

ATLAZ Online Fashion Concierge: Presenter, Shopper & Admin Guide (Demo)

This file has three parts:

1. **Shopper Quick Reference** : how to use the site as a customer.
2. **Admin Quick Reference** : how to control the site as an Editor/Admin, focused on Search Settings.
3. **Presenter Script** : the exact run-of-show for showing investors curated searches on the shopper side, then the related admin controls.

Full detail on every feature lives in the USER GUIDE and the ADMIN GUIDE at the repository root. This file is the condensed, demo-oriented version of both plus the presenter run-of-show.

Part 1: Shopper Quick Reference

Searching

- **Text search:** type a natural-language description into the homepage search bar (3+ characters required), press **Enter** or click **Search**.
- **Image search:** upload up to 5 images (JPG/PNG, 5 MB each) in the "Or Search by Image" zone, click **Search by Images**.
- **Hybrid search:** type text *and* upload images – the button changes to **Hybrid Search (Text + Images)**.
- **Category browse:** click a category/subcategory in the nav bar (keyword match on product title, not AI semantic search).

Reading results

- The **intent explanation box** under the search bar shows what the AI understood from the query.
- A **quality warning banner** appears if the catalog doesn't closely match the request.
- The header bar shows "**Showing results X -Y of Z**"; results are ranked by semantic similarity, text relevance, personalization (if signed in), quality score, and brand diversity.

Product cards

- Image, brand, title, description, SALE badge if applicable, price, a 5-star relevance rating ("How relevant are these results?"), and a **View Product** button.
- Rating 1-2 stars opens an optional feedback popover ("Why wasn't this relevant?").
- Once a product has 5+ ratings, community stats appear: "X% found relevant · Y% gave 5 stars."

Refining

- The **Refine Results** box narrows the *current* result set with a natural-language phrase (e.g., "only in white and under \$100"). Up to 3 total levels (original + 2 refinements), tracked in a clickable breadcrumb.

Account

- **Sign Up / Sign In** via Google or email + password (top-right nav). Signed-in users get persistent ratings and personalized ranking; anonymous users get session-only ratings.

Part 2: Admin Quick Reference

Access

- Sign in at <https://myatlaz.com/login> once you have established your own hosting and transferred the domain to point at the website's new location. When you sign in with an Admin account, which these two accounts already in the database have been set as, you will be redirected to the admin dashboard.

Admin User 1

n: Sheeva Rajaei

u: hello@myatlaz.com

p: <you will be prompted to set your own password>

Admin User 2

n: Atlaz Admin

u: sheevar00@gmail.com

p: <you will be prompted to set your own password>

- When logged in as Admin, to get to the products, click the **View Site** button or remove **/admin** from the URL in the location bar and press **Enter**. To get back to the admin screen, go back to <https://www.myatlaz.com/admin> or <https://shop.myatlaz.com/admin>. (or click **Admin**, top right)

Dashboard ([https://myatlaz.com /admin](https://myatlaz.com/admin))

- Stats: Total Products, Total Searches, Email Subscribers.
- **Quick Actions** (Admin only):
 - o **Sync Products from Impact** (just show the popup & cancel; don't actually do the sync)
 - o **View Site** : Takes you to the website while logged in as admin.
 - o **Clear search cache**: Clears the cache to guarantee fresh results.
 - o **System health** : Opens a JSON-formatted report in a new tab to help Atlaz devs assess site health.

Search Settings : The controls this demo uses

Control	Range / Options	Default	Effect
Search Mode	Auto / Hybrid / Vector Only	Auto	Auto adapts vector/text weight per query (brand names get more text weight, descriptive queries get more semantic weight). Hybrid applies a fixed split to every query. Vector Only ignores text matching entirely.
Search Weighting slider	0-100% (Semantic ↔ Text)	60% semantic / 40% text	The starting split Auto adjusts from, or the fixed split in Hybrid mode. Disabled in Vector Only.
Similarity Threshold	0.00-1.00	0.30	Minimum cosine similarity a product must hit to appear at all. Lower = more (weaker) results; higher = fewer, tighter results.
Diversity Factor	0.00-1.00	0.10	How hard the system penalizes repeat brands in the top results, to prevent one brand dominating.
Category Weights	0.5x-2.0x per category (Dress, Shoes, Bags, Tops, Bottoms, Accessories)	1.0x	Multipliers applied only when a query could span multiple categories.
Quality Filters	Min price threshold (50), Enable price filter, Filter men's products, Filter non-apparel materials	\$5.00 min, all filters on	Excludes placeholder/low-value listings, men's items, and non-apparel contamination (fabric swatches, hardware, etc.) from results.

All changes take effect after **Save Settings** ; a confirmation banner appears. Settings are cached server-side for 1 minute. See the cache note below if you need changes to show immediately.

Product-level admin controls

- On any product card (Admin role only), an **Admin** button expands a panel to **Move** the product to a different category or **Delete Product** (two-step confirmation, irreversible).

Cache

- Clicking the **Clear search cache** button flushes the Redis result cache. Clear the cache after changing **Search Settings** or right before a demo to guarantee fresh results.

