

MORE TO UNPACK

Unpacking AI with...AI:

How Away uses **Outset's AI interviews** to understand the way people shop with AI





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AWAY



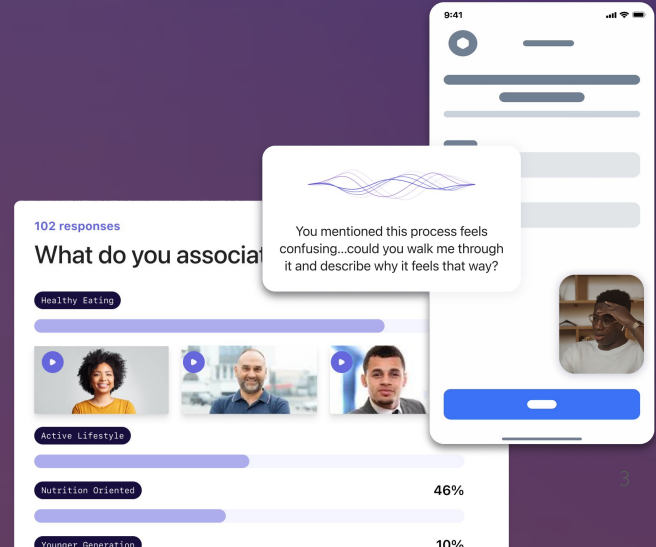
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AWAY

The most advanced **AI Moderated Research Platform** on the planet.

The depth of an interview. The scale and speed of a survey.



How does it work?

1

Snack Concept Test

Overview **Guide** Screener Recruit Results

Build your guide

Intro message

0

Section 1 - Concept Testing

1

2

Section 2 - Website Testing

4

Question 2

Question Text

Which of the following are most important to you when thinking about snacks?

Question Type

☒ Multiple choice

Selection type

☒ Single select (radio buttons)

☐ Multi-select (checkboxes)

Add stimulus

2



You mentioned this process feels confusing...could you walk me through it and describe why it feels that way?

Come ti fa sentire?
Qual è la prima cosa a cui pensi?



3

102 responses

What do you associate with this brand?

Healthy Eating

72%



Active Lifestyle

50%

Nutrition Oriented

46%

Younger Generation

10%

AI-moderated research value drivers

1 Go deep, at scale.

By conducting hundreds of AI conversations at once, you are able to capture nuance and depth across massive (and multilingual) audiences. It's the deepest survey you've ever done and a true quant/qual mix.

2 Go faster.

By capturing and synthesizing rich, qualitative data in hours rather than weeks, you can deliver answers to the business 100x faster. It's the fastest qual project you've ever completed.

3 Spend less.

By empowering an individual researcher to quickly capture qualitative data from hundreds of participants, you can reduce the time and costs required to get the answers (and make the decisions) you need.

