



## ***What is Personal Choice?***

Personal Choice is an interactive experience that enables customers to develop a personal profile so that suppliers can individualize their product/service offering and then allow the customer to experience these offerings in a 3D virtual environment.

Personal Choice is intended to be personal and fun for customers.

## ***Applications***

Personal Choice is a set of technologies that can be developed for any sector.

The application is relevant to any industry where customers need to make choices to define their preferences and then product/service offerings can be individualised to them based on their preferences.

Sectors already identified for Personal Choice include:

- Financial Services – e.g. choice of mortgages, credit cards, insurance, superannuation plans
- Travel Packages – choice of holiday packages
- Tertiary Education – choice of courses and Universities
- Recruitment – choice of job type, choice of candidates
- Clothing retail – choice of clothing styles
- Real Estate – choice of area, suburb, house
- Electronic goods – choice of cell phones, personal computers
- Durables – choice of cars, etc.

Although the specifics of existing Personal Choice projects are currently confidential the general concept for each of these sectors has been formulated.

## ***Rationale***

It is well established that customers and consumers will be far more engaged with a personalized service. The challenge for suppliers is to develop a truly personalized offering that will provide both valuable information and a valuable experience to customers.

Personal Choice combines a set of technologies that enables a supplier to provide a fully personalized experience for customers.

Such an experience should have these fundamental characteristics:

1. The customer must be able to input her/his preferences. This input will be enhanced if it is done in an interactive way.
2. The supplier's good/service offerings must be clearly differentiated based on the customer's preferences.
3. The customer must be able to update her/his preferences.
4. The customer must be able to interact in a virtual environment so that s/he can engage when it is convenient for her/him.
5. The overall experience must be fun.

In addition, an added benefit to suppliers of their customers using Personal Choice is that customers' preferences (their likes and dislikes) for the good/service offerings are codified and 'captured'. In other words, Personal Choice also serves as a powerful marketing research tool that customers will voluntarily choose to engage in (unlike existing marketing research tools) – thereby enabling suppliers to more finely hone their offerings to customers.

## ***The Technology***

Personal Choice is a combination of technologies that provide customers the opportunity to engage with suppliers in an interactive way in a virtual environment. This can mean either on line or at a 'kiosk' in an office or central location.

The Personal Choice technologies are:

### **1000Minds**

- 1000Minds is a decision-making tool based on patented software algorithms. The 1000Minds approach is to develop a set of simple questions in conjunction with our partners that are relevant to customers. These questions when processed by the 1000Minds algorithms will codify the customer's preferences so that a truly personalized offering of the partner's goods/services can be offered to the customer.
- By making the experience interactive (and fun!) customers are more likely to fully engage (rather than, potentially, confusing this approach with an orthodox survey).

### **Visualization**

- The Personal Choice visualisation technology will create an individual avatar (3D character-based representation) for the customer. This will make the process interactive and will also mean the customer gets direct feedback as s/he enters information. This is fun and it is well known that customers will be far more engaged when they are having fun.

### **Personal Customized Avatars**

- After the customer's preferences have been identified and the avatar created, the customer needs to be shown the supplier's product/service. These must be varied according to the customer's personal profile.

### **Online 3D Environment**

- The Personal Choice 3D visualisation technology will mean that the customer can be taken on a virtual tour to experience the product/service offerings in a realistic fashion. For example the tour can be of shop spaces (or other virtual-world environments) to be shown different products or activities and the appearance of the shops will change depending on the personal profile.

## **Agent Intelligence**

- The Personal Choice Agent Intelligence technology will enable the creation of interactive virtual tours to describe a product or service and also to demonstrate it and let the customer interact with it.

## ***The Personal Choice Approach***

The Personal Choice package has been developed so that the technology platform can be built on to respond to the specific needs of each client in a fast and efficient manner.

Although the platform will be consistent for all clients, each solution will require a specific set of questions (to elicit customers' preferences) and visual representation. This will ensure that the offering and experience is truly personalized for the client's customers.

The first step is to define the range of inputs and the visualisation style. This is then demonstrated with a standard pictorial representation.

After the specifics are agreed to, the 3D visualisation is prepared for customer testing, which leads to the completion of the launch product.

This process can be completed in one month; however more time may be required depending on the size of project.

## ***Personal Choice Pricing***

The Personal Choice technology will need to be customized to meet the needs of each client.

The pricing is based on a fee to carry out the customization and then an activity-based fee depending on the number of users.

As each project will be different, the final pricing will be by negotiation.