# H2T Electronic Device Chatbot

Concept Video

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# H2T

Combination of members' names

## *"Highly Higher Tech"*

We don't just bring you technology; we bring you higher, better technology.

# Value Proposition

We tend to highlight smarter choices and advanced tech for users' perfect purchase.

# 02

# Problem

**User, problem and solution**

# Target users

## Students

Offer gadgets tailored to their fields of study: providing a powerful laptop for programming, a tablet for original design or tools for efficient research,...

## Office Workers

They often need reliable and advanced tech devices to increase productivity and improve work efficiency—and they want to stay connected in their busy lives.

**and more...**

# Problem

**We are addressing the challenge of choosing the right electronic devices for your needs.**

o The overwhelming variety of options can be confusing; meanwhile features budgets and personal preferences must be balanced.

o We objective to simplify this decision-making process by using a clever chatbot that gives personalized advice and makes technology shopping easy, informed and enjoyable.
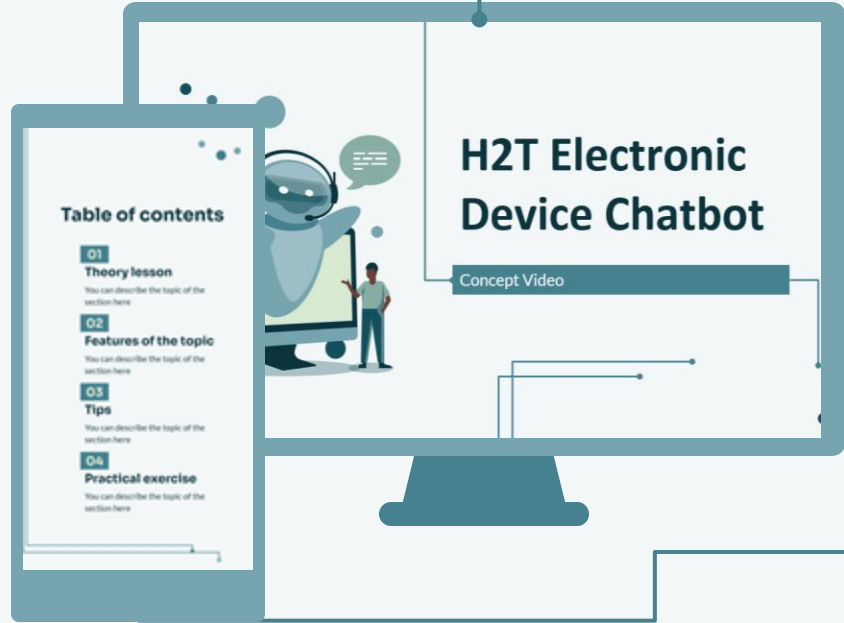
# Solution
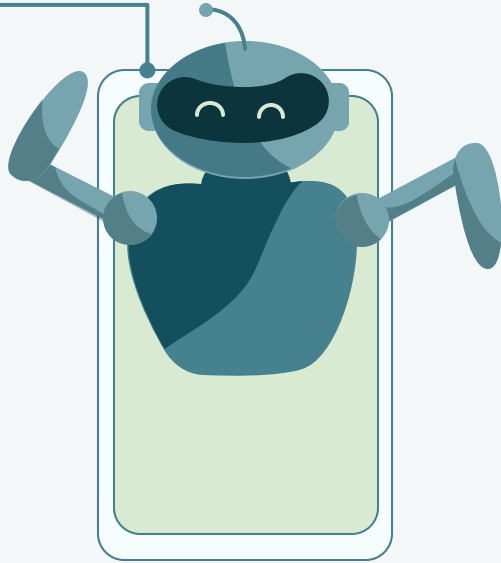
**We recognize that within our audience, there is a wide variety of preferences and levels of technological knowledge.**

o   Some users want quick and simple suggestions, while others prefer in-depth advice tailored to specific needs.

o   Our chatbot aim to simplify electronics selection for all users, offering:

- Personalized recommendations based on preferences, budget, and lifestyle.
- Suggestions for work, gaming, studying, or entertainment.
- Consultations for quick advice or detailed comparisons.
- Community reviews and expert insights.
- Wishlist and alerts for price drops or new arrivals.

# 03

# Market Research

Current competitors and how we compare

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You can describe the topic of the
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# H2T Electronic
# Device Chatbot

Concept Video

# CellphoneS

## What we can learn

- The half lower part is clean by having prominent promotional banners
- Intuitive filters for narrowing down product choices by brand, specs, and price

## What doesn't work

- No chatbot, consultants are through Zalo, not directly from website
- Some texts are too small, products' layout is messy
- Not personalize recommendations for users

# Thegioididong

## What we can learn

- Products can be sorted by types, price, brand, performance,...
- Harmonious theme colors, text fonts are easy to read
- Save users' carelist even if they don't log in, showing these products' price and exist status while navigating

## What doesn't work

- No chatbot or online consultant at all
- Save history but not personalize recommendations for users

# FPTShop

## What we can learn

- Having responsive designs for many types of devices.
- Personalizes user experiences based on browsing behavior and preferences
- A visually appealing, with clear and sharp images, and banners that have a consistent color tone.

## What doesn't work

- No chatbot, consultants are through Zalo, not directly from website
- Large number of product categories might be overwhelming for users.

# What we will take away

**Responsive and user-friendly design:**

- Adaptable layouts for various devices.
- Personalizes user experience based on preferences and browsing behavior.
- Clear, sharp visuals with consistent color themes and readable fonts.

**Effective product presentation:**

- Allows sorting products by multiple criteria (type, price, brand, etc.).
- Intuitive filters to help narrow down choices.
- Persistent carelist tracking products interest & updates even without login.

