

# EMPOWERING INDIVIDUALITY IN THE SHOPPING EXPERIENCE



For those unsure if the choice  
they made was truly the best.

COMMERCER | SEBIN KIM, JIMIN KIM, WOOJAE PARK, HYEONG JIN PARK

2025. 11. 09



# TEAM AND PROJECT INTRODUCTION



Sebin Kim  
Product Management  
Director



Jimin Kim  
DevOps Architect



Woojae Park  
Cloud Architect



Hyeongjin Park  
Data Architect

## - Project Name: “Commercer”

An AI-powered browser assistant that curates the top 3 best-fit products from multiple shopping platforms — simplifying decisions

## - Our Vision

To turn information overload into informed freedom  
and redefine how consumers experience online shopping.



# Project summary

## - Problem

Online shoppers face information overload and decision anxiety — too many choices, too little confidence.

## - Solution

Commercer — an AI-powered browser assistant that searches across platforms and recommends the top 3 best-fit products using ensemble algorithms.

## - How it works

-Multi-platform real-time search

-AI ensemble analysis (quality × relevance × price)

-Power of 3 optimized recommendation

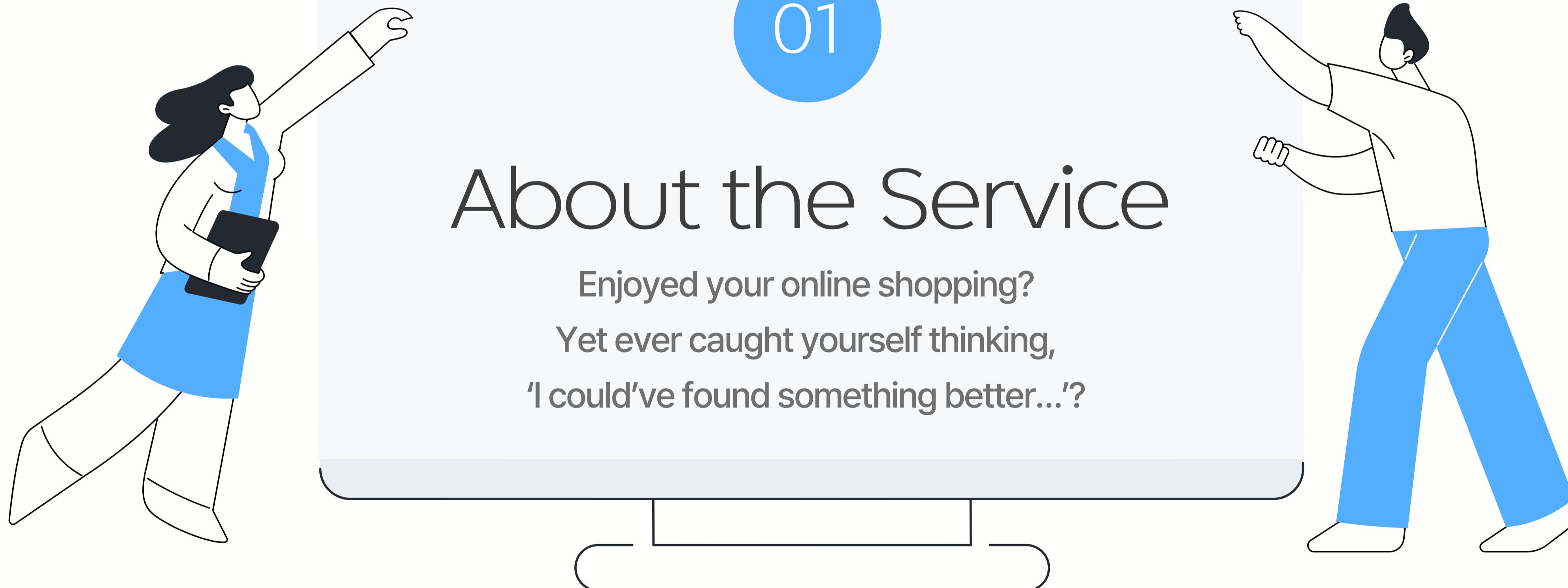
01

# About the Service

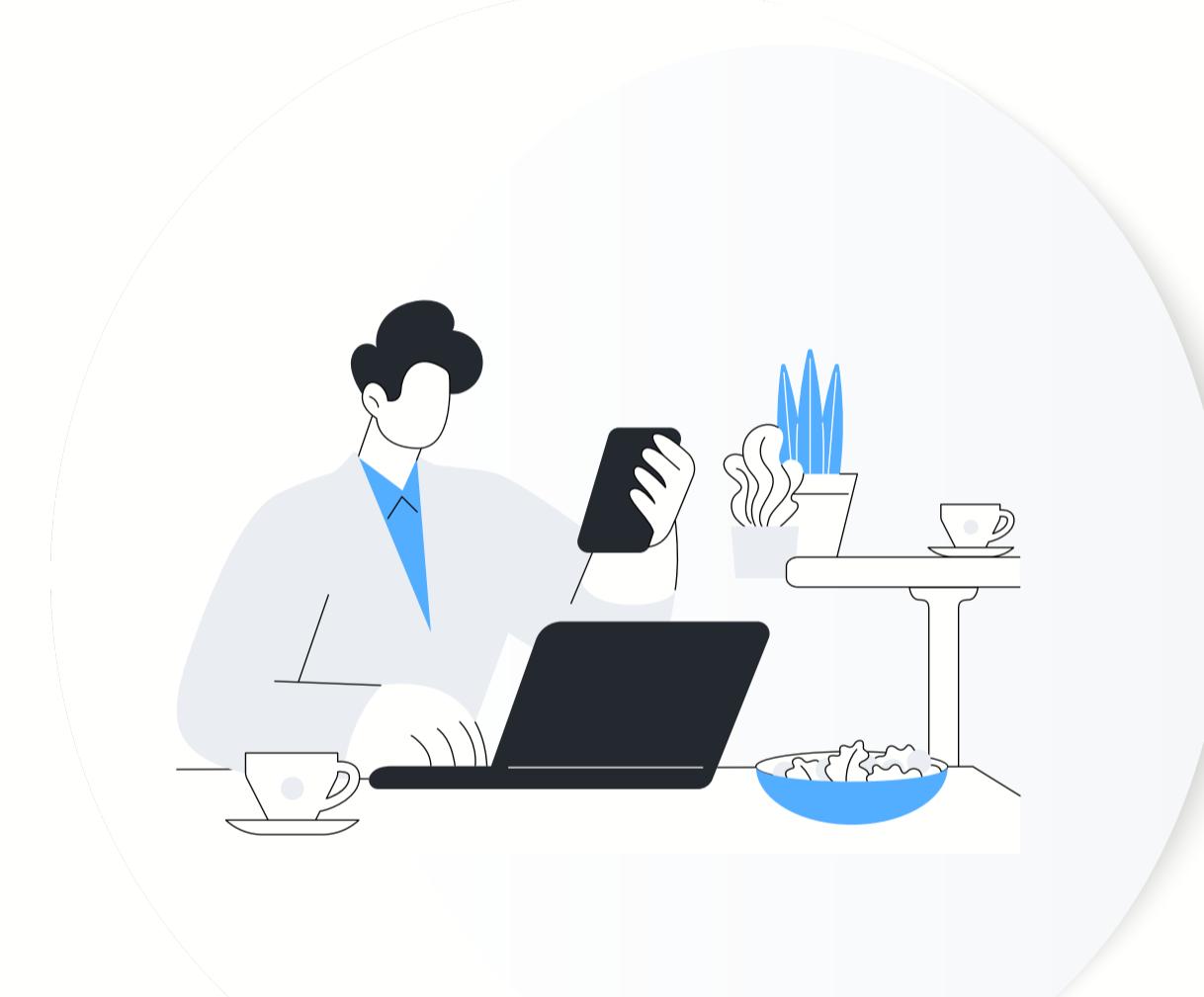
Enjoyed your online shopping?

Yet ever caught yourself thinking,

'I could've found something better...?'

