

Samsung PRISM - Review

# Whatsapp Integrated Shopping Experience

Worklet - FP18

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# Worklet Name: FP18 - Whatsapp Integrated Shopping Experience

## Worklet Details

1. Worklet ID: FP18 - Whatsapp Integrated Shopping Experience
2. College Name: Vellore Institute of Technology

## KPIs achieved till now

- Samsung E-store with WhatsApp
- WhatsApp Business API for integration.
- WhatsApp to E-store shopping catalogue
- Multilingual User friendly shopping experience
- Fetch items added in cart and process for checkout
- payment method complete transaction
- generate invoice

## Any Challenges/ Issues faced

Samsung Pay Integration is an issue since Samsung Pay takes you to their own payment portal which cannot be integrated smoothly with a WhatsApp Store.

## Next Steps

All requirements are met. Next steps include any additional requirements or refinements suggested by the Samsung team.

## Key Achievements/ Outcome till now

Made a WhatsApp chatbot for Samsung integrated shopping experience using Samsung API. The bot supports multiple language and supports payment using Razor Pay.

# Requirements

- Integrate Samsung e-store with WhatsApp
- Procure permissions and use WhatsApp Business API for integration.
- Utilise APIs for e-store – WhatsApp integrations
- Channel interaction from WhatsApp to e-store shopping catalogue and back to WhatsApp for transaction completion
- Multilingual User friendly shopping experience
- Present interactive user interface to customer, prompt Samsung e-store catalogue and navigate to e-store website
- Fetch items added in cart and process for checkout
- Get additional user information such as Name, Address, Payment information
- Based on selected payment method complete transaction, confirm order and generate invoice
- Divert to human interaction options as an escalation pathway
- Integration with payment apps
- Get Payment information of the user
- Enable secure payment of Cart amount and apply any offers/discounts/ cashbacks



# Last Month Progress

01

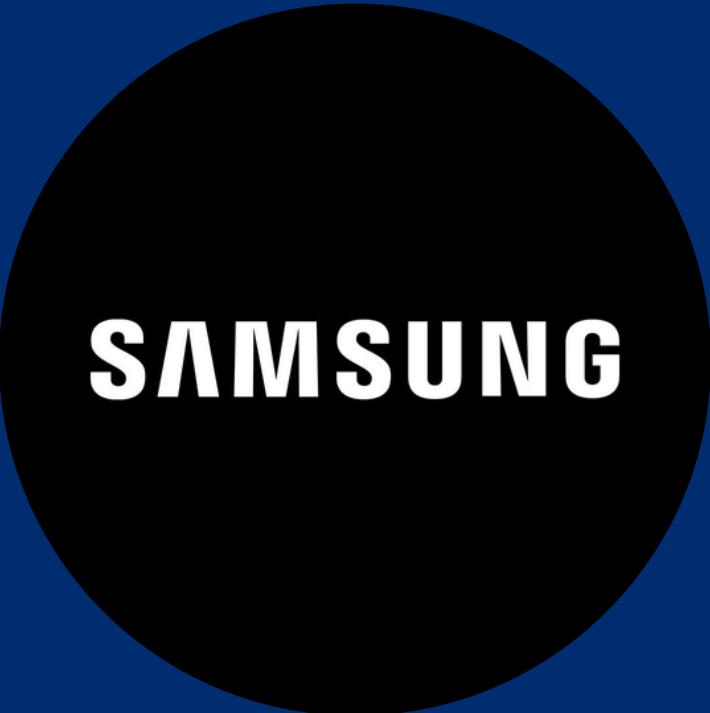
We Integrated the Samsung E-Store API to fetch real-time products

02

The Cart can be updated with E-Store Products and new Human Escalation Pathway is provided.

03

Lastly, a detailed bill invoice in your preferred language is created after the successful payment done.



# Technologies Used

## Meta



Used the Meta Developer API's, and configured the Webhooks using Meta inorder to send and recieve messages over a test Whatsapp account.

## Node.js



Used Javascript (Node.js) as the primary programming language inorder to recieve the messages and send back the required responses.

## ngrok



Used ngrok inorder to deploy a realtime server and facilitate communication between the webhook and the test business account.

