Project Scope – Logitech AI Chatbot

1. Project Scope Description

The *Logitech AI Chatbot* was designed to enhance holiday season sales by providing users with a guided shopping experience. The chatbot interacted with users through personalised questions, recommended the best Logitech products based on their needs, and provided direct purchase and gifting options. Additionally, the chatbot enabled users to opt-in for weekly discount notifications and was supported by targeted Facebook & Instagram ads to maximise engagement.

2. Key Deliverables

- AI Chatbot Development – A conversational AI system capable of personalised product recommendations.

- Product Recommendation Logic – Users receive tailored Logitech product suggestions based on responses.

- Direct Purchase & Gifting Options – Users can buy products for themselves or send them as gifts cards.

- Weekly Discount Message Rollout – Opt-in users receive exclusive holiday discount notifications.

- Social Media Ad Integration – Chatbot engagement driven by Facebook & Instagram ad campaigns.

- Performance Tracking & Optimization – Weekly reporting on chatbot engagement, conversions, and discount usage.

3. In-Scope Activities

- Chatbot development and integration with Logitech's website.

- User experience design, ensuring a seamless conversation flow.

- API integration with Logitech's product catalog for real-time recommendations.

- Discount message automation for opt-in users.

- Facebook & Instagram ad setup & optimization.

- Performance monitoring, analytics, and reporting from launch through post-New Year.

4. Out of Scope

- Customer support functionalities – The chatbot will not handle service or support inquiries.

- Order processing & payment handling – Transactions will be completed on Logitech's website.

- Custom modifications to Logitech's e-commerce system – The chatbot will only redirect users to the existing checkout system.

- Multi-language support – The chatbot will operate only in English for this phase.

5. Project Constraints

- The chatbot must launch before the holiday season to maximise impact.
- Weekly discount messages require prior approval from Logitech before being sent.
- Ad campaigns must comply with Facebook & Instagram policies.
- The chatbot must seamlessly integrate with Logitech's existing product catalog and website.

6. Assumptions

- Users will actively engage with the chatbot and proceed to checkout.
- The chatbot will not require additional customer service beyond product recommendations.
- Logitech's website infrastructure will support high traffic volumes during promotions.
- Facebook & Instagram chatbot integrations will function without major restrictions.