AI-moderated research use cases

DISCOVERY USE CASES

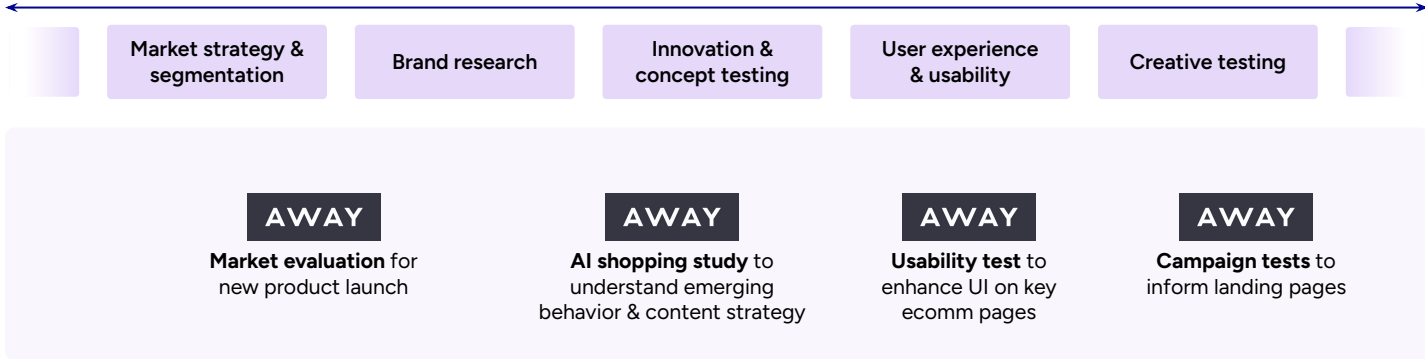
EVALUATIVE USE CASES



Away's use cases

DISCOVERY USE CASES

EVALUATIVE USE CASES

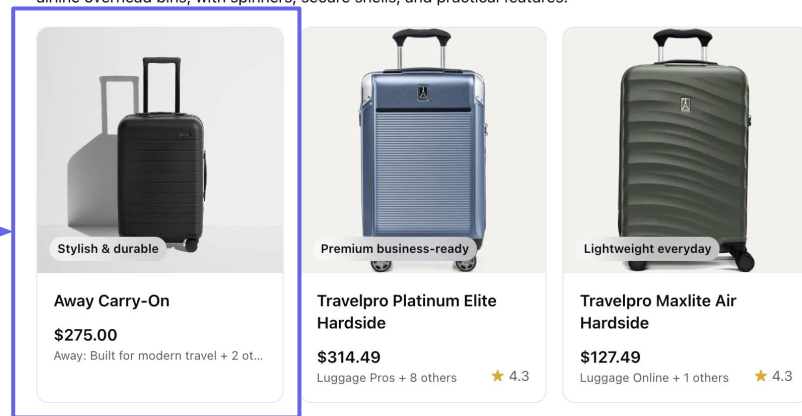


▲
WE ARE HERE

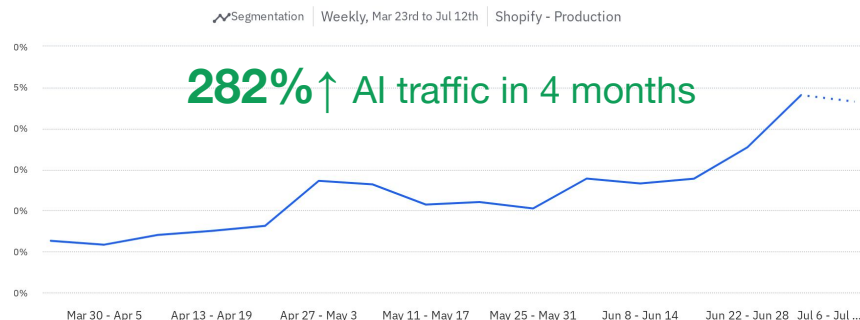
Context

- Rapid increase in AI-driven traffic
- More customers are learning about Away from AI chatbots
- Customers mentioned using ChatGPT to shop in interviews

Here are top **hardside carry-on** options tailored for your domestic U.S. travels. Each one fits within most airline overhead bins, with spinners, secure shells, and practical features:



AI Chatbot traffic



Why Outset

Challenge

New, unplanned research need not on the roadmap

Goal

Understand how AI shopping behavior impacts content and digital strategy

Outset

- **Speed:** Collect in-depth responses quickly
- **Scale:** Larger sample size (75+ interviews) to understand scale
- **Efficiency:** AI analysis to speed up insights generation

Research design

🎯 **Goal:** *Understand why, how and when customers incorporate AI for shopping*

AI-generated guide

AI-generated research Q's and programmed interviews as study guide starting point

AI interviews

AI-moderated interviews for depth, scale and speed from 75+ interviews overnight

AI analysis

AI-coded qualitative data to thematize results and surface insight nuggets for efficient reporting

Research results

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AI is valued for its **speed**
& **efficiency** for product
research over Google


HMW

Change the timeline
of decision-making
and marketing

Q. What makes AI particularly useful for online shopping?

Participants express strong confidence in AI's ability to quickly sift through vast amounts of information, compare options in depth, and deliver efficient, data-driven insights, with speed and precision being the major appeal. Meanwhile, while personalization is less frequently mentioned, it highlights an emerging need for tailored recommendations.

