

E-Commerce Website- [Amazon.in](https://www.amazon.in)

Observations

1. Attractive Design
2. Ease of Navigation
3. Clarity of Content
4. User Centricity
5. Header Information
 - Menu Displaying Categories of Products
 - Search Bar
 - Location/Language Settings
 - Hyperlinks for User Specific Information
 - Cart
6. Design
 - Visual Hierarchy
 - Gravitating towards Deals and Featured Products
 - Followed by Grouping of Products based on various factors
 - Subtle Colors and Highly Legible Typefaces
 - Simply Structured Navigation
 - Consistent Layouts
7. Footer Information
 - About Us – Company and Website Information
 - Customer Services

End User Interactions

1. Registration/Login
2. View Products
3. Selection of Products
4. Adding Products to Cart
5. Wishlisting Products
6. Payment Options
7. Order Tracking

Features

1. Location specific grouping of available products
2. User Account – Address, Order History, Active Orders etc.
3. Integrated Payment Platforms
4. Managing Subscriptions
5. Managing Users' Devices
6. Communication and Content : Email, Notifications on Deals and Order related communication
7. Shopping programs and rentals

Functional Requirements

1. Large and Scalable database to store User, Seller and Product Information
2. Analysis of Users data on the basis of Ordering and shopping preferences to display best-matching products
3. Validations on Middle Layer such as Authorization, Authentication
4. Design Templates using Front-end Technologies

Design Approach

1. Presentation Layer (Front-end)

- Registration Page / Sign-Up
- Login Page
- A section of Website to Store and Display User Specific Information
 - Addresses
 - Order History
 - Active Orders
 - Subscriptions
 - Preferred Payment Methods and Cards
 - Edit Profile
- A section of Website to Display Products
 - Location Specific Listing
 - Categorically Organized
 - Based on User's Order History : Recommended Products
 - Information for Every Product

- Title
- Description
- Price
- Availability
- Seller Information
- Product Specifications
- Similar Products
- Customer Reviews
- Cart, Wishlists and Saved for Later Pages
- Payment Specific Pages

2. **Middle Layer (Behaviour)**

- Authorization
- Authentication
- Location Specific Grouping of Products
- Business Logic
 - Display Selected Product Information
 - Adding to Cart/ Wishlists
 - Checking Out
- Editing User Information

3. **Data Layer (Back-end)**

- Collections for Product Specific Information
- Collections for Seller Information
- Collections for User Information