A shopping trip...

- Personal profile
- Constant negotiation
- Constant personalization
Scanning IM Pei:  
A Profile in American Architecture
Picking the price

Scanned Item

Item: Book
Title: I.M. Pet: A Profile in American Architecture
Author: Wiseman, Carter
ISBN: 0-8109-3709-3
Cover Price: $50.00
Desired Price: $45.00

(Search Now) (Add to Shop List)
A walk through Harvard Square...
Silent agent negotiation

The Coop
out of stock

Wordsworth Books
$45

Brad’s Agent

Harvard Univ. Bookstore
lowest price $55

beep!
Book found!

"I.M. Poi: Profile in American..." found at Wordsworth for $45.00
Charge it

Item Found

Purchase Authorized

Your MasterCard has been charged $45.00. Pick up your book at Wordsworth any time between 9am and 10pm.

Done  Directions
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’s agent:
  - Competitive bid
  - In store now
  - New customer
  - Stock level high
  - Inventory turnover low
  - Offer $155

- 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

1. Tweeter, $155, 2 yr warranty, available today, 0 mi away.

2. Best Buy, $175, 2 yr warranty, available today, 2 mi away.

3. Crutchfield, $137, 1yr warranty, 2-day delivery, on-line.
   Low consumer privacy rating

Buy it, Hold it, Remember, Cancel
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