



MICES 2026


Search, Chat, and Ockham

When Two Interfaces Are One Too Many

Andrea Polonioli

10 June 2026

Conversational as a Long-Standing Promise

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The future of voice search: 2020 and beyond

What does the future hold for voice search? If you search the web for these words – or a version of them – you'll encounter no shortage of grand predictions.

Forbes

INNOVATION

Harnessing Conversational Voice AI In The E-Commerce Industry


 By [Abhimanyu Singh](#), Former Forbes Councils Member.
for [Forbes Technology Council](#), [COUNCIL POST](#) | Membership (fee-based)

Published Aug 24, 2021, 07:45am EDT

Forbes

INNOVATION

The Journey To Conversational Search

 By [Nicolas Dessaigne](#), Former Forbes Councils Member.
for [Forbes Technology Council](#), [COUNCIL POST](#) | Membership (fee-based)

Published Aug 20, 2018, 08:00am EDT, Updated Aug 20, 2018, 08:00am EDT

Forbes

BUSINESS > RETAIL

How Conversational Commerce Helped L'Oréal Achieve One Month Of Sales In 24 Hours

By [Tiffany Lung](#), Former Contributor. © I write about the transforming retail scene in Asia.

Published Oct 31, 2020, 08:00am EDT, Updated Nov 02, 2020, 02:52am EST

Search, as We Knew It

The Current State of Ecommerce Search

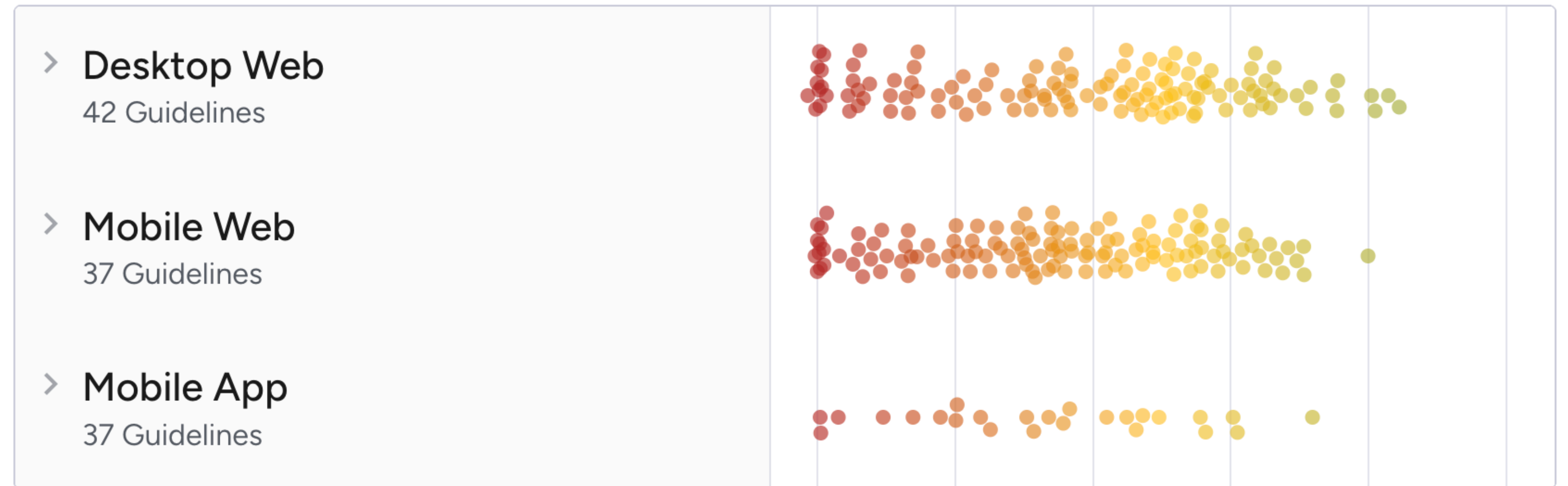
Benchmark UX Performances

"Feature" Searches

(39% of Sites Have Issues)

"Use Case" Searches

(43% of Sites Have Issues)



