Design Choices:

We chose to do an is-a relationship from Amaon users, seller and buyer. So any user can be a seller or a buyer.

We chose to make feedback a weak entity. So it is dependent on buyer and seller.

We chose to make item and purchase a many-to-one relationship. This relationship will have an attribute on the number of items sold in one purchase

We chose to make item and buyer a many-to-many relationship. This relationship will store a list of items viewed by any customer

Clarification:

In our model, feedback is dependent on buyer and seller even if it has a unique feedback id. So you will need buyer and seller id to get a feedback detail.