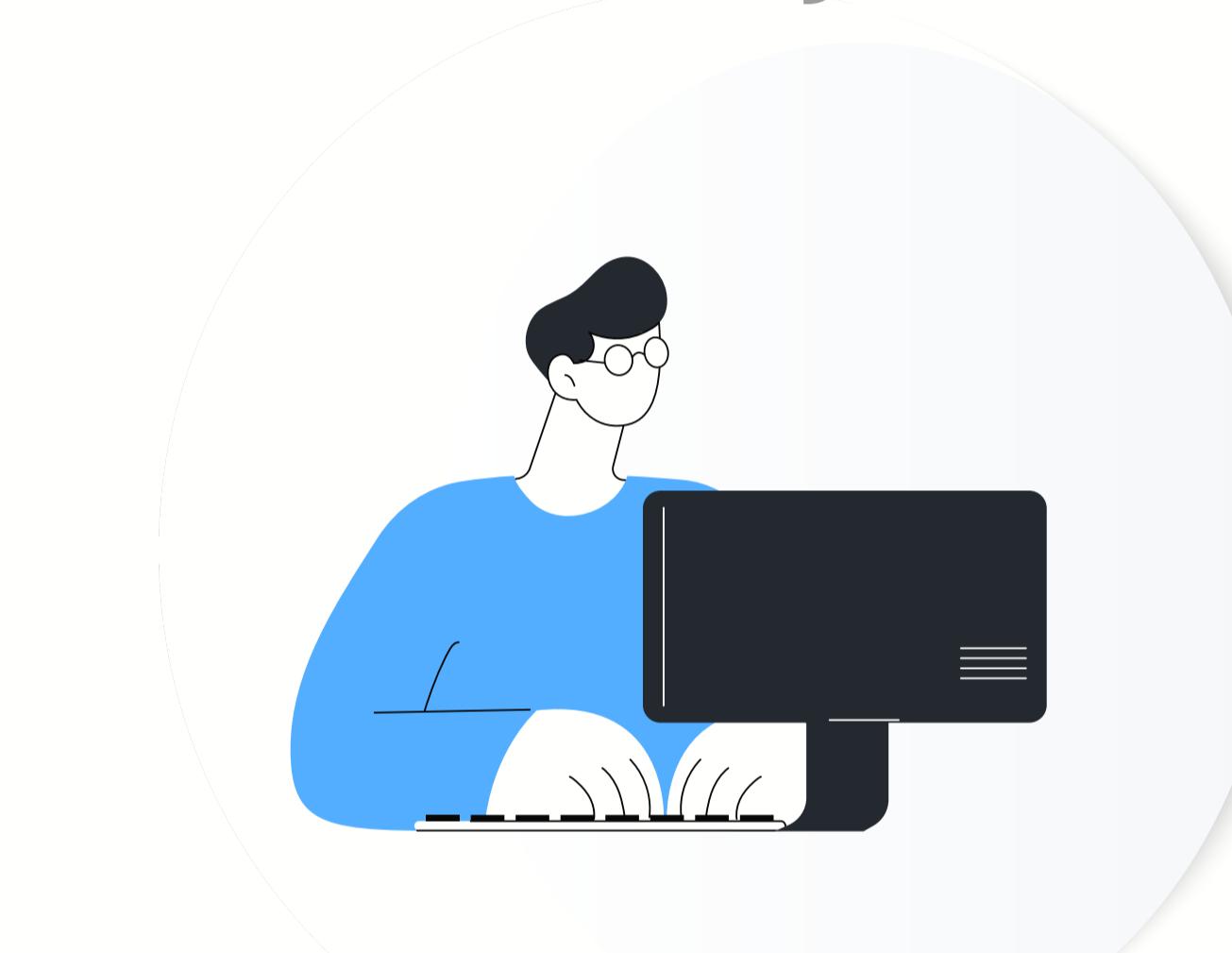


# We started from moments just like these