Report question: What makes AI particularly useful for those types of purchases?

 Add crosstab



Comparison and Filtering Capabilities 61% (46)



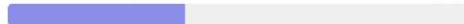
Information Aggregation and Summarization 47% (36)



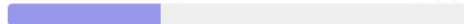
Time Efficiency and Speed 46% (35)



Price and Deal Comparison 38% (29)



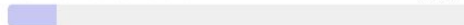
Enhanced Decision-Making and Confidence 33% (25)



Personalization and Tailored Recommendations 20% (15)



Automation and Convenience 11% (8)



Categories

Comparison and Filtering Capabilities >

Participants rely on AI to quickly filter and compare large product catalogs—juxtaposing prices, features and review highlights to reveal both mainstream and niche options that match their budgets and preferences. They emphasize time savings, reduced cognitive load, and heightened confidence provided by these organized snapshots, calling AI's comparison tools efficient, precise, and indispensable for informed purchasing.

Information Aggregation and Summarization >

Participants value AI's ability to swiftly aggregate specs prices reviews and proscons from multiple sources, distilling them into clear comparisons or ranked lists that save hours of manual research. They use these summaries to narrow choices by features or narrow choices by budget, uncover underthe radar alternatives, and see side-by-side snapshots of relevant data. Overall, they praise AI for its time saving, clarity boosting synthesis of complex information, and its ability to provide actionable purchasing guidance.

Time Efficiency and Speed >

Participants say AI rapidly scans and condenses vast product information into clear tailored summaries, removing the need to hop between sites or sift through dozens of reviews. By instantly aggregating specs, prices, and user feedback, it saves hours of manual research and narrows options to meet specific criteria. This speed and precision boosts confidence in complex or high value purchase decisions.

Price and Deal Comparison >

Participants find AI highly effective at aggregating and comparing prices, deals, and product options across multiple retailers. It quickly organizes dense details—pricing tiers and availability to user ratings and promo codes—into concise summaries that highlight best value options and extra savings like cashback offers. This speed and accuracy simplifies shopping and boosts confidence in getting the lowest cost picks.

Enhanced Decision-Making and Confidence >

Participants say AI swiftly organizes and synthesizes vast product data into clear side-by-side comparisons and tailored suggestions, filtering noise to highlight key trade offs like cost versus durability. It uncovers lower priced yet highly rated alternatives, breaks down

Research results

Customers especially value AI for **mid-funnel comparison** in the shopping funnel

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Inform marketing & content strategy w/ focus on comparison

Q. At which stage of your shopping journey do you bring in AI?

Participants commonly integrate ai into their shopping journey, with most relying on it during the option narrowing phase and a substantial group using it continuously. a smaller segment turns to ai for price checking, suggesting a strategic rather than terminal role in decision-making.

Report question: At which stage of your shopping journey do participants usually bring in AI?

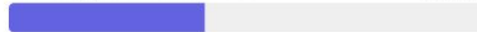
✕ Add crosstab



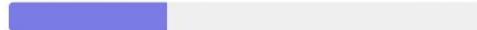
Narrowing Down Options 43% (33)



Multi-Stage / Continuous Utilization 41% (31)



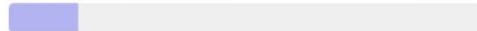
Early Stage / Initial Inspiration 33% (25)



Final Stage / Price Checking 20% (15)



Unclear/Variable Stage Usage 14% (11)



Categories

Narrowing Down Options >

Participants use AI after defining their needs to winnow long lists into a few contenders by surfacing top brands, comparing features side-by-side, highlighting pros and cons, and flagging bestvalue picks. Most lean on it midjourney when options feel overwhelming, while a few also tap it at the end for quick price checks. They find AI a fast neutral filter that distills specs and reviews into easytodigest comparisons, boosting their confidence as they zero in on a final choice.

