

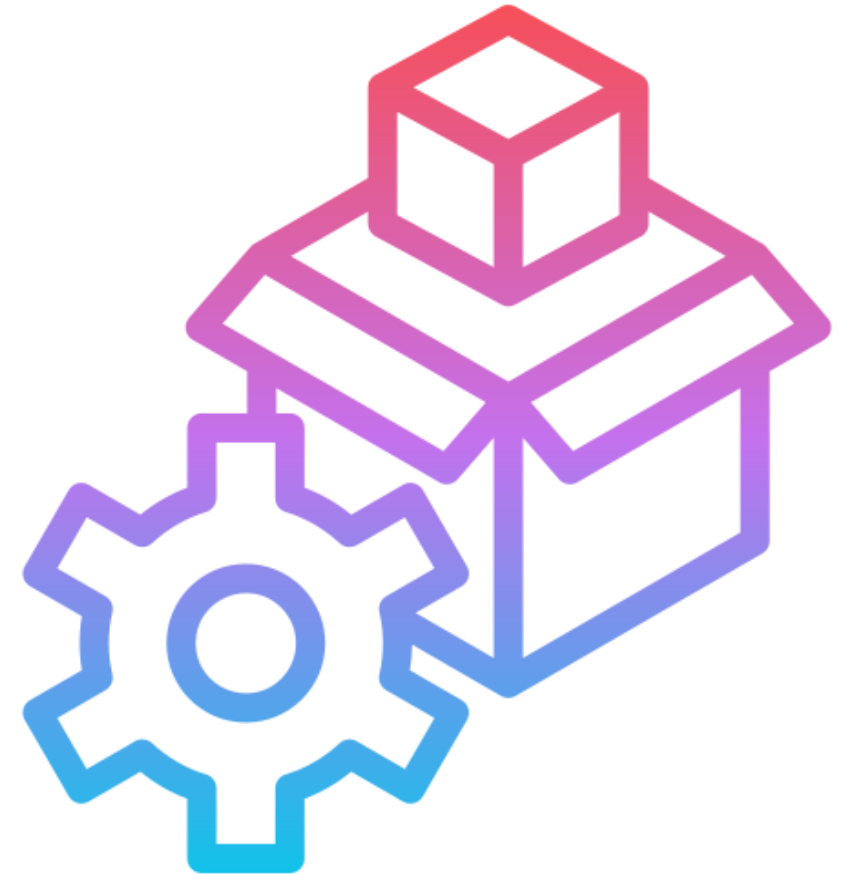
Product Internship Assignment

Task 1: Product Understanding

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CONTENTS

- ❑ *Product Introduction*
- ❑ *User-Journey For A New User*
- ❑ *Flowchart For User-Journey*
- ❑ *SWOT Analysis*
- ❑ *UX/Interaction-Design Recommendations*
- ❑ *Conclusion*

