**Amazon Shopping Experience Business Flow Document**

**Introduction**

This document outlines the business flow and the user interface (UI) fields for the Amazon shopping experience. The flow encompasses the main stages of a user’s interaction with Amazon’s e-commerce platform, from account creation to order completion.

**Business Flow Overview**

1. **Account Creation**
2. **Account Login**
3. **Product Browsing**
4. **Shopping Cart Management**
5. **Checkout Process**
6. **Post-Purchase Activities**
7. **Customer Service**

**1. Account Creation**

**1.1. Sign Up Page**

**UI Fields:**

* **Name**: Input field (text)
* **Email**: Input field (text)
* **Password**: Input field (password)
* **Re-enter Password**: Input field (password)
* **Create Account Button**: Button

**Business Flow:**

1. User navigates to the Sign Up page.
2. User fills in their name, email, password, and re-enters the password.
3. User clicks the "Create Account" button.
4. System sends a verification email to the provided email address.

**1.2. Email Verification**

**UI Fields:**

* **Verification Code**: Input field (text)
* **Verify Email Button**: Button
* **Resend Code Link**: Link

**Business Flow:**

1. User receives an email with a verification code.
2. User enters the verification code on the Email Verification page.
3. User clicks the "Verify Email" button.
4. System verifies the code and activates the account.
5. User is redirected to the Login page.

**2. Account Login**

**2.1. Login Page**

**UI Fields:**

* **Email**: Input field (text)
* **Password**: Input field (password)
* **Login Button**: Button
* **Forgot Password Link**: Link

**Business Flow:**

1. User navigates to the Login page.
2. User enters their email and password.
3. User clicks the "Login" button.
4. System authenticates the user and redirects them to the Home page.

**2.2. Forgot Password**

**UI Fields:**

* **Email**: Input field (text)
* **Send Reset Link Button**: Button

**Business Flow:**

1. User clicks the "Forgot Password" link on the Login page.
2. User enters their email address.
3. User clicks the "Send Reset Link" button.
4. System sends a password reset link to the provided email address.
5. User follows the link to reset their password.

**3. Product Browsing**

**3.1. Home Page**

**UI Fields:**

* **Search Bar**: Input field (text)
* **Search Button**: Button
* **Category Links**: Links
* **Promotional Banners**: Image/link
* **Recommended Products**: Product cards with links

**Business Flow:**

1. User logs in and lands on the Home page.
2. User can browse categories, view promotional banners, and see recommended products.
3. User can enter a search term in the Search Bar and click the "Search" button to find products.

**3.2. Search Results Page**

**UI Fields:**

* **Filter Options**: Checkboxes/dropdowns (price, brand, ratings, etc.)
* **Sort Options**: Dropdown (relevance, price, etc.)
* **Product List**: Product cards with links

**Business Flow:**

1. User performs a search on the Home page.
2. System displays the Search Results page with relevant products.
3. User can refine results using filter and sort options.

**3.3. Product Detail Page**

**UI Fields:**

* **Product Images**: Image carousel
* **Product Title**: Text
* **Price**: Text
* **Ratings**: Stars
* **Reviews**: Text/links
* **Quantity**: Dropdown
* **Add to Cart Button**: Button
* **Buy Now Button**: Button
* **Product Description**: Text
* **Specifications**: Text
* **Related Products**: Product cards with links

**Business Flow:**

1. User clicks on a product from the Search Results or Home page.
2. System displays the Product Detail page with all relevant information.
3. User can view product images, read reviews, and see specifications.
4. User can add the product to their cart or proceed to buy immediately.

**4. Shopping Cart Management**

**4.1. Cart Page**

**UI Fields:**

* **Product List**: Product cards with links
* **Quantity**: Dropdown
* **Remove Button**: Button
* **Subtotal**: Text
* **Proceed to Checkout Button**: Button

**Business Flow:**

1. User adds products to the cart.
2. User navigates to the Cart page.
3. User can update quantities or remove products from the cart.
4. User reviews the subtotal.
5. User clicks the "Proceed to Checkout" button to start the checkout process.

**5. Checkout Process**

**5.1. Shipping Information**

**UI Fields:**

* **Full Name**: Input field (text)
* **Address Line 1**: Input field (text)
* **Address Line 2**: Input field (text, optional)
* **City**: Input field (text)
* **State/Province**: Dropdown
* **Postal Code**: Input field (text)
* **Country**: Dropdown
* **Phone Number**: Input field (text)
* **Continue Button**: Button

**Business Flow:**

1. User proceeds to the checkout from the Cart page.
2. User enters their shipping information.
3. User clicks the "Continue" button to proceed to payment information.

**5.2. Payment Information**

**UI Fields:**

* **Card Number**: Input field (text)
* **Name on Card**: Input field (text)
* **Expiration Date**: Dropdowns (month, year)
* **CVV**: Input field (text)
* **Billing Address**: Checkbox (same as shipping)
* **Add Card Button**: Button

**Business Flow:**

1. User enters their payment information.
2. User can choose to use the same address for billing.
3. User clicks the "Add Card" button to proceed to order review.

**5.3. Order Review**

**UI Fields:**

* **Shipping Address**: Text
* **Billing Address**: Text
* **Payment Method**: Text
* **Product List**: Product cards with links
* **Subtotal**: Text
* **Shipping Cost**: Text
* **Tax**: Text
* **Total**: Text
* **Place Order Button**: Button

**Business Flow:**

1. User reviews their order details, including shipping and billing addresses, payment method, and order summary.
2. User clicks the "Place Order" button to complete the purchase.
3. System processes the order and provides an order confirmation.

**6. Post-Purchase Activities**

**6.1. Order Confirmation Page**

**UI Fields:**

* **Order Number**: Text
* **Estimated Delivery Date**: Text
* **Product List**: Product cards with links
* **Shipping Address**: Text
* **Billing Address**: Text
* **Payment Method**: Text
* **Total**: Text
* **Track Order Button**: Button

**Business Flow:**

1. After placing the order, user is redirected to the Order Confirmation page.
2. User can view the order number, estimated delivery date, and order summary.
3. User can click the "Track Order" button to monitor the shipment status.

**6.2. Order History Page**

**UI Fields:**

* **Order List**: Order cards with links
* **Order Number**: Text/link
* **Order Date**: Text
* **Product List**: Product cards with links
* **Total**: Text
* **Order Status**: Text
* **Track Order Button**: Button
* **View Order Details Button**: Button

**Business Flow:**

1. User navigates to their Order History page from their account menu.
2. User can view a list of past orders with order details and statuses.
3. User can track orders or view more detailed order information.

**7. Customer Service**

**7.1. Customer Service Page**

**UI Fields:**

* **Search Bar**: Input field (text)
* **FAQ Links**: Links
* **Contact Us Button**: Button
* **Chat with Us Button**: Button
* **Call Us Button**: Button

**Business Flow:**

1. User navigates to the Customer Service page.
2. User can search for help topics using the Search Bar.
3. User can browse FAQs for common issues.
4. User can contact customer service through various channels: chat, call, or email.

**Conclusion**

This document provides a comprehensive view of the Amazon shopping experience, detailing the main business flow and the associated UI fields. It covers the entire customer journey, from account creation to post-purchase activities, ensuring a seamless and intuitive experience for users.