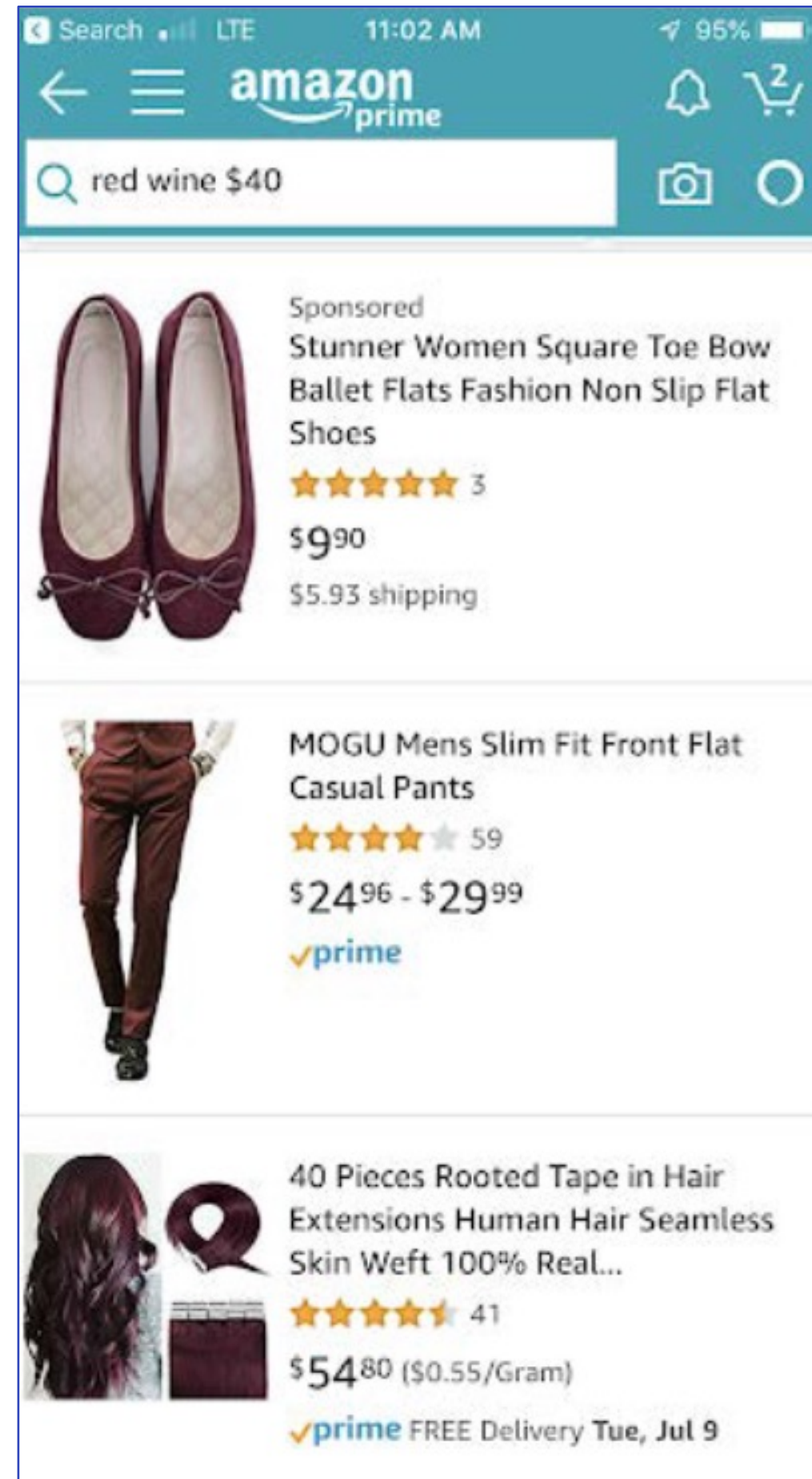
Baymard Institute

● 131 Major Ecommerce Sites

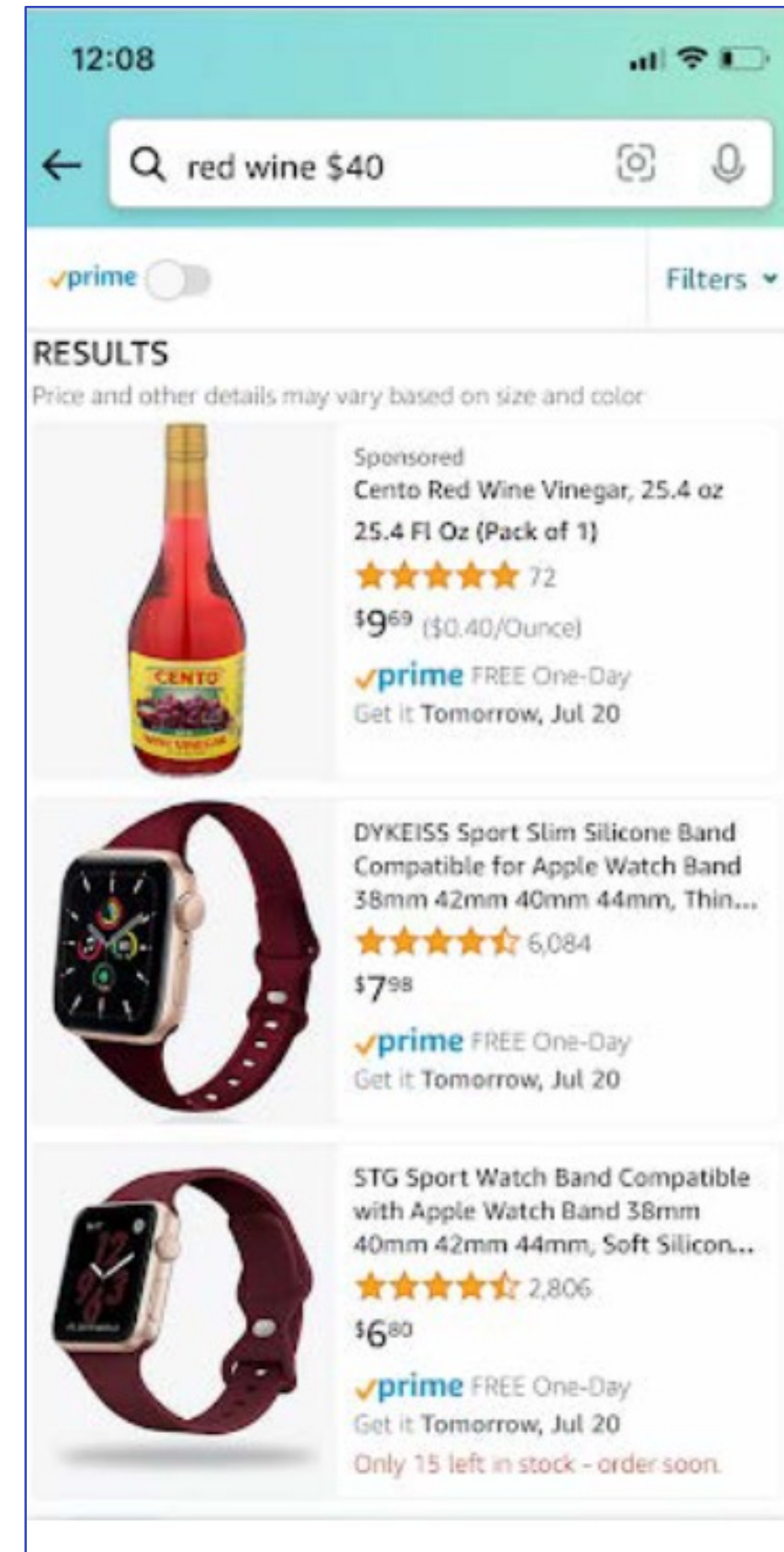
WHAT'S THIS?