# What we will enhance

## Personalization & engagement:

- Integrate a chatbot for instant user support.
- Chatbot sending updates of user products interest.

## Improve design and usability:

- Organize product layouts more neatly to avoid a cluttered look.
- Avoid overwhelming users with too many categories by simplifying navigation.

# Stakeholders

## Direct
- Electronic companies
- Schools
- Students

## Indirect
- E-commerce platforms
- KOL/KOC in electronic fields
- Sales

# Ethical Implication

- Sales can be fired and replaced by our websites.
- Users can get the wrong answer and they will not believe in our web anymore.
- Using our app too much can harm your eyes => using blue light to protect.

# Tasks

## Simple

- Set products you may interest in default per day (banner)
- Check prduct by categories
- Check the product's detail information
- Check the product's price

## Moderate

- Add product into cart and buy it
- Upload your requirement of your product

## Complex

- Sync the users 'activities to predict what product they want to buy
- Use chatbox to find the product
- Ask your friend to make sure the chat bot suggestion is good.
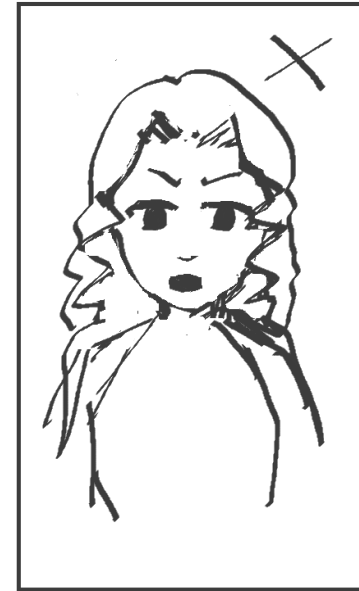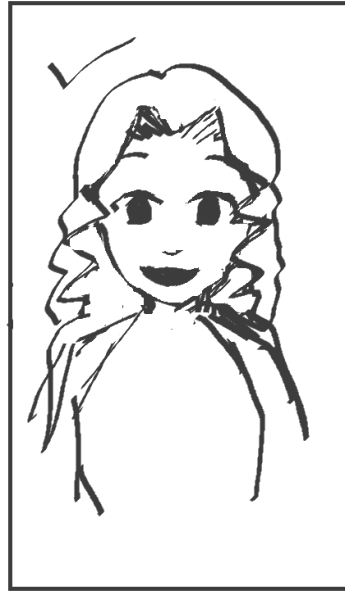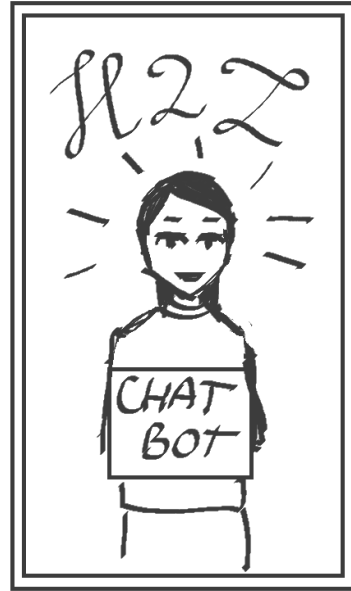
# 06

# Storyboard

Bring the ideas to life

A girl who just got into ET-E16 receives the long list of necessary electrical equipments. She doesn't know what to buy

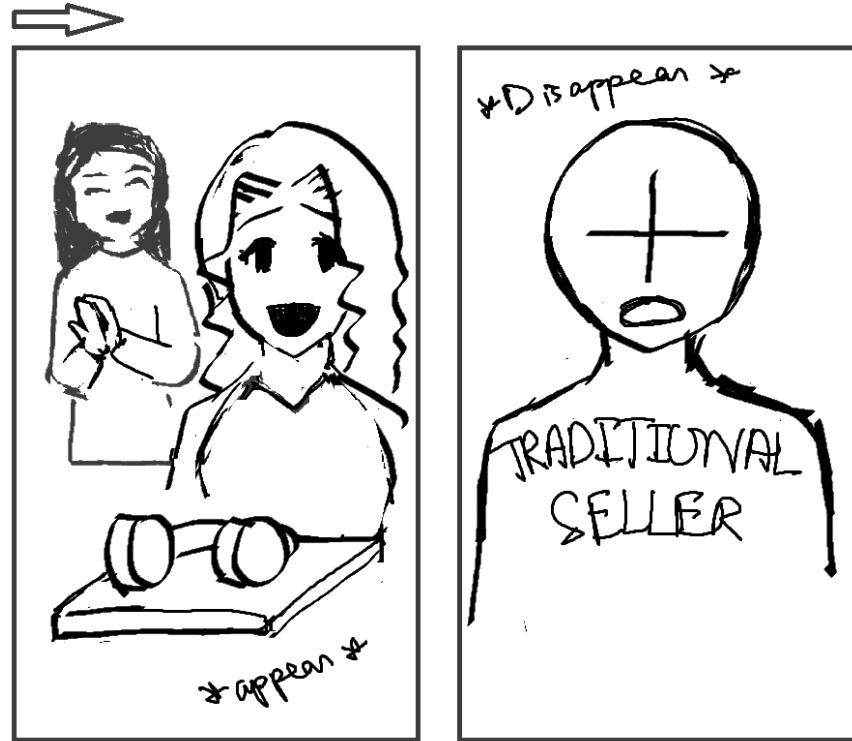A classmate offers her a new e-commerce website comes with an AI chatbot which assists in recommendations

The chatbot gives recommendations base on the girl's requirements

The girl makes decisions depend on which product is given

The chosen products appear before the girl



At the same time, traditional sellers disappear

# Thanks!

**Do you have any questions?**
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