

# AMAZON

Empowering every  
mind to shop with ease

We Make Your Shopping Spree Adaptable



# Outline

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# Problem statement

Many e-commerce sites **lack cognitive accessibility**, making navigation and information processing **challenging** for users with cognitive disabilities.

These users often experience difficulty with:

- **Complex navigation**
- **Information overload**
- **Inconsistent interface elements**



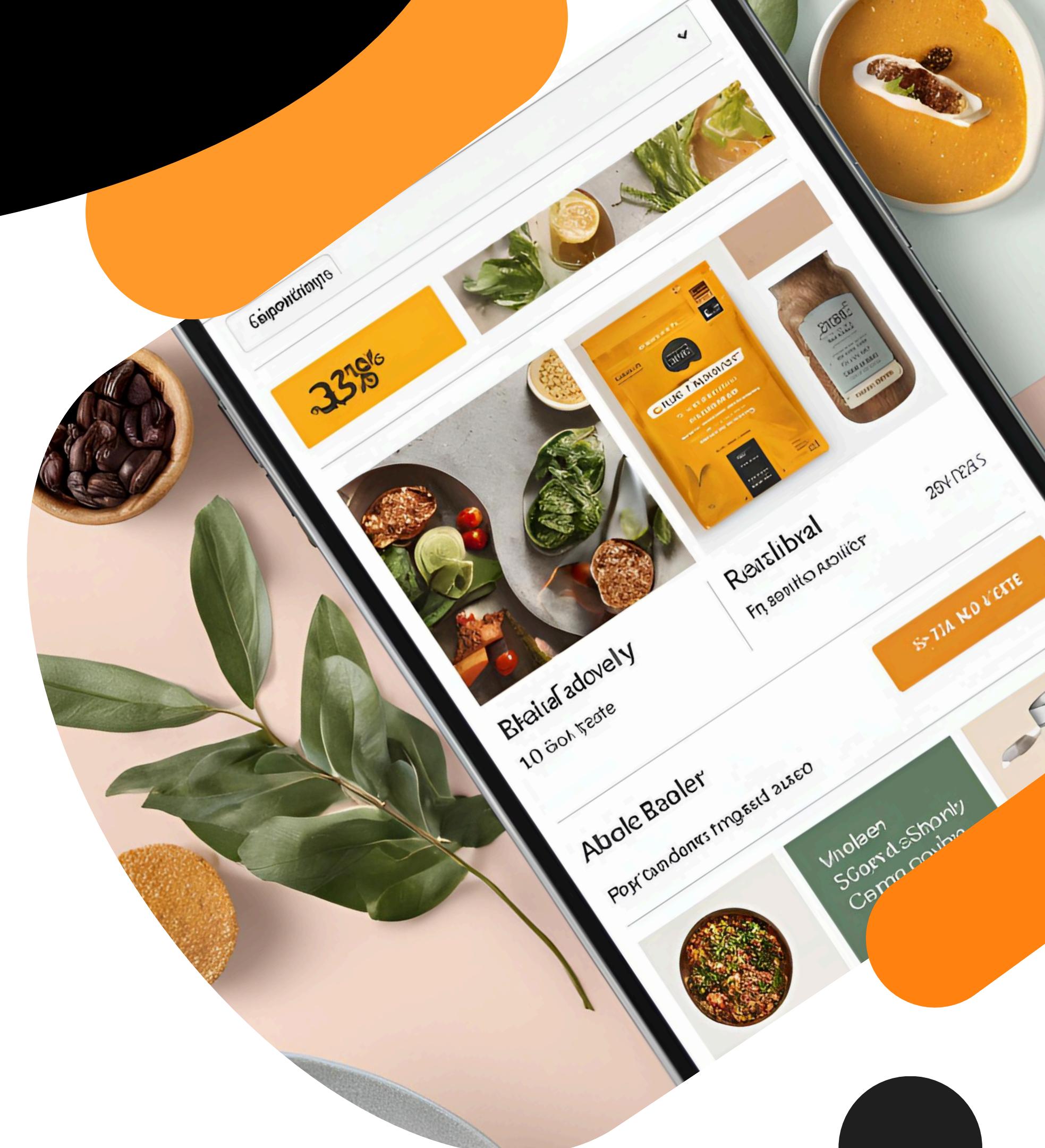
## Did you know?