Part 3: Presenter Script (Demo)

What this demo is built from

Two different mechanisms are combined in this run-of-show. **Know which is which before you present – they behave differently and require different setup.**

1. **Two scripted fixture queries**. These serve hand-curated rows from a separate demo products table and **bypass the search pipeline entirely**. They are gated behind the DEMO_FIXTURES environment variable and only fire on an **exact, case-insensitive string match** to one of two fixed phrases. They are off unless DEMO_FIXTURES is explicitly set (and DEMO_FIXTURES is currently explicitly set, 09/22/2026).
2. **Six live queries** (Q1-Q6). These run through the real search pipeline against the actual catalog; no bypass is done. This spec's own rules require every result to satisfy hard constraints (category, color, pattern, length, price, etc.) with no relaxation, and note that catalog support for two of the six (boots, tote) are still marked TODO in the application spec as of the last update.

Pre-demo checklist

1. **Clear the cache** so no stale results are served for either the fixture or the live queries.
2. **Confirm catalog support for Q1 -Q6** by checking the results you get for each query. Anything unresolved should be debugged, repaired, and validated before the meeting to confirm it returns a reasonable result set.
3. **Sign in as Admin in a second browser tab/profile ahead of time** so the switch to /admin/settings in the demo doesn't require a live login. The login would work, but better to have it out of the way.
4. Have the exact query text for all searches ready to paste (not retype). The two fixture triggers (#'s 1 & 2 below) **require an exact string match** or they will fall through to live search and fail.
Let's include the queries right here for copying & pasting convenience:
 1. modern long black dress with a romantic neckline for a formal evening event
 2. luxury women's sweater in cream or beige color appropriate for work
 3. blue floral midi dress with sleeves for a casual outdoor spring lunch (filter: "under \$250")
 4. black tailored trousers for the office
 5. black leather ankle boots with a comfortable block heel for dinner and a concert
 6. camel structured leather tote with minimal gold hardware for a polished work look
 7. emerald velvet midi dress with long sleeves for a winter cocktail party
 8. comfortable activewear to wear to a fall baseball game under the lights in new york

Shopper-side segment

Run these in order on the public site, signed out (or signed in as a demo shopper account – your call):

1. Fixture query : dress - Paste exactly:

Modern long black dress with a romantic neckline for a formal evening event

2. Fixture query : sweater - Paste exactly:

luxury women's sweater in cream or beige color appropriate for work

Then, to show refinement on the fixture set, refine with any phrase containing the word "button" (e.g., "with buttons"). This fires the curated button-front refinement rather than a live re-rank.

3-7. Live queries Q1 -Q5 (real search, real catalog; no flag needed):

#	Query	What it demonstrates
Q 1	"Blue floral midi dress with sleeves for a casual outdoor spring lunch, under \$250"	category + color + pattern + length + sleeve + occasion + price, all as hard gates
Q 2	"Ivory silk blouse with a softly draped neckline for an elegant office dinner"	material + color family + garment detail + dual-occasion context
Q 3	"Black leather ankle boots with a comfortable block heel for dinner and a concert"	footwear construction, heel type, comfort intent
Q 4	"Camel structured leather tote with minimal gold hardware for a polished work look"	accessory structure, hardware finish, color family
Q 5	"Emerald velvet midi dress with long sleeves for a winter cocktail party"	color + material + length + sleeve + seasonal occasion
Q 6	"Comfortable activewear to wear to a fall baseball game under the lights in New York "	natural language + situational awareness + logic

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ALSO SEARCHING THESE QUERIES AND MORE: 

"sporty crossbody bag belt bag baseball cap casual accessories activewear"

"comfortable joggers leggings athletic pants activewear fall casual sporty bottoms"

"comfortable activewear sporty sweatshirt hoodie pullover fall casual cozy athletic top"

I can help you find the perfect game-night outfit! It sounds like you're going for a sporty, comfortable activewear look for a fall evening baseball game under the lights in New York — so we're talking cozy layers that can handle that crisp autumn air while still looking put-together and effortlessly cool. I'm pulling together some athletic-inspired pieces like a great hoodie or pullover, comfy joggers or leggings, stylish sneakers for stadium steps, and a hands-free bag so you can grab your hot dog and cheer at the same time!



For each, narrate what the intent box shows, then point to 2-3 cards whose attributes visibly satisfy the query (color, material, length, etc.) to make the "hard constraint" behavior tangible.

Admin-side segment

Switch to the pre-authenticated Admin tab and open **Settings** . Walk through the controls that map directly to what investors just watched:

1. **Search Mode + Search Weighting slider** : Point out this is what decided, query by query, how much weight went to semantic meaning vs. exact text (e.g., Q3's "block heel" and Q4's "gold hardware" lean on specific attribute terms; Auto mode shifts weight accordingly).
2. **Similarity Threshold** : Explain this is the knob that keeps weak matches out of the results the viewers just saw; move it live (don't save) to show the tradeoff, then revert.
3. **Category Weights** : Show the six per-category sliders and explain they only kick in on cross-category queries, not the single-category ones just demoed.
4. **Quality Filters** : Point out the min-price and non-apparel filters as the reason the catalog viewers are browsing doesn't contain placeholder or contaminated listings.
5. Optionally show the **product-level Admin panel** (*Move/Delete*) on one card from the Q1-Q5 results to demonstrate catalog curation in real time.

Post-demo cleanup

1. If any Search Settings sliders were adjusted live and not reverted, reset them to the defaults in the table above and **Save Settings** .
2. Clear the cache once more so the next visitor doesn't see demo-adjusted settings or stale fixture responses.