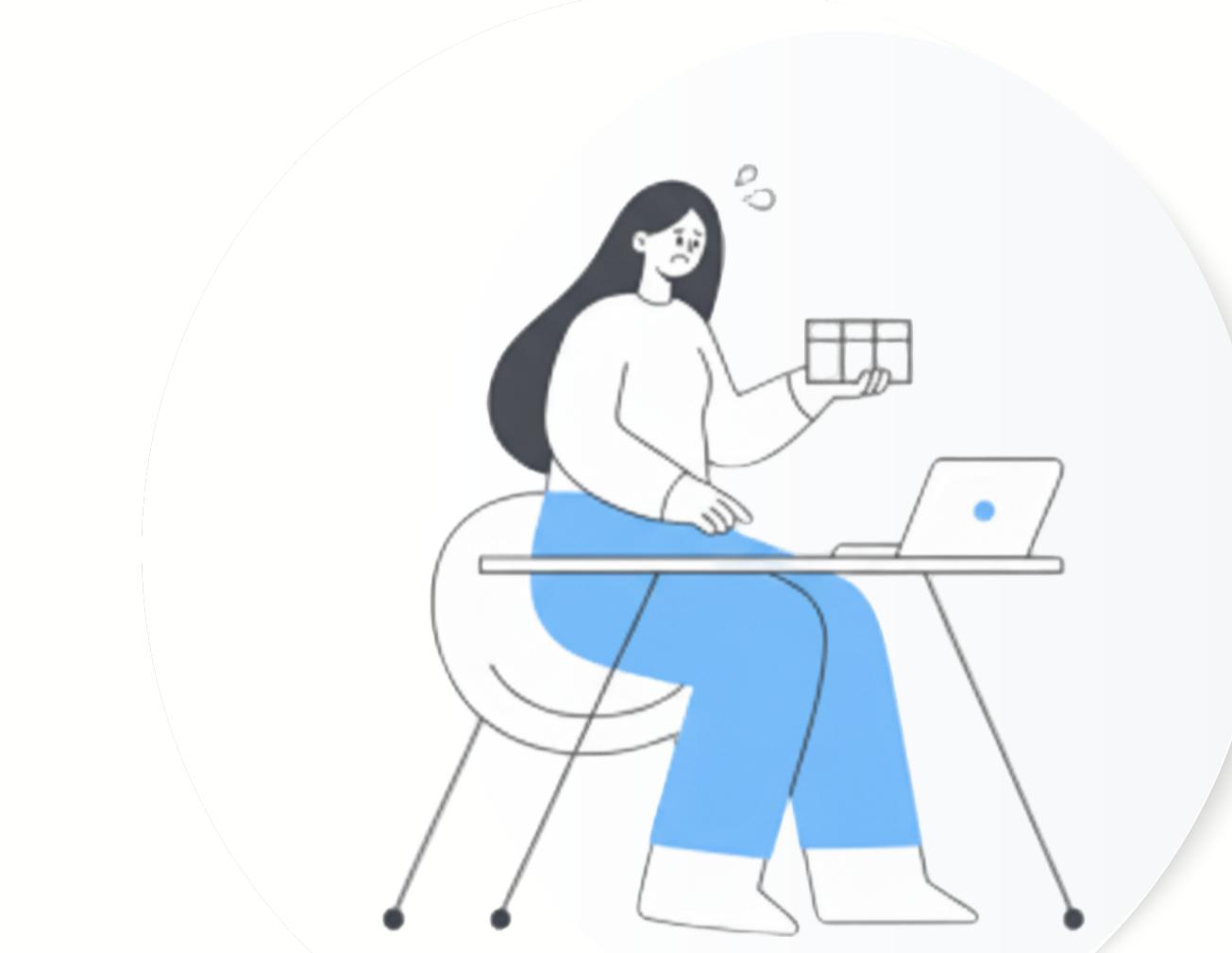
## For those who missed a great deal while hesitating.