Search, as We Knew It

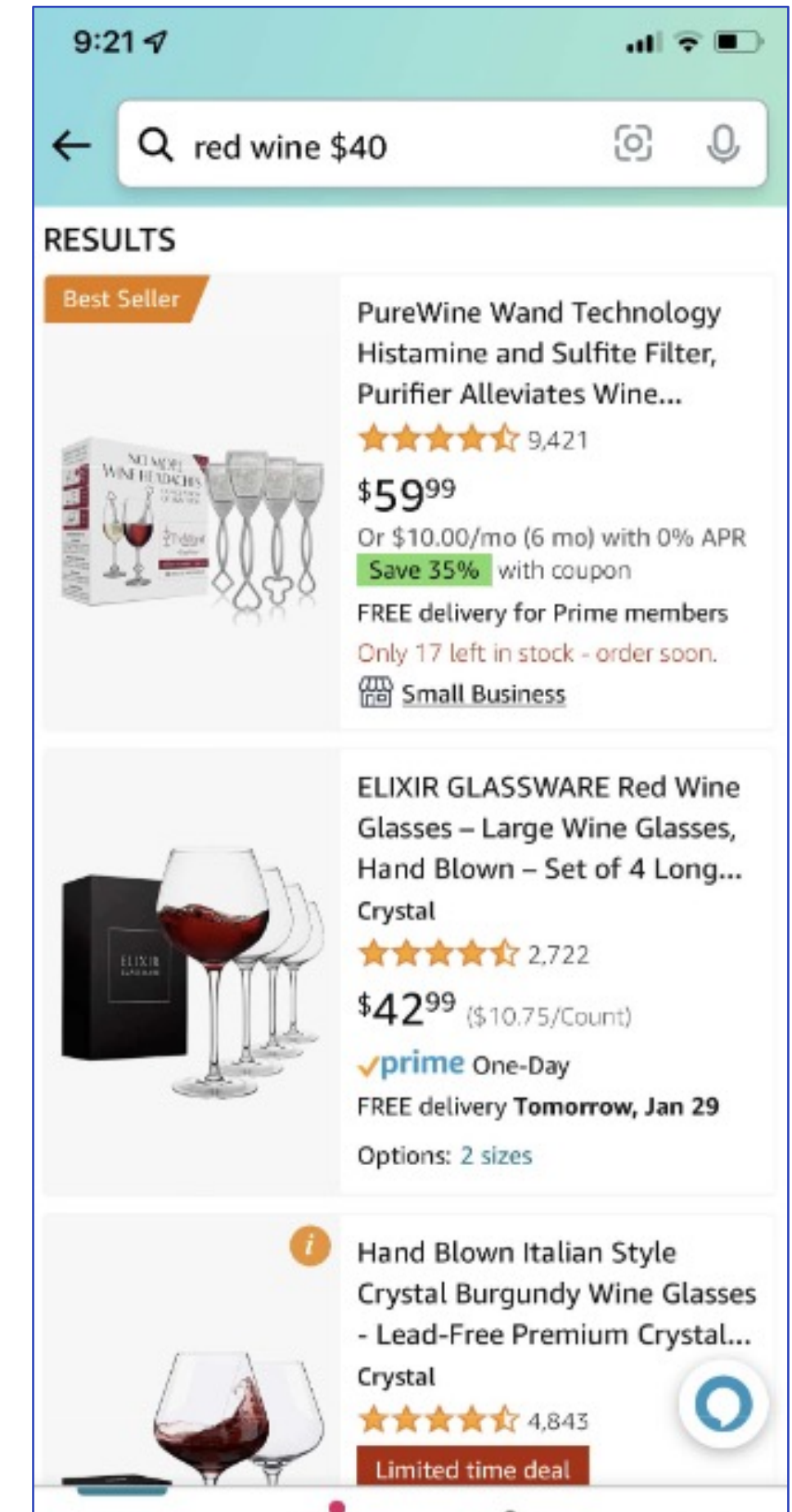
Query understanding has been a huge challenge, even for the largest organizations.



(a) July 7, 2019



(b) July 19, 2021



(c) Jan 28, 2023

Wang, H. and Na, T., 2024, January. Rethinking e-commerce search. In *ACM SIGIR*

Chatbots, as We Knew Them

The image shows a composite screenshot of a website. On the left, a jewelry store page for 'MONICA VINADER' features a gold ring and necklace. A chatbot window titled 'MONICA VINADER Virtual Assistant' is overlaid on the page. The chatbot's messages are: 'Hello! I'm Carla, the Monica Vinader virtual assistant', 'How can I help you today?', 'I want to buy a ring, less than £500. Suggestions?', 'I can help with general information about our rings. Would you like me to transfer you to a human agent who can provide personalized suggestions?', and 'hmm. Try with general info first.' The chatbot interface includes a 'type message...' input field and a 'Send' button. Below the chatbot, there is a 'SHOP BY COLLECTION' section with various product images.

On the right, a 'Brakes Chat' contact form is overlaid on a website page. The form has a green header with the 'Brakes Chat' logo and a close button. The text reads: 'Please fill out the fields to speak to an available advisor.' The form fields are: 'Name (Required)', 'Email Address', and 'Account Number (If Known)'. Below the fields is a privacy notice: 'We securely store all messages, conversations, and calls when contacting our Contact Centre Team for administration and monitoring purposes. We ask for your email address to provide you with a transcript of our conversation and in case we need to contact you to assist you further with your query. Please click on our Privacy Policy link below for more information.' The form has 'Cancel' and 'Submit' buttons. At the bottom right of the form, it says 'Privacy Policy' and 'by Talkative'.

Between Scylla and **Charybdis**

The trade-off to manage

Search

Fast and Consistent

Weakness

Less natural for conversational language.

Chatbots

Promise Conversations

Weakness

Often cannot deliver on the promise.

The Chatbot Renaissance

Why now

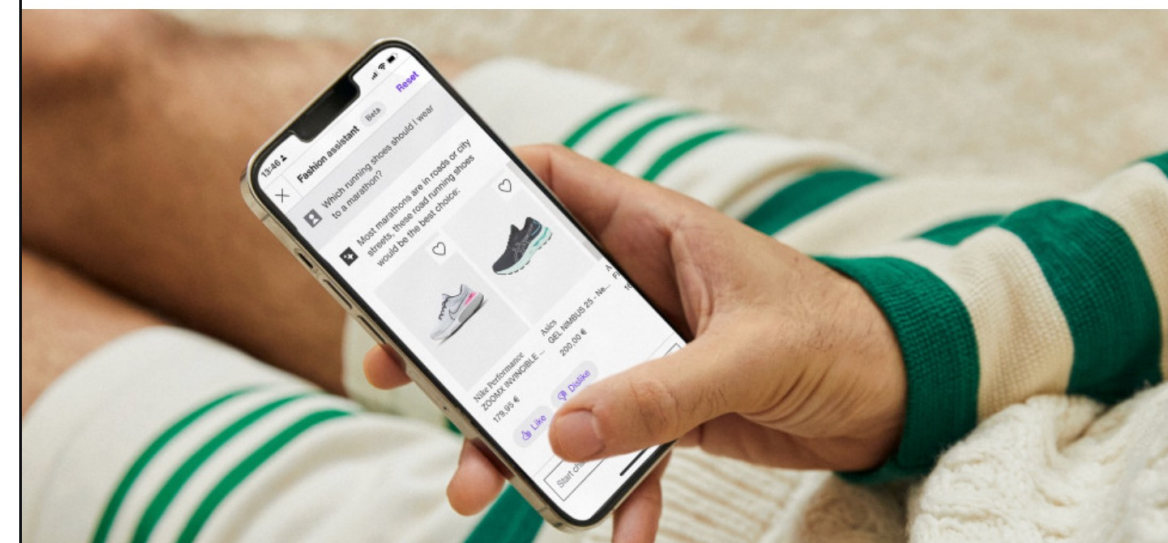
- AI & LLMs available
- Amazon sent a signal
- Safer to experiment
- Vendors offering conversational

Retailers are treating chat as a real discovery surface.

How Zalando is co-creating its new AI-powered assistant together with customers

November 30, 2023 · Technology

f in ✉



DIGITAL MARKETING REDUX // DECEMBER 16, 2025

Lowe's wants to do more with AI shopping in 2026

By Melissa Daniels

in f ✉

Macy's introduces AI-powered shopping assistant

After an initial dark launch, Ask Macy's helps users discover brands and receive personalized product recommendations.

Published March 31, 2026

A New Breed of Chatbots

What sets them apart

Breaking with one of the core tenets of search: consistency.

But for the first time genuinely conversational and capable.

