MICHIGAN STATE
U N I V E R S I T Y

Alpha Presentation
Asa: Amazon Shopping Assistant

The Capstone Experience

Team Amazon

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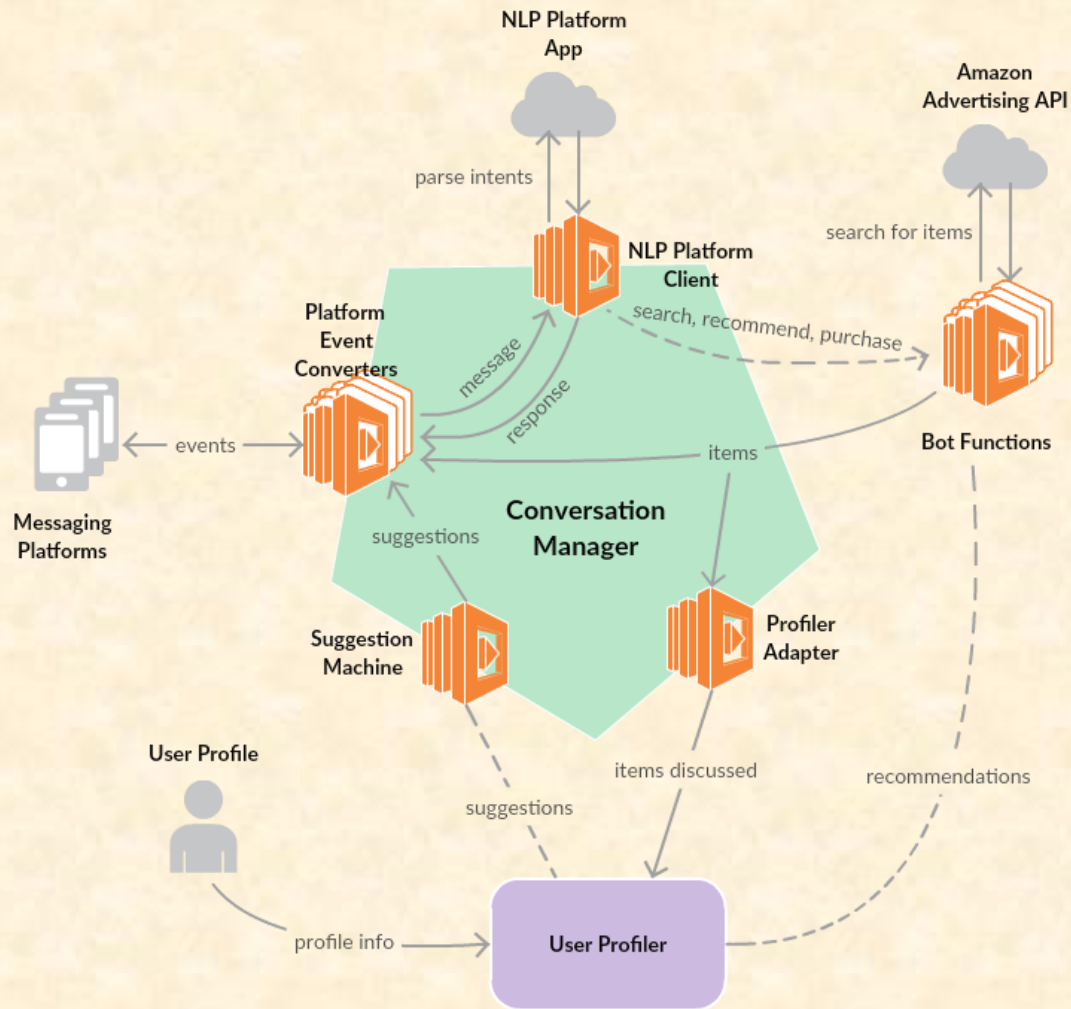Michigan State University