Multi-Stage / Continuous Utilization >

Participants in this group tap AI continuously throughout their shopping journeys: initially for inspiration—product ideas, room makeover suggestions, budget options—then to narrow choices, compare features and reviews, and secure personalized recommendations, and finally for price checks, deal validation, and last minute confidence boosts. They appreciate AI's speed, tailored filters, and promo surfacing, feeling more informed and efficient from start to finish.

Early Stage / Initial Inspiration >

Participants immediately engage AI at the start of their shopping journey to get high-level overviews, expert-backed recommendations, popular brands or styles, and price ranges. They upload screenshots or describe needs via voice or text to brainstorm, narrow hundreds of options into a shortlist, and receive product summaries within seconds. This early AI use saves time, steers them toward viable choices, and jump-starts their search.

Final Stage / Price Checking >

Participants bring in AI at the final stage to compare prices across retailers, factor in taxes, discounts or bundles, and secure the best deal on a product they've already

Research results

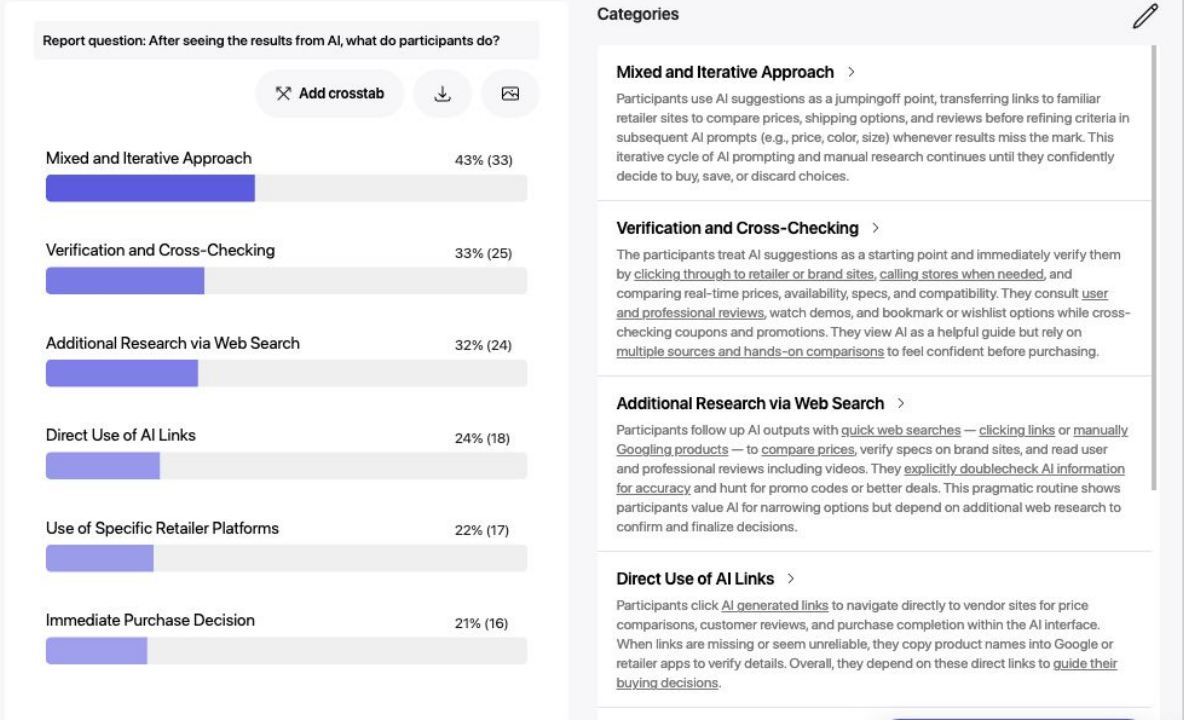
While optimistic, customers remain cautious and inclined to **verify AI results**

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Show up in more trusted sources, publications and reviews

Q. After seeing the results, where would you go from here?

Participants respond to ai results with a layered approach, predominantly engaging in an iterative process that combines verification and additional research before taking any direct action. they are more inclined to double-check the information rather than making immediate purchase decisions.



