Audience

User

Sellers

7

Empathize

Observe

User Needs
- Wide Product Selection
- Competitive Prices
- Fast Delivery
- Trustworthy Reviews

Engage

Watch and Listen
- Product feedbackReturn reasons
- Seller reviews
- Customer Service logs

User Pain Point
- Decision overload
- Fake reviews
- Delayed delivery
- Complicated returns

Seller Pain Point
- High competition
- Platform fees
- negative feedback impact

Amazon Feature
- Personalization
- Recommendation
- Prime Delivery
- User Review

Amazon Problem
Counterfeit Product
Price Fluctions
Overcrowded categories
Review manipulation