Fall 2016

From Students…
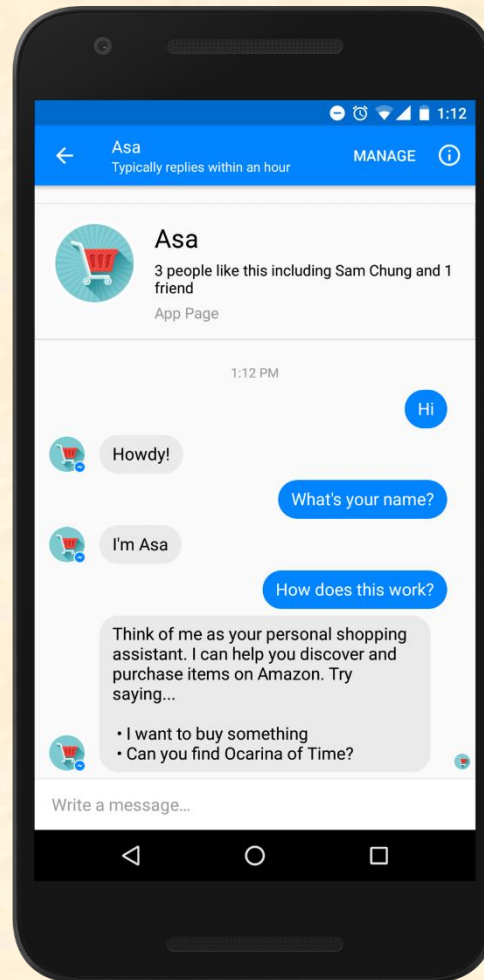*…to Professionals*

Project Overview

- Asa is a shopping assistant chatbot

- Brings Amazon shopping to messenger platforms

- Learns about a user

- Reminds users to purchase items

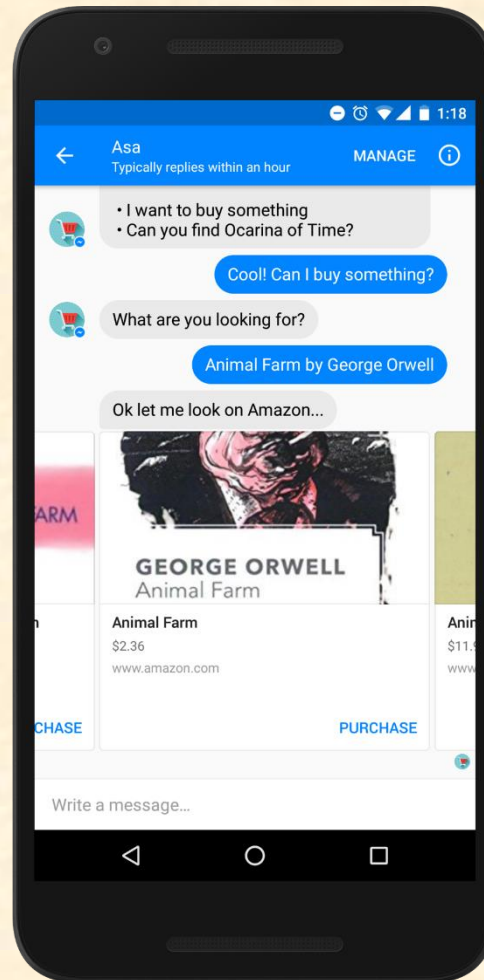- Extendible to various messaging platforms (Facebook, Slack, SMS)
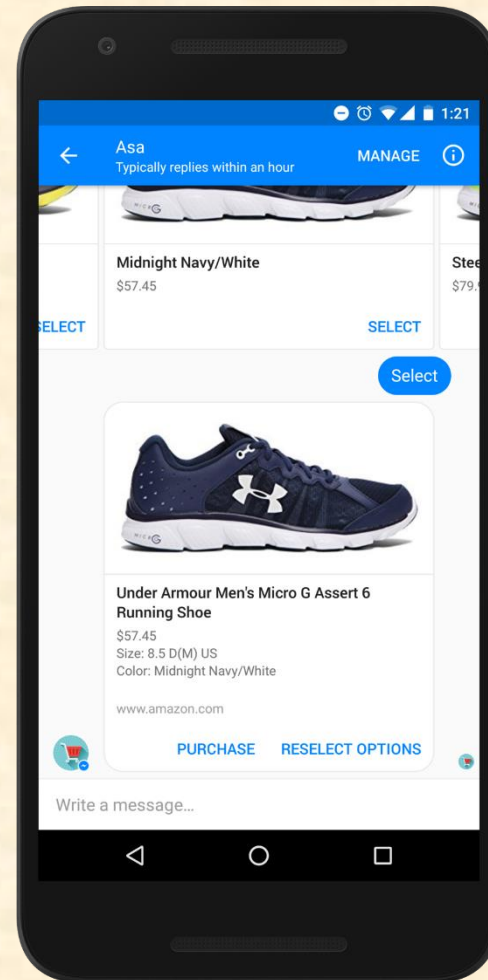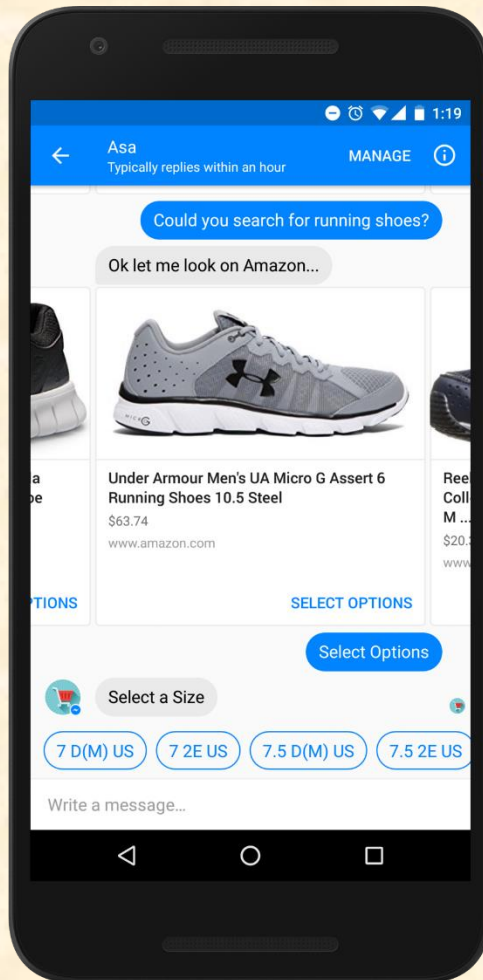
System Architecture

