Combined Stakeholder Profile		User Number: 1
Age Demographic	Interaction Mode	Finds Product Recommendations Useful
17-25	Direct	Yes
2 6-35	Indirect	□ Ner
36-45	Social Environment	Sometimes
45+	Public	Makes Use of Deals/Sales/Coupons
Constant With E Communication	∨ Personal	Yes
Comfort With E-Commerce	Çollaborative	No
1 = Low 10 = High	Individual	Frequency of E-Commerce Use
1 2 3 4 5 6 7 8 9 10	Technical Environment	1 = Low 10 = High
E-Commerce Features Used	Fixed	1 2 3 4 5 6 7(8)9 10
Product Search Filters	Mobile	Visits With Intent to Purchase
Recommended Products	Item Category Shopped For	Yes No
Most Viewed Item	Clothing	V NO
	Technology	Influenced to Purchase by
Amazon's Choice	Grocery	Loyalty/Credit Incentives Frequency 1 = Low 10 = High
Zoom to item	Home Furnishing	(1) 2 3 4 5 6 7 8 9 10
Darkmode	Accessories	92343070310
roduct Livestreams	Home Improvement	
Wishlists	Pharmaceutical	
Gift Registry	Beauty Products	
Subscription Service	Pet Supplies	
	Automotive	
Product Search Filters	Arts and Crafts	
	Video Games	

Combined Stakeholder Profile		User Number: Z
Age Demographic 17-25	Interaction Mode Direct	Finds Product Recommendations Useful Yes
26-35 36-45 45+	Social Environment Public Personal	Sometimes Makes Use of Deals/Sales/Coupons
Comfort With E-Commerce 1 = Low 10 = High 1 2 3 4 5 6 7 8 9	Collaborative Individual Technical Environment	Yes No Frequency of E-Commerce Use 1 = Low 10 = High
E-Commerce Features Used Product Search Filters	Fixed Mobile	1 2 3 4 5 6 7 8 9 10 Visits With Intent to Purchase
Recommended Products Most Viewed Item Amazon's Choice	Item Category Shopped For Clothing Technology	Yes No Influenced to Purchase by Loyalty/Credit Incentives Frequency
Zoom to item Darkmode	Grocery Home Furnishing Accessories	1 = Low 10 = High 1 2 3 4 5 6 7 8 9 10
Product Livestreams Wishlists Gift Registry	Home Improvement Pharmaceutical Beauty Products Pet Supplies	
Subscription Service Product Search Filters	Automotive Arts and Crafts Video Games	

Combined Stakeholder Profile		User Number: 3
Age Demographic	Interaction Mode	Finds Product Recommendations Useful
17-25	Direct	Yes
26-35	Indirect	□ No
36-45	Social Environment	Sometimes
45+	Public	Makes Use of Deals/Sales/Coupons
	Personal	Yes
Comfort With E-Commerce	Çollaborative	No
1 = Low 10 = High	Individual	Frequency of E-Commerce Use
123456789 (0)		1 = Low 10 = High
E-Commerce Features Used	Technical Environment	1 2 3 4 5 6 7 8 9 10
	√ Fixed	Matter Methods and Dominion
Product Search Filters	Mobile	Visits With Intent to Purchase
Recommended Products	Item Category Shopped For	│
Most Viewed Item	Clothing	
	Technology	Influenced to Purchase by
Amazon's Choice	_ ✓ Grocery	Loyalty/Credit Incentives Frequency
Zoom to item	Home Furnishing	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$
Darkmode	Accessories	12545078910
Product Livestreams	Home Improvement	
Wishlists	Pharmaceutical	
Gift Registry	Beauty Products	
Subscription Service	√ Pet Supplies	
	Automotive	
Product Search Filters	Arts and Crafts	
	Video Games	

