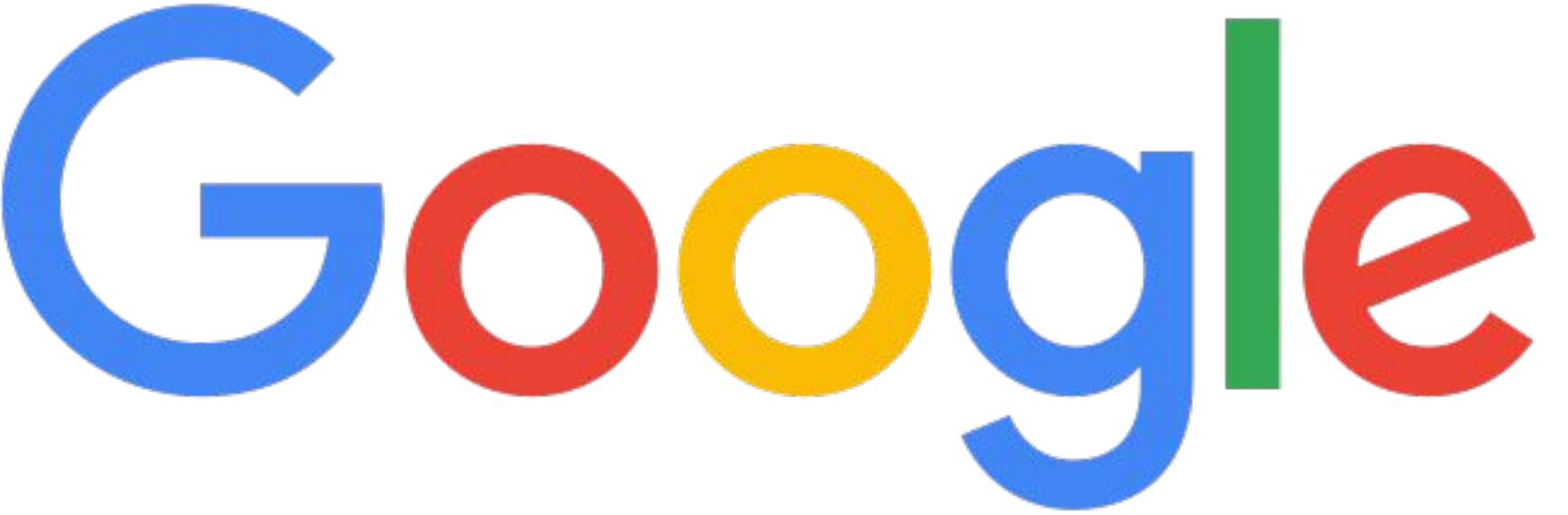
- Integration with Google Search results
- Google Shopping page for a single product category

Core Functions

- View AI-extracted product highlights
- Compare products side-by-side across multiple dimensions
- Receive personalized recommendations based on usage scenario

Why Google?

Data, AI, and Ecosystem Synergy



Unmatched Data

Google Shopping, Search, YouTube, and web crawling provide the richest product insights

Advanced AI

Google's Gemini and TensorFlow give precise analysis of specs, reviews, and sentiment

Integrated Ecosystem

Shopping, Ads, Search, Assistant create a seamless journey benefiting user & merchants

Trust & Scale

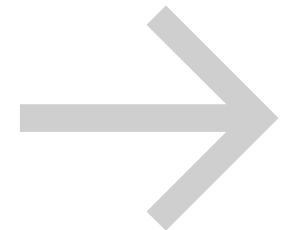
Google is the go-to source for product discovery, making adoption frictionless