- Cognitive disability is the **2nd most common** disability in U.S.
- Around **6.8 million people** are estimated to have intellectual or developmental disability



# Our Goal

**Redesign** Amazon's website to **support cognitive accessibility**, enabling all users to shop with ease and independence.



# Company Vision and Mission

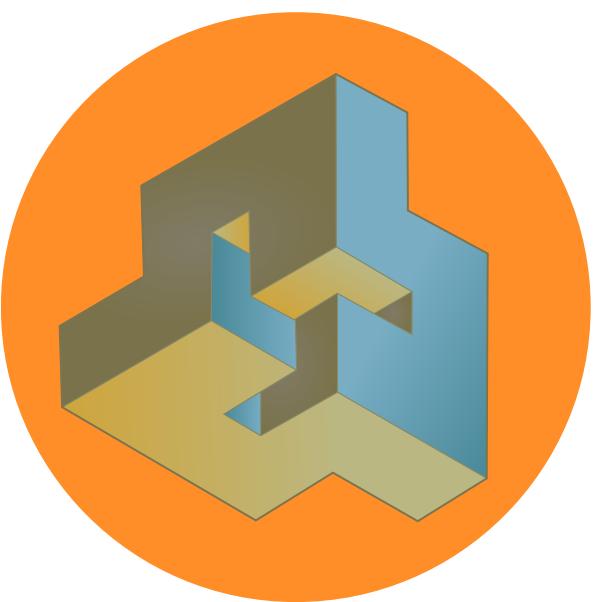
## Vision

To be Earth's most **customer-centric company**; to build a place where people can find and discover anything they want to buy online

## Mission

We strive to offer our customers the lowest possible prices, the best available selection, and the **utmost convenience**

# Pain Points



Complex navigation



Lack of Simplified UI



Sensory overload



Small Visuals

# User Assumptions

## Accessibility

A user wants simple navigation and additional support to narrow down the different options available.

## Time Shortage

Users expect to find and buy desired products as fast as they can.

## Minimal distraction

The users prefer interactive interfaces and a clutter-free shopping experience.

# User Personas



Ron

Dyslexia



**Ron, 19, is a gamer who buys games and computer peripherals online although struggles to navigate through the product page and read complicated text-heavy descriptions.**



