**-PRODUCT DESIGN THINKING FRAMEWORK**

**-QUANTUM UNIVERSITY**

**-01**

**-TASK NO.03**

**-Choose a case study and apply design thinking phase by creating a table**

***TASK 3***

**CASE STUDY: REDUCING CART ABANDONMENT IN AMAZON’S MOBILE APP.**

**PROBLEM STATEMENT**

Amazon experiences a high cart abandonment rate on its mobile app, where users add products to their carts but leave without completing the purchase. Studies indicate that complex checkout processes, hidden fees, and trust issues contribute to this problem.

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| **PHASE** | **KEY ACTIONS & FINDINGS** | **SOLUTIONS IMPLEMENTED** |
| **SCOPE** | * Identified cart abandonment as a major issue affecting revenue. * Analyzed user data and found that 68% of users leave their carts before checkout. | Goal: Reduce abandonment by simplifying checkout and improving trust. |
| **EMPATHIZE** | * Conducted user surveys and heatmap analysis. * Found that users leave due to:  1. Unexpected shipping costs. 2. Too many checkout steps. 3. Security concerns for payment. | Users want a faster, transparent, and secure checkout experience. |
| **DEFINE** | * Reframed the problem: "How might we make Amazon’s mobile checkout seamless and trustworthy?" * Identified three key areas to improve:  1. Reduce checkout steps 2. Display total price upfront 3. Enhance payment security. | Focus shifted from adding features to simplifying the checkout process |
| **IDEATE** | * Brainstormed multiple solutions, including:   1. One-Click Checkout for frequent buyers.  2. Cart Transparency (showing final price before checkout).  3. Express Checkout for Guest Users (without requiring sign-in). | Chose to prototype One-Click Checkout & Transparent Pricing as top solutions |
| **PROTOTYPE** | * Developed two prototypes:  1. "One-Click Checkout": Users can complete a purchase with a single tap if logged in. 2. "Transparent Pricing": Displays total cost (including shipping & tax) on the product page. | Tested the prototypes with 5,000 Amazon Prime users |
| **VALIDATION** | * A/B Testing Results:  1. One-Click Checkout increased conversions by 25%. 2. Transparent Pricing reduced cart abandonment by 18%.  * Users reported higher trust & convenience | The validated solution was prepared for large-scale implementation. |
| **IMPLEMENTATION** | * Rolled out One-Click Checkout for all Prime users.   - Introduced Transparent Pricing for all products.  - Added a guest checkout option to reduce drop-offs. | Amazon saw a significant reduction in cart abandonment and an increase in completed purchases. |