Object: Amazon

Aspects that I Like:

1. Most advanced search function: search bar is always obvious at each page and quick search response
2. Personalized recommendation: greatly increases the chance of users making a purchase
3. Browsing history displaying at the home page: Remind customers not to forget the products they need to buy.
4. New product displaying at the home page: efficient product marketing
5. Succinct Product page: gives the user a clean and clear path to purchase
6. Quick picture and page loading: make the process of purchase very fluent and satisfying

Improvements I suggest:

1. Hidden / fuzzy Navigation : the menu "hamburger" icon is squeezed to the top left of the navigation bar , so the menu toggle is hard for users to find. I suggest to simplify the multi-layered submenu and make the user more easy to get the place where they wanna go.
2. bad return and exchange service : slow and inefficient procedure when users face after sales question. I suggest to build specialized channel to deal with the problem and then accelerate the pace of commodity flow
3. No price fluctuation displaying: Users can only see the current price and discount. Without the fluctuation chart, they cannot effectively find the best opportunity to make the decision of purchase. I suggest to add the fluctuation chart to encourage the users buy the product at the best price.
4. No price match: No refund when the price of the product users just bought has dropped. So I suggest to set up a quick difference compensation to the recent buyers mechanism when significant price fluctuations take place.
5. Not enough logical filtering options: when search for some goods like graphic cards, curtains and so on, the filter is broken or useless. They are just simply brands and price. Without more detailed logical filters, users may have difficulty finding the product they really want. So I suggest to add more logical filter options like ebay does.
6. Messy page content: the page is always too long for users to surf. So I suggest to optimize layout of the pages and not to stack everything at one page.

Use Cases:

lightweight

1.

Use Case 1	Search for target product
Actor	Visitors of Amazon
Basic Flow	On Black Five, he/she who is the user of Amazon wants to buy a ear phone of apple with the biggest discount from amazon. He/she opens the site of Amazon and easily sees the obvious search bar. He/she types in the specific model index of the phone. Then the Amazon quickly reponses and displays the most related results. The user compares the degree of the discount and chooses the target product then places order. So that the purchase has been successfully completed.

2.

Use Case 1	Browsing recommended products
Actor	User of Amazon
Basic Flow	He/she who is the user of Amazon want to buy a pleasing TV but doesn't get the satisfying result. Then the Amazon automatically generates the recommendation TV results based on their browsing history. They find the suitable product from the recommendation and places the order quickly.

3. Simple Laundry Use Case

Use Case 1	Return unsatisfying goods
Actor	Online consumer

Basic Flow	The consumer of Amazon find the bought product unsuitable after usage. He/she want to return it /exchange for a more pleasing one. He/she opens the channel for returning service. Then choose the information of his/her order and type in some message required by mailing. Then the website quickly responses and assign the unoccupied postman for door-to-door service. Shortly the postman drops in the get the items back and the refund quickly returned to the account of the consumer.

Middleweight

1.

Basic Flow

Use Case 1	Search for discounted product
Actor	User of Amazon
On Black Five, he/she who is the user of Amazon wants to buy a ear phone of apple with the biggest discount from amazon. He/she opens the site of Amazon and easily sees the obvious search bar. He/she types in the specific model index of the phone. Then the Amazon quickly reponses and displays the most related results. The user compares the degree of the discount and chooses the target product then places order. So that the purchase has been successfully completed.	
Alternative Flow 1	If he/she notices the recommendation choice is suitable. He/she placed order

Alternative Flow 2	If he/she notices the price fluctuation chart of the search results displaying , he/she compare the price.
Alternative Flow 3	If he/she notices the significant price cut of the recent bought item, he/she would request for refund of the difference.

2.

Basic flow

Use Case 1	Search for the specialized product
Actor	Visitor of Amazon
When at leisure, the visitor of Amazon wants to buy a specialized curtain to replace the curtains at home. He wanna find a suitable one. He visits the Amazon website and type in the general name of the curtain. By the detailed filters of the Amazon, he gradually narrows down the scope and finally finds the wanted item.	
Alternative Flow 1	If he notices the brand filter option in the filter options, he/she narrows down the scope and continue searching.

Alternative Flow 2	If he notices the price filter option in the filter options, he/she narrows down the scope and continue searching.
Alternative Flow 3	If he notices the color filter option in the filter options, he/she narrows down the scope and continue searching. Then finally gets the place.