Right
Three examples showing different answers to the very same question.

Rufus ai beta

I'm new to surfing what do i need to get started?

Welcome to surfing! Getting started requires some essential gear, but I'd love to give you the best recommendations. A few quick questions:

- What's your experience level with board sports (skateboarding, snowboarding, etc.)?
- Where are you planning to surf (ocean, lake, or specific location)?
- What's your budget range for getting started?

👍 🗨

Ask Rufus a question

Rufus ai beta

I'm new to surfing what do i need to get started?

Welcome to surfing! I'd love to help you get started with all the essential gear you'll need. To give you the best recommendations, can I ask a few questions first?

- What's your experience level with water sports or board sports?
- Where are you planning to surf (ocean, specific location, water temperature)?
- What's your budget range for getting started?

Here's what I'd recommend as your essential surfing starter pack:

Surfboard - Your Foundation [See more](#)

Wavestorm 8ft Classic Surfboard // Foam Wax Fre...

4.5 ★★★★★ (303)
100+ bought in past month

\$25479
\$14.99 delivery **Thu, Mar 26**

[Add to cart](#)

8ft foam longboard with wax-free soft top, perfect for learning and stability

[More details](#)

Ask Rufus a question

Rufus ai beta

I'm new to surfing what do i need to get started?

Welcome to surfing! Getting started requires just a few essential pieces of equipment to safely enjoy the waves. Here's what you'll need as a beginner:

Beginner Surfboards [See more](#)

Wavestorm - Classic Soft Top Foam 8ft Surfboard

4.6 ★★★★★ (154)
50+ bought in past month

\$29999
FREE delivery **Sat, Mar 28**

[Add to cart](#)

8ft soft foam board with removable fins, ankle leash, and traction pad included

[More details](#)

6' FUNBOARD Surfboard Softboard Foam - Include (...)

4.1 ★★★★★ (54)

\$10951
FREE d [↓](#) **Tue, Mar 31**

Ask Rufus a question

A New Range of Intents

What sets them apart

From price constraints to comparisons, bundles and enablement.

Shopping chatbots are starting to handle those intents, stepping into RecSys territory.

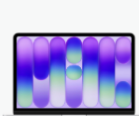
Right
Three examples of different intents chatbots are expected to handle.

alexa for shopping

show me laptops that cost less than \$1500

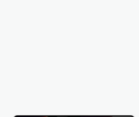
Here are some great laptops under **\$1,500**, fresh picks across different categories:

MacBook Options [See more](#)



Apple 2026 MacBook Neo 13-inch Laptop with A18 Pro chip: Built for AI and Apple Intelligence, Liquid Retina Display, 8GB Unified Memory, ...
4.8 ★★★★★ (542)
1K+ bought in past month


2026 MacBook Neo with A18 Pro chip, 13" Liquid Retina display, 8GB RAM, 512GB SSD, up to 16hrs battery — great for everyday use and students
[More details](#)



Apple 2021 MacBook Pro with Apple M1 Pro Chip (16-inch, 32GB RAM, 1TB SSD Storage) Space Gray (Renewed)
4.2 ★★★★★ (22)
50+ bought in past month
\$1,024⁹⁹
[Add to cart](#)

Renewed 2021 MacBook Pro with M1 Pro, 16.2" Liquid Retina XDR 120Hz, 32GB RAM, 1TB SSD — excellent value for power users
[More details](#)

Windows Ultrabooks [See more](#)



ASUS Zenbook 14 Laptop 14" WUXGA OLED Touch (500nits HDR, 100% DCI-P3) Intel 16-core Ultra 7 255H (Beats Ultra 9 185H) 16GB RAM ...
5.0 ★★★★★ (1)

Ask a shopping question

alexa for shopping

compare iphone 17 pro vs air

Here's a detailed comparison of the **iPhone 17 Pro** vs. **iPhone Air** to help you decide:

Bottom line: The iPhone Air wins on thinness and portability, while the iPhone 17 Pro wins on camera versatility and raw power.

Feature	iPhone 17 Pro	iPhone Air
Chip	A19 Pro	A19
Display	6.3" ProMotion OLED (120Hz, 2000 nits)	6.5" ProMotion OLED (120Hz)
Rear Cameras	Triple: 48MP main + 48MP ultrawide + 48MP 5x periscope telephoto + LiDAR	Dual: 48MP main + 12MP ultrawide (no telephoto)
Design	Titanium, textured matte finish	Titanium, ultra-thin (0.22" vs 0.34")
Weight	7.27 oz (206g)	5.82 oz (165g)
Connectivity	Thunderbolt 3 (USB-C)	USB-C 10Gbps
Starting Price	\$1,099 (256GB)	\$999 (256GB)

Key takeaways:

- Choose **iPhone 17 Pro** if you want the best camera system (especially zoom & video), highest performance for gaming/pro tasks, and the brightest display

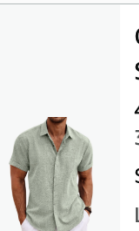
Ask a shopping question

alexa for shopping

can you show me an outfit for a man for a beach summer party, not crazy expensive, ideally casual ?

Here's a casual, budget-friendly beach summer party outfit for men — put it all together for under **\$100!**

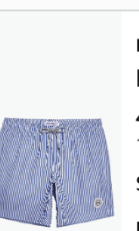
The Shirt [See more](#)



COOFANDY Men's Linen Shirts Short Sleeve Casual Shirts Button Down Shirt for Men Beach Summer Wedding Shirt
4.4 ★★★★★ (13,533)
3K+ bought in past month
\$29⁹⁹
List: \$34.99
Delivery **Thu, Jun 11**
[Add to cart](#)

Lightweight linen short-sleeve button-down — breathable, wrinkle-free, perfect for warm weather. \$29.99

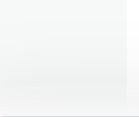
The Swim Shorts [See more](#)



maamgic Mens Swim Trunks Quick Dry Swim Shorts with Mesh Lining Funny Swimwear Bathing Suits 7inch
4.6 ★★★★★ (29,060)
1K+ bought in past month
\$21⁹⁹
Delivery **Thu, Jun 11**
[Add to cart](#)

Quick-dry swim trunks with mesh lining, 3 pockets, and UV protection — doubles as casual shorts. \$21.99

The Sunglasses [See more](#)



LUENX Aviator Sunglasses for Men Women Polarized - UV400 Protection, Stylish Shades, Driving, Outdoor Activities
4.6 ★★★★★ (6,921)

Ask a shopping question

Not All Chatbots Are Created Equal

Frasers has launched its new chatbot, but it **struggles with critical use cases** - particularly more complex queries like product comparisons.

FRASERS Assistant

Trail running trainers

For dynamic trail running, here are refined choices blending protection, grip, and technical craftsmanship:

Performance Trail Running [View all](#)

Brand	Product
Karrimor	Sabre V4 Mens...
Salomon	Aero Flow Gravel...
Asics	Gel-Venture 10...

can you compare karrimor vs asics?