Combined Stakeholder Profile		User Number: 4
Age Demographic	Interaction Mode	Finds Product Recommendations Useful
17-25	Direct	Yes
26-35	Indirect	No
36-45	Social Environment	Sometimes
45+	Public	Makes Use of Deals/Sales/Coupons
Comfort With E-Commerce	✓ Personal Collaborative	✓ Yes No
1 = Low 10 = High	Individual	Frequency of E-Commerce Use
1 2 3 4 5 6 7 8 9 10	Techhical Environment	1 = Low 10 = High
E-Commerce Features Used	Fixed	1 2 3 4 5 6 7 8 9 10
Product Search Filters	Mobile	Visits With Intent to Purchase
Recommended Products	Item Category Shopped For Clothing	No Yes
Most Viewed Item	Technology	Influenced to Purchase by
Amazon's Choice	Grocery	Loyalty/Credit Incentives Frequency
Zoom to item	Home Furnishing	1 = Low 10 = High
Darkmode	Accessories	1 2 3 4 5 6 7 8 9 10
Product Livestreams	Home Improvement	
Wishlists	Pharmaceutical	
Gift Registry	Beauty Products	
Subscription Service	Pet Supplies	
Product Search Filters	/Automotive	
Froduct Search Filters	Arts and Crafts	
	Video Games	

Combined Stakeholder Profile		User Number: 5
Age Demographic	Interaction Mode	Finds Product Recommendations Useful
17-25	Direct	Yes
26-35	Indirect	□ pro
36-45	Social Environment	Sometimes
	Public	Makes,Use of Deals/Sales/Coupons
	√ Personal	Yes
Comfort With E-Commerce	Collaborative	No
1 = Low 10 = High	Individual	Frequency of E-Commerce Use
1 2 3 4 5 6 7 8 9 (10)		1 = Low 10 = High
\bigcup	Technical Environment	1 2 3 4 5 6 7 8 9 10
E-Commerce Features Used	Fixed	
Product Search Filters	Mobile	Visits With Intent to Purchase
Recommended Products	Item Category Shopped For	Yes
─ Most Viewed Item	Clothing	☐ No
wiost viewed item	√ Technology	Influenced to Purchase by
Amazon's Choice	Grocery	Loyalty/Credit Incentives Frequency
Zoom to item	Home Furnishing	1 = Low 10 = High
Darkmode	Accessories	1)2 3 4 5 6 7 8 9 10
Product Livestreams	Home Improvement	
Wishlists	Pharmaceutical	
	Beauty Products	
Gift Registry	Pet Supplies	
Subscription Service	Automotive	
Product Search Filters		
	Arts and Crafts Video Games	
	video dames	

Combined Stakeholder Profile		User Number: 6
Age Demographic	Interaction Mode	Finds Product Recommendations Useful
17-25	√ Direct	Yes
26-35	Indirect	No
36-45	Social Environment	Sometimes
45+	Public	Makes Use of Deals/Sales/Coupons
Comfort With F. Commores	V Personal	Yes
Comfort With E-Commerce	Collaborative	No
1 = Low 10 = High	Individual	Frequency of E-Commerce Use
1 2 3 4 5 6 7 8 9 10	Techpical Environment	1 = Low 10 = High
E-Commerce Features Used	Fixed	1 2 3 4 5 6 7 8 9 10
Product Search Filters	Mobile	Visits With Intent to Purchase
Recommended Products	Item Category Shopped For	Yes No
Most Viewed Item	Clothing	
Amazon's Choice	Technology	Influenced to Purchase by Loyalty/Credit Incentives Frequency
	Grocery	1 = Low 10 = High
Zoom to item	Home Furnishing	(1)2 3 4 5 6 7 8 9 10
☐ Darkmode	Accessories	
Product Livestreams	Home Improvement	
Wishlists	Pharmaceutical	
Gift Registry	✓ Beauty Products	
Subscription Service	Pet Supplies	
Product Search Filters	Automotive	
110ddot oction 1 mers	✓ Arts and Crafts	
	Video Games	

Combined Stakeholder Profile		User Number: 7
Age Demographic	Interaction Mode	Finds Product Recommendations Useful
.17-25	√ Direct	yes
26-35	Indirect	No
36-45	Social Environment	Sometimes
45+	Public	Makes Use of Deals/Sales/Coupons
	✓ Personal	Yes
Comfort With E-Commerce	Collaborative	No
1 = Low 10 = High	Individual	Frequency of E-Commerce Use
1 2 3 4 5 6 7 8 9 (10)	Technical Environment	1 = Low 10 = High
E-Commerce Features Used	Fixed	1 2 3 4 5 6 7 8 9 10
Product Search Filters		Visits With Intent to Purchase
	Mobile	Yes
Recommended Products	Item Category Shopped For Clothing	No No
Most Viewed Item	Technology	Influenced to Durchood by
Amazon's Choice	Grocery	Influenced to Purchase by Loyalty/Credit Incentives Frequency
Zoom to item	Home Furnishing	1 = Low 10 = High
	Accessories	1 2 3 4 5 6 7 8 9 10
Darkmode		
Product Livestreams	Home Improvement	
Wishlists	Pharmaceutical Beauty Products	
Gift Registry		
Subscription Service	Pet Supplies	
Product Search Filters	Automotive	
<u> </u>	Arts and Crafts	
	Video Games	

