

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.

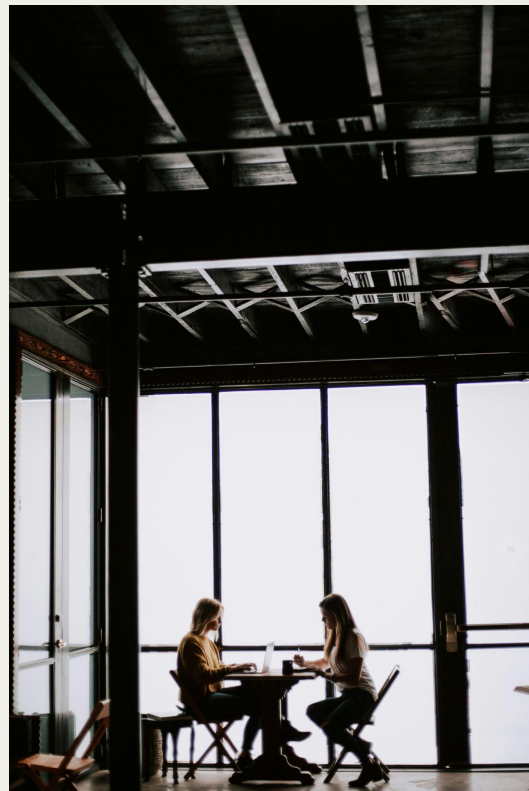
**It's time to rethink how
we shop online.**

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?