Hermione

ADHD

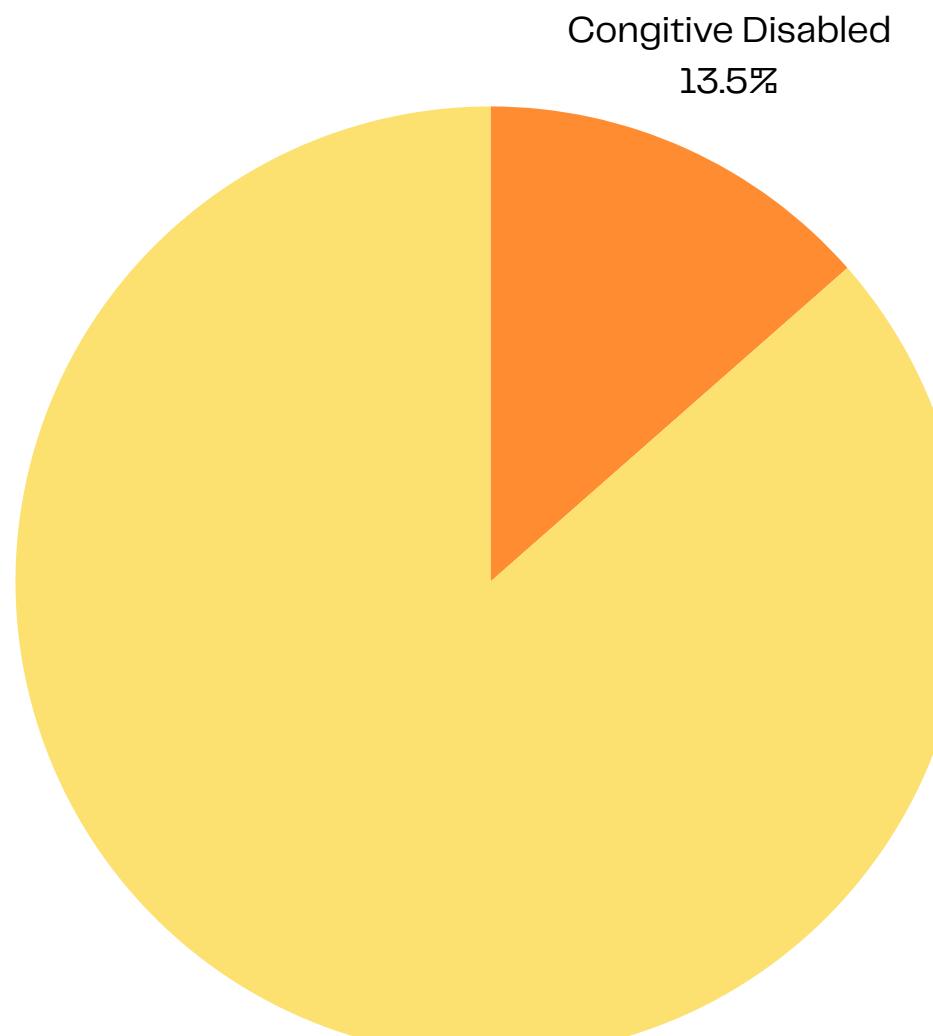


**Hermione, 34, likes to shop for clothes but often gets frustrated by the overwhelming amount of choices and loses track of items that match her buying criteria.**

