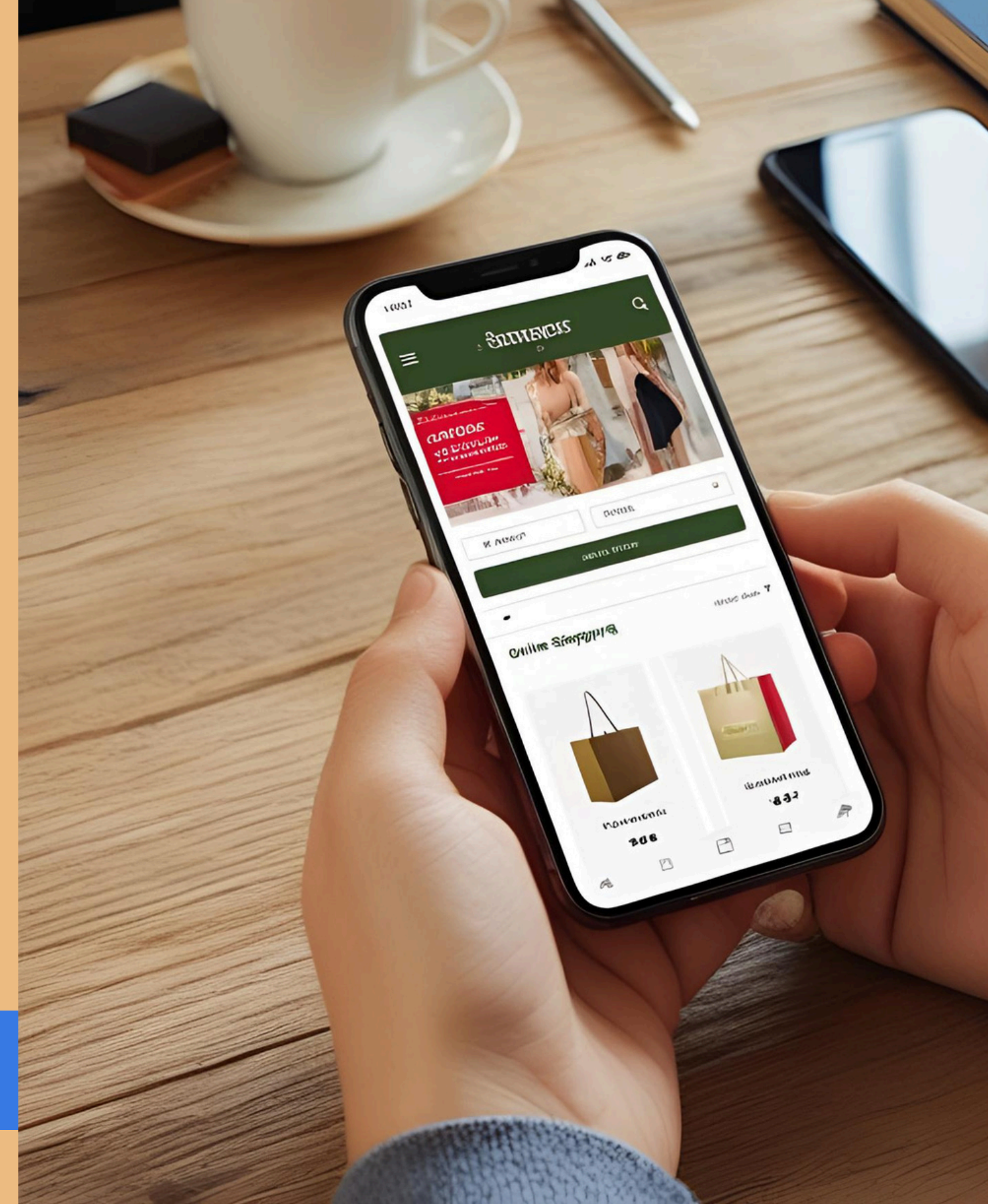


REDUCING CHOICE OVERLOAD IN

The Amazon logo, featuring the word "amazon" in white lowercase letters on a black rectangular background, with a yellow curved arrow underneath it.

By: Gokkul, Kanchan, Jayanth, Pavan, Sai Krishna





PROBLEM STATEMENT



Amazon shoppers often face decision fatigue due to the vast array of similar products available. This overwhelming choice can lead to extended decision-making times, frustration, and, in some instances, abandoned purchases.

