

# IntentFlow – One-Page Report

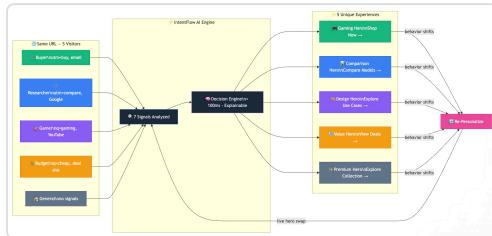
## PROBLEM

Most websites show the same homepage to every visitor. Enterprise personalization tools (Optimizely, Dynamic Yield) cost \$50K+/year. Small businesses, Shopify stores, and independent sites cannot access this technology.

## SOLUTION

**IntentFlow** is a plug-and-play AI personalization widget installable via a single `<script>` tag. It detects visitor intent from context signals and instantly personalizes the hero section — all client-side, zero backend.

## HOW IT WORKS



Visitor → Intent Detector (7 signals) → Decision Engine → DOM Injector → Personalized Hero

1. **Intent Detection** — 7 signal types: URL/UTM, referrer, behavior, persona, device, time, screen
2. **Decision Engine** — Selects best template + content; outputs explainable JSON with confidence
3. **DOM Injection** — Safe hero swap with transitions; graceful fallback on error
4. **Context Observer** — Mid-session re-personalization from real-time behavior
5. **A/B Explorer** — Random variant split with auto-winner selection
6. **Multi-Page** — Page-aware personalization for product, category, and landing pages

## TECHNICAL HIGHLIGHTS

COMPONENT	IMPLEMENTATION
Architecture	100% client-side JS, zero dependencies, no build tools
Intent Signals	7 types: UTM, referrer, behavior, persona, device, time, screen
Templates	3 hero layouts: Impact, Comparison, Value (JSON registry)
Assets	6 hero images, 6 badges, 5 content variants per intent
Explainability	Every decision → structured JSON with signals + reasoning
Re-Personalization	Real-time behavioral observer adapts hero mid-session
Safety	Finite templates, fallback to default, error boundary
Dev Tools	Debug overlay (Ctrl+Shift+D), preview mode, event tracking
A/B Testing	Random split per intent, localStorage CTR, auto-winner
Multi-Page	Homepage, product, category, landing page support
Analytics	Conversion funnel, intent distribution, ROI projections

## RESULTS & DEMO

The demo store (UltraView Monitors) shows 5 distinct hero experiences:

<b>Buy Now</b> → Gaming hero	<b>Compare</b> → Comparison hero
<b>Use Case</b> → Design hero	<b>Budget</b> → Value hero
<b>Default</b> → Premium hero	

All variants accessible via URL params or the live persona toggle bar.

## MARKET OPPORTUNITY

**6M+ Shopify stores** and millions of SMB websites show static content. IntentFlow is the "Stripe for website experiences": simple to install, powerful under the hood. Plug-and-play personalization becomes a default growth lever for every small business.