



impulse

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Software Agents Group

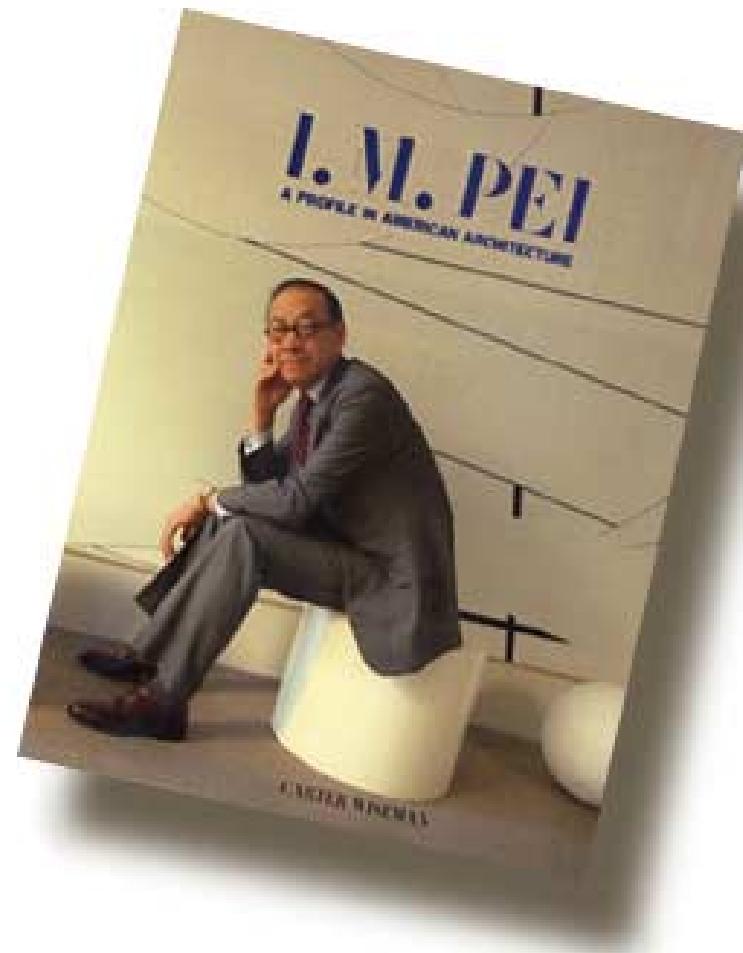
A shopping trip...



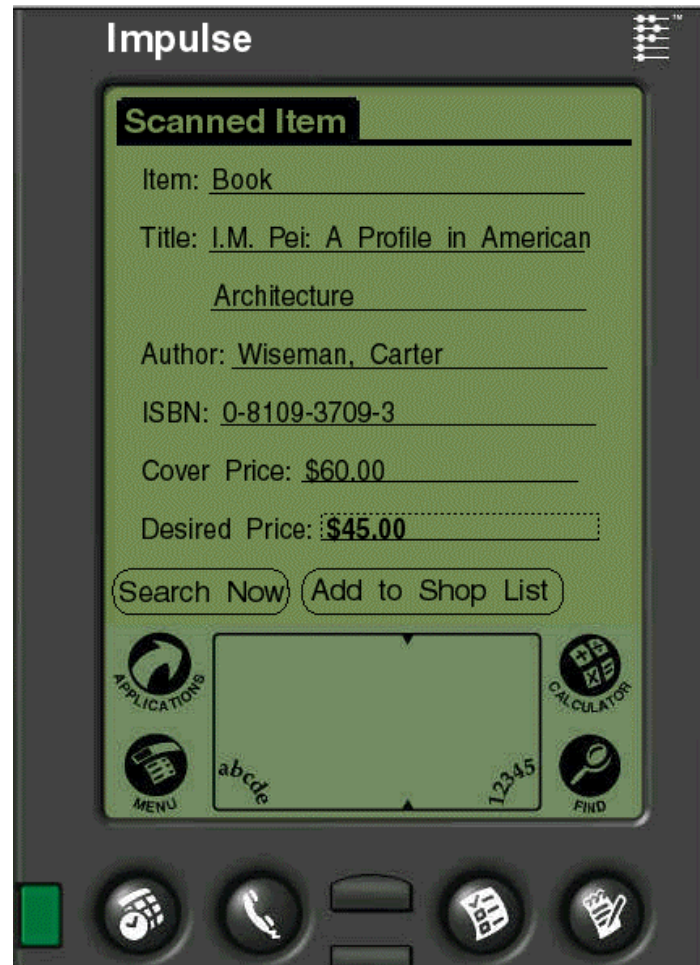
- Personal profile
- Constant negotiation
- Constant personalization



