



## Problem 1

### Findability

Recent customer reviews cite difficulty finding updated styles or

## Problem 2

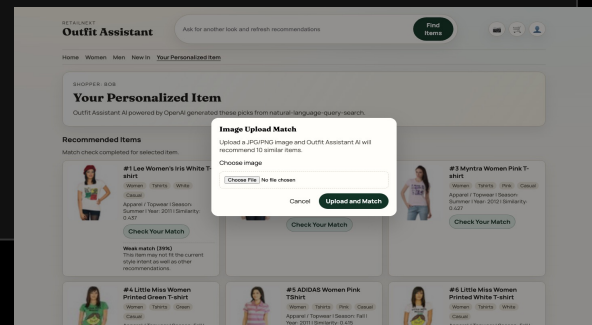
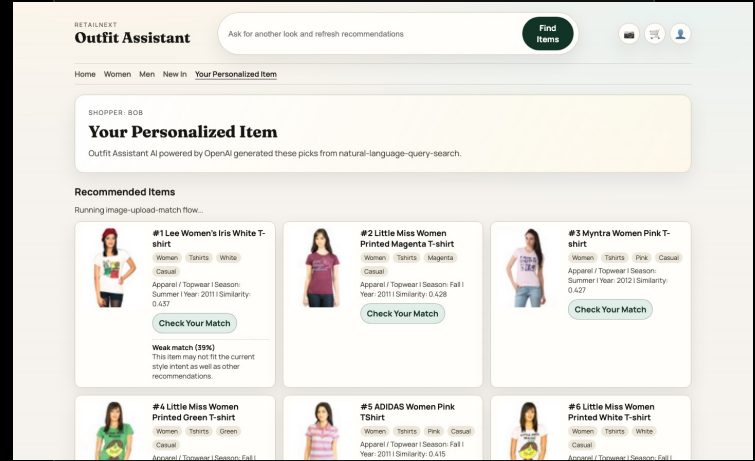
### Intent Gap

Shoppers describe looks in natural language or photos; keyword/filter

## Problem 3

### Store Burden

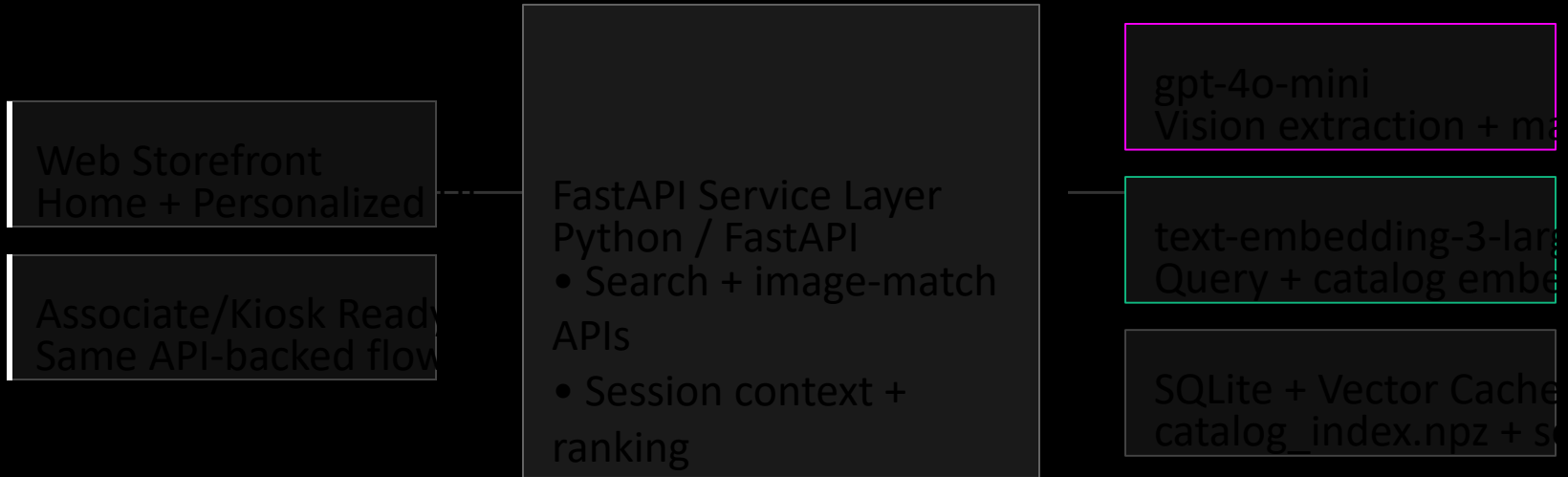
Associates spend time manually translating vague requests into



1. The first line of the document is a header line.

2. The second line of the document is a header line.

3. The third line of the document is a header line.



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## Phase 1 Foundation Weeks 1-2

- Catalog sync + API + embeddable session
- Security and governance
- Success metrics definition

## Phase 2 Pilot Weeks 3-6

- Launch in 5 high-potential markets
- Associate enablement
- Weekly prompts and feedback
- Collect user feedback

## Phase 3 Optimize Weeks 7-9

- Latency and cache optimization
- Ranking quality improvement
- KPI dashboard for stakeholders
- A/B test against baseline

## Phase 4 Scale Week 10+

- Regional rollout
- Inventory/availability optimization
- Seasonal campaign management
- Production governance cadence



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