



GenAI shaping the next generation of products

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Excitement around GenAI is for a reason



ACCESSIBILITY TO AI

Through ChatGPT, Midjourney and other applications, GenAI is available for everyone to utilize in their lives.

Product teams were fast to start experimenting.



AUTOMATION AND EFFICIENCY

Faster development

More localization

More customization



BOOST TO INNOVATION AND CREATIVITY?

Creative ideas are super fast to test and experiment with by requesting a machine generated version from the tools available.

But there are also risks and concerns



We all get exposed to exponential growth of content

- What happens to value of that content? Trust issues?
- How to navigate through it all?

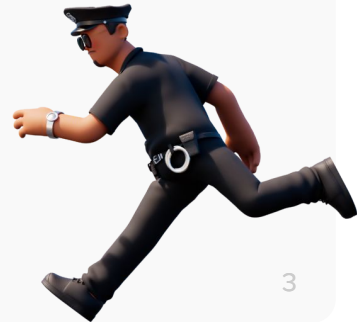
Still big investments needed to run GenAI models

- Role of the largest platforms shifting?

New technology opens paths for disruption in the markets

- What are the future use cases?
- Where does the next layer of value get generated?

How regulation evolves from here?



Old fundamentals about building competitive advantage still hold



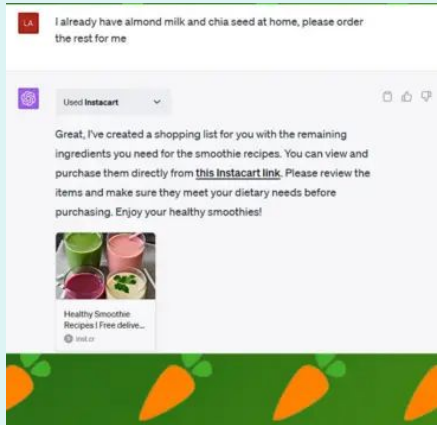
- **Start from the user value instead of technology**
- Plan for investments with a path to business success
- Tech giants are rapidly incorporating GenAI to their existing solutions
- New product initiatives can build around AI tech from the ground up

Time will tell how some of the first GenAI experiences in e-commerce will evolve



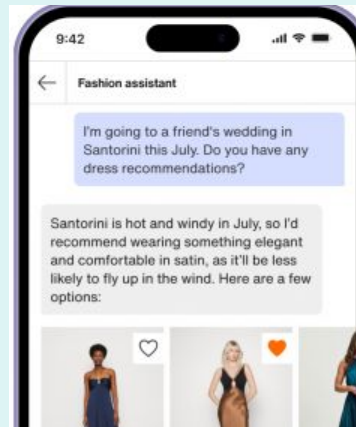
Instacart

ChatGPT plugin



Zalando

Conversational search



Foodora

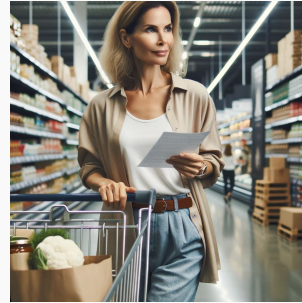
Machine generated dish images



Where e-commerce user experience might evolve next



Users will decide



SEARCH

During the time of specialized stores, people went to bakery to get bread, and to the butcher to get the meat.

In search, user needs to know exactly what they want

DISCOVERY

In supermarkets, people navigate through huge selections and get inspired along the way.

Browsing becomes difficult when the selection grows

SHOPPING ASSISTANT?

Like in general stores in the past,

would users in the future benefit from (virtual) assistant they can interact with?

Give context and requirements in multiple different formats including images and improve the result through conversations.



That's it!

