

## GAP ANALYSIS

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graph TD; A[GAP ANALYSIS] --> B[Amazon shopping]; A --> C[Customer's required features]; B --> D[▼]
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### ***Amazon shopping***

- 1.Voice search.***
- 2.Bar code scanner.***
- 3.Personalised recommendations.***
- 4.Wishlists.***
- 5.Order tracking.***
- 6.Amazon assistant.***
- 7.Customer reviews and ratings.***
- 8.Product comparisions.***

### ***Customer's required features***

- 1.Better search and filtering.***
- 2.Improved customer support.***
- 3.Freinds and family wishlists.***
- 4.Shopping communities.***
- 5.Eco-freindly delivery charges.***
- 6.Realtime delivery tracking.***