**Specified Business Problem**

**Providing flexible and prominent services to end users to search for an item and place an order as per their wish list.**

**Detailed Explanation of the Business Problem**

1. **Flexible Search Functionality**
   * Users should be able to search for products using various criteria (e.g., keywords, categories, filters like price range, ratings, etc.).
   * The search results should be accurate, relevant, and displayed in a user-friendly manner.
   * **Problem**: If the search functionality is not flexible or intuitive, users may struggle to find the products they want, leading to frustration and abandoned carts.
2. **Prominent Services**
   * The platform should highlight key features like personalized recommendations, wish lists, and quick reorder options.
   * **Problem**: If these services are not prominently displayed or easy to use, users may not take advantage of them, reducing customer satisfaction and repeat purchases.
3. **Wish List Integration**
   * Users should be able to add items to their wish list and easily access it for future purchases.
   * **Problem**: If the wish list feature is difficult to use or not integrated seamlessly with the ordering process, users may abandon their wish lists and opt for competitors.
4. **Order Placement**
   * The process of placing an order should be simple, fast, and error-free.
   * **Problem**: A complicated or buggy ordering process can lead to cart abandonment and lost sales.

**Impact of the Business Problem**

1. **Customer Experience**
   * Poor search functionality and lack of prominent services can lead to a frustrating user experience, reducing customer satisfaction and loyalty.
2. **Sales and Revenue**
   * If users cannot easily find and order products, sales will decline, directly impacting revenue.
3. **Competitive Advantage**
   * Competitors with better search and wish list features may attract customers away from the platform.
4. **Brand Reputation**
   * Negative reviews and word-of-mouth about a poor user experience can harm the brand's reputation.

**Proposed Solution**

1. **Enhance Search Functionality**
   * Implement advanced search features like autocomplete, filters, and sorting options.
   * Ensure search results are accurate and relevant.
2. **Prominent Display of Key Features**
   * Highlight wish lists, personalized recommendations, and quick reorder options on the homepage and during the shopping process.
3. **Seamless Wish List Integration**
   * Allow users to easily add items to their wish list and access it from any page.
   * Enable one-click ordering from the wish list.
4. **Streamline Order Placement**
   * Simplify the checkout process with fewer steps and clear instructions.
   * Ensure the ordering process is free of errors and bugs.

**Business Impact of the Solution**

1. **Improved Customer Experience**
   * Users will find it easier to search for products, use wish lists, and place orders, leading to higher satisfaction and loyalty.
2. **Increased Sales and Revenue**
   * A smoother shopping experience will reduce cart abandonment and increase conversions.
3. **Competitive Edge**
   * Enhanced features will differentiate the platform from competitors, attracting more customers.
4. **Positive Brand Reputation**
   * Satisfied customers will leave positive reviews and recommend the platform to others, boosting the brand's reputation.