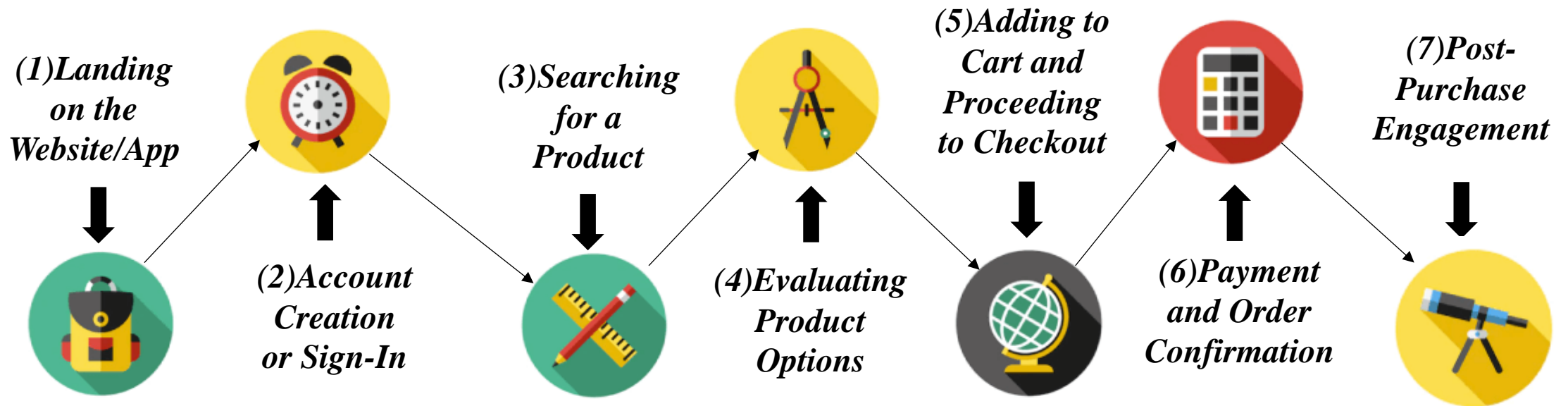


Comprehensive User Experience Analysis of AMAZON: Strengths, Weaknesses, and Recommendations for Improvement

Let's picture a new user stepping into the vast digital marketplace, that is Amazon. Their journey begins with curiosity - exploring a world filled with endless possibilities. Here's how their experience unfolds:



USER JOURNEY FOR A NEW USER



FLOWCHART FOR USER-JOURNEY

(1)Homepage Arrival : The new user typically lands on the homepage after searching for Amazon or directly typing the URL.

(2)Amazon account activation : The user is prompted to create an account or sign in to an existing account.

(3)Search desired products : The user uses the search bar or navigates through categories to find a specific product.

(4)View product details : The user views product listings, reads reviews, checks ratings, and compares prices.

(5)Initiate check-out : The user adds the chosen product to their cart and initiates the checkout process.

(6)Initiate payment : The user selects a payment method, enters shipping information, and confirms the order.

(7)Post-order : The user receives order tracking updates, provides feedback, and explores additional products.

SWOT ANALYSIS

STRENGTHS

- *Extensive product selection and competitive pricing.*
- *Strong brand loyalty and trust.*
- *Efficient logistics and customer service.*

OPPORTUNITIES

- *Expansion into new markets and product categories.*
- *Enhanced personalization through AI and machine learning.*
- *Improved mobile and voice-assisted shopping experiences.*



WEAKNESSES

- *Complex interface for new users.*
- *Overwhelming amount of information.*
- *High competition from other e-commerce platforms.*

THREATS

- Regulatory issues and data privacy concerns.*
- *Intense competition from other major retailers.*
 - *Supply chain disruptions impacting product availability.*

UX/Interaction-Design Recommendations



(1) AI-Powered Customization : Personalized recommendations encourage users to explore more relevant products, boosting AOV and satisfaction.

Metric: Average Order Value (AOV) & Customer Satisfaction



(2) Chatbot for Quick Queries : A chatbot reduces response times and improves satisfaction by quickly resolving common inquiries.

Metric: Customer Support Response Time & Satisfaction



(3) Virtual Try-On : Virtual try-on boosts conversion by giving users confidence in their purchases and reduces returns by ensuring better product fit.

Metric: Conversion Rate & Return Rate



(4) Improved Recommendations : Enhanced algorithms deliver more relevant product suggestions, increasing CTR and overall revenue.

Metric: Click-Through Rate (CTR) & Revenue per User



(5) Enhanced Reviews Section : Features like verified tags and AI-curated summaries build trust, leading to higher conversions.

Metric: Conversion Rate & Customer Trust

CONCLUSION

In conclusion, while Amazon excels in many aspects of e-commerce, there are opportunities to enhance the user experience further. Implementing the recommended UX and interaction design improvements can help address current weaknesses, capitalize on opportunities, and mitigate potential threats, ultimately leading to a more engaging and efficient shopping experience for all users.



THANK YOU...!

