**ASSIGNMENT 1**

**SYSTEM/SERVICE: AMAZON E-COMMERCE**

1. Amazon is an ever-present enterprise whose services and products are ubiquitous and branched across multiple facets of our daily life which can range from personal to business use. One of the key factor behind Amazon’s success can be attributed to its user experience (UX).

UX Pros:

* Since its inception, Amazon has maintained a user experience design that has always been simplified, easy to navigate and use for users across multiple generations. Personally, as stated above, I like how easily navigable, simple and intuitive the user experience and design is, making it easy for both the seasoned and new users of digital world to traverse through the services and products available.
* Amazon’s UX is also search driven, which makes up for a personalized process for users to use the platform or service as the search feature helps in filtering and compressing the inventory, limiting it to user’s requirements.
* The underlying algorithm and engine which is coupled with the search feature eases the user interaction with future purchases as it tracks patterns and provides suggestions and recommendations which are fairly accurate to user’s needs.

UX Improvement suggestions:

* Whilst the little changes made to Amazon’s UX has helped its services to be easy to use for varied generations owing to its basic linear structure which streamlines user experience. I think there is still room for improvement for Amazon to design an interface that is more visually appealing and intuitive since I have found the different sections and options to be more cluttered.
* I have also personally experienced that the feedback/review section of some products in Amazon is not updated, which ultimately leads to misleading reviews on some products and unsatisfactory user experience.

1. **USE CASES**

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| Use Case 1 | Search and Display Products |
| Actor | End user |
| User can browse through different products based on their need and compare the prices for best deals | |
| Alternative Flow 1 | Users can search by category through menu option and browse through the inventory |
| Alterative Flow 2 | Users can specifically search for a product they want to purchase using the search bar which is present at every page. Users can then use filter option to narrow down to the desired product. |
| Alternative Flow 3 | Users can check ‘frequently bought together’ section to get similar or suggested products based on user purchase |

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| Use Case 2 | User Account |
| Actor | End user |
| Users can make purchase as guest without creating an account or create an account to avail benefits of Amazon membership | |
| Alternative Flow 1 | Users can create an account and save their payment details, billing and delivery address, avail discounts to save items to wishlist or for faster checkout |
| Alternative Flow 2 | Users can make purchase without having to create an account but it will be more time consuming since the customer details will not be saved. They may also not avail special offers or discounts on products, the delivery of products may not be expedited, and they will not be able save an item to purchase for later |

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| Use Case 3 | Details |
| Actor | End user |
| Users can check for product description before making purchase for a product | |
| Alternative Flow 1 | Users can refer to product detail section to check for product information such as price, dimensions, weight etc. |
| Alternative Flow 2 | Users can compare similar products based on product details, price and reviews to look for better options |
| Alterative Flow 3 | In case the details section does not answer all of the user queries, users can search for answers to their queries in FAQ section. |

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| Use Case 4 | Reviews |
| Actor | End user |
| Users can check updated reviews on products based on its brand, seller, feedback from other buyers and other such relevant information relevant to the desired purchase | |
| Alternative Flow 1 | Users can filter reviews based on ratings provided by previous buyers of the same product and check for pros and cons for that product |
| Alterative Flow 2 | In case the reviews are not sufficient. Users can post their queries in FAQ section which can be placed close to Review section |
| Alternative Flow 3 | Users can write a review of their own to provide their own insight with pros and cons after making the purchase |

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| Use Case 5 | Order status/Returns and Refunds |
| Actor | End user |
| Users can go to Orders section once an order has been placed to check and track order status | |
| Alternative Flow 1 | Users can cancel order before order has been delivered, especially if the item cannot be returned once delivered |
| Alterative Flow 2 | Upon receiving order, if the user is dissatisfied with the order and if the item can be returned, they can look through past purchases, select and return the required order and get the refund if the return on that order is eligible |