



Kirana+.com

Bringing Local Stores to Your Doorstep

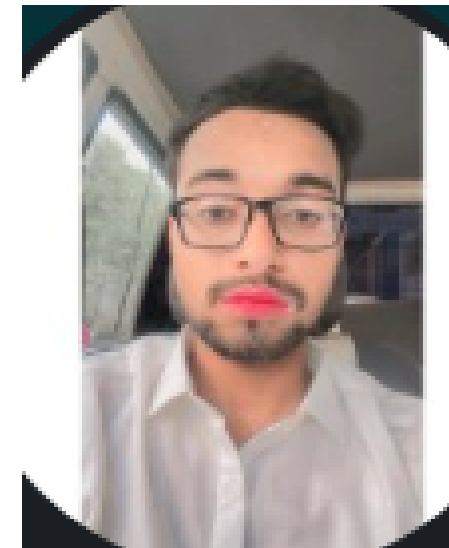
Meet the Team



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Introduction:

Kirana+ is an **online platform** designed to bring the convenience of **local shopping** directly to your **doorstep**. Unlike traditional e-commerce giants like Amazon and Flipkart, Kirana+ focuses on **supporting and promoting** the businesses of local stores. By leveraging the power of **WhatsApp**, Kirana+ offers a seamless shopping experience where customers can easily place orders through **simple chats**. One of the key differentiators of Kirana+ is its ability to instantly connect customers with nearby stores **within a 1 km radius**. This feature not only ensures **faster delivery times** but also fosters a stronger sense of community by supporting local businesses.



Project Goal:

- To develop a **chatbot** for **Kirana+.com** website and to facilitate easy online shopping from local stores.
- **Key Features:**
- Inventory listing of nearby stores within 1 km radius.
- WhatsApp-based ordering system.
- Support for various store types (kirana, stationery, hardware).
- Local delivery by store owners.



Challenges for Local Stores and Consumers:

- **For Shopkeepers:** Difficulty in navigating digital platforms and registering their stores online.
- **For Consumers:** Desire for quick, easy ordering through familiar platforms like WhatsApp.

Solution: Need for a solution that simplifies the digital transition for stores and enhances the shopping experience for consumers.

Project Phases:



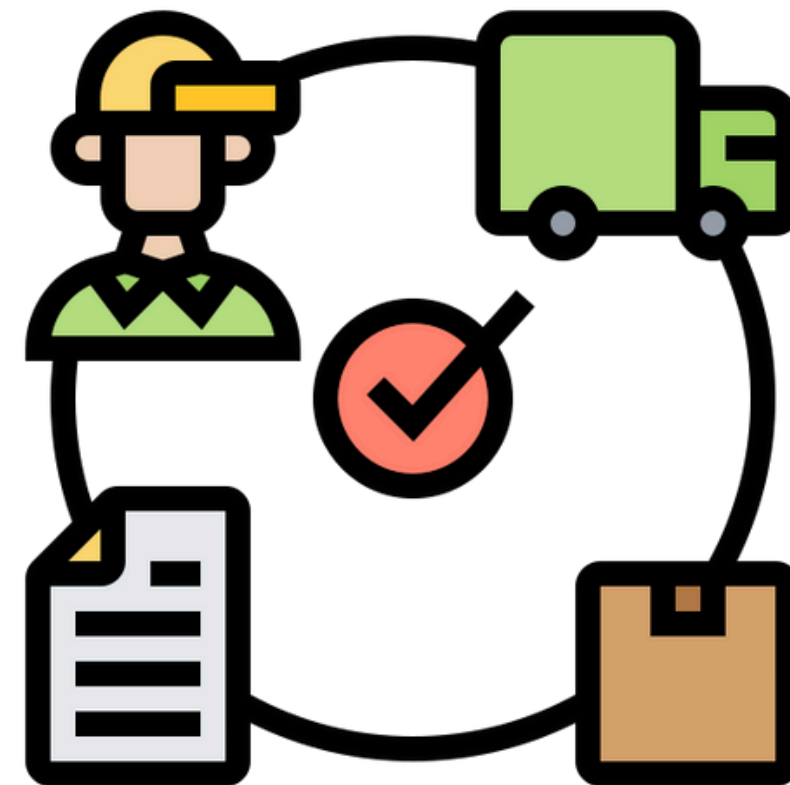
Chatbot
development
and training.

