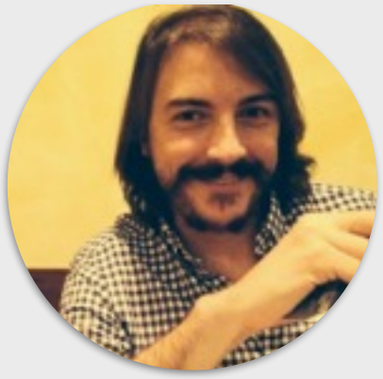
Gusto

Style and Motivation-Driven Store Search

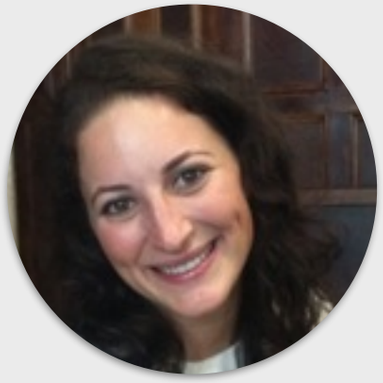
TEAM

Brian Murphy



Ryan Baker

Ignacio Pérez



Sydney Fliorent

Advisor: Steven Weber

TODAY

- Idea
- Approach
- Technical
- Demo
- Outcome

QUESTION:

Why do people still go to stores?

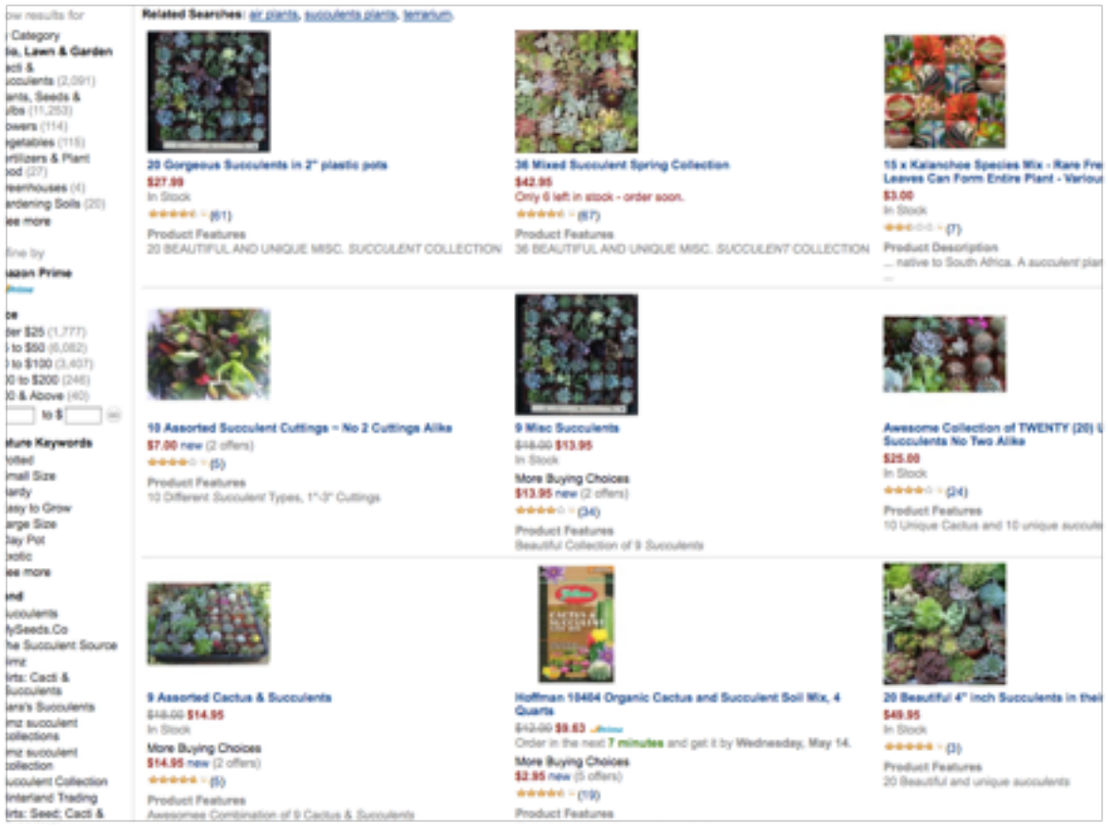
STORES HAVE VALUE

“Online shopping can't do everything
- you have to wait for what you order
and sometimes pay for shipping”

“Sometimes physical shopping leads me to new discoveries.”

“Shopping in stores gives me ideas. It’s an aspirational tool to help me figure out how to decorate.”

IN-STORE ≠ ONLINE



PROBLEM

How do you help people **online** find accurate representations of stores that are offline?

GOAL

Return clear, concise, high-relevancy **matches** to consumers seeking local stores - not goods - that fit their personal **style** and immediate **in-the-moment** interests.

TODAY

- Idea
- Approach
- Technical
- Demo
- Outcome

RESEARCH PROCESS

Existing Research

User Validation

Insights

KEY INSIGHTS

- Hedonic shopping motivations are significant
- Shoppers constantly weigh costs and benefits
- Store ambience matters

PROPOSED INNOVATIONS

Abstracting shopper motivations

Adventure **B**argain **C**onvenience

Descriptive, vivid store profiles

Simple, vector-based style matching

CORE PRINCIPLES

CLARITY

Human Terminology

SIMPLICITY

Reducing Choice

HONESTY

Transparent Information

TODAY

- Idea
- Approach
- Technical
- Demo
- Outcome

TECH SUITE

Ruby on Rails, Heroku and AWS

Fast prototyping/deployment

External libraries for authentication, image management, location, etc.

SEARCHING FOR STORES

CONTEXT

In-the-moment Needs

- Space
- Access
- Goods
- Ambience
- Services

PREFERENCES

Persistent Over Time

- Modern
- Vintage
- Outdoor
- Traditional
- Contemporary

SEARCH

Filter by CONTEXT

Order by PREFERENCES

gusto.com

Gusto

Location: Berkeley, CA Sign up Login

I'M LOOKING FOR STORES...

THAT SELL ANYTHING AND I WANT IT ALL

And I *specifically prefer* stores that are ...

(hide options)

IT ALL

ADVENTURE

CONVENIENCE

BARGAINS

Space Access Goods Amb ice

Large Transit Affordable Mellow Friendly

Cozy Parking High-End Bustling Hands-Off

DEMO

Search

ATOMIC GARDEN

5453 College Avenue | Oakland, California 94618

Adventure 8.5 Bargain 4.7

Convenience 7.8

Categories

Decorations

Furniture

Accessories

Clothing

Style

Rustic

Contemporary

Ethic

COLLECTOR

TODAY

- Idea
- Approach
- Technical
- Demo
- Outcome

CHALLENGES

- Scalability of curation model
- Replicable technology, low barriers
- Uncertain revenue model

GUSTO IN THE FUTURE

- Opportunity to reduce complexity
- Gusto models a streamlined approach
- Similar abstraction for many industries

Gusto

Thank you!

COSINE SIMILARITY COMPARISON

- We choose the most common styles trends to create a preferences' vector.
- We can add new dimensions and surveys to improve search results.
- Previous responses are not affected by the new dimensions/responses.

Styles	Store	Store	User 1	User 2
Outdoor	1	0	1	0
Modern	0	1	1	1
Vintage	1	0	1	1
Tradition	0	1	0	1

In the example, User 1's preferences are closer to store 1 than store 2

Cosine similarity allow us to compare more complex values, gathered in multiple ways: experts, user feedback, product analysis, etc.