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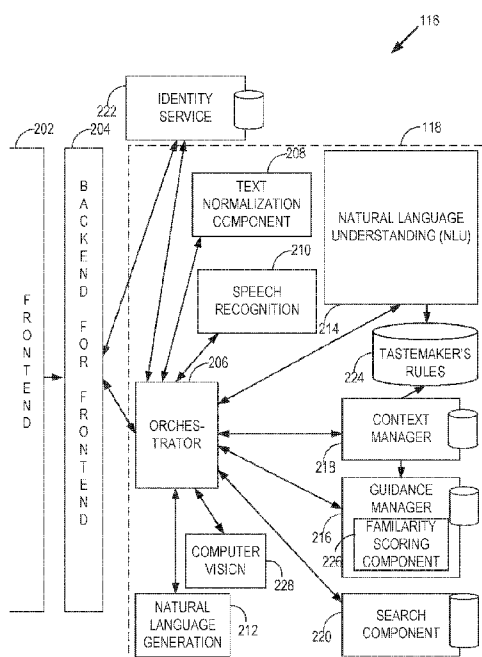


FIG. 2

(57) Abstract: Disclosed herein are virtual assistant methods, systems, and devices to identify users in need of guidance and to provide the guidance in response to identifying the need. Consistent with some embodiments, a method includes receiving, at a virtual assistant device, user input associated with a user profile and identifying an item category corresponding to user input. The method further includes detecting an anomalous relationship between the user profile and the item category based on user activity associated with the user profile. The method further includes causing the virtual assistant device to provide guidance with respect to the item category in response to detecting the anomalous relationship. The guidance includes presenting guidance information comprising attribute values of at least one item from the item category. The attribute values correspond to attributes of interest determined from additional user input.

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