Mission in Action

The world's shopping information, organized and accessible

Data Overload

Users face overwhelming choices, leading to decision paralysis



Smart, Personalized Choices

AI distills millions of data points into clear, actionable insights

Faster, smarter, and more confident purchasing decisions

What is Needed

Bringing the idea to life

Tech Stack



Google Cloud
AutoML Vision



BigQuery



Firebase

Data Sources

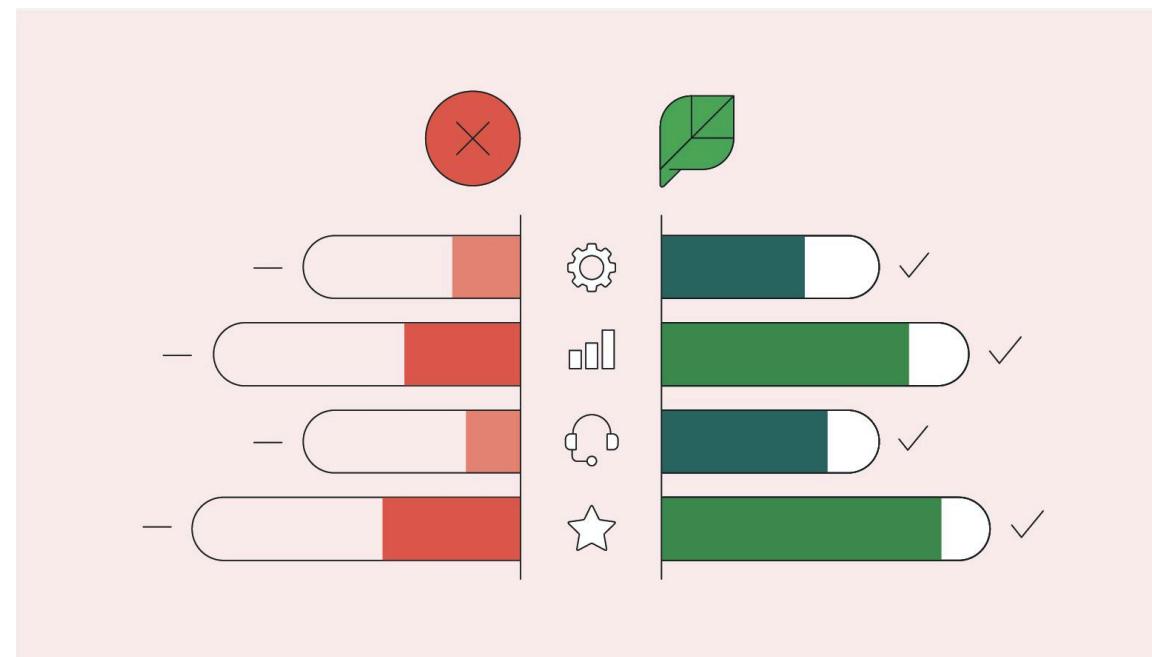
Google, YouTube Videos, Seller Website, Reddit, Third Party Web Scraping, Blogs

User Interface and Experience

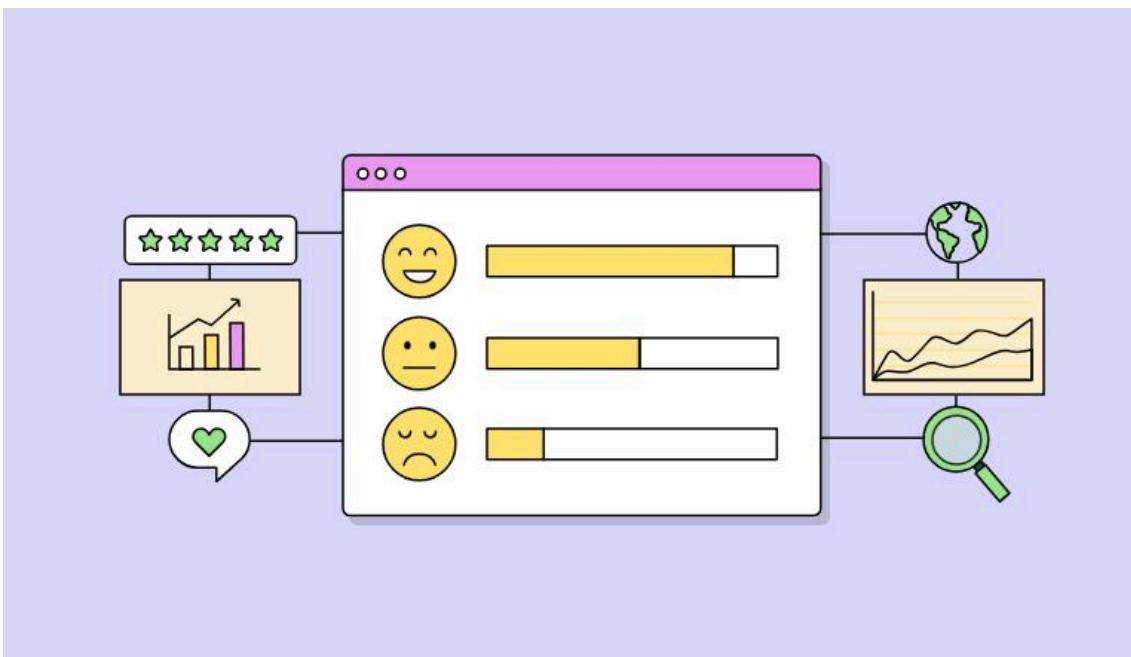
Seamless integration into Google Shopping