A product on a special deal—  
but while you were wondering if it was  
really the right choice,  
the offer time quietly ran out.



## For those who find comparing exhausting

You don't even know where to compare anymore.  
One site feels enough—yet somehow,  
shopping has become just another routine



## For those who found something better after making a purchase

You compared so many options,  
yet later, the one you casually saw online  
was the one that truly caught your heart.



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About the Service



Perhaps these situations ended in negative experiences,  
caused by moments just like this

Whether it's a lack of information or an overload of it,  
shoppers often end up making choices based on circumstance rather than conviction.  
And that uncertainty turns into regret, disappointment, or even resignation

## Dissatisfaction and resignation caused by a lack of information



### International Journal of Science, June 2020

In a regression analysis conducted with 300 participants, a lack of product information was found to have a significant impact on online purchase dissatisfaction

#### Marketing Essentials

##### Lab(MEL)

During the shopping journey, participants reported feeling anxious, helpless, and frustrated when product images or information were insufficient. A lack of product information often led them to hesitate or even abandon their purchase decisions

## Information overload and choice overload lead to regret and disengagement



### Public Health Journal.

2022 Jun 30

Information overload raises consumers' cognitive burden, causing frustration and anxiety, while amplifying cognitive dissonance and regret that increase return intentions

### June 2024 Applied Psychology Research

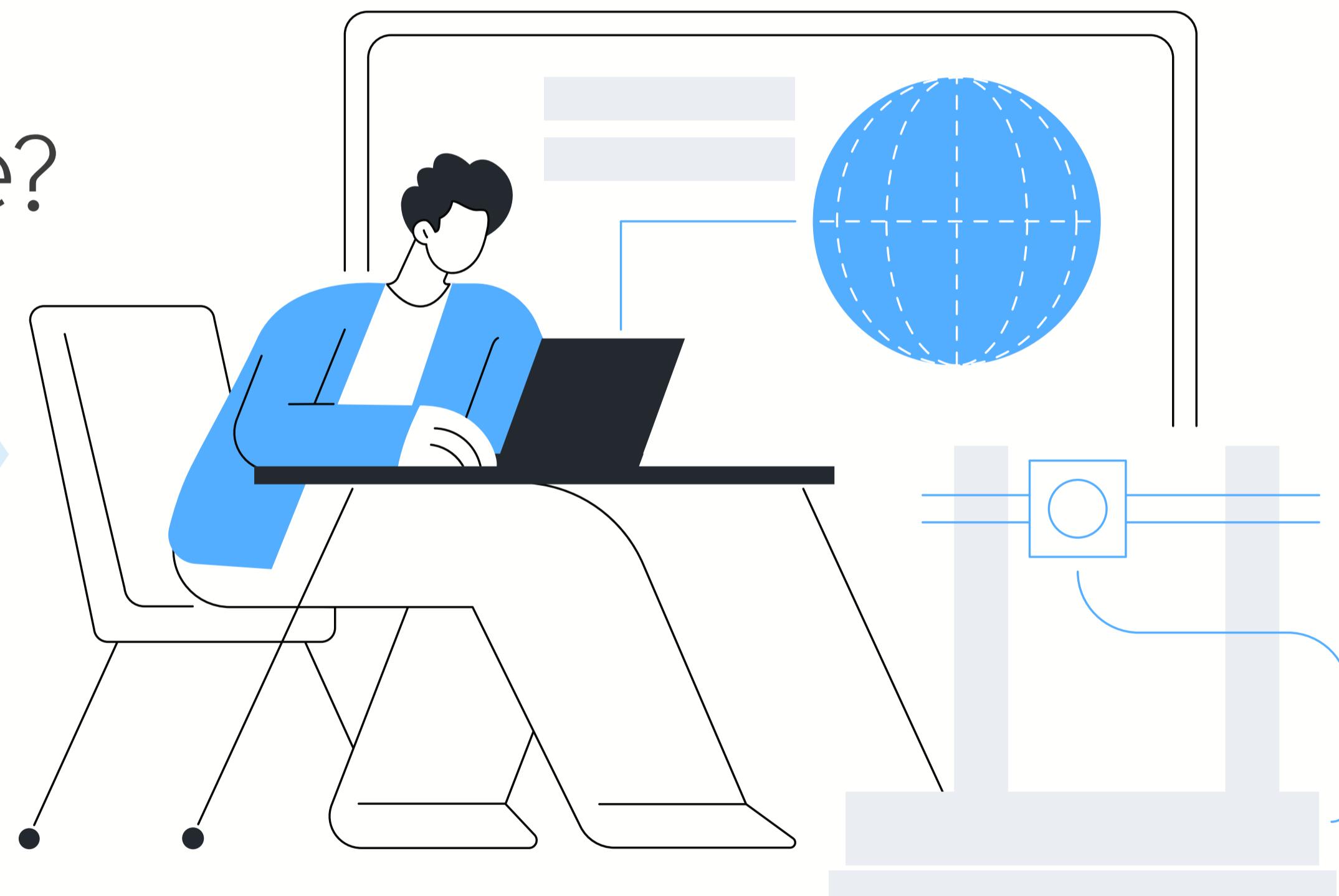
The study explains that information overload can lead to decision avoidance or inappropriate choices, and may cause decision fatigue

