

Browser Use Agents - Shopping Pain Points

Collecting and collating information on the web takes time and effort. Browser use agents can help. Below describes example difficulties users encounter when collecting/collating information on the web. Many consumers spend time finding the best deals or options.

Pain Points in Collecting/Collating Information

1. **Multiple Websites:** Users must repeat same search across multiple competing websites to find best option for the same item or best suite of options.
 - a. I must search across Amazon, Target, Walmart to find best price, shipping speed, and return policy for an item.
 - b. I must search VRBO and Airbnb to see a greater variety of options.
 - c. I have to search different websites, write down interesting ads for events, and review marketing emails sent from theaters to see what my “fun” options are for the weekend.
2. **See Repeats Across Websites:** Users must deduplicate the same items across multiple competing websites.
 - a. I see same job listings across Indeed, Google Jobs, and LinkedIn. I want to see one position once.
 - b. I see the same apartment listed on Zillow and Craigslist. I want to see just the unique listings across both.
3. **See Repeats Over Time:** Users must see the same listings across time. I want to see only new listings.
 - a. I see the same jobs that were posted weeks ago on Indeed, Google Jobs, and LinkedIn being relisted. I don’t want to see the same job again. I only want to see them again if the salary has increased since the last posting.
 - b. I see the same apartments relisted on Craigslist. I only want to see ones I’ve seen again if there are changes since the last time I’ve seen it, especially the price of monthly rent.
 - c. I see the same Airbnb results for the same dates. I want to see ones that have become newly available for my target dates.
4. **Filter Criteria Unavailable / Ineffective:** Users cannot filter by key decision making criteria. The information appears in free form text description of the item or only revealed later after I have paid.
 - a. I cannot filter rentable apartments by total amount of deposit, future rent that I must pay upfront.
 - b. I cannot filter jobs by their declared salaries.
 - c. I cannot filter airfare that only includes one checked bag. Kayak has a filter but some airfare in search results have “checked bag” as “unknown.” So I have to go to the airline website to see what their checked bag fees are. This requires lots of clicking because it’s not obvious how to get that.
 - d. I want to only see 12 packs of 12oz cans of Coke but I see remotely related items on Google Shopping. I want to see Revolution Plus Flea Control on Amazon but I only see other flea control brands. The reason is that people who pay for the ads get to put whatever they want - at least for short period of time.

5. **Comparison Hard Because Total Price Hidden:** Users cannot see the total cost of something until they are nearly through the checkout flow. Sometimes, the total cost of something is revealed when it is too late to change his mind.
 - a. I reserved a rental car at San Francisco airport instead of in the city of San Francisco because the airport prices were so much cheaper. However, once I arrived at the airport, they charged \$50 extra as an “airport usage convenience fee.” This killed any money savings by bothering to go down to SFO to rent a car.
 - b. I bought airline tickets that I thought included a checked bag. But when I was checking in at the counter in the airport, I had to pay extra to check my bags. This means that I was fooled into believing that I was doing an apples to apples comparison between airline tickets on Kayak.
 - c. I made a reservation at a hotel on Priceline. When I checked in, the hotel charged me extra for “social fees.” This fee was never mentioned on Priceline.
 - d. I rented a car in California. I was given so many options for insurance, I was overwhelmed. I knew my credit card had some kind of insurance that would apply if I used that credit card. But I found out at the rental counter that liability insurance is required in California but I didn’t know about it. I had to pay for it before getting the rental. If I had known, I may have rented elsewhere.
6. **Comparison Hard Because Decision Factor Not Obvious:** User cannot see a key decision making criteria on the details page so it’s difficult to make a decision.
 - a. It’s not easy to find the return policy on an item that I’m purchasing and what the procedure is to return an item. Do I have to pay the shipping fee for returning the item?
 - b. Sometimes, I can see how quickly something ships, such as “ships in 2 days” but I actually don’t know when something will arrive. Sometimes, it ships from overseas and takes forever - to my surprise.
 - c. I don’t know if I’ll have to do cleanup chores once I arrive at my Airbnb even though I’m paying for cleanup.
7. **Discounts Misleading:** User cannot determine whether something is truly on discount, because he hasn’t collected price data for an item across time.
 - a. Sometimes, for Prime Day or Black Friday, the list price of items are increased temporarily so that the discount percentage figure can be inflated on sale day.
8. **Alerts Do Not Do What I Want:** User can only rely on the website’s alert system. That means that I can get an alert for a supply constrained item too late for me to take action.
 - a. I wish I could be the first to receive an alert about a job so that I can apply to it earlier than others and have a greater chance of being seen by the hiring team.
 - b. I wish I could be immediately notified that seats for a concert/show becomes available. Today, I check if new seats are available daily to see if there’s a seat that I like.
 - c. I wish I could see when a rare item such as an LP in mint condition is available. Today, I check monthly to see if an item is available.
9. **Repeatedly Input Info to Multiple Websites:** User must repeatedly enter personal information to get price of insurance from each seller.
 - a. I have to enter a bunch of personal information and describe the average number of miles I drive to receive an estimate for my car insurance premiums across different providers. It’s hard to tell which car insurance is better for me because there are so many different types of coverages and different deductibles.

Pain Points Summary by Collect/Collate Target

✓ means the difficulty is applicable when collecting/collating information about applicable vertical such as “retail” or “apartments.”

	Multiple Websites	See Repeats Across Websites	See Repeats Over Time	Filter Criteria Unavailable / Ineffective	Comparison Hard Because Total Price Hidden	Comparison Hard Because Decision Factor Not Obvious	Discounts Misleading	Alerts Does Not Do What I Want	Repeatedly Input Info to Multiple Websites
Retail (shoes, headphones, etc.)	✓		✓	✓	✓	✓	✓	✓	
Used Cars	✓	✓	✓		✓			✓	
Apartment	✓	✓	✓	✓	✓	✓			
Airline Tickets			✓	✓	✓				
Vacation Rentals	✓	✓	✓		✓	✓			
Rental Car		✓			✓	✓			
Rideshare	✓								
Job Search	✓	✓	✓	✓				✓	
Rare Retail Item	✓				✓			✓	
Events	✓	✓	✓		✓			✓	
Car Insurance	✓					✓			✓