Scanning *IM Pei*: *A Profile in American Architecture*



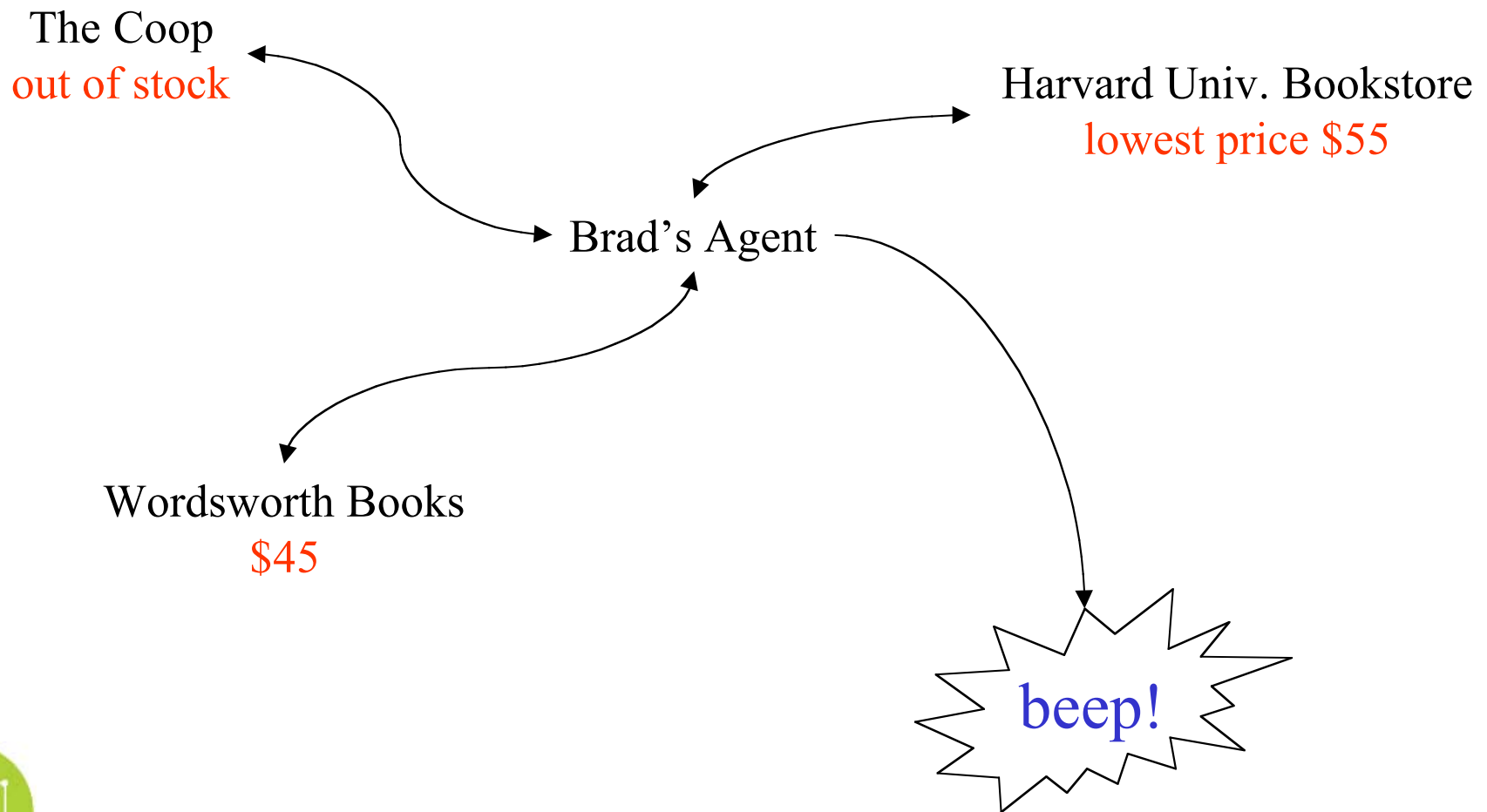
Picking the price



A walk through Harvard Square...



Silent agent negotiation



Book found!



Charge it



No waiting at the checkout



And the day's just begun...



The quest for music...



Scanning a CD player



Select desired options



Brad's negotiation strategy

- Tell vendors this is a competitive bid
- **Disclose:**
 - CD player model
 - 2-day delivery required
 - name / customer ID
 - present location
- **Withhold:**
 - preferred price range \$150 to \$200
 - other personal information



Negotiation: nearby merchants

Tweeter

- Tweeter's agent:
 - Competitive bid
 - In store now
 - New customer
 - Stock level high
 - Inventory turnover low
 - offer \$155

BEST BUY

- Best Buy's agent:
 - Competitive bid
 - Two miles away
 - Stranger
 - Stock level low
 - Inventory turnover high
 - offer \$175



Negotiation: Internet merchants

- Crutchfield's agent:
 - Competitive bid
 - New customer
 - Stock level **high**
 - *offer \$137, no extended warranty*
- SupremeVideo's agent:
 - Competitive bid
 - Regular customer
 - Low number of customer service calls
 - **Out of stock for 3 days**
 - *offer \$155, available next Thursday*



Let's see what the agent found



Options



No waiting at this counter, either



The day's not over yet...



Next stop, Tower Records





Thank you

Symbol Technologies



Tweeter

Wordsworth Books

Featuring

Daniele De Francesco

as Brad



Research

- Inferencing
- Profiling
- Personalization
- Consumer Privacy
- Ontologies
- Negotiation mechanisms
- Recommendation algorithms
- Reputation systems
- Buyers' strategies and sellers' strategies
- Economic impact of multi-agent systems on markets and prices