I can't help with that request.

Ask Frasers

Recommended for you

- Myga**
Cork Yoga Mat Pair of Cork Blocks Strap
£35.99 £44.99
- Adults 61 Weighted Body Weights**
£40.00 £79.99
- Reebok**
Reebok FR30z Floatride Treadmill
£899.99 £999.00
- Pure2Improve**
Pure2Improve Hitting Mat
£55.99

More from Frasers

- SPORTS DIRECT
- JACK WILLS
- GAME MONOPOLY

New Interface, Old Problems

Belk recently launched its new chatbot.

However, many of the products it recommends **don't actually match** the user's query.

The screenshot displays the Belk website's search results for 'sunglasses ray ban men less than \$200'. The main product grid shows three Ray-Ban models: RB2132 New Wayfarer Classic Polarized Sunglasses (\$231.00), RB3025 Aviator Gradient Sunglasses (\$207.00), and RB3548 Hexagonal Sunglasses (\$207.00 - \$244.00). An AI Shopping Assistant chatbot is overlaid on the right side, with a search bar containing the same query. The chatbot's message reads: 'I'm here to help you find amazing products at belk.com! However, I can only search our available brands. Let me find you stylish men's sunglasses that match your budget!'. Below the message, the chatbot displays two sections of recommendations: 'Timeless Style' and 'Sharp Vision'. The 'Timeless Style' section shows four products: Nike Men's Vital Core Sunglasses (\$69.00), Armani Exchange Men's AX4115SU Sunglasses (\$150.00), Columbia Men's Rectangular Sunglasses (\$47.20 after coupon, ~~\$59.00~~), and Ray-Ban Men's RB4147 Boyfriend Sunglasses (\$194.00). The 'Sharp Vision' section shows four products: Columbia Men's Barlow Basin Sunglasses (\$47.99 after coupon, ~~\$59.99~~), Oakley Men's OO9100 Leffingwell Sunglasses (\$184.00), Columbia Men's Fir Ridge Sunglasses (\$36.00 after coupon, ~~\$45.00~~), and Columbia Men's Semi-Rimless Sunglasses (\$47.99 after coupon, ~~\$59.99~~). The chatbot interface includes a 'Start again' button and a search bar at the bottom with the placeholder text 'Ask me anything'.

New Interface, Old Problems

Even Macy's chatbot, which is overall solid, **struggles with the relevance of results**, exacerbated by the "carouselization" of results.

The screenshot displays the Macy's website interface. At the top, the search bar contains the query "best shirts for men less than 150\$". Below the search bar, there are navigation tabs for various categories: Shop All, Women, Men, Beauty, Shoes, Home, Jewelry, Handbags, Furniture & Mattresses, Kids & Baby, and ToysRUs. The main content area shows search results for "best shirts for men less than 150\$" (500+ items). There are filter buttons for Filter, Price, Brand, Color, Size, Item Type, and Sleeve Length. Three shirt products are featured in a carousel:

- Cubavera Men's Geo Embroidered Panel Chambray Shirt**: \$60.00, 4.5 stars (201 reviews). Color options: grey, blue, light blue.
- Club Room Men's Wicker Silk Macy's Exclusive**: \$69.50, 4.5 stars (418 reviews). Color options: yellow, red, blue, white, black, +3.
- Cubavera Men's Pick Stitch Panel Short Sleeve Button-Down Shirt**: \$60.00, 4.5 stars (347 reviews). Color options: dark blue, red, white, black.

On the right side, the "Ask Macy's" chatbot interface is visible. It shows the chatbot's response to the search query: "I found several top-rated and best-selling men's shirts and shirt collections for less than \$150. These options include classic polo shirts and versatile oxford shirts from popular brands." Below this, there are two sections: "Casual & Classic Polos" and "Dress & Sport Shirts". Each section includes a description and a carousel of product images. The "Casual & Classic Polos" section shows three Polo Ralph Lauren shirts with prices ranging from \$49.50 to \$118.00. The "Dress & Sport Shirts" section shows a man and a child wearing shirts, with a price range of \$49.50 to \$118.00. At the bottom of the chatbot interface, there is a search bar with the text "I'm looking for..." and a search button.

Conversational Means Different Things

Search is evolving too. But some “conversational” features are more superficial than others.

Features such as “conversational filtering” are not changing the experience in significant ways. Other experiments appear more promising.

The screenshot shows the Bed Bath & Beyond website with a search for "coffee table". The search results page includes a navigation bar with categories like Furniture, Rugs, Outdoor, Bedding, Bath, Kitchen & Entertaining, Decor, Organization, Lighting, Baby & Kids, Holiday & More, Sales & Deals, and Inspiration. Below the search bar, there are filters for "Coffee Table" with options like "SALE All Coffee Table on...", "NEW! Coffee Table Ne...", "Furniture", "Outdoor", "Gifts", "Storage and...", "Kitchen and Dining", "Lighting", and "Home Improve...". A conversational filtering feature is visible, asking "Which color are you looking for?" with buttons for Brown, Black, Beige, White, Cream, Natural, Grey, and Gold.

The screenshot shows the Expedia website with a search for travel in Maui, Hawaii, United States of A... for dates Jun 21 - Jun 28, with 4 travelers and 1 room. The search results page includes a map, a "View in a map" button, and a "Compare properties" toggle. A conversational filtering feature is visible, asking "Which color are you looking for?" with buttons for Brown, Black, Beige, White, Cream, Natural, Grey, and Gold. The search results list properties like "Hyatt Vacation Club at Ka'anapali Beach, Maui" and "Grand Wailea Maui, A Waldorf Astoria Resort".

Search Handles More Conversational Queries

Search is evolving too. Across verticals, markets, and organizations.

Investments in query understanding and LLMs (or SLMs) are **changing what the search bar can handle.**

Results for "blue goggles less than 10 dollars"

Related search terms: goggles, 3 dollars, 1008, swim lessons, thanksgiving

Filters: All Filters, Category, Brand, Size, Color, Price (309 Products)

Sort By: Featured

Product	Price	Discount	Rating
Sporti Antifog Plus Goggle	\$6.65	NOW 30% OFF	4.6 (945)
Sporti Antifog S2 Jr. Goggle	\$7.12	NOW 25% OFF	4.6 (169)
Sporti Antifog S3 Goggle	\$9.00	NOW 25% OFF	4.6 (75)
Sporti Antifog S2 Goggle	\$7.70	NOW 30% OFF	4.6 (553)

FAMOUS footwear

Search: womens shoes under \$100

Navigation: Jordan, New & Now, Women, Men, Kids, Brands, Accessories, Sale

Location: Herald Square, Open today 9am - 9pm

Offer: Get free shipping and enjoy great rewards. It's FREE to join! Sign In or Join Now

Women's Shoes

Shoes / Womens

Filters: Sneakers & Athletic Shoes, Boots, Mary Janes, Slip On Shoes, Sandals, Heels, Flats, Loafers & Oxfords, Clogs & Mules, Work & Safety, Slippers

1 - 72 of 4436 products | Shipping, Pickup, Delivery | Sort: Featured

Product	Price	Rating
Women's V5 RNR Sneaker	\$94.99	4.6 (570)
Women's Revolution 8 Running Shoe	\$79.99	4.6 (101)
Chuck Taylor All Star Low Top Sneaker	\$74.99	4.7 (6339)
Women's Air Max Torch 4 Running Shoe	\$99.99	4.7 (1852)

Search Is Becoming Generative

Search is evolving further, returning not just products but also answers.