## Whatsapp

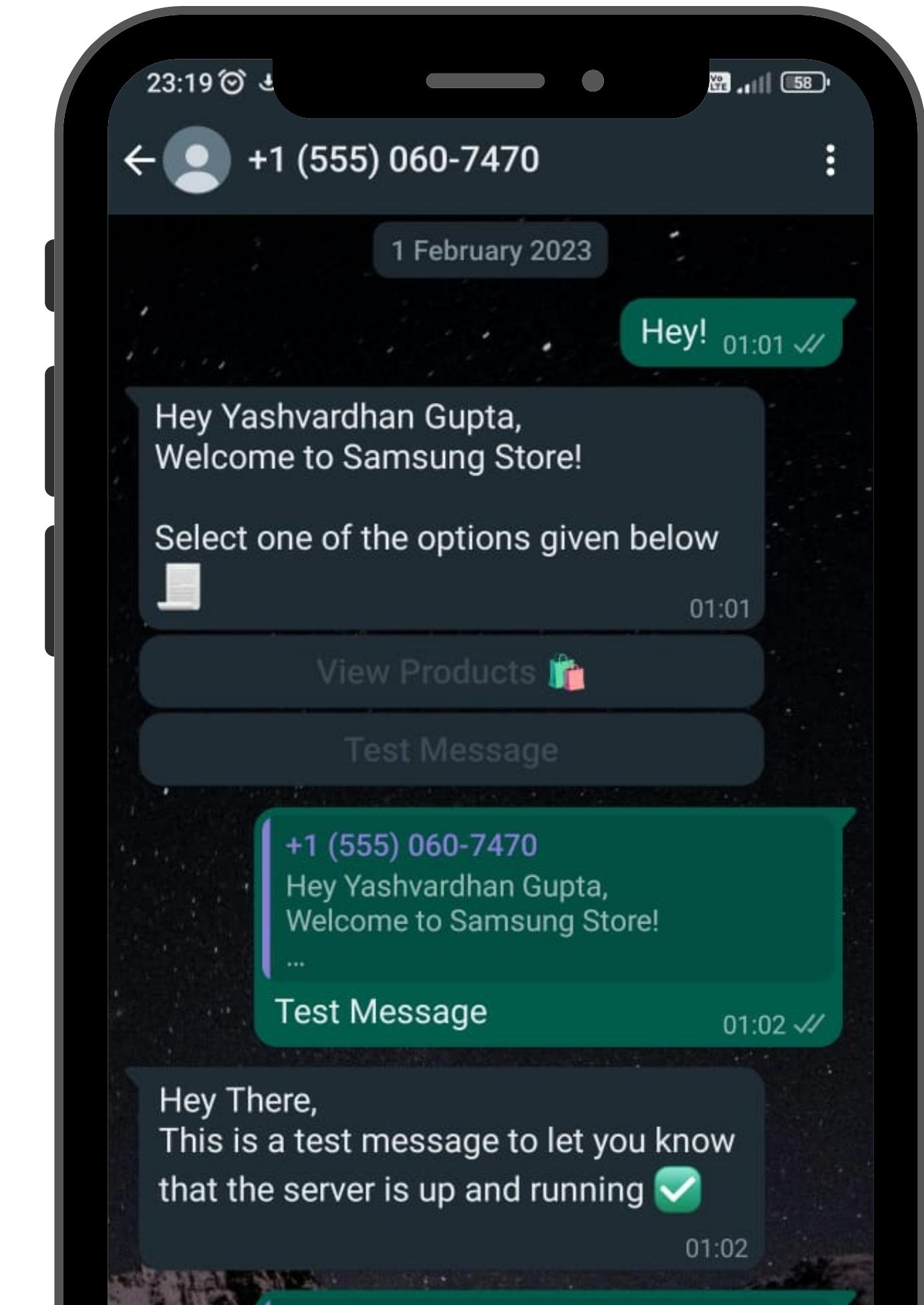


Finally, the usage of Whatsapp to finally give the user the front-end to communicate and work.