WhatsApp
integration.

Website
development
(future phase).

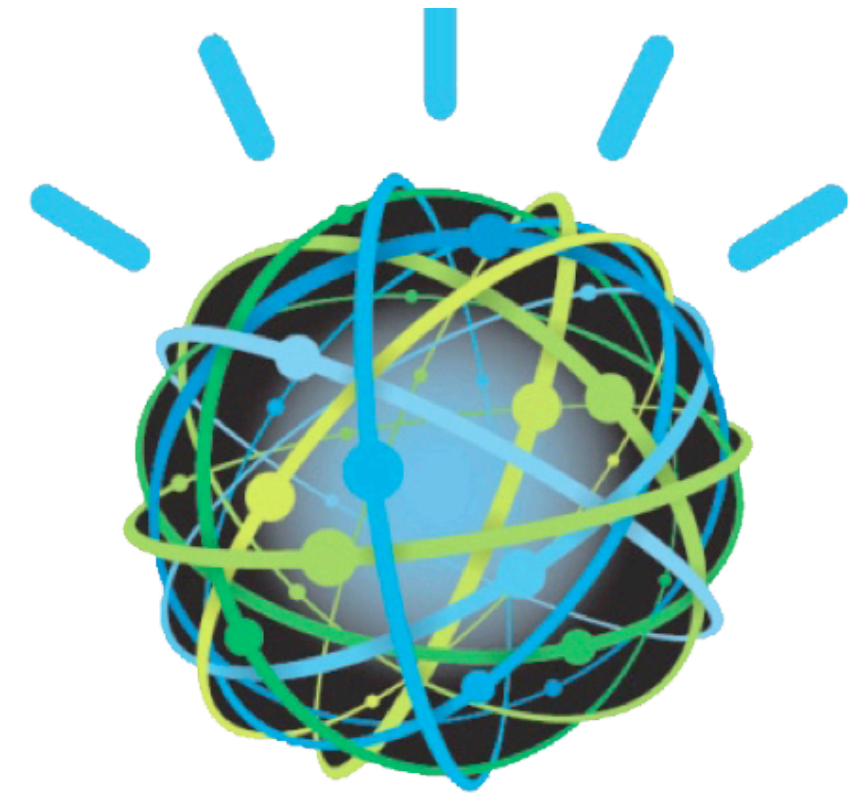
Kirana+ Chatbot: Simplifying Store Registration and Order Placement

- Develop a chatbot using **IBM Watsonx** to assist store owners in registering their stores.
- Enable consumers to place orders seamlessly via WhatsApp.
- Focus on creating an intuitive, user-friendly experience.