# Did I make the right choice?

Lack or  
overload of  
information

Negative  
shopping  
experience

Painful  
experience

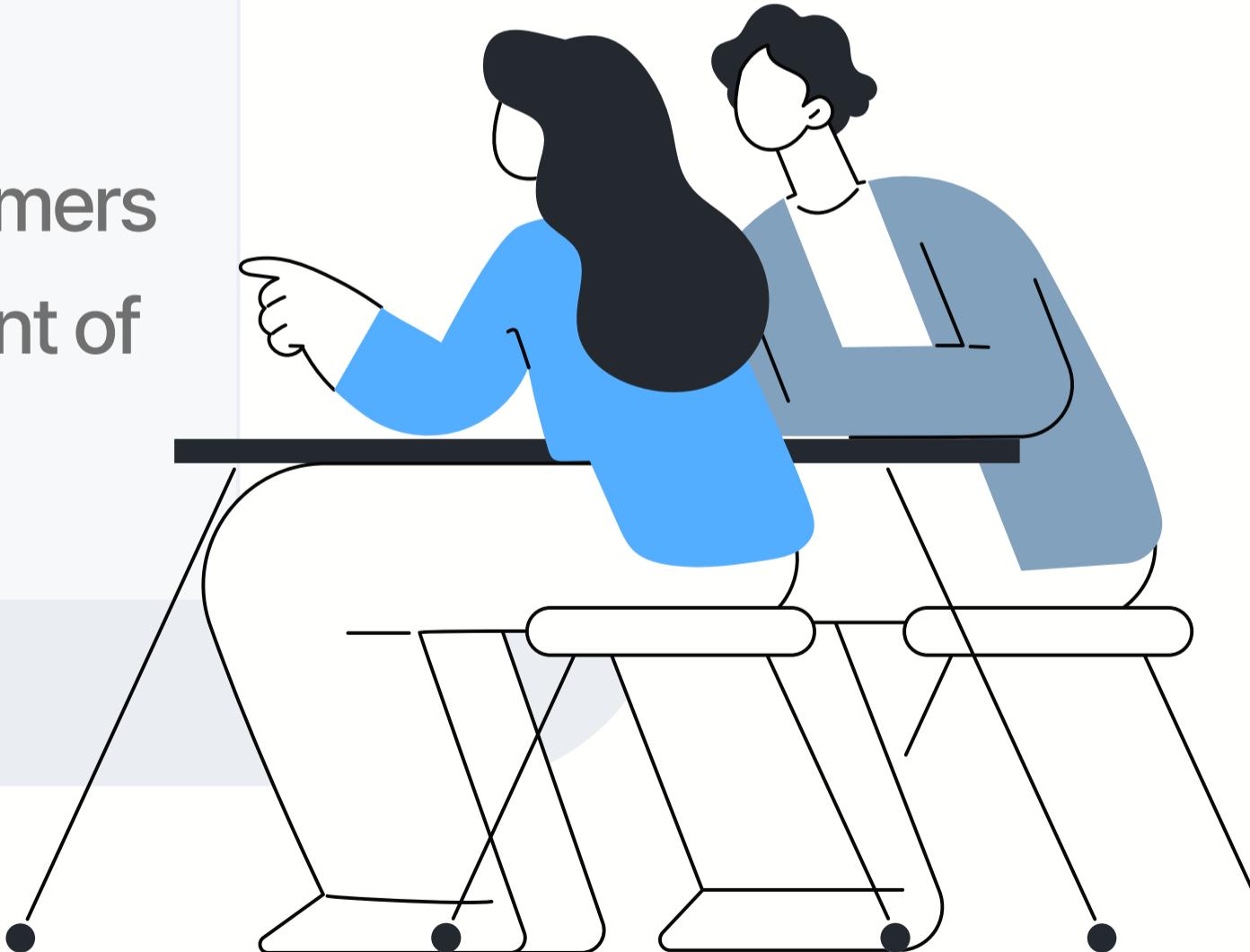
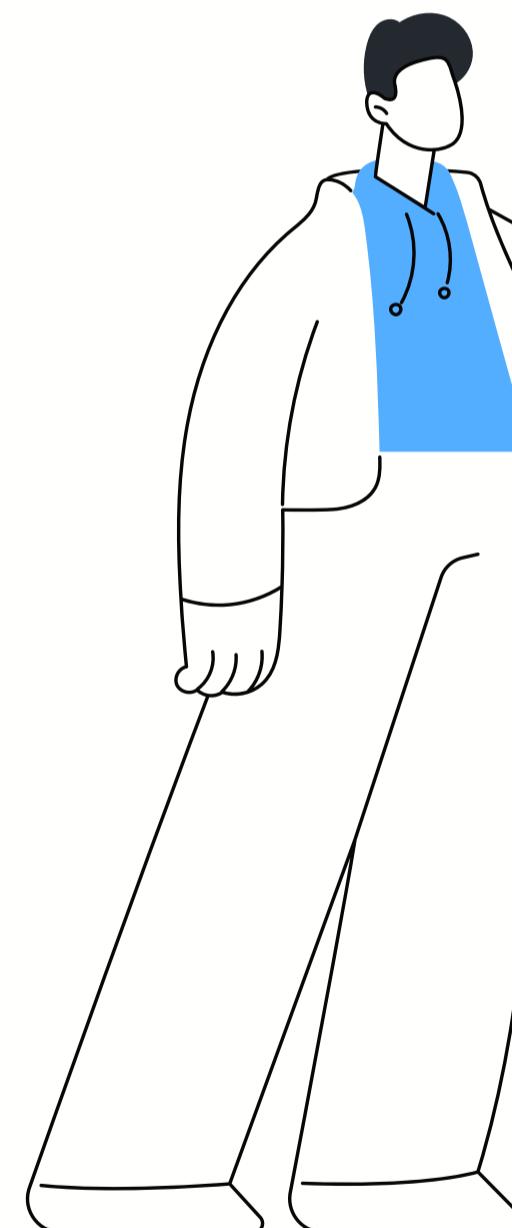




02

# Service Overview

Therefore, we decided to provide consumers with the right quality and the right amount of information they truly need





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About the Service



Service Overview



*Therefore, we believed that for consumers to have a positive shopping experience, it is essential to provide them with the right information*

## Offering three curated choices



### "The Power of Three" in Marketing

According to marketing consulting firms, our brains handle three choices best. Presenting only two makes it harder to decide, while offering four or more tends to overwhelm and confuse consumers.

#### University of Minnesota

When presented with three options, consumers found decision-making easier and reported higher satisfaction, while activity in the amygdala — the brain region associated with negative emotions — decreased.