3.
   Basic Flow

Use Case 1	Return items
Actor	Online consumer
The consumer of Amazon finds the bought product unsuitable after usage. He/she want to return it /exchange for a more pleasing one. He/she opens the channel for returning service. Then choose the information of his/her order and type in some message required by mailing. Then the website quickly responses and assign the unoccupied postman for door-to-door service. Shortly the postman drops in the get the items back and the refund quickly returned to the account of the consumer.	

Alternative Flow 1	The return validity period has expired, he/she would give up the returning.
Alternative Flow 2	If he/she notices the product has been greatly damaged and not eligible for return ,he/she would give up returning.
Alternative Flow 3	If he/she notices there's no unoccupied postman for door-to-door service, he/ she would choose the onsite mailing on hiself/herself.

Heavyweight

1.

Use Case 1	Consumers search for discounted goods
Actor	Online consumers
Use Case Overview	On Black Five, he/she who is the user of Amazon wants to buy a ear phone of apple with the biggest discount from amazon. He/she opens the site of Amazon and easily sees the obvious search bar. He/she types in the specific model index of the phone. Then the Amazon quickly reponses and displays the most related results. The user compares the degree of the discount and chooses the

	target product then places order. So that the purchase has been successfully completed.
Subject Area	Online shopping
Actor(s)	The user of Amazon
Trigger	There are many greatly discounted items displayed on Amazon at Black Five
Precondition 1	It is Black five with many discounts
Precondition 2	The user of Amazon has the need of shopping

Basic Flow

Description	This scenario describes the situation where only searching, comparing, finally placing orders are required. This is the main success scenario.
1	Users search for ideal items.
2	Users take use of the filters of the search bar

3	Users see the price fluctuation charts
4	Users compare prices
5	Users find the most pleasing price
6	Users type in the personal information
7	Users place the orders
Termination outcome	The orders of targeted items have been placed

Alternative Flow 4A: check the needs

Description	This scenario describes the situation where one or more items need searching when get at the websites
4A1	Users verifies the real need and make a list of products
4A2	Users confirm that every item needs to be purchased
4A3	Housekeeper search the items one by one

Termination outcome	The product are necessary and needed to be purchased online

Alternative flow 4B: results are too many.

Description	This scenario describes the situation where the great amount of search results did not meet the need.
4B1	Users use thefilters.
4B2	Users make use of multiple logical filters
Termination outcome	Target items are found

Alternative flow 4C: the bought items are not satisfying

Description	This scenario describes the situation where the bought items are not pleasing.
4C1	Users reckon the products to be useless
4C2	Users return the products.
Termination outcome	Items returned and the refund placed quickly.

Post conditions: All items are in real need

Business Rules:

- Big discounts take place on black five
- All items can be returned or exchanged easily

2.

Use Case 1	Consumers buy products from recommendation
Actor	consumer
Use Case Overview	He/she who is the user of Amazon want to buy a pleasing TV but doesn't get the satisfying result. Then the Amazon automatically generates the recommendation TV results based on their browsing history. They find the suitable product from the recommendation and places the order quickly.
Subject Area	Online shopping
Actor(s)	The consumer
Trigger	The recommended items appeals to the consumer
Precondition 1	The Amazon generates the recommendation based on the consumers' searching history

Precondition 2	The recommendation results are appealing.

Basic Flow: browse the home page of amazon

Description	This scenario describes the situation where only searching, browsing pages are required. This is the main success scenario.
1	Consumers searches for ideal products.
2	Consumer gets many results after searching
3	Consumer doesn't find the ideal product
4	Consumer browses the home page of Amazon
5	Consumer notices the recommendation part.
6	Consumer checks the items on the recommendation part
7	Consumer finds the suitable item
Termination outcome	Suitable item is found

Alternative Flow 4A: targeted items has been found when searching

Description	This scenario describes the situation where one or more items have been found after searching
4A1	Consumers search the items by search bar
4A2	Consumers uses the filter to narrow down the search scope
4A3	Consumers use multiple filters
Termination outcome	The items have been found

Alternative flow 4B: the price of the ideal items goes up

Description	This scenario describes the situation where the targeted item doesn't have a suitable price.
4B1	Consumers search the items.
4B2	Consumers notice the raised price and give up purchase
Termination outcome	The price increases

Alternative flow 4B: the recommendation is also not ideal

Description	This scenario describes the situation where the recommendation content doesn't meet the consumers' need
4B1	Consumers check each item in recommendation
4B2	Consumers don't find their ideal goods
Termination outcome	Recommendation is not related

Business Rules:

- Recommendation is based on consumers' customs and browsing history
- Recommendation part are obvious on the home page
- Recommendation is related to the consumers' searching goods