



Iululemon AI Tutor

Team Gems



Project and Team Introduction



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Back-End Developer
and Data Scientist



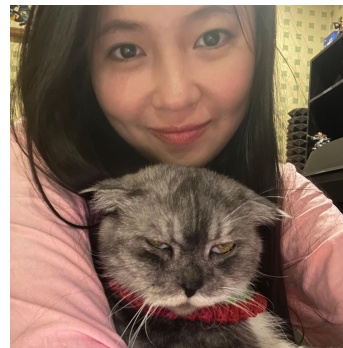
Hui Xie

UI/UX Researcher
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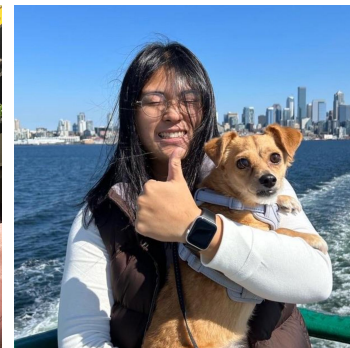
Emily Nguyen

UI/UX Researcher
and Designer



Mia Truong

Data Engineer and
Data Scientist



Sydney Castillo

Project Manager and
Data Scientist



Problem context

- lululemon's exponential growth has led to increased product offering and stores
- Educators onboarded via various means in various domains
- Augment educators with AI tutor to enable continuous learning during/after onboarding process



Key research insights

- AI-Based Training - Learning from Application
 - ◆ Serves questions that provide users with quick wins, boosting user's confidence
 - ◆ Increased retention, engagement, and personalization
- Generative AI for Retail Training
 - ◆ Increased efficiency, improved store retention, increased revenue
- Quizlet Q-chat
 - ◆ Adaptive, conversational tutoring
 - ◆ Socratic questioning style for active learning



Personas



Michael Lee - lululemon Educator

Pain Points:

- Content difficult to retain
- Monotonous training results in a lack of engagement and enthusiasm for the role



Sydney Johnson - lululemon Manager

Pain Points:

- Educators are struggling to accurately communicate the lululemon value proposition, especially to a diverse customer base
- Educators have mentioned difficulty finding relevant information



How might **lululemon Educators** achieve **increased retention of product knowledge** so that they can provide **more educated and personalized recommendations** to guests?



Key features

Personalized Learning and Support:

- **Modules**
 - Breaks down complex information into parts = master a broad range of products.
- **AI Chatbot quiz**
 - Offers real-time answers and guidance
 - Provides interactive, immediate support and learning experiences = educators can thrive and stay on track on responsive educational tools.

Engagement and Progress Tracking:

- **Kudos System**
 - Motivates educators to study together and for their recognition
- **Learning Progress**
 - Keep track of their learnings and achievements



User Testing

Interviewed the original four lululemon Educators

Pages Validated	Lessons Learned	Design Direction
<ul style="list-style-type: none">● AI Quiz● Modules● Learning progress● Kudos	<ul style="list-style-type: none">● Users enjoy applying critical thinking to scenario questions, and the opportunity to retry after receiving hints● Have 3 - 5 questions asked by the chat bot	<ul style="list-style-type: none">● More instruction initiation with AI Quiz● More variability in question types● Clearer visualization for uncompleted modules



Ethical considerations

- Our values going into the project are **efficiency** in teaching product knowledge, and **transparency** in collecting users' data.
- Ethical concerns: data breach, data bias, misinformation. These are being addressed by:
 - ◆ Containing development within lululemon's internal systems
 - ◆ Training the model on maximal data, and instructing to only retrieve information from verified sources



Next steps beyond Capstone

Documentation provided to lululemon for handoff:

- Github repository and instructions on:
 - ◆ Data preprocessing
 - ◆ Testing + tuning the AI model
 - ◆ Running the web application
- Figma prototype files



Next steps beyond Capstone

Continue the development of:

- Backend user profile storage
- User kudos
- Integration with entire lululemon database



Thank you!