

## “HOW MIGHT WE” Questionnaire

Group - 21

1. How might we make wishlists and saved items feel more interactive and engaging?
2. How might we make product recommendations more relevant for each type of shopper?
3. How might we create a filtering and sorting system that works well for both users who know exactly what they want and those who are just browsing?
4. How might we design a flexible interface that allows users to customize accessibility settings (font size, themes, voice commands) dynamically?
5. How might we use voice and gestures to make shopping easier and more inclusive ?
6. How might we help users confidently explore products by providing detailed visuals and engaging videos?
7. How might we use chatbots to handle common customer queries?