With the help of AI

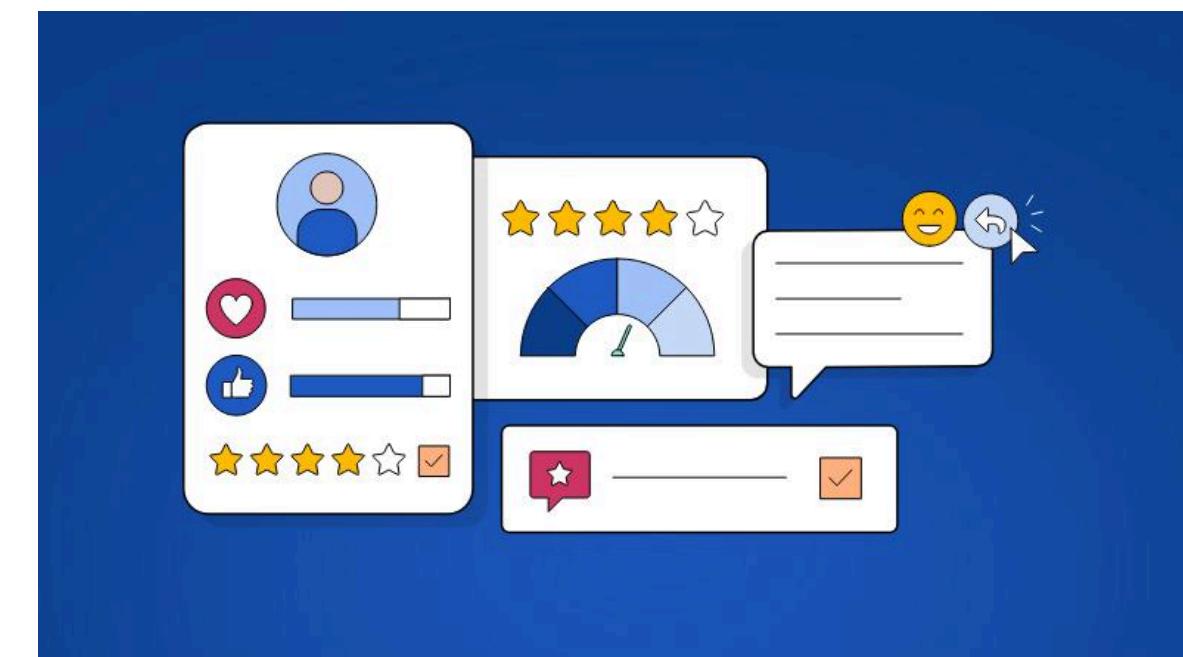
Feature Extraction



Sentiment Analysis



Visual Summaries



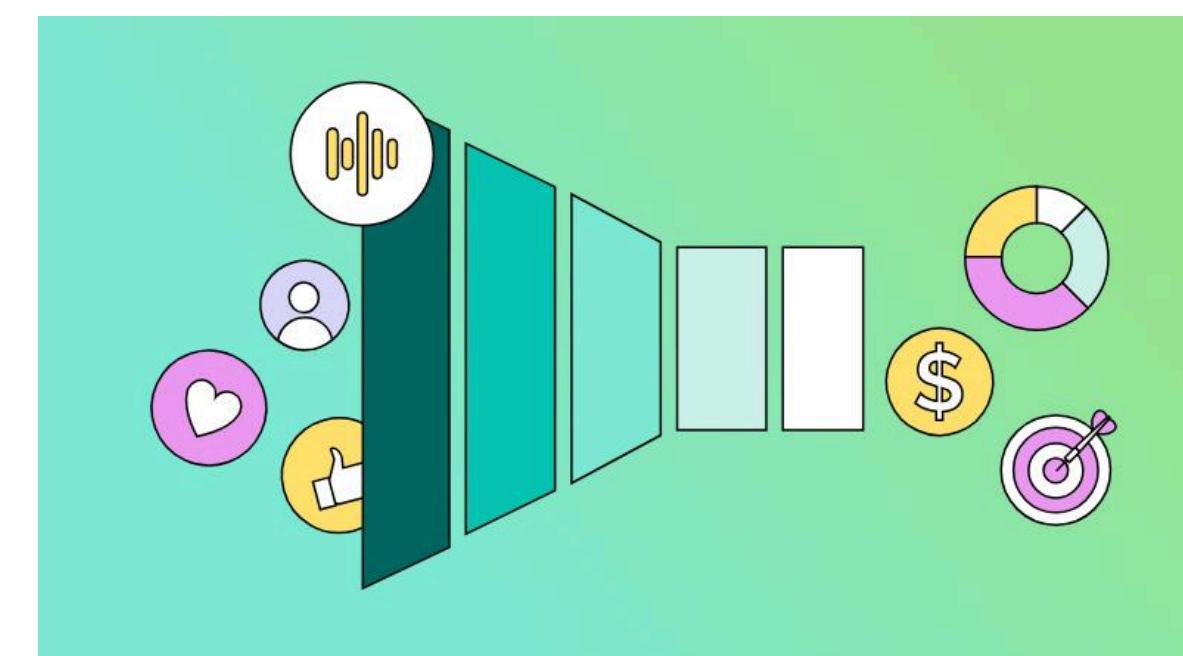
Personalization



Contextual Insights



Real-Time Updates



How will it be dynamic based on categories?

Price and product comparison strategies vary significantly across different product categories, influenced by factors such as **consumer behavior**, **market dynamics**, and the **nature of the products** themselves.

For example

When buying an iPhone, consumers prioritize **high-tech features** like camera quality, storage, focusing on technology and aesthetics, whereas choosing a broom involves **practical considerations** such as durability, cleaning efficacy, ease of use, and affordability.

How will we measure success?

User Success Metrics

Purchase decision time

Measure time reduction in making a purchase.

Repeat usage

Track user return frequency over 30/60/90 days.

Business Impact Metrics

Conversion rate improvement

Compare conversion rates between users with and without the tool.

Revenue lift

Set a baseline revenue for merchants before implementation and track the percentage change after integration.

Potential Barriers

Data inconsistency across retailers

Differences in product attributes make comparisons challenging.

Potentially a steep learning curve

Users may struggle to use the tool efficiently.

Difficulty in handling variants

Multiple configurations (sizes, colors) add complexity.

Cluttered or overwhelming UI

Too much information can cause cognitive overload.

Our Solution

AI-driven standardization

Normalize attributes and allow users to customize fields.

Seamless onboarding

Tooltips, interactive guides, and a simplified UX ensure easy adoption.

Dynamic toggling

Users can switch between configurations and compare key differences easily.

Streamlined design

Collapsible sections, customizable fields, and a prioritized summary for better clarity.