

# SIMPLIFYING E-COMMERCE

Making shopping as natural as a conversation

# Traditional E-Commerce Pitfalls

1.

## The Navigation Tax

Every online store has a slightly different layout, forcing new users to spend their first 30 seconds struggling to learn the user interface instead of engaging with the products they want to purchase.

2.

## The Filter Maze

Traditional e-commerce systems force users to navigate complex filter trees instead of simply stating what they want. We have optimized for databases, not people.

3.

## Analysis Paralysis

Traditional e-commerce shows too many choices and leaves shoppers on their own with pages, scrolling, and variations. People end up comparing, hesitating, and doubting instead of deciding — slowing them down and stopping purchases.

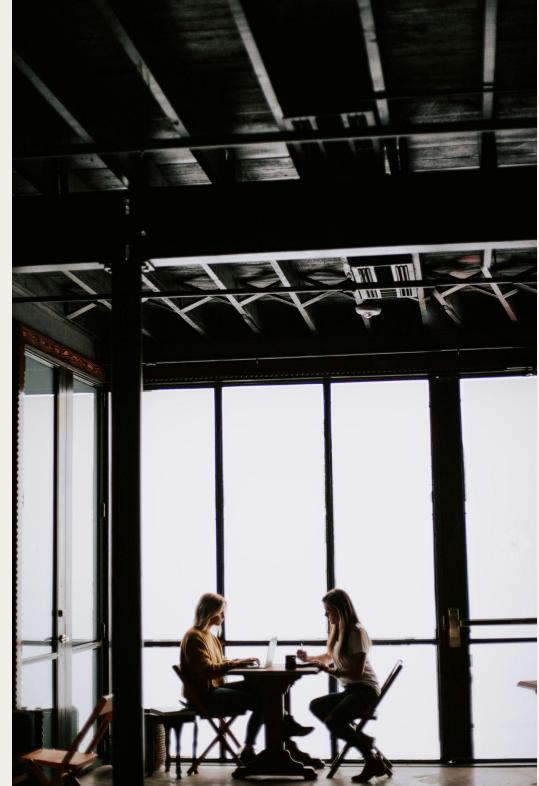
It's time to rethink how  
we shop online.

# Stop Navigating Start Asking

What if we could go from 20 clicks to a single sentence?

What if we could make shopping feel like a conversation?

We would transform a slow, frustrating process into an instant, effortless interaction that feels as natural as talking to a real person, because conversation is the only interface that truly works for everyone, everywhere.



# Let's See It in Action

Background: A software developer entering the Apple ecosystem to enhance productivity.

```
user: Do you have any apple products?  
assistant: Listed available Apple products; two in stock, two out of stock.  
  
user: I'll like to place an order for the macbook pro  
assistant: Added the MacBook Pro to the cart and asked if they wanted anything else.  
  
user: no, let's proceed to checkout  
assistant: Asked for full name.  
  
user: Tom Smith  
assistant: Asked for email.  
  
user: tom.smith@gmail.com  
assistant: Asked for shipping address.  
  
user: 123 Main Street, New York, NY 10001  
assistant: Summarized the order and asked for confirmation.  
  
user: Yes please  
assistant: Confirmed the order with an order ID and total.
```

*Let's see it in action – live!*

# Thanks

Any questions?