

CareVego WhatsApp AI Chat Support Roadmap

This roadmap outlines a phased approach to building and deploying a WhatsApp-based AI chatbot for CareVego using Gupshup, Shopify API, and AI capabilities. Each phase includes scope, technologies, sample use cases, estimated timelines, and costs based on one resource working 4 hours/day.

Phase 1 – Product Inquiry & Information: Launch WhatsApp AI bot that can answer product and delivery-related questions.

Features:

- WhatsApp integration via Gupshup
- AI trained with CareVego product knowledge base
- Product usage instructions + video links
- Delivery schedule & payment methods info
- Welcome messages + branded bot flow

Technologies:

- Gupshup WhatsApp API
- AI layer (Gupshup AI Knowledge Base or OpenAI API)
- Static product KB JSON/CSV stored in backend
- Optional: Shopify API (for product catalog)

Example Conversations:

Customer: "Which cooling bag is best for long travel?"

Bot: "Our XL cooling bag keeps insulin cool for up to 36 hours. For trips over 2 days, we recommend buying extra ice packs. Video: <https://youtu.be/xxxx>"

Customer: "How do I use it?"

Bot: "Freeze the ice packs for 8 hours, place them in the bag, and store your insulin. The bag maintains 2–8°C for up to 36 hours."

Estimated Time: ~15 working days (~1 month at 4 hrs/day)

Estimated Cost: Setup ■3k–4k + ■500–2k/month

Phase 2 – Order Status & Personalization: Enable customers to track orders & get personalized recommendations.

Features:

- Order status via Shopify API
- Personalized product suggestions based on purchase history
- Auto-detection of intent
- AI collects customer preferences

Technologies:

- Shopify API (read_orders scope)
- Backend (Spring Boot / Node.js)
- Database (PostgreSQL/MySQL)
- AI intent classification

Example Conversations:

Customer: "Track my order"

Bot: "Sure, can you share your order number?"

Customer: "#CV1234"

Bot: "Order #CV1234 is shipped and expected to be delivered by Monday, Aug 19."

Customer: "I travel often, what should I buy?"

Bot: "For frequent travel, our XL bag with 4 ice packs is best. It lasts 36 hours and fits in carry-on luggage."

Estimated Time: ~25 working days (~2 months at 4 hrs/day)

Estimated Cost: Setup ■5k–7k + ■800–3k/month

Phase 3 – Lifestyle Interaction & Advanced AI: Make the bot a CareVego lifestyle assistant that provides health tips and reminders.

Features:

- AI-driven conversation with context memory
- Nutrition & lifestyle advice database
- Customer profile tracking
- Reminder system (medication, ice pack freezing)
- Multilingual support (Hindi + English)

Technologies:

- AI LLM (OpenAI GPT-4 or fine-tuned model)
- CRM-style database
- Push notifications via WhatsApp templates
- Analytics dashboard

Example Conversations:

Customer: "What should I eat for breakfast if I have diabetes?"

Bot: "A good choice is a high-protein, low-sugar meal like scrambled eggs with spinach, or oats with chia seeds. Would you like me to send a 7-day plan?"

Customer: "Remind me to freeze my ice packs every night"

Bot: "Got it! I'll send you a reminder every night at 9 PM."

Estimated Time: ~35 working days (~3 months at 4 hrs/day)

Estimated Cost: Setup ■8k–10k + ■5k–9k/month