Research results

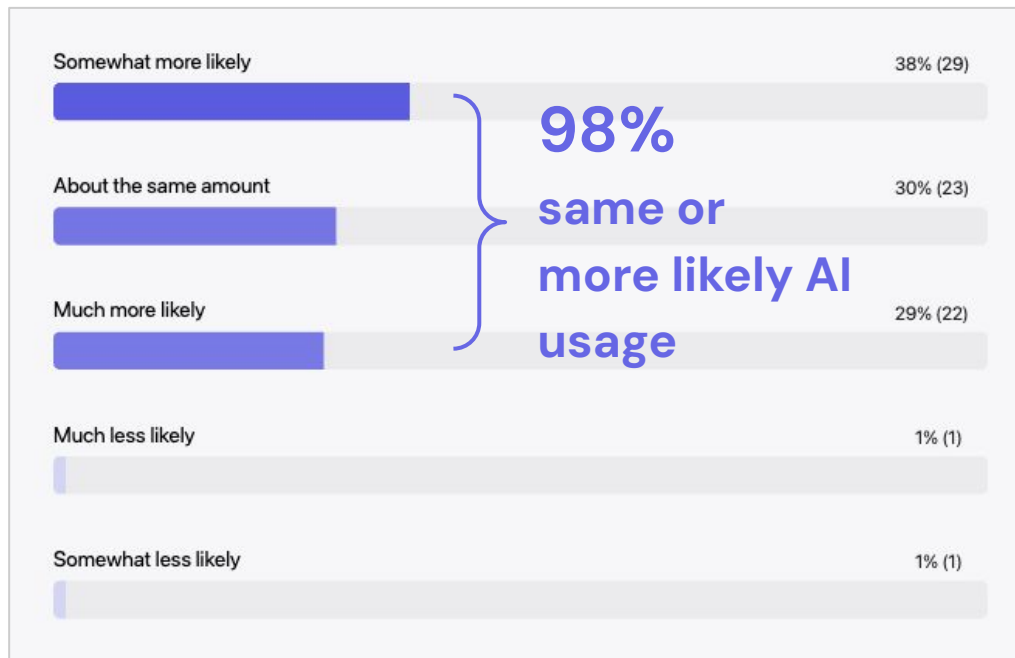
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Continuously growing AI usage validates the importance of this study

HMW

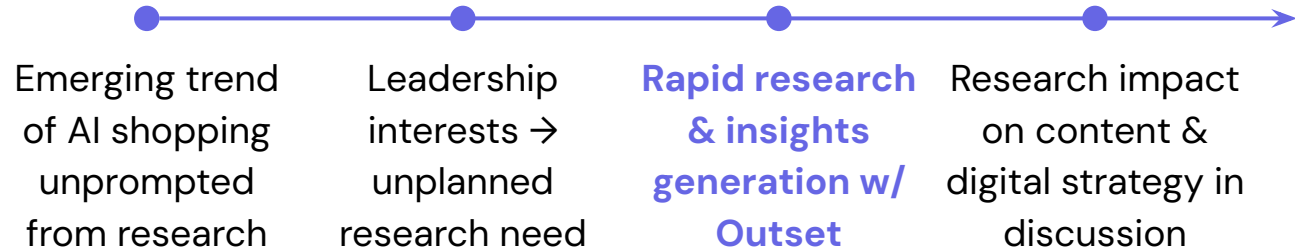
Follow-up research to understand long-term impact

Q. How do you expect your usage of AI for shopping to change over the next year?



Research outcomes

- 75+ interviews
- <12 hours active working time
- Weeks saved



3-4 weeks

Outset enables much shorter timeline to accommodate for timely, unplanned research

Going forward

- Core UX research tool
 - Broad range of applications
- Able to hit the sweet spot of both qual and quant insights with the same resources
 - Digital shopping behaviors
 - UX/Usability benchmarking
 - Augmenting existing methodologies
 - More frequent studies, more topics

Questions?