Experiments with generative AI are **changing what the search page is showing shoppers**

The screenshot shows the Canon website search interface. The search bar contains the query "best lens for wildlife photography". Below the search bar, there are navigation links for various product categories. The main content area displays a "Generated Answer" section with a text block providing recommendations for lenses. A "Reference citations" section below the answer lists a source: "1 Canon Lenses for Wildlife Photography | Canon U.S.A., Inc.".

Canon Q best lens for wildlife photography X

Cameras Lenses Video Printers Ink, Toner & Paper Office Deals Protect Your Product Learning Community Support

Category

- Products** (293)
- Support (1043)
- Learning (122)
- Inspiration (29)
- Resources (100)
- Community (16585)

All Products

- Lenses (198)

Generated Answer

The best lenses for wildlife photography include the Canon EF 200-400mm f/4.0 IS USM, which is highly regarded for its versatility, making it ideal for various animal sizes. The Canon EF 800mm f/5.6L IS USM offers excellent magnification for distant subjects. As another option, the Canon EF 400mm f/5.6L USM is effective for hand-held photography, especially for birds in flight. The Canon EF 100-400mm f/4.5L IS II USM is also a superb choice, providing a flexible focal length range suitable for wildlife in various settings. Each of these lenses has unique features that address the specific needs of the photographer.

Reference citations:

- 1 Canon Lenses for Wildlife Photography | Canon U.S.A., Inc.

The screenshot shows the Nordstrom website search interface. The search bar contains the query "going to minnesota and need recommendation". Below the search bar, there are navigation links for various product categories. The main content area displays a "Get inspired with AI" section with a text block providing recommendations for winter clothing. Below the text, there are several product images with heart icons, suggesting a list of recommended items.

NORDSTROM Q going to minnesota and need recommendation X

New Sale Women Men Beauty Shoes Accessories Kids Designer

Home / All Results

Get inspired with AI

Minnesota calls for cozy and practical layers!

To stay warm, consider a down jacket, a cashmere sweater, a beanie, and a scarf. For outerwear, look for a heavyweight parka or a quilted maxi long jacket. Cashmere sweaters in crewneck or turtleneck styles are perfect for layering. Top it off with a chunky ribbed beanie and a wool or cashmere scarf. A crossbody bag is a great choice for keeping your belongings secure and your hands free.

Cold weather gear Cashmere sweaters Down jackets Beanies Scarves

Product images: A woman in black leggings, a woman in a dark jacket, a black parka, a dark jacket, and a woman in a white quilted jacket.

Rephrase



Between **Redundancy** and **Confusion**

Same shopper, intent, query, and moment. But two experiences.

If they are the same, one is redundant. If they are conflicting, they are confusing.

The screenshot shows a Vans e-commerce search results page for the query "black tote bag". The search results are displayed in a grid format, showing two different tote bags. The first is a black and white checkered tote bag with a black Vans logo patch. The second is a black and white checkered tote bag with a white Vans logo patch. The search results are titled "Results for 'black tote bag'" and include a "Show Filters" button.

Overlaid on the right side of the screenshot is an AI shopping assistant chat window. The chat window is titled "Vans Your AI shopping assistant" and shows a conversation with the user. The user asks, "Are you looking for a backpack for kids or adults?" and the assistant responds, "Here are some black bags from Vans that might interest you. I found a tote bag that can also be used as a backpack and is currently on sale. I also found several backpacks, crossbody bags, sling bags, and messenger bags. One of the messenger bags is also on sale." The chat window also displays a list of recommended products:

Product Name	Original Price	Current Price
Daily Tote Bag	kr649,00	kr421,85
Scatter Backpack Black/Black		kr599,00
Warp Sling Bag		kr499,00

The chat window also includes a price range filter for the tote bag, with options: "Under 400 SEK", "400 SEK - 500 SEK", "500 SEK - 600 SEK", and "600 SEK - 900". The chat window also includes a "Compare products" button and an "Ask a follow-up" button.