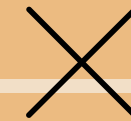


FIRST PRINCIPLE'S BREAKDOWN

Decision Fatigue of
Customers



Product Discovery



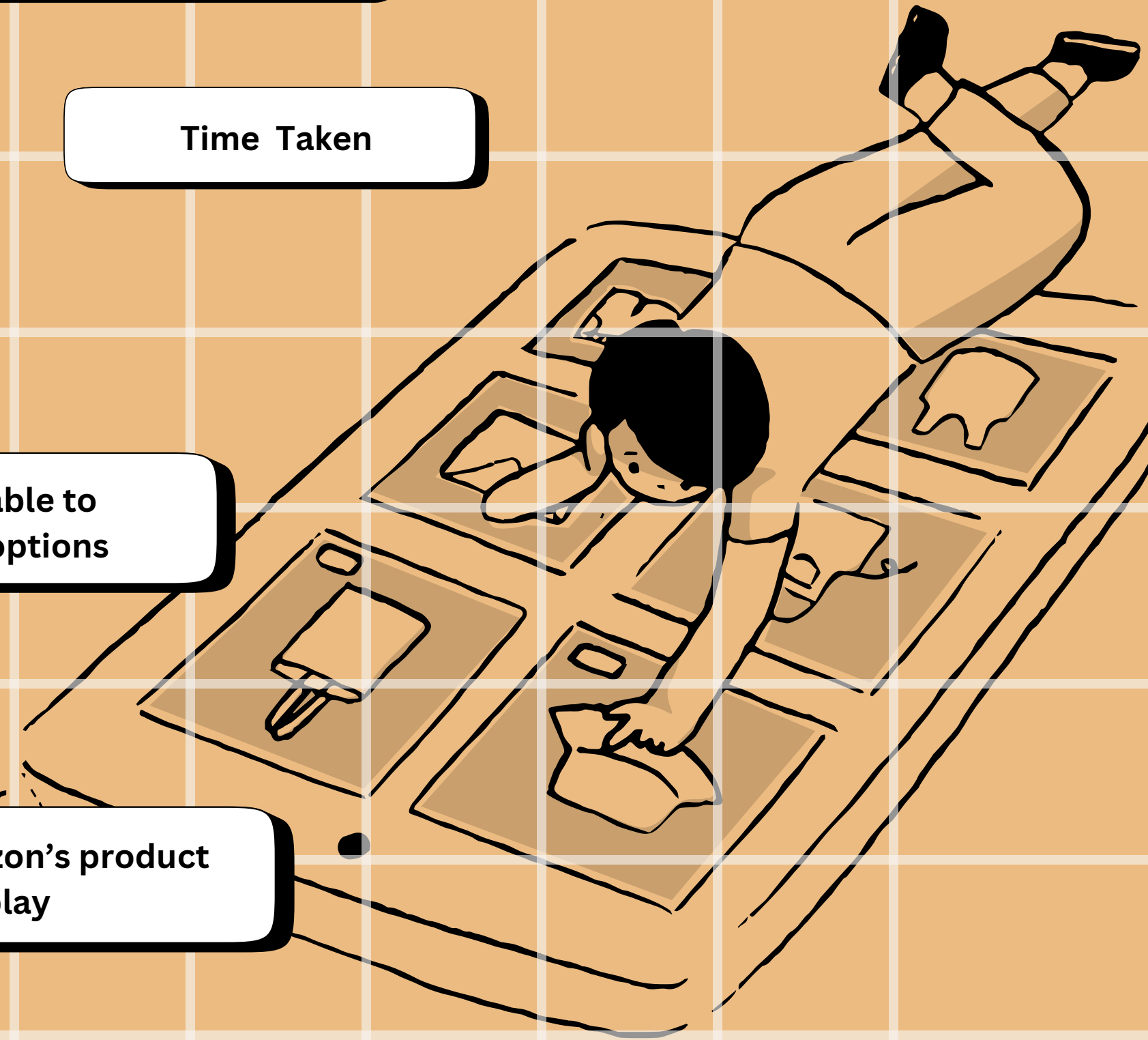
Time Taken

Users not able to pick
the right Product

Amazon not able to
deliver right options

Help users to make right choices

Improve amazon's product
display



SECOND ORDER THINKING

As one size does not fit all, we might not still be showing the appropriate result set and still user would end up having decision fatigue

Display result set based on multi factors with certain weights assigned to each factor like style, location etc.,

User might end up spending more time going through the guide and this could accelerate the decision fatigue

On boarding guide for new users

Poorly timed/paced tooltips could overwhelm users and could result in increased churn rate

Roll out Tool tips for features and filters

Solution to Reduce Choice Overload in Amazon

Algorithmic personalisation of the result set based on purchase history

Creates echo chambers, where users are isolated from diverse viewpoints

Introduce Sticky filter bar during the entire user journey

Mobile Clutter: 12-15% screen real estate loss on smart phones could increase bounce rates.

Integrate Amazon's AI assistant Rufus with existing search algorithms

Rufus not being present evidently could lead to low brand perception of Amazon leading to increase in user churn out



JOBS TO BE DONE

Identifying the jobs the customer is hiring Amazon to do



“When I want to buy a product, I want to find the best option quickly, so I feel confident in my purchase.”



“When I'm searching for a product, I want to easily compare the most relevant options so I can confidently choose the best one for my needs.”



“When I'm browsing products, I want to see personalized recommendations based on my past purchases and preferences, so I can quickly identify products that fit my needs.”

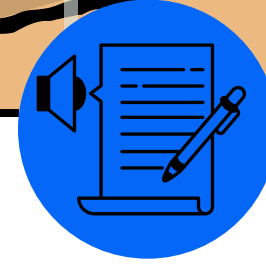


DOUBLE DIAMOND FRAMEWORK



Discover

- Amazon has **millions of products** across various categories.
- Customers experience **decision paralysis** with too many similar options.
- **Search** results can **produce** hundreds or **thousands of items**.
- **Filter systems** can be **complex** and overwhelming.
- **Reviews and ratings** may be contradictory or **manipulated**.
- **Product comparisons** demand significant **cognitive effort**.
- **Time pressure** adds to the stress of decision-making.

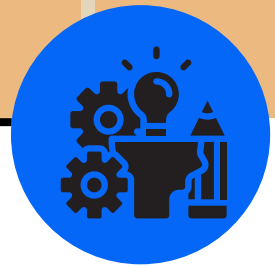


Define

- **Delayed purchasing decisions**
- **Abandoned carts**
- **Decision fatigue**
- **Lower satisfaction with purchases**
- **Decreased platform loyalty**



DOUBLE DIAMOND FRAMEWORK



Develop

Personalized Curation

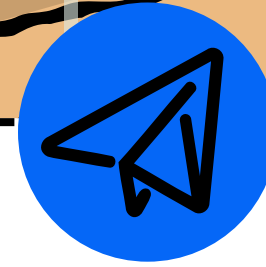
- AI-driven recommendations based on purchase history, browsing behavior, and similar users
- Contextual prioritization based on customer's demonstrated preferences.

Decision Support Tools

- Interactