E-commerce: Flipkart, Myntra

Report:

1. Business & Market Understanding:

   - Analyzes the current market trends and challenges in the e-commerce industry.

   - Provides insights into customer behaviour and expectations.

   - Identifies potential opportunities for business growth and improvement.

   - Offers recommendations for strategic development based on market understanding.

2. Business Requirements Document (BRD):

   - Outlines the key business objectives related to the new feature.

   - Describes the functionalities and features required to meet business goals.

   - Defines the scope and constraints of the project.

   - Highlights any potential risks and mitigation strategies.

   - Provides a clear roadmap for the development team.

3. Product Requirements Document (PRD

   - Focuses on the detailed specifications of the new feature to be implemented in the app.

   - Includes wireframes, mock-ups, or prototypes to visually represent the proposed changes.

   - Breaks down the feature into user stories or use cases for better understanding.

   - Specifies technical requirements, integration needs, and potential challenges.

   - Outlines testing criteria and success metrics.

New Feature: Enhanced Product Recommendation Engine

A. Business Enhancement

   - The new product recommendation engine will utilize advanced machine learning algorithms to provide personalized product suggestions to users based on their past purchase history, preferences, and browsing behaviour.

   - This feature aims to increase user engagement, conversion rates, and overall customer satisfaction by offering a tailored shopping experience.

- Enhanced business intelligence through data analytics will allow the platform to understand customer preferences, leading to more targeted marketing strategies and promotions.

B. Productivity Improvement:

- The recommendation engine will automate the process of curating personalized product lists, reducing manual effort in selecting and promoting items.

- Streamlining the user experience with more accurate and relevant recommendations will reduce the time spent by customers in searching for products, ultimately increasing the efficiency of the platform.

- Continuous learning and improvement through user feedback will enable the algorithm to adapt and evolve, ensuring ongoing productivity gains.

I believe that the implementation of this enhanced product recommendation engine aligns with the vision of creating a more personalized and efficient shopping experience for users, thereby contributing to the overall success of the E-commerce platform.