### Enhancement of information quality in AI-driven recommendation systems

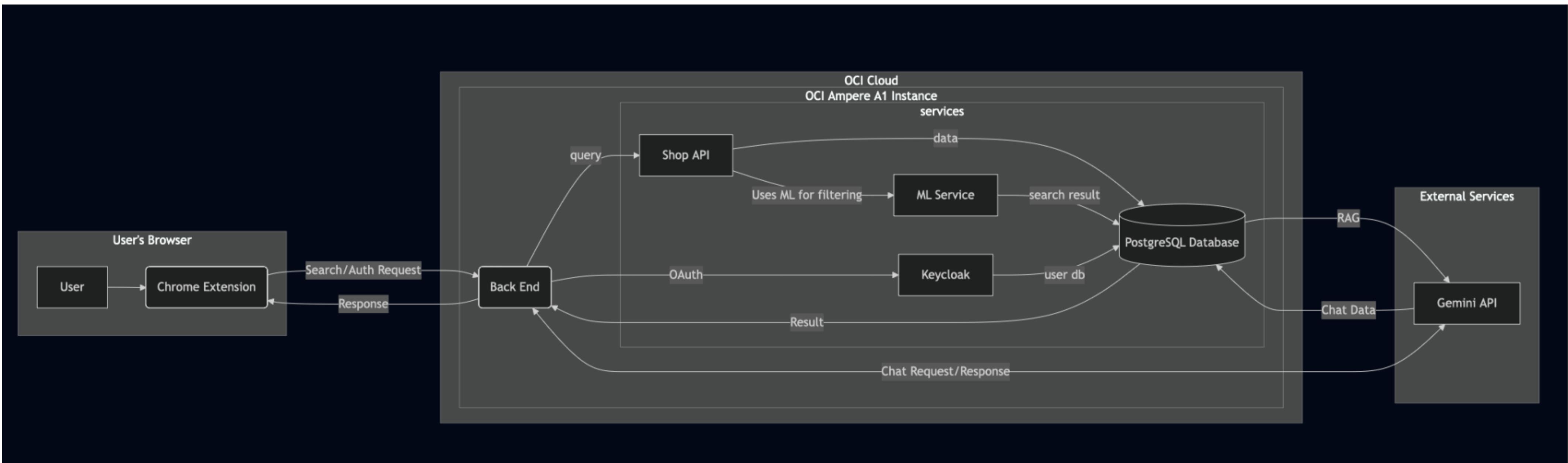


#### Carnegie Mellon University

The use of recommendation agents reduces consumers' product information search effort and enhances the quality of their purchase decisions.

#### Carnegie Mellon University

Recommendation systems provide signals that a product is suitable even when consumers are unfamiliar with it, thereby reducing product fit uncertainty and perceived risk.



 확장 프로그램

검색

압축해제된 확장 프로그램을 로드합니다.

확장 프로그램 압축

업데이트

개발자 모드 

내 확장 프로그램

단축키

 Chrome 웹 스토어에서 더 많은 확장 프로그램 및 테마를 찾아보세요.

조직에서 관리하는 브라우저입니다.

## 전체 확장 프로그램



Commercer 1.0.0

여러 쇼핑몰의 상품을 비교하고 최적의 상품을 추천해주는 확장 프로그램

ID: cjfmoblcöffjfaecaloooacdmcckbo  
뷰 검사 [서비스 워커](#), 1개 더보기...

세부정보

삭제

오류



BlockSite: 블록 웹 사이트 &amp; 유지 6.9.2

초점 유지 및 생산성 향상: 사용자 정의 블록 목록, 스케줄된 사이트 차단, 비밀번호 보호.

ID: eiiimnioipafcfokbfikbljfdeojpcgbh

세부정보

삭제



ChatGPT for Google 5.5.1

ChatGPT 응답을 검색 엔진 결과와 함께 표시합니다

Commercer

Pinned Products 0 Clear All

No pinned products yet. Click the pin button on any product to save it here!

Or drag & drop a product link from any shopping site!

Select Shopping Platform

네이버 쇼핑 쿠팡 G마켓  
11번가 위메프 카카오 쇼핑  
타오바오 아마존 알리 익스프레스

Welcome to our all-in-one shopping information platform!

Please enter the product name Search

판매자로켓 내일(월) 도착 보장

구매대금 내일(월) 도착 보장

판매자로켓 내일(월) 도착 보장

+ 더보기

# coupang

전체 새 상품, 반품 이어폰

유선이어폰 블루투스이어폰 이어폰 게이밍이어폰 jvc이어폰 마이크이어폰 earphone 휴대폰이어폰 이어폰유선 핸드폰이어폰마이크

최대 850원 적립

최대 1,100원 적립

AD ⓘ

3 BOBO JOJO 버즈 무선 블루투스 이어폰 방수 스포츠 미니 C Type 이어폰, 블랙, BOBO&JOJO-711(블랙)

129,000원 76% 30,000원

11/13(목) 도착 예정 무료배송

새 상품, 반품 (3) ★★★★★ (1658)

최대 1,500원 적립

날개상품 여부

낱개상품

최대사용시간

5시간 이하  
5시간 이상 ~ 10시간 ...  
10시간 이상 ~ 15시간...  
15시간 이상 ~ 30시간...  
30시간 이상 ~ 50시간...  
+ 더보기