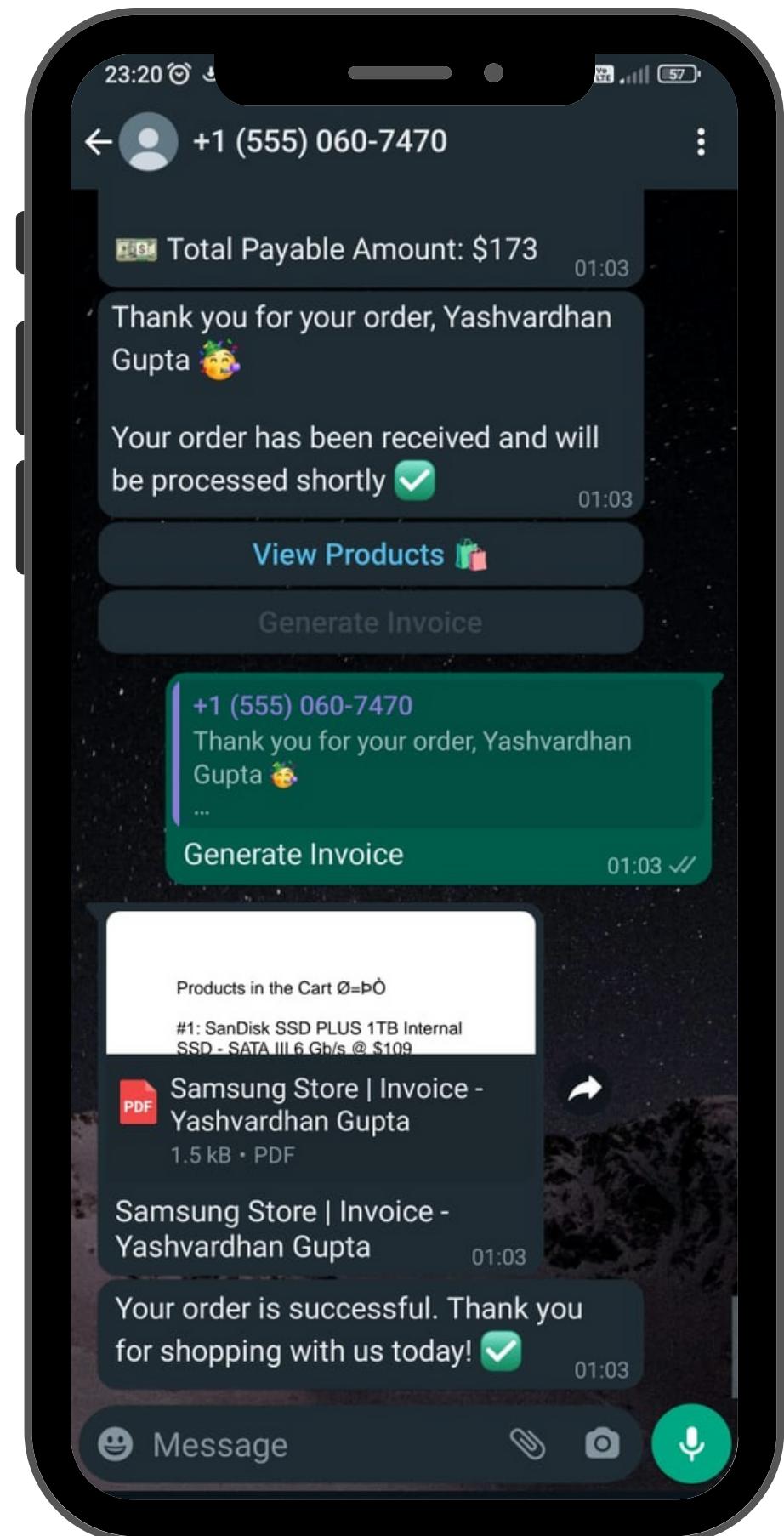


# Results

1. Initiate conversation from user
2. Get Responses from Server
3. Work through entire process
4. Select Products
5. Add to Cart
6. Do a Dummy Payment
7. Get a Dummy Invoice in the end
8. Reinitiate if needed



And that is the final point of the workflow,  
the conversation can again be started with  
a message from the user.





# Observations & Results

- 1) After testing different interface implementations we have figured out that clicking on button and getting the items fetched from the cart is easiest way for user.
- 2) We have configured and integrated whatsapp API with messenger through meta developers account where we can deploy catalogues directly from samsung e-store.
- 3) We have deployed a realtime nodejs server for implementation of our backend code of chat bot.
- 4) We have got samsung e-store data permission and we have completed product listing and catalogue features through Samsung E-Store product updation.



# Thank You