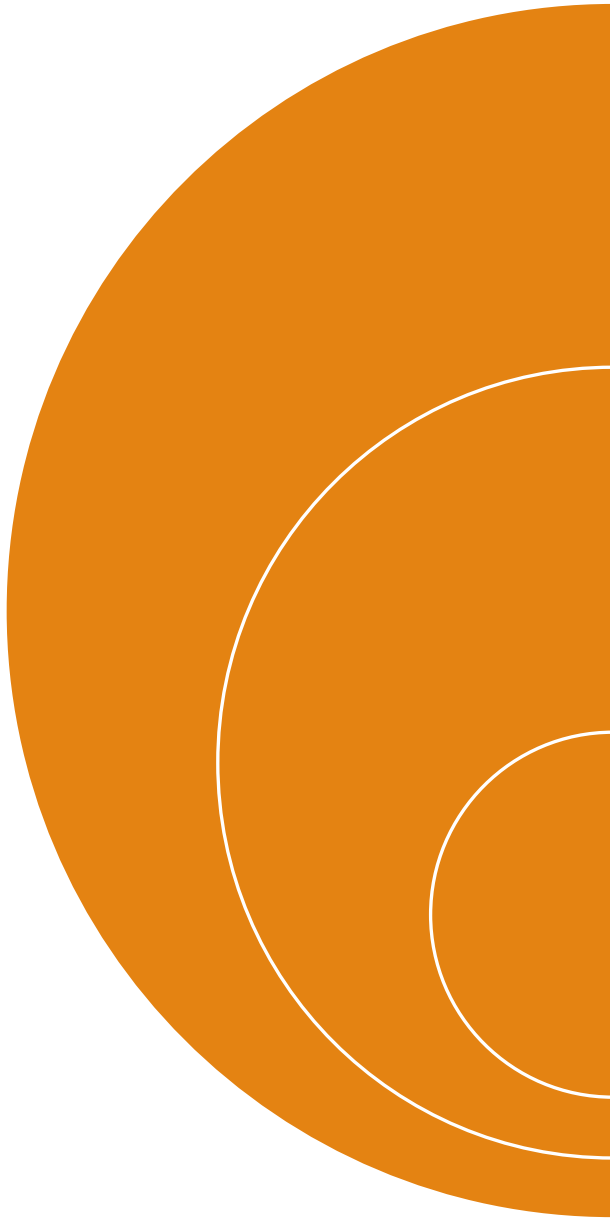
Why IBM Watsonx?

- **Advanced AI Capabilities:** Utilizes cutting-edge machine learning, NLP, and data analysis.
- **Granite Language Models:** Perfect for complex language tasks like chatbots and multilingual support.
- **Scalability:** Easy to deploy across multiple platforms, including WhatsApp.



IBM WATSON

Chatbot Development:

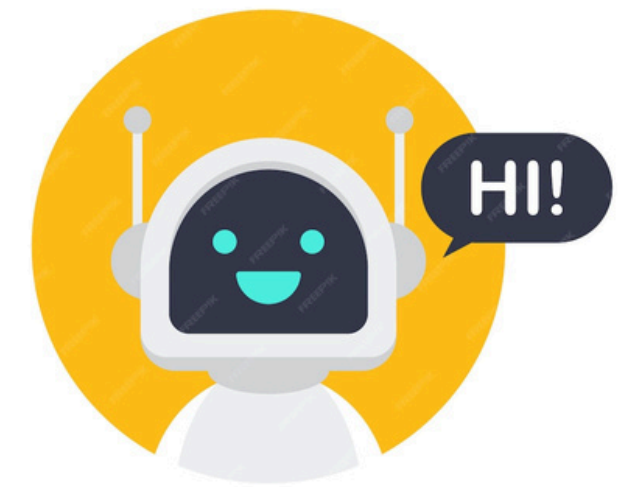


Intent Identification: Defining the types of queries the chatbot should understand (e.g., product search, order placement, store information).

Natural Language Processing (NLP): Training the chatbot to understand and respond to user queries in natural language.

Dialogue Management: Designing the conversation flow and handling different user scenarios.

Chatbot Training:



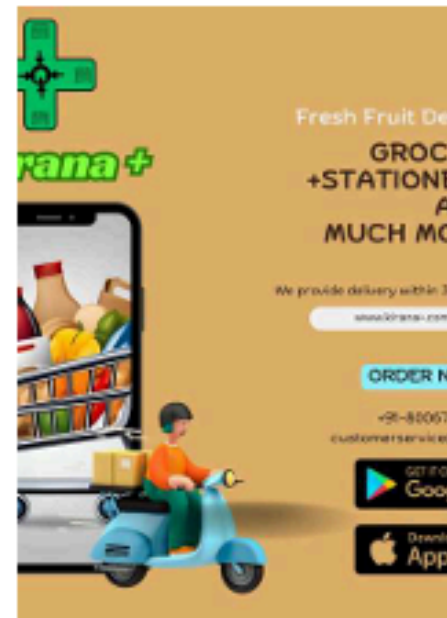
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- **Data Collection:** Gather data on typical store registration and ordering processes.
 - **Model Selection:** Choosing a suitable NLP model for training.
 - **Training Process:** Use Watson Assistant's training interface to feed the annotated data to the model. The model will learn to associate patterns in the data with specific intents and entities.
 - **Testing and Iteration:** Continuously refine through user feedback and iterative testing.