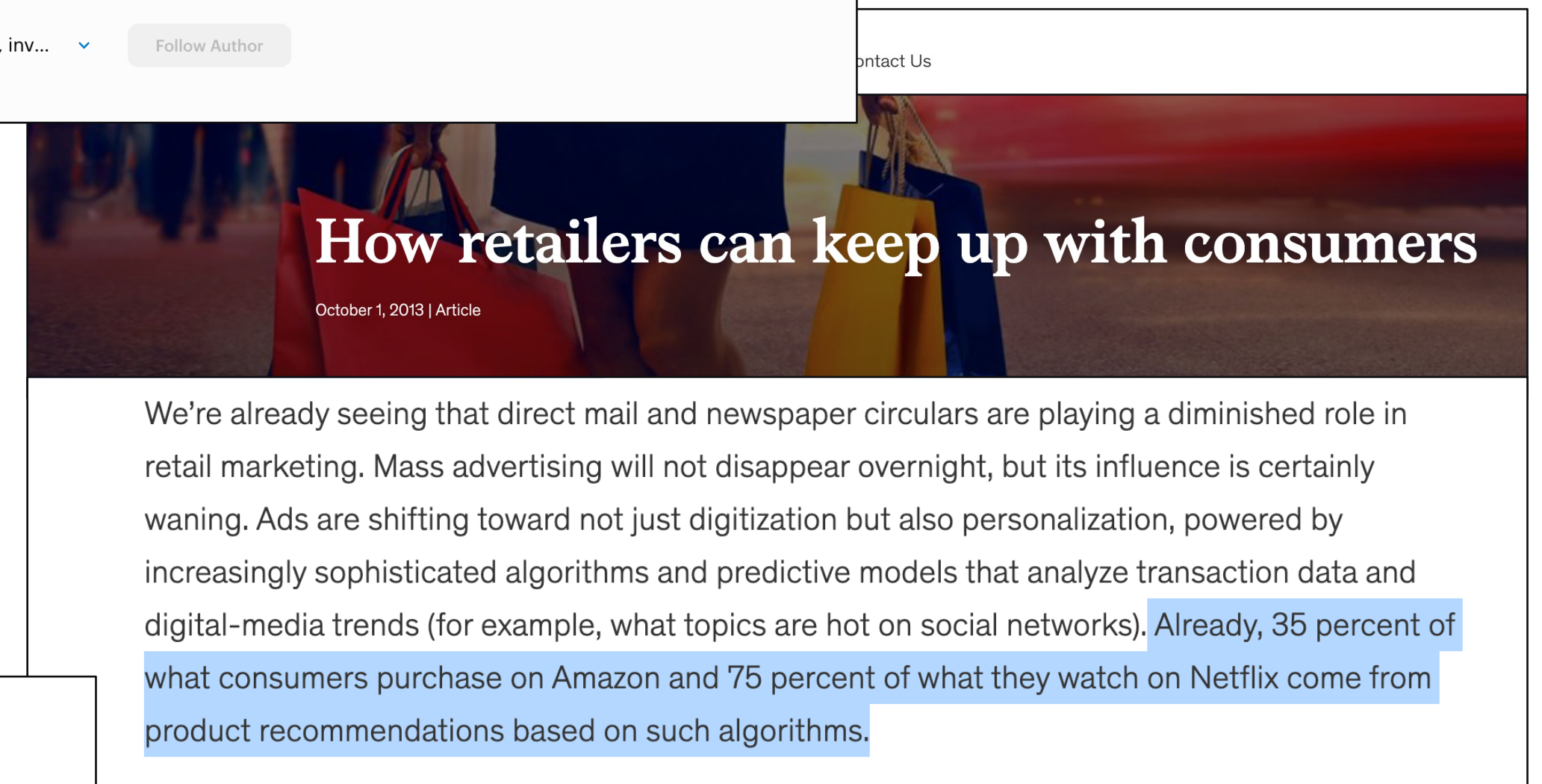
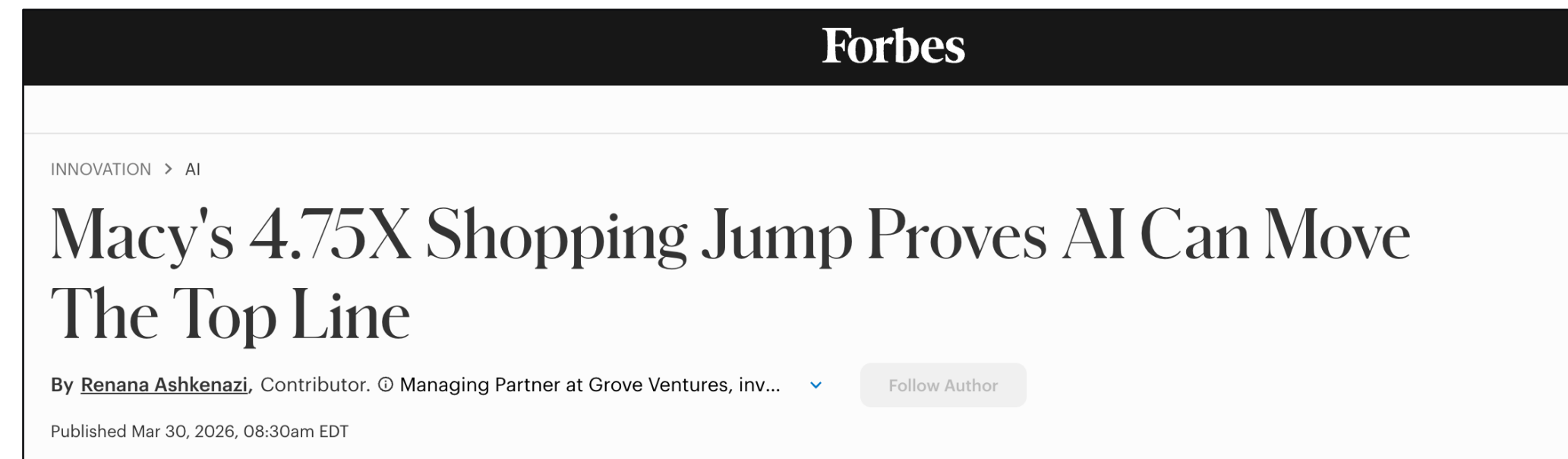
I Know, I Know...

It's ultimately an empirical question. But **attribution is hard.**

A useful precedent: McKinsey famously **attributed 35%** of Amazon's revenue to recommendations.

Research suggested the **real causal impact was closer to 10%.**

3 out of 4 recommendation sessions would have happened anyway.



Estimating the Causal Impact of Recommendation Systems from Observational Data
AMIT SHARMA, Cornell University
JAKE M. HOFMAN, Microsoft Research
DUNCAN J. WATTS, Microsoft Research

products that receive shocks while the products recommended next to them do not, and identify over 4,000 experiments that satisfy our criteria. Next, in Section 5 we use our method to show that although recommendation click-throughs do account for a large fraction of traffic among these products, at least 75% of this activity would likely occur in the absence of recommendations—a number that corresponds surprisingly well with estimates from a recent field experiment [Belluf et al. 2012]. Finally, in Section 6 we discuss some limitations to our method, but also emphasize that although

Ockham's Razor, **Applied to UX**



Do not multiply discovery
interfaces **beyond necessity.**"

William of Ockham

Reviewing duplicate UIs



Not an Argument for **Search** as it Was

Interesting experimentation in the direction of conversational search.

But a long way to go.

The screenshot shows the Sainsbury's website with a search bar containing the text "show me ingredients for banoffee pie". The search results are categorized under "Digestive Biscuits" and display a grid of seven products. Each product card includes an image, name, rating, price, and an "Add" button. The products are:

- Sainsbury's Milk Chocolate Digestives 300g (4.2/5 rating, £1.25)
- Sainsbury's Digestives 400g (4.6/5 rating, Aldi Price Match*, 59p)
- McVitie's Digestives The Original Biscuits Twin Pack... (4.4/5 rating, £3.20)
- McVitie's Milk Chocolate Digestives Biscuits 266g (4.8/5 rating, £2.25)
- McVitie's Digestives The Original Biscuits 360g (4.3/5 rating, £1.90)
- Sainsbury's Dark Chocolate Digestives 300g (3.9/5 rating, £1.25)
- Muller Corner Milk Chocolate Digestive 124g (4.6/5 rating, 95p)

Additional UI elements include navigation links (Explore, Help Centre, Store Locator), user account options (Favourites, My Account, Book a slot), and a "Beta Hey Sainsbury's - powered by AI" indicator.