Combined Stakeholder Profile		User Number: 8
Age Demographic	Interaction Mode	Finds Product Recommendations Useful
	✓ Direct	Yes
26-35	Indirect	No
36-45	Social Environment	Sometimes
45+	Public	Makes Use of Deals/Sales/Coupons
_	V Personal	Yes
Comfort With E-Commerce	Collaborative	No
1 = Low 10 = High	Individual	Frequency of E-Commerce Use
1 2 3 4 5 6 7 8 9 10	Techpical Environment	1 = Low 10 = High
E-Commerce Features Used		1 2 8 4 5 6 7 8 9 10
Product Search Filters	Fixed	Visits With Intent to Purchase
	Mobile	Yes
Recommended Products	Item Category Shopped For	□ No
Most Viewed Item	Clothing Technology	
Amazon's Choice		Influenced to Purchase by Loyalty/Credit Incentives Frequency
	Grocery	1 = Low 10 = High
Zoom to item	Home Furnishing	(1)2 3 4 5 6 7 8 9 10
☐ Darkmode	Accessories	
Product Livestreams	Home Improvement	
Wishlists	Pharmaceutical	
Gift Registry	Beauty Products	
Subscription Service	Pet Supplies	
Product Search Filters	Automotive	
Froduct Search Filters	Arts and Crafts	
	✓ Video Games	

Combined Stakeholder Profile		User Number: ${\cal G}$
Age Demographic	Interaction Mode	Finds Product Recommendations Useful
.17-25	✓ Direct	Yes
26-35	Indirect	No
36-45	Social Environment	Sometimes
45+	Public	Makes Use of Deals/Sales/Coupons
_	V Personal	Yes
Comfort With E-Commerce	Collaborative	No
1 = Low 10 = High	Individual	Frequency of E-Commerce Use
1 2 3 4 5 6 7 8 9 10	Technical Environment	1 = Low 10 = High
E-Commerce Features Used		1 2 3 4 5 6 7 8 9 10
	Fixed	Visits With Intent to Purchase
Product Search Filters	Mobile	Yes Yes
Recommended Products	Item Category Shopped For	□ No
Most Viewed Item	Clothing	
Amazon's Choice	Technology	Influenced to Purchase by Loyalty/Credit Incentives Frequency
	Grocery	1 = Low 10 = High
Zoom to item	Home Furnishing	1 2 3 4 5 6 7 8 9 10
Darkmode	Accessories	
Product Livestreams	Home Improvement	
Wishlists	Pharmaceutical	
Gift Registry	Beauty Products	
Subscription Service	Pet Supplies	
	Automotive	
Product Search Filters	Arts and Crafts	
	Video Games	

Combined Stakeholder Profile		User Number: \(\int \)
Age Demographic	Interaction Mode	Finds Product Recommendations Useful
17-25	V Direct	Yes
26-35	Indirect	No
36-45	Social Environment	Sometimes
45+	Public	Makes Use of Deals/Sales/Coupons
	V Personal	Yes
Comfort With E-Commerce	Collaborative	No
1 = Low 10 = High	Individual	Frequency of E-Commerce Use
1 2 3 4 (5) 6 7 8 9 10	Technical Environment	1 = Low 10 = High
E-Commerce Features Used	Fixed	1 2 3 4 5 6 7 8 9 10
Product Search Filters		Visits With Intent to Purchase
	Mobile	Yes
Recommended Products	Item Category Shopped For	□ No
Most Viewed Item	Clothing Technology	
Amazon's Choice		Influenced to Purchase by Loyalty/Credit Incentives Frequency
Zoom to item	✓ Grocery Home Furnishing	1 = Low 10 = High
		1(2) 3 4 5 6 7 8 9 10
☐ Darkmode	Accessories	
Product Livestreams	Home Improvement	
Wishlists	Pharmaceutical	
Gift Registry	Beauty Products	
Subscription Service	Pet Supplies	
Product Search Filters	Automotive	
Froduct Search Filters	Arts and Crafts	
	Video Games	