Guidelines about Registration:

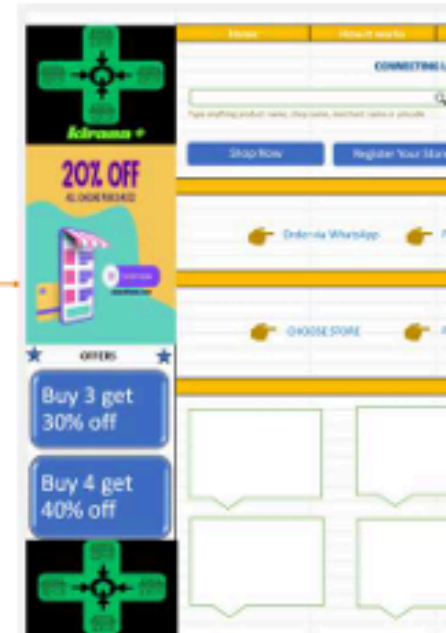
- **Step-by-Step Prompts:** Collect store name, location, contact details, and required documentation.
- **User-Friendly Interface:** Ensure simplicity and clarity in communication.
- **Verification and Confirmation:** Guide shopkeepers through the entire process until successful registration.



Mock-up/Wireframe of Kirana+



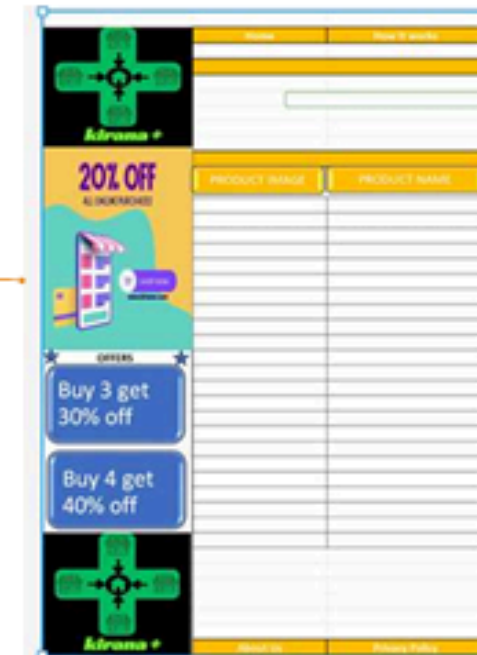
Launch page



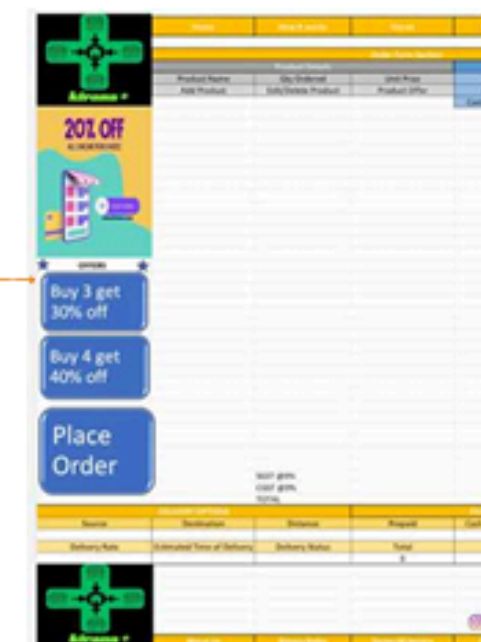
Home page



Store Registration page



Product Listing page



Product Order page



Contact page

WhatsApp Integration:

Seamless Integration: Chatbot accessible directly on WhatsApp, providing a familiar interface.

Product Browsing and Selection: Allow consumers to explore products, select items, and confirm orders.

Payment and Delivery: Simplify payment methods and delivery details for quick transactions.

