**Problem Statement**

We believe that navigating the Amazon website is a challenge for consumers because of information overload, particularly overload of irrelevant information. By eliminating unnecessary information while focusing on the relevant information may solve this problem so users can avoid information overload during their journey while helping Amazon establish credibility and trust and strengthen relationships with consumers post-purchase.

We know we will have succeed when 80% of our customers have rated the shopping experience on Amazon as satisfactory and have increased our customer retention rate by 10%.

**Define/Focus Scope**

Effects: Information overload (especially overload of irrevelant information).

Impact: of which is information anxiety resulting in an overall less user-friendly experience and satisfaction with the Amazon website.

Success solution would provide: the right amount of information appears on a screen (mobile, tablet and desktop) by eliminating irrelevant information will give users a straight path to their goal. This is accomplished by clearing and preventing the obstacles beforehand resulting in improved user experience and satisfaction.