Not an Argument for **Search** as it Was

Interesting experimentation in the direction of avoiding duplicate discovery interfaces

**But filtering is limited.
Sorting not supported.**

The screenshot displays the Daydream BETA e-commerce interface. At the top, there are navigation tabs for 'Explore', 'Chat', and 'Favorites'. The user's profile is 'Allegedly_new_t...'. A search bar contains the text 'I'm 6'3 and looking for a tracksuit'. Below the search bar, a chat bubble asks: 'These tracksuit options seem to align with your request for a clean, architectural aesthetic and focus on a predominantly black, gray, and white palette. Would you like to explore any specific details or materials further within these selections?'. A row of filters includes 'Under \$300', 'Black', 'Blue', 'Grey', 'Cotton', 'Polyester', 'Logo Print', and 'Striped'. The main content area shows a grid of tracksuit products. Each product card includes an image, a 'More Like This' button, and product details such as brand, original price, and sale price. The products shown are: Philipp Plein Gothic Logo-Print Tracksuit (\$7,515 to \$2,648), Ea7 Emporio Armani Logo-Print Tracksuit (\$262 to \$196), Philipp Plein Graphic-Print Tracksuit (\$1,620 to \$487), and Billionaire Logo-Embroidered Tracksuit Set (\$2,220 to \$891). At the bottom, there is a 'Chat to refine...' input field and a '+' button.

Conversational Search's BoM

Intent Understanding & Refinement.

Must handle constraints, attributes, comparisons. But also rich filtering, sorting by price.

Adaptive UI.

Requires dynamic interfaces - not just relevant results, but adaptive layouts.

Latency Management.

Makes slow AI acceptable for shoppers, buying patience and reducing the time to first token.

When Necessary, Keep It Bounded

Scope

→ Anchored to a specific product or context — not open-ended discovery

Grounding

→ Responses from verified product data — not generated around it

Job

→ Resolve, not explore — a user close to a decision, not in the middle of one

The screenshot shows a product page for Scotts Pure Premium Sun and Shade Grass Seed. The product is priced at \$9.98 each, with a 50% discount from the original price of \$19.98. It is available in stock at Stockyards Aisle 66, Bay 008. The page includes a product image, a 'Best Seller' badge, and a 'How Much Will You Need?' calculator. Delivery options are available for as soon as May 23 for \$0.00, and store pick-up is available for as soon as May 22 for free. The page also features a 'Buy Now' button and a 'Write a Review' link.

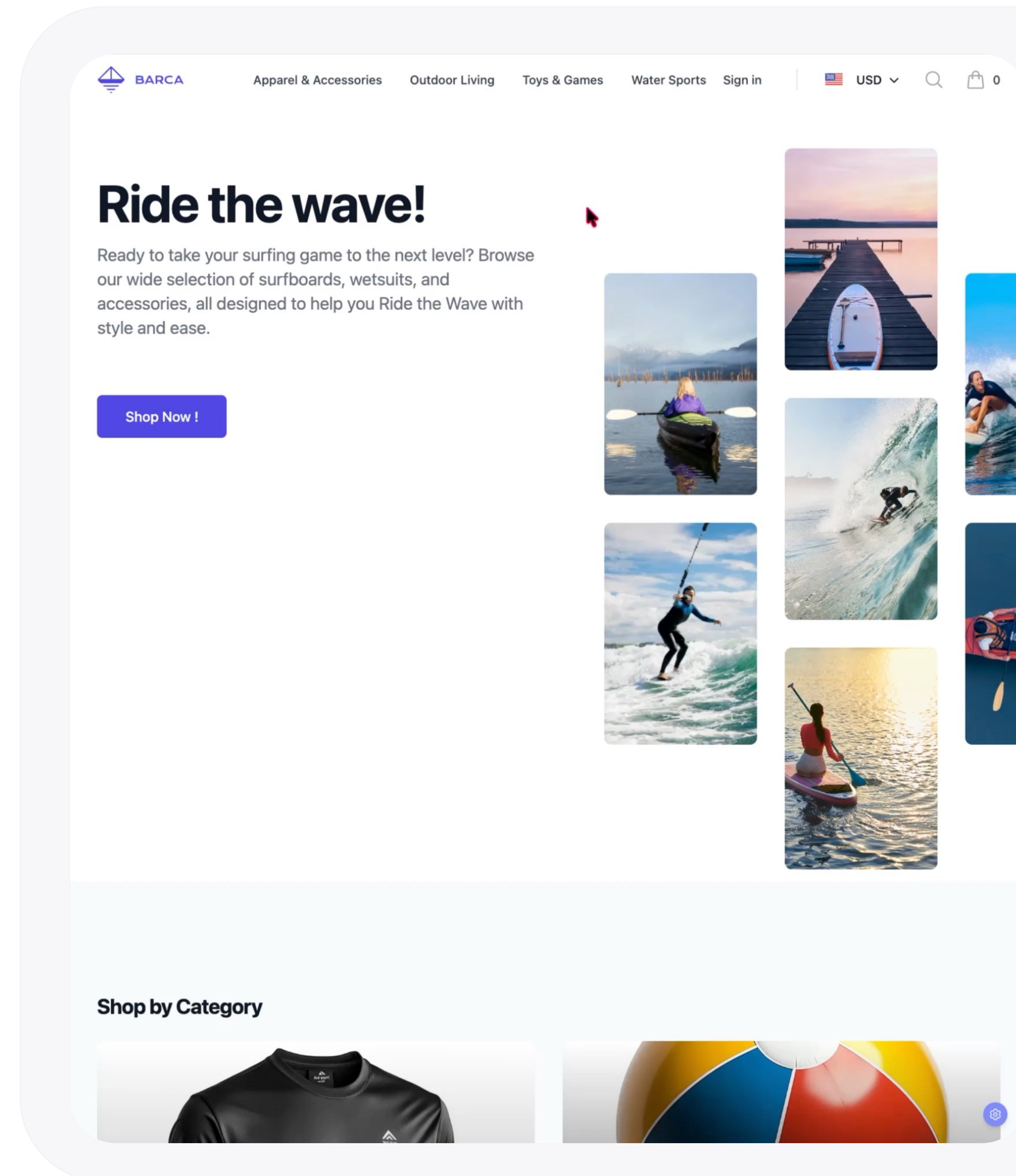
The screenshot shows an AI chat interface titled 'Ask Our AI About This Product'. The user has asked, 'Is this suitable for a lawn with heavy shade?'. The AI has responded with the following answer: 'Yes, Scotts® Pure Premium Sun & Shade grass seed is formulated to thrive in varying sun and shade conditions. It is ideal for new lawns, repairing, or overseeding existing lawns. AI-generated from the text of manufacturer documentation. To verify or get additional information, please contact The Home Depot's associates. Was this helpful?'. The interface includes a search bar, an 'Ask' button, and a 'Was this helpful?' feedback section. Below the chat area are three tabs: 'Overview', 'Specifications', and 'Reviews'.

Conversational Product Discovery

A streamlined experience for shoppers to search, compare, ask questions, and get answers

- ✓ Enterprise-ready, orchestrated agentic solution
- ✓ Agents grounded in your own catalog data
- ✓ A unified shopper experience with predefined layouts

With a dynamic, responsive UI that adapts to shopper input





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