Message Handling: Implementing logic to receive and respond to user messages.

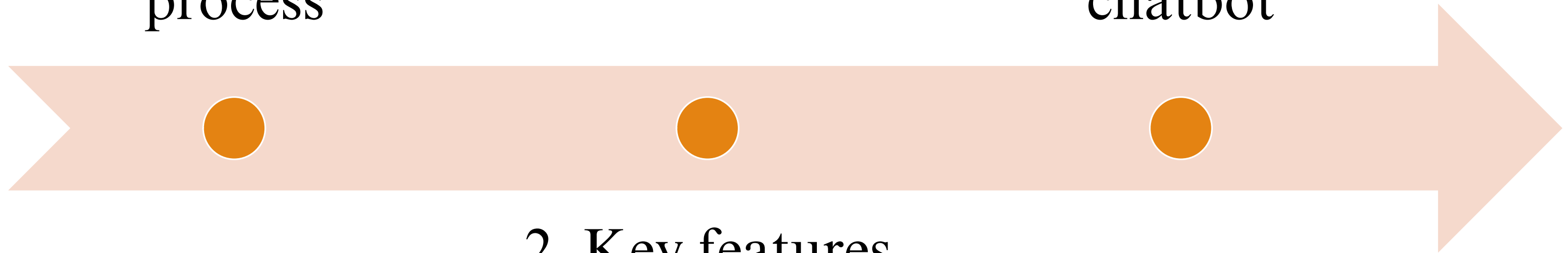
Test and Refine: Thoroughly test the integration to ensure the chatbot functions properly on WhatsApp. Make adjustments to improve the user experience and address any issues.

Website development:

1. Design and
development
process

3. Integration
with the
chatbot

2. Key features
and
functionalities



Benefits of the Kirana+ Platform:

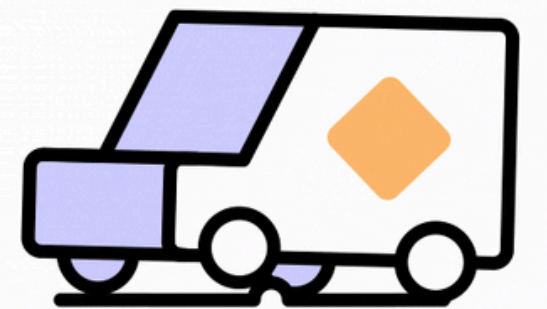


Increased Sales for Local Businesses:

- **Expanded Reach:** Kirana+ can help local businesses reach a larger customer base by making their products available online.
- **Increased Visibility:** By listing their products on the platform, local businesses can increase their visibility in the local market.
- **Reduced Overhead Costs:** Local businesses can reduce overhead costs associated with physical storefronts and marketing.
- **Building Customer Loyalty:** Local businesses can provide personalized service and recommendations, fostering customer loyalty. Quick and reliable delivery can enhance customer satisfaction and encourage repeat purchases.

Enhanced Convenience for Customers:

- **Time-saving:** By placing orders through WhatsApp, customers can save time compared to traditional shopping methods.
- **Personalized Service:** Local stores can provide personalized service and recommendations based on customer preferences.
- **Product Variety:** Customers can access a wider range of products from multiple local stores.
- **Reliable Delivery:** Kirana+ can ensure timely, faster and reliable delivery of products to customers.



Reduced Operational Costs:

- **Efficient Order Processing:** Kirana+ can streamline order processing and delivery, reducing operational costs for local businesses.
- **Reduced Inventory Management:** By connecting local stores to a centralized platform, businesses can better manage their inventory and reduce waste.
- **Lower Marketing Expenses:** Kirana+ can help reduce marketing expenses by providing a platform for businesses to reach customers directly.



Conclusion

- The Kirana+ chatbot exemplifies how AI can simplify complex processes, **benefiting** both businesses and consumers.
- IBM Watsonx's powerful AI tools enable scalable, user-friendly solutions tailored to real-world needs.
- Looking forward to the successful deployment and continued growth of Kirana+ .

Thank
you!