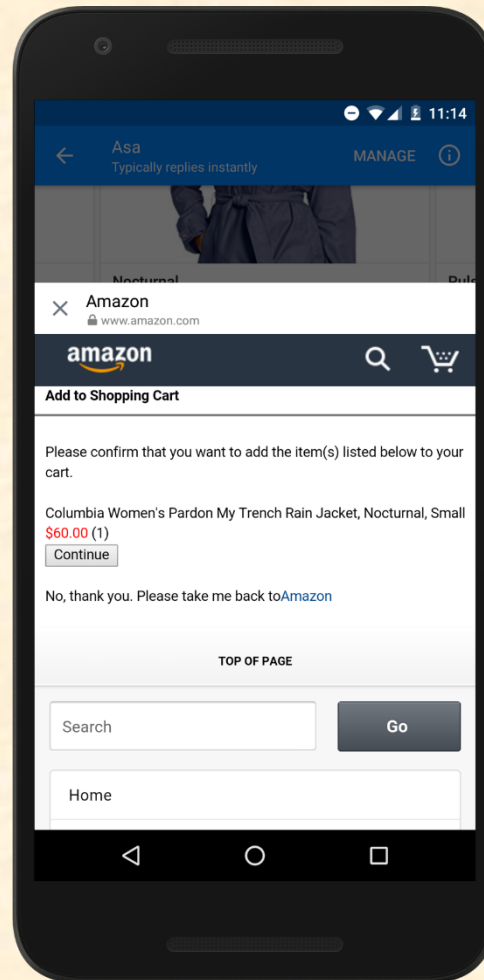# Screenshot(s): Initiation

Screenshot(s): Item Search

Screenshot(s): Variation Selection

Screenshot(s): Purchase Cart

What's left to do?

- Beta Features
  - Add "browsing" capability in conversation
  - Integrate recommendation system into app
  - Add "personality" to Asa for user experience
- Stretch Goals
  - Implement purchase reminders
  - Extend to other platforms
  - Price watch list

Questions?