|  |  |  |
| --- | --- | --- |
| **Research Proposal Form** | | |
| **Student name: Francis Roel L. Abarca** | | |
| **Student ID: BDSE-0922-113** | | |
| **Centre name: University of Cebu** | | |
| **Mentor: Arvinder Kaur** | | |
| **Unit:** 13 Computing Research Project | | |
| **Date: 25th Aug 2023** | | |
| **PROPOSED TITLE:**  Improving Customer Experience in Retail Chains through AI Chatbots | | |
| **Section One: Objective, responsibilities** | | |
| **Objectives:** The objective of this research project is to investigate ways to improve customer experience in retail chains through the use of AI chatbots.    **Responsibilities:** Conducting research on how AI chatbots can help users with their customer experience, implementing LLaMA 2 to grab REST api info about stock and product description, and conducting research on the biggest wants and needs of customer experience in a retail chain. | | |
| **Section Two: Reasons for choosing this research project** | | |
| **Enlist Assumptions:** It is assumed that AI chatbots can play a significant role in improving customer experience in retail chains. AI chatbots also help improve the customer experience significantly among customers on the retail chain business and can ease some load off of workers especially during the COVID-19 pandemic.  **Need of Solution:** The COVID-19 pandemic has caused significant disturbances in the core businesses of retail chains, including Jumpstart, who has hired Aceadora Tech to create tools with the goal of improving their efficiency and systems. This research project aims to identify ways in which AI chatbots can be used to improve customer experience. | | |
| **Section Three: Literature sources searched** | | |
| **Journal article:**   1. Leung, Chi Hong; Yan Chan, Winslet Ting, 2020. *Retail chatbots: The challenges and opportunities of conversational commerce*, Volume 8 / Number 1 / Summer 2020, pp. 68-84(17). Available at: <https://www.ingentaconnect.com/content/hsp/jdsmm/2020/00000008/00000001/art00007> [Accessed 27 August 2023]. 2. Nichfor, et al. 2021. Artificial Intelligence in Electronic Commerce: Basic Chatbots and the Consumer Journey*. Ceeol.com* Available at: https://www.ceeol.com/search/article-detail?id=929501 [Accessed 27 August 2023]. 3. Jiang, Qin, Li. 2022. Chatbots in retail: How do they affect the continued use and purchase intentions of Chinese consumers? *Wiley*. Available at: <https://onlinelibrary.wiley.com/doi/abs/10.1002/cb.2034> [Accessed 27 August 2023]. | | |
| **Section Four: Activities and timescales** | | |
| |  |  |  | | --- | --- | --- | | Activities | Start Date | Finish Date | | 1. Gathered Information About Jumpstart | August 25, 2023 | August 25, 2023 | | 2. Performed Research  2.1 Case Studies Analysis  2.2 Survey for Background Analysis | August 26, 2023 | August 27, 2023 | | 3. Identify Research Proposal | August 27, 2023 | August 28, 2023 | | 4. Framed Research Proposal template | August 29, 2023 | August 29, 2023 | | | |
| **Milestone one: Research Proposal** | | |
| **Target date (set by tutor):** | | |
| **Milestone two: Project Implementation** | | |
| **Target date (set by tutor):** | | |
| * **Primary Research** * **Survey** * **Quantitative Research** * **Secondary Research** * **Case Study** * **Literature Review** * **Qualitative Research** | | |
| **Comments and agreement from tutor:** | | |
| I confirm that the project is not work which has been or will be submitted for another qualification and is appropriate**.** | | |
| **Agreed:** | **Name:** | **Date:** |
| **Comments and agreement from project proposal checker (if applicable):** | | |
| I confirm that the project is appropriate. | | |
| **Agreed:** | **Name:** | **Date:** |