



Product Requirements Document (PRD) for Amazon's Chatbot to Help Users Get Product Details

Team: Customer Experience

Status: In Development

Problem Definition

What is the problem?

Users on Amazon often have queries regarding product details that are not easily accessible through the existing user interface. This results in frustration, decreased user satisfaction, and potential loss of sales as users may abandon their searches or look for information on competitors' websites.

Who is facing the problem?

Frequent online shoppers who look for detailed product specifications, comparisons, and user reviews before making a purchase decision. This includes tech-savvy users, gadget enthusiasts, and customers looking for high-value products such as electronics, appliances, and fashion items.

What is the business value that will be unlocked by solving the problem?

1. **Increased Conversion Rates:** By providing quick and accurate product information, users are more likely to complete their purchases.
2. **Enhanced User Experience:** A seamless and efficient way to get product details will improve overall customer satisfaction and loyalty.
3. **Reduced Customer Support Load:** Automating product queries through the chatbot can reduce the number of customer support requests, thereby decreasing operational costs.
4. **Data Insights:** Collecting data on frequently asked questions can provide insights into user needs and preferences, aiding in inventory and marketing strategies.

How will the target users benefit if the problem is solved?

1. **Informed Decision Making:** Users can easily access detailed product information, helping them make more informed purchase decisions.
2. **Time Savings:** Instant responses to queries save users time compared to searching through multiple product pages.
3. **Personalized Assistance:** The chatbot can provide personalized product recommendations based on user queries and browsing history.

Why is it urgent to solve this problem now?

The competitive landscape of e-commerce is rapidly evolving, with users expecting immediate and accurate information at their fingertips. To stay ahead of competitors and meet user expectations, it is crucial to implement this solution promptly.

Goals

Primary Goal

- **Increase User Engagement and Conversion Rates:** Enhance the user experience by providing detailed and accurate product information through the chatbot.

Secondary Goals

- **Reduce Customer Support Requests:** Decrease the volume of product-related queries directed to customer support.
- **Gather User Insights:** Collect and analyze data on user queries to better understand customer needs and preferences.

Non-Goals

- The chatbot will not handle queries related to order status, delivery tracking, or return processes. These will continue to be managed through the existing customer support channels.

User Personas



Siddharth -32 - software engineer-Bangalore	Kajal -28- marketing manager - Chennai
He loves the latest gadgets and electronics. He frequently shops online and values detailed product specifications and comparisons.	She is passionate about fashion and staying trendy. She relies on authentic user reviews and accurate sizing guides when shopping online.
Pain Points <ul style="list-style-type: none">• Information Overload: Finds it frustrating to sift through multiple pages to gather comprehensive product details.• Lack of Comparisons: Struggles to easily compare similar products side by side.• Customer Support Wait Times: Experiences delays in getting product-related queries answered by customer support.	Pain Points <ul style="list-style-type: none">• Unreliable Reviews: Frustrated by fake or unreliable user reviews that make it hard to trust the product quality.• Time-Consuming Searches: Finds it time-consuming to search through numerous product pages to find the right item.• Sizing Issues: Often encounters sizing inconsistencies and looks for detailed size guides and user feedback on fit.

Proposed Solution: Chatbot

Key Features

1. **Natural Language Processing (NLP)**
 - Implement advanced NLP to understand and respond to user queries accurately.
2. **Product Information Retrieval**
 - Integrate with Amazon's product database to fetch detailed specifications, user reviews, ratings, and comparisons.
3. **Personalized Recommendations**
 - Provide personalized product suggestions based on user browsing history and previous interactions.
4. **Interactive UI**
 - Design a user-friendly interface within the chatbot for easy navigation and interaction.
5. **Multi-channel Availability**
 - Ensure the chatbot is accessible via Amazon's website, mobile app, and popular messaging platforms.

6. Feedback Mechanism


- Implement a system for users to rate the helpfulness of the chatbot responses and provide feedback.

User Stories

- “As a user, I want the chat-based interface to provide **quick assistance**, so that I can get answers to my queries about product specifications.”
- “As a user, I want the chat-based interface to offer **instant feedback on product reviews**, so that I can make informed purchase decisions efficiently.”
- “As a user, I want the chat-based interface to provide **integrated assistance** across mobile & web interface, so that I can get answers to my queries in my mobile while I commute and continue the conversation in my laptop when I am in office.”
- “As a user, I want the chat-based interface to **remember my preferences and browsing history** in Flipkart across devices, so that I can have a seamless shopping experience.”
- “As a user, I want the chat-based interface to **support multiple languages**, so that I can seek assistance in my preferred vernacular language”
- “As a user, I want the chat-based interface to **use simple language** and avoid technical jargon, so that I can understand product information easily.”
- As a user, I want the chat-based solution to highlight **budget-friendly deals and offers**, so that I can save money on my purchases.”


