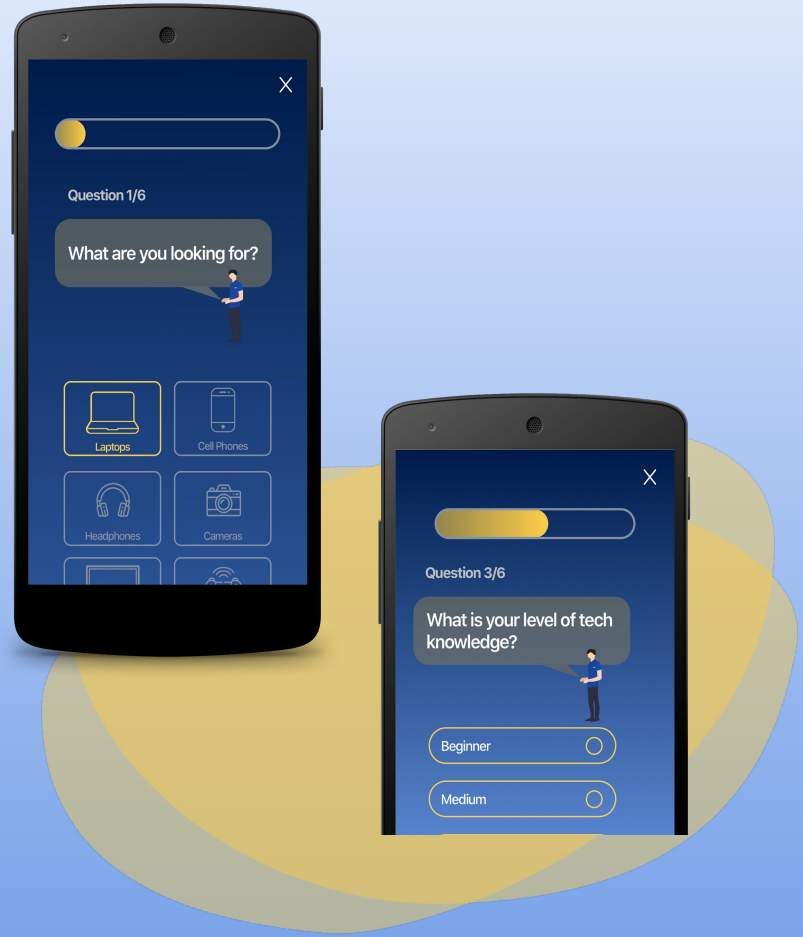
BEST BUY

The Blue Shirt Experience at Your Fingertips



The Problem

- Inefficiency
- Confusing product description
- Need help from Blue Shirt

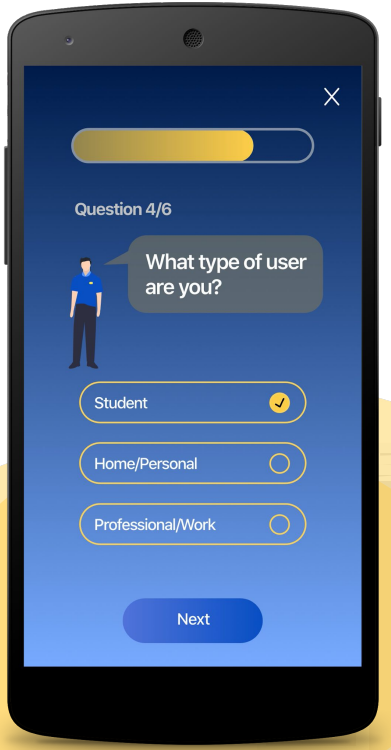
The Solution

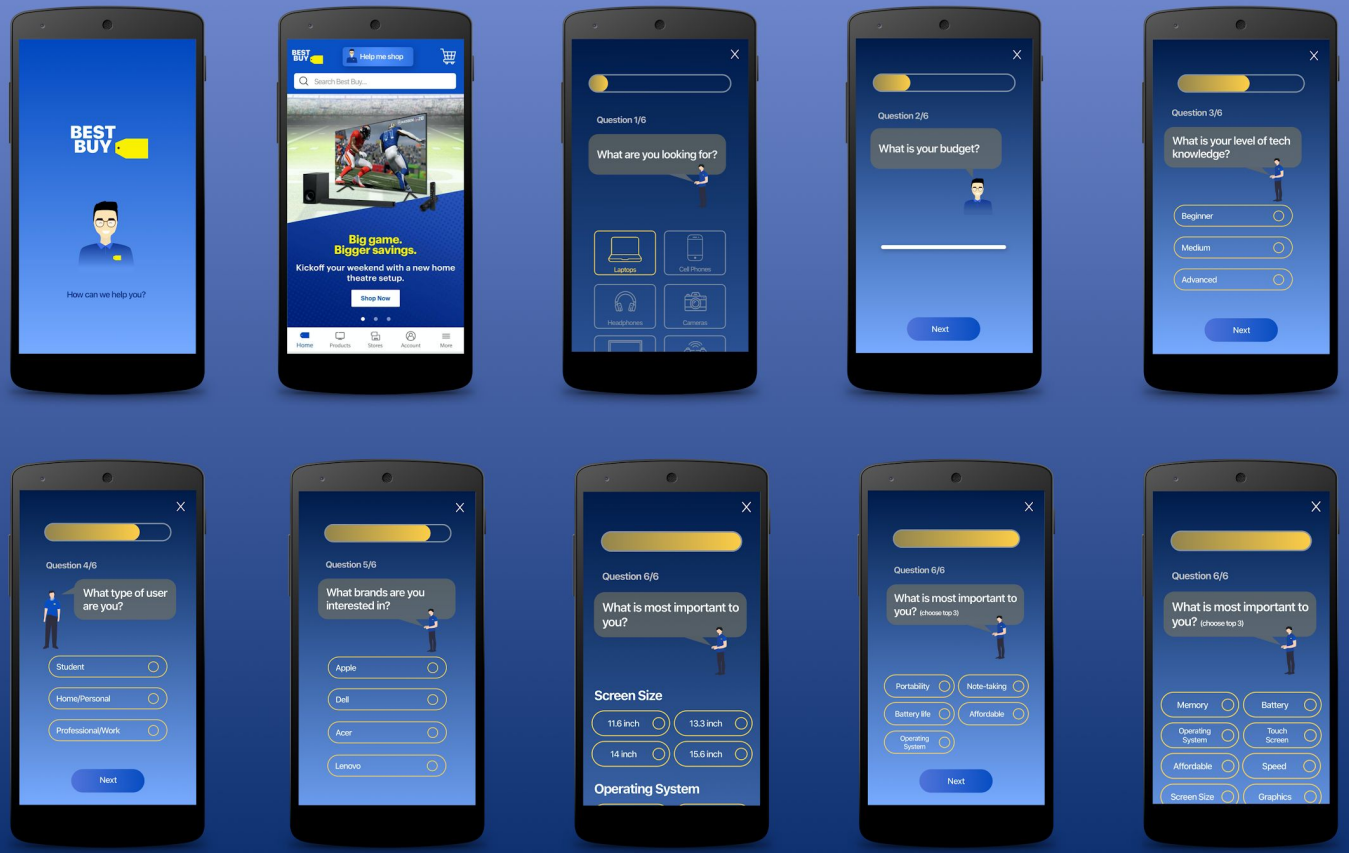
Personalizing Your Online Customer Experience

Growth Potential

Embracing the Possibilities of the Future

- eCommerce market share increase
- Customer retention
- Future iterations:
  - Machine Learning (NLP, Data Analytics)
  - Data collection ➔ efficient customer targeting




BEST BUY
How can we help you?
Help me shop
Search Best Buy...
Big game. Bigger savings.
Kickoff your weekend with a new home theatre setup.
Shop Now
Home
Products
Stores
Account
More
Question 1/6
What are you looking for?
Laptops
Cell Phones
Headphones
Cameras
Question 2/6
What is your budget?
Next
Question 3/6
What is your level of tech knowledge?
Beginner
Medium
Advanced
Next
Question 4/6
What type of user are you?
Student
Home/Personal
Professional/Work
Next
Question 5/6
What brands are you interested in?
Apple
Dell
Acer
Lenovo
Question 6/6
What is most important to you?
Screen Size
11.6 inch
13.3 inch
14 inch
15.6 inch
Operating System
Question 6/6
What is most important to you? (choose top 3)
Portability
Note-taking
Battery life
Affordable
Operating System
Next
Question 6/6
What is most important to you? (choose top 3)
Memory
Battery
Operating System
Touch Screen
Affordable
Speed
Screen Size
Graphics