AI-Driven Ideation for Zap.co.il

Feature 1: Wisebuy AI Expert - RAG-Powered Comparison Assistant

1. Feature Name - BuyGuru

BuyGuru - An intelligent shopping assistant that leverages Retrieval-Augmented Generation (RAG) to provide expert-level product comparisons and recommendations

2. Problem it Solves

From the user's perspective:

"Reading through dozens of reviews and comparisons takes hours"

“I like ChatGPT’s advice, but its sources sometimes mislead it.”

"I'm overwhelmed by technical specifications when comparing products"

"I don't know which features actually matter for my specific needs"

"I want personalized advice like from a knowledgeable salesperson, but online"

3. How it Works

- AI Logic:

RAG system indexes all Wisebuy comparison data, product specs, and verified reviews

LLM fine-tuned on e-commerce domain knowledge

Semantic search retrieves relevant product information based on user queries

Generates contextual, **accurate responses** grounded in actual product data based on **Wisebuy articles**.

- Data Sources:

Wisebuy price comparison database

Product specifications and features

Verified customer reviews and ratings

Expert reviews and buying guides

Historical price trends

- Interactivity:

Conversational interface for natural queries

Multi-turn dialogue to understand user needs

Visual product comparisons with highlighted differences

Personalized recommendations based on stated preferences

4. UX Placement

Floating Chat Widget: Available on all product and category pages

Dedicated Comparison Page: "Ask the Expert" section on Wisebuy

Product Pages: "AI Expert Opinion" summary box

Search Results: "Get AI Help" button for complex queries

Mobile App: Voice-enabled assistant feature

5. Expected Impact

- User Experience:

Reduces decision paralysis with clear, personalized guidance

Saves hours of research time

Increases purchase confidence

More satisfied customers due to better product matches

- Engagement:

Increased time on site through conversational interactions

Higher conversion rates on complex/expensive products

Reduced cart abandonment

More repeat customers due to positive experiences

- Business Value:

Differentiation from competitors using generic chatbots

Reduced return rates from better-informed purchases

Upsell opportunities through smart recommendations

Valuable user intent data for marketing

Unlock Wisebuy’s insights and articles into the AI era with minimal effort.

Feature 2: ZapLens - Visual Product Discovery

1. Feature Name

ZapLens - AI-powered visual search that instantly finds products from photos, enabling "see it, snap it, shop it" experiences

2. Problem it Solves

From the user's perspective:

"I saw this amazing dress on Instagram but don't know what to search for"

"My friend has this gadget I want, but I don't know what it's called"

"I want to find furniture that matches my room's style"

"Describing what I'm looking for in words is frustrating when I can just show it"

3. How it Works

- AI Logic:

Computer vision model (fine-tuned CLIP or custom CNN) for product recognition

Multi-modal embeddings linking images to product catalog

Style and attribute extraction for finding similar items

Scene understanding for context-aware recommendations

Data Processing:

Image preprocessing and feature extraction

Similarity search against product image database

Attribute matching (color, style, category, brand)

Price range and availability filtering

- Interactivity:

Camera integration for instant photo capture

Image upload from gallery

Crop and focus tools for specific items

Visual similarity slider (exact match vs. similar style)

AR preview for applicable products

4. UX Placement

Mobile App: Prominent camera icon in search bar

Web: "Search by Image" button on homepage and search pages

Browser Extension: Right-click "Find on Zap" for any web image

Social Media Integration: "Shop this look" links from Instagram/TikTok

In-Store: QR codes linking to ZapLens for showrooming

5. Expected Impact

- User Experience:

Dramatically reduces search friction

Enables impulse purchases from inspiration

Fun, engaging shopping experience

Bridges online and offline shopping

- Engagement:

Increases app usage and daily active users

Higher conversion from social media traffic

Longer session times exploring visually similar products

More product discoveries leading to larger baskets

- Business Value:

Captures high-intent "I want this" moments

Competitive advantage in mobile commerce

Rich visual data for trend analysis

Partnership opportunities with fashion/lifestyle influencers

Reduced customer service queries for product identification

Feature 3: ZapMCP - AI Integration Platform (Implemented)

Quick back ground: MCP in Brief and Insights from Top E-Commerce Players

Model Context Protocol (MCP) is an open spec that lets internal and external AI chat assistants (ChatGPT/Claude) and "agents" call the same structured endpoints for product search, pricing, cart, and checkout—so retailers expose one contract instead of many integrations.

Company	Current MCP Status	Next Steps / Timeline
Walmart	CTO Suresh Kumar: rebuilding the stack around four "super-agents" that talk to every back-end service via MCP; chose MCP so external agents can plug-in the same way internal ones do (Modern Distribution Management).	Phase 1 (2025-26): internal agents (Sparky, Marty, etc.) **Phase 2** (target H1 **2026**): read-only product/price MCP for selected partners Phase 3 (TBD): write scopes (cart/checkout) once fraud & liability controls land
eBay	Partnered with OpenAI Operator and is "preparing our catalogue so external agents can crawl and buy" (eBay Inc.).	Pilot read-only MCP feeds (search/listing) in **Q4 2025**; transactions still redirect to eBay checkout until 2026
Best Buy	CEO Corie Barry: chain is "leaning into agentic AI" and testing conversational search that will widen before Holiday 2025 (Digital Commerce 360).	Internal beta. Public MCP endpoints "under consideration for **2026** once search proves stable."

ZapMCP

1. Feature Name

ZapMCP (Model Context Protocol for Zap) - An open protocol enabling AI assistants or Agents to seamlessly interact with Zap's e-commerce ecosystem

2. Problem it Solves

From the user's perspective:

"I use ChatGPT/Claude daily, but when I want to shop, I have to leave my AI assistant and manually browse e-commerce sites"

3. How it Works

- AI Logic & Architecture:

Implements Model Context Protocol (MCP) servers exposing Zap's core functionalities

Provides structured APIs for “Tools” like - product search, price comparison, inventory checking, cart management and purchase (via secured link)

Uses semantic understanding to translate natural language queries into e-commerce actions

- Data Integration:

Real-time product catalog access

Inventory and availability status

- Interactivity:

AI assistants can perform actions like:

Search products with complex queries ("Find a laptop under ₪3000 good for video editing")

Compare prices across multiple sellers

Check product availability and shipping options

Add items to the virtual cart and get a ready to use link for secure payment via zap webpage.

4. UX Placement

Developer Portal: MCP server documentation and API keys

User Settings: "Connected AI Assistants" section for managing permissions

Marketing Site: "Shop with your AI Assistant" landing page

No direct UI changes - works through external AI platforms - bring zap to users chat UI

5. Expected Impact

- User Experience:

Seamless shopping through preferred AI assistant

More informed purchase decisions with AI analysis

- Engagement:

Increases platform stickiness as users can shop without leaving their AI workflow

Creates network effects as more AI platforms integrate

- Business Value:

First-mover advantage in AI-commerce integration

New channel for customer acquisition

Potential for API monetization

Positions Zap as innovation leader - early adopters