Mobile Bargaining System Using AI in Metaverse

- **About Project**:
  This interactive avatar was developed to simulate real-world bargaining scenarios for MBA students, enabling them to practice negotiation techniques in a controlled environment. The objective is to teach students how to effectively bargain in various business situations, improving their communication, strategy, and persuasion skills. The project provides a safe, risk-free platform where students can experiment with different negotiation tactics and receive instant feedback.

- **Working Procedure**:
  - The project began by defining common business negotiation scenarios that MBA students are likely to encounter, such as vendor negotiations, client deals, and internal salary discussions.

  - We developed a dynamic AI model capable of role-playing as different business counterparts, each with unique negotiation strategies and behaviors. The AI adapts to the student's tactics, providing realistic counteroffers and feedback.

  - The avatars were designed using detailed 3D modeling and animation to make them visually appealing and lifelike. We incorporated emotional intelligence features that allowed the avatars to simulate human-like reactions, such as frustration or satisfaction, based on how the negotiation was going.

  - A scoring system was implemented to track the student's performance during each session, offering feedback on areas such as persuasion techniques, communication style, and deal-closing strategies.

  - We collaborated closely with business experts and MBA faculty to refine the negotiation scenarios and ensure the project aligned with academic objectives.