Technical Requirements

1. The chatbot icon should appear after a user selects a particular product and the user is in the product screen. The location of the chatbot should be intuitive.

 Why? An intuitive location of the chatbot will enable awareness about the chatbot to the users

 Assigned to: Design, Engineering

2. The chatbot should understand user's intent e.g. on a high level, if they are asking information to make a decision, or if they want to discover

 Why? This understanding will help the chatbot give accurate and relevant responses enhancing user experience and engagement.

 Assigned to: Data Science, Engineering

3. The chatbot should be able to provide relevant information pertaining to the product such as product specification, technical specification, warranty/guarantee details, available bank offers for the product, delivery timelines, user reviews.

? Why? This will help the chatbot give comprehensive assistance to the user related to the product.

 Assigned to: Data Science, Engineering

4. The chatbot should provide an ecosystem for the user where the session with the chatbot is continued even after user changes devices.

? Why? This will ensure a consistent experience to the users and give users flexibility to access the chatbot across their devices throughout the day. This will improve engagement and will enhance personalization based on the accumulated data & context over a session across devices.

 Assigned to: Engineering, Data Science

5. The chatbot should incorporate Natural Language Processing (NLP) libraries and frameworks and support multiple languages.

? Why?

NLP will help users query in their natural language and the chatbot can also understand the same easily. This will enhance understanding and responsiveness. NLP will also improve personalization by aligning with user's linguistic preferences. This will promote user inclusivity. Moreover, the responses will be in natural language that can be easily comprehended by the user.

 Assigned to: Data Science, Engineering

6. The chatbot should suggest other budget-friendly deals (photo, price and % savings details) like the product that the user is currently viewing.

? Why?

This will make users feel the chatbot as their friend helping them to be on budget and help users build trust on the chatbot and on Flipkart.

 Assigned to: Data Science, Engineering

Wireframes



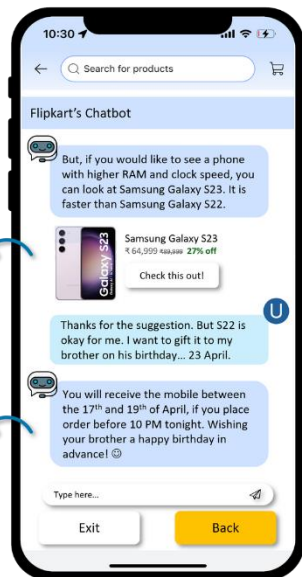
The chatbot icon appears when user selects a product. The location is intuitive for good visibility of the feature



The chatbot welcomes the user with a warm message and asks for the language preference.

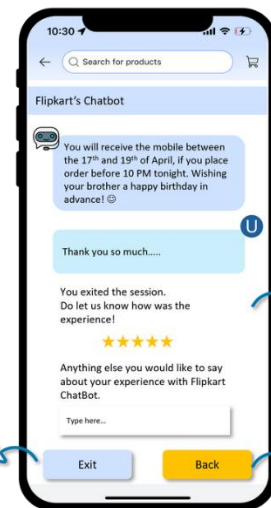
User asks about the product in his natural language.

The chatbot understands the query and responds with relevant information specifying technicalities and then summarizing in a simple language for the user to understand.



The chatbot suggests the user about another product of the same category based on user's previous query.

Responds in simple language along with candid remarks providing a warm experience to the user throughout.



When user ends the session, a feedback section appears

Button to exit and end the current session

Button to go back to product page without ending the session

Key Metrics

North Star

- **Number of Product Queries Handled:** The total number of queries processed by the chatbot.

Awareness

- **CTR for Chatbot Activation:** Click-through rate for initiating the chatbot from various pages.

Adoption

- **New Users Interacting with Chatbot:** Number of first-time users engaging with the chatbot.
- **Repeat Interactions:** Number of users returning to use the chatbot for subsequent queries.

Customer Satisfaction

- **User Satisfaction Score:** Average rating given by users for chatbot interactions.
- **NPS Score:** Net promoter score for users who interacted with the chatbot.

Tech Health Metrics

- **Response Time:** Average time taken to respond to user queries.
- **Uptime:** Percentage of time the chatbot is operational and available to users.

Dependent Stakeholders

1. **Product Team:** To ensure accurate and updated product information.
2. **Tech Team:** For integrating the chatbot with Amazon's existing systems.
3. **Customer Support Team:** For handling escalations and gathering feedback on chatbot interactions.
4. **Marketing Team:** To promote the chatbot feature and drive user engagement.