# User Surveys

This data helps us to understand problem

Congitive Disabled Non Congitive Disabled



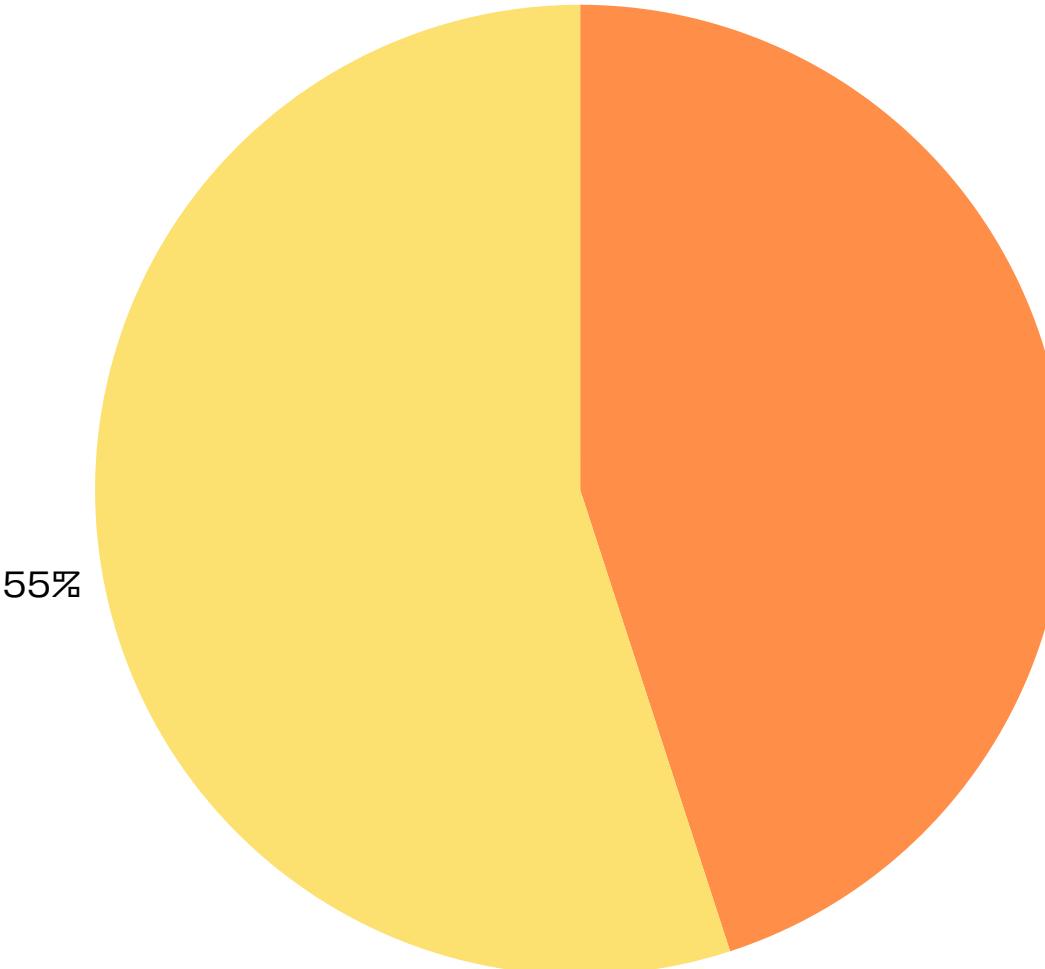
Non Congitive Disabled

86.5%

Ratio of Cognitive Disability

55%

Online Shopping Experience



13.9%

Cognitive Impairment

6-10%

Learning Disabilities Dyslexia

1-3%

Intellectual Disabilities

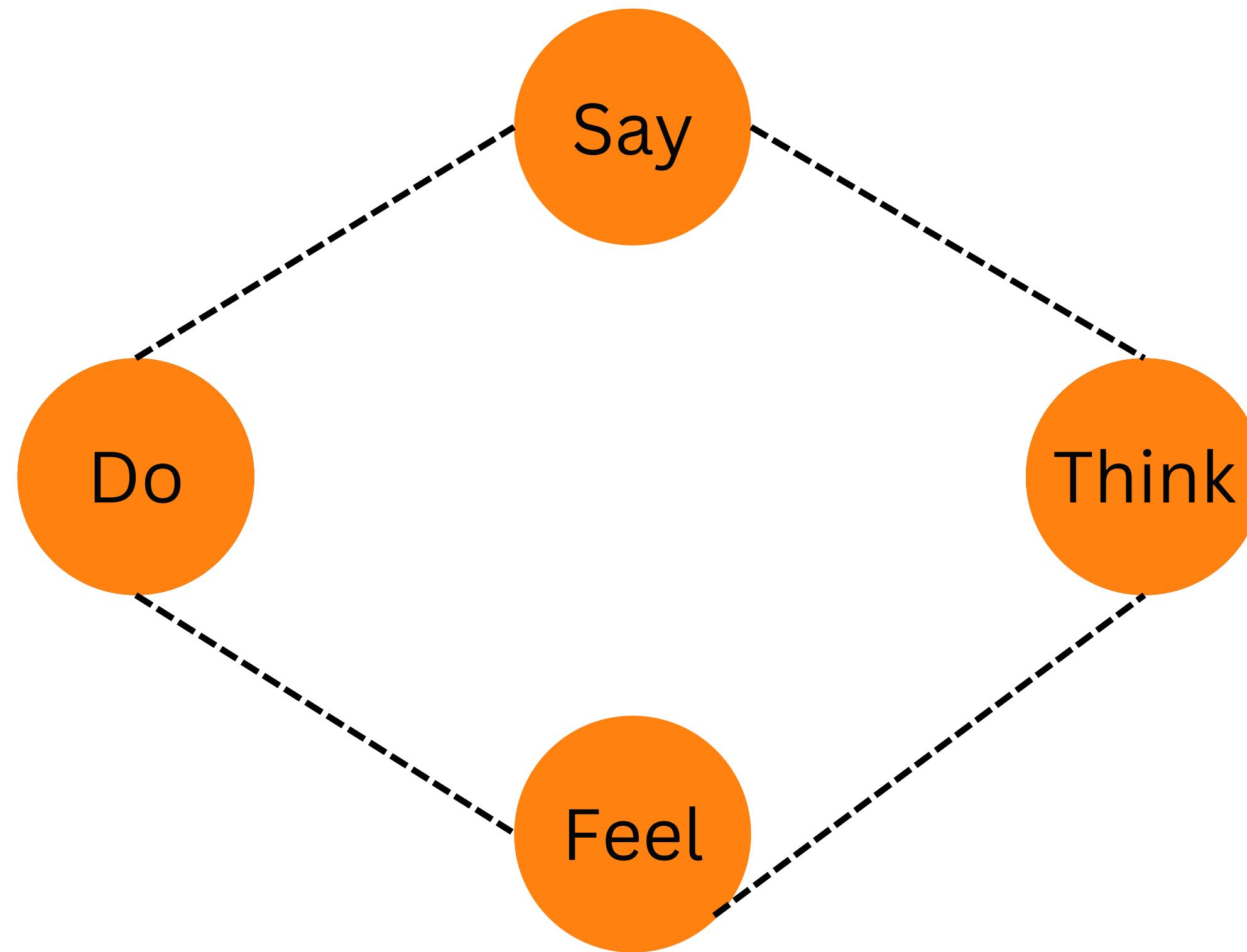
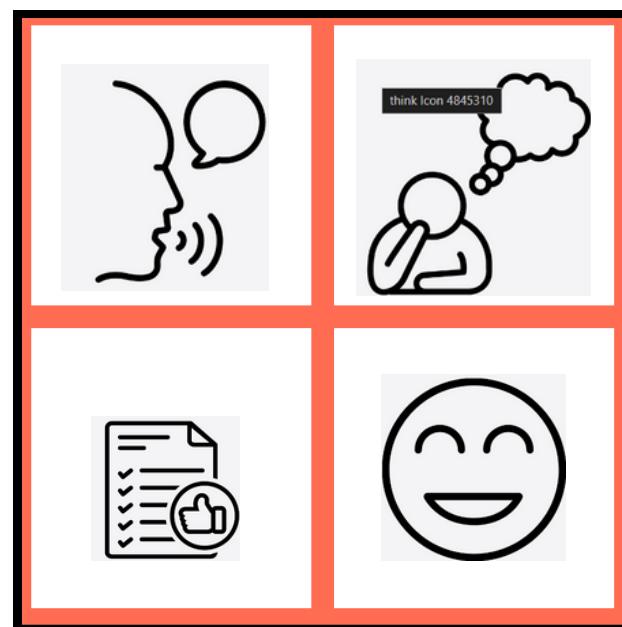
2%

Autism Spectrum Disorder (ASD)

Difficulties using online shopping

45%

# User Synthesis



# Competitive Analysis

Features					
Product Range	Extensive	Diverse	Comprehensive	Budget-Focused	Wholesale
Delivery Speed	Same-Day	Varies	1-2 Days	Standard (10-15 Days)	Varies
User Experience	Accessible	Inconsistent	Structured	Basic	Complex
Market Reach	Global	Global	Primarily US	Mainly US	Asia Focused
Subscription Services	Prime	N/A	Walmart+	N/A	N/A
Guided Assistance	Moderate	High	Low	High	Low