모델

AirPods Pro3  
AirPods 1세대  
AirPods 2세대  
AirPods 3세대  
AirPods 4세대  
+ 더보기

구스페리 스테레오 오픈형 유선 이어폰 3.5mm 14,700원

아이리버 커널형 유선 이어폰, BHC-180, 화이트 9,900원

로켓배송 내일(월) 도착 보장  
와우는 무료배송 · 무료반품 · 오늘도착  
새 상품, 반품 (11) 최저 7,250원  
★★★★★ (900)  
최대 200원 적립

BOBO JOJO 버즈 무선 블루투스 이어폰 방수 스포츠 미니 C Type 이어폰, 블랙, BOBO&JOJO-711(블랙)

129,000원 72% 3,990원

11/13(목) 도착 예정 무료배송

새 상품, 반품 (3) ★★★★★ (1658)

최대 1,500원 적립

AD ⓘ

AD ⓘ

https://www.coupang.com/vp/products/7614052014?itemId=20172350668&vendorItemId=92290730915&q=이어폰&searchId=55a597ff10839080&sourceType=search&itemsCount=36&searchRank=3&ra...

Commercer

Pinned Products 1 Clear All

BOBO JOJO 버즈 무선 블루투스 이어폰 방...  
[ng.com/vp/products/7614052014?itemId=20172350668&vendorItemId=92290730915&q=이어폰&searchId=55a597ff10839080&sourceType=search&itemsCount=36&searchRank=3&ra...">https://www.coupang.com/vp/products/7614052014?itemId=20172350668&vendorItemId=92290730915&q=이어폰&searchId=55a597ff10839080&sourceType=search&itemsCount=36&searchRank=3&ra...](https://www.coupa<span style=)

쿠팡 이어폰 가격 정보 없음 ★ 0.0 리뷰 0 정보 없음

Select Shopping Platform ▾

Matched Products Showing top 10 of 110 products

1 Product 6 알리익스프레스 이어폰 - 알리익스프레스 상품 6 24.904원

이어폰 Search

+ 더보기

**판매자로켓** 내일(월) 도착 보장

12% 23,180원

로켓배송 내일(월) 도착 보장

와우는 무료배송 · 무료반품 · 오늘도착

상품, 판매 (4)

coupang

전체 새 상품 박스 훠손 패키지 훠손 재포장 리퍼 + 더보기

날개상품 여부

날개상품

최대사용시간

5시간 이하 5시간 이상 ~ 10시간 ... 10시간 이상 ~ 15시간 ... 15시간 이상 ~ 30시간 ... 30시간 이상 ~ 50시간 ... + 더보기

모델

AirPods Pro3 AirPods 1세대 AirPods 2세대 AirPods 3세대 AirPods 4세대 + 더보기

유무선 여부

+ 더보기

판매자로켓 내일(월) 도착 보장

무료배송 새 상품, 반품 (3)

최대 850원 적립

AD ⓘ

3

아이리버 3.5mm AUX 갤럭시 노트북 컴퓨터 알루미늄 커널형 유선 이어폰, BHC-70M, 블랙

15,900원 50% 7,900원

로켓배송 내일(월) 도착 보장

와우는 무료배송 · 무료반품 · 오늘도착

새 상품, 반품 (3)

★★★★★ (834)

최대 344원 적립

KONLI 노이즈 캠슬링 커널형 무선 블루투스 이어폰 방수, 화이트, T12

할인 91,000원 79% 18,900원

판매자로켓 내일(월) 도착 보장

무료배송 새 상품, 반품 (6) 최저 15,120원

★★★★★ (16639)

최대 850원 적립

AD ⓘ

블레트 Be Pods+ LED 무선 블루투스 이어폰, BLTTW-CL-12-XT, 투명 + 화이트

32,000원 37% 19,900원

로켓배송 내일(월) 도착 보장

무료배송

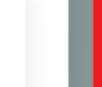
★★★★★ (13)

최대 995원 적립

AD ⓘ

Commerce

Pinned Products 1 Clear All

알리익스프레스  Product 6

이어폰 - 알리익스프레스 상품 6 24,904원 ★ 4.9 리뷰 639 무료배송

Select Shopping Platform ▾

Matched Products Showing top 10 of 110 products

1 Product 6

이어폰 - 알리익스프레스 상품 6 24,904원 ★ 4.9 리뷰 639 무료배송

Search



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About the Service



Service Overview



## Enhanced Recommendation Engine

## User Insights Dashboard

Global Data Integration



Blockchain-Powered Global Payments

Mobile App Launch

B2B Partnerships Welcome

2025. 11. 09



# Thank You