



OONI

Limited AI Shopping Agent Snapshot

Point-in-time buyer-journey evidence | August 13, 2026

EXECUTIVE OUTCOME

PASS WITH A PARTIAL COMPREHENSION STAGE. An independent shopping agent discovered Ooni, selected the smallest qualifying gas oven plus Ooni's separately sold essential handling tool, and reached checkout with the intended two-item configuration intact. The Koda 12 page nevertheless presented inconsistent specification labels and named the wrong oven in its visible user-manual description.

Buyer objective

A couple wants a gas-powered outdoor pizza oven for a small patio and expects to cook one 12-inch pizza at a time, mainly for quick weeknight meals. They want a portable configuration that can be stored between uses, prefer to stay at or below \$600 before tax, and need to understand what fuel connection or essential operating components are included versus purchased separately.

STAGE	STATE	OBSERVED RESULT
DISCOVER	PASS	Ooni surfaced in shopping and organic results.
UNDERSTAND	PARTIAL	Core fit resolved; specification and manual labels were inconsistent.
SELECT	PASS	Koda 12 plus compatible 12-inch peel selected.
NAVIGATE	PASS	Two-item configuration reached cart intact.
TRANSACTION BOUNDARY	PASS	Hosted checkout reached before information or payment.
BUYER OUTCOME	PASS	Two items and USD \$354.00 persisted.

Selected configuration: Ooni Koda 12 Gas Powered Pizza Oven - 1st Generation; Ooni Pizza Peel, 12-inch; quantity one each; \$354 before address-dependent tax or shipping.



WHAT PERFORMED WELL

Strong independent discoverability

Ooni appeared in sponsored product results and an organic category result for the unbranded query. Competing Solo Stove, Gozney, and other ovens were also visible, yet Ooni's functional naming supported independent selection.

The family comparison supported right-sizing

The Koda range distinguished the 12-inch first-generation oven at \$299 from the 14-inch Koda 2 at \$499 and larger alternatives. Koda 12 was described as compact, light, ultra-portable, and suitable for outdoor spaces.

Included and separate components were visible

The oven page listed Koda 12, its cordierite stone, and a hose as included, while instructing the buyer to connect to a fuel source. The cart identified the pizza peel as a separate "essential tool." The compatible 12-inch peel cost \$55.

Checkout preserved the configured outcome

Hosted checkout retained the Koda 12 at \$299 and the 12-inch Pizza Peel at \$55, quantity one each, for a \$354 subtotal and total before address-dependent amounts.

Preservation direction

Preserve functional product names, capacity-led comparison, explicit included-item lists, compatibility tables, and checkout line-item detail.



OPPORTUNITIES TO IMPROVE COMPREHENSION

Specification unit and field labels - FACT

On the Koda 12 page, the visible **Imperial** specification state displayed dimensions in centimeters and weight in kilograms. The dimensions also labeled two separate measurements as **Width**, leaving the third dimension unnamed.

Buyer / agent implication - INFERENCE

An agent evaluating storage space or carrying weight must normalize units and infer a missing dimension instead of relying on the visible field labels.

Improvement direction

Align the Imperial and Metric controls with their displayed values and label length, width, and height distinctly.

Wrong product in manual description - FACT

The Koda 12 support block said "Download the Koda 2 Max manual and safety instructions." The underlying link correctly targeted a Koda 12 Essentials Guide, but the visible copy named a different oven.

Buyer / agent implication - INFERENCE

The mismatch creates avoidable product-identity uncertainty at a safety- and setup-relevant support step, even though the destination itself was correct.

Improvement direction

Replace the visible description with Koda 12-specific language and verify reusable support modules across product templates.



TESTED TRANSACTION STATE

FIELD	OBSERVED CHECKOUT VALUE
Oven	Ooni Koda 12 Gas Powered Pizza Oven - 1st Generation; qty 1; \$299
Accessory	Ooni Pizza Peel; 12-inch; qty 1; \$55
Subtotal / total	USD \$354.00; address required for final shipping/tax
Recurring state	No subscription observed
Unwanted additions	None observed
Boundary	Hosted checkout; no information, payment, or order submitted

SCOPE, METHOD, AND LIMITATIONS

An independent browser agent executed one unbranded discovery and public purchase journey. First-party oven, accessory, shipping, cart, checkout, and support-link evidence was separately mapped and cross-checked. The test stopped before personal information or payment.

This was a limited point-in-time snapshot, not a safety, performance, local-code, installation, or general website assessment. No address was entered, so final delivery timing, shipping eligibility, and tax were not established. Propane-tank compatibility and local outdoor-use restrictions were not tested.

No engagement with Black Summit Holdings is required or expected as a result of this snapshot. Regardless of provider, we encourage you to periodically test your e-commerce experience from the perspective of independent AI shopping agents and address opportunities that could improve successful buyer outcomes.

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