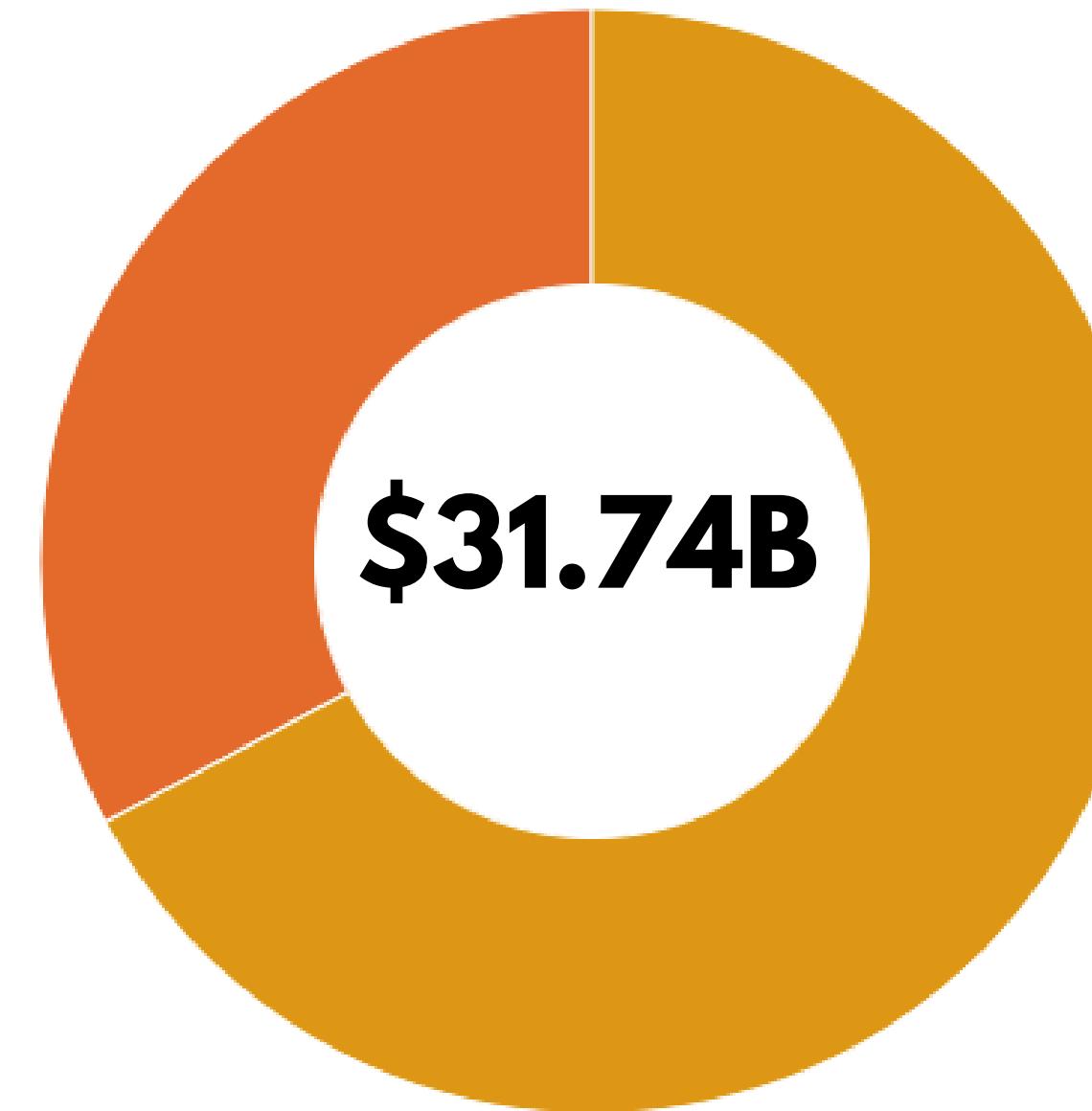
# Market Analysis

**TAM**



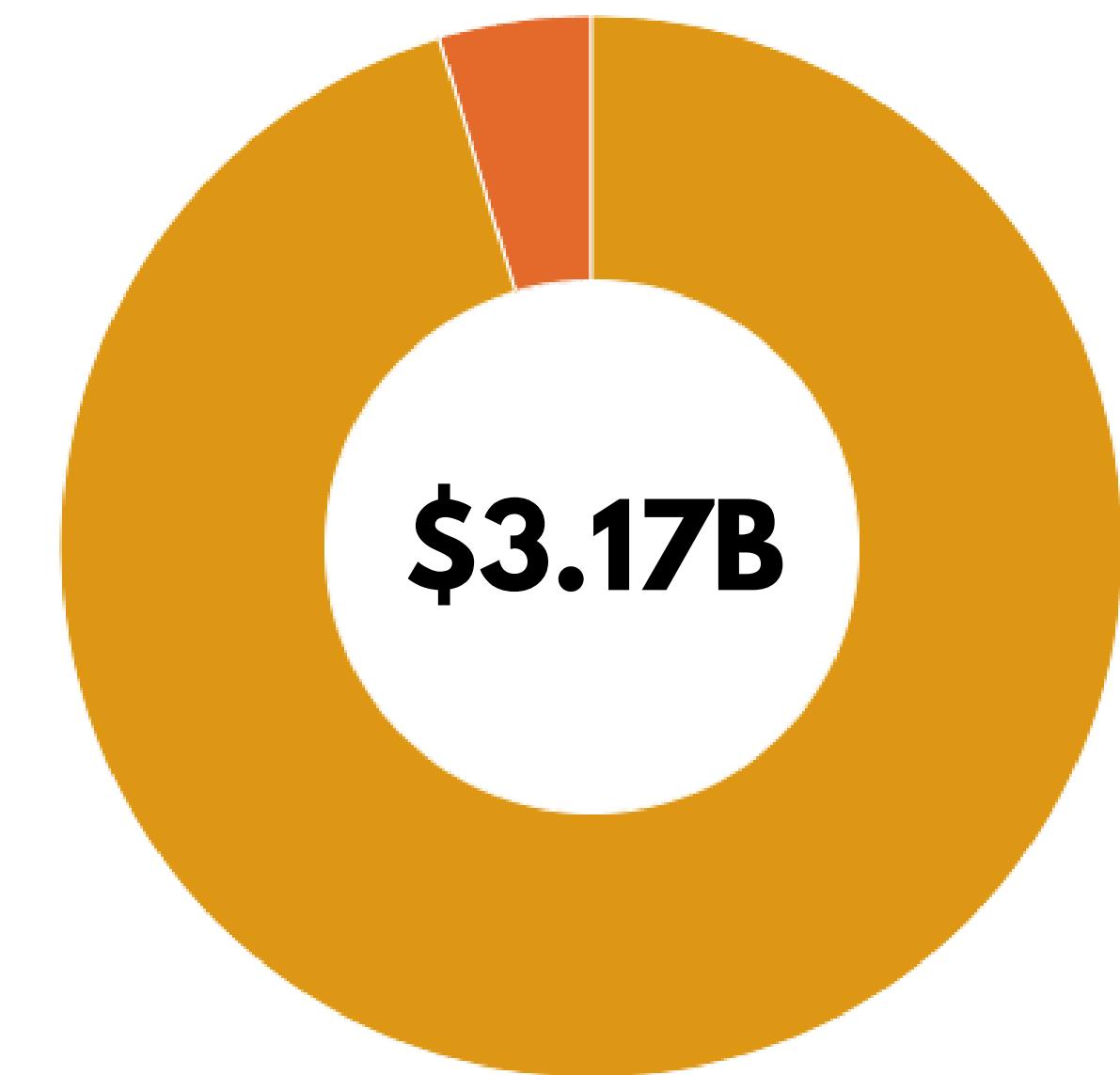
Amazon Total Users with  
Cognitive Disabilities

**SAM**



Accessible Platform Users

**SOM**



Initial Target Market

"Through this platform of Protothon, we were given the invaluable opportunity to think creatively about making a positive change for differently-abled individuals."

**Thank you!**

## **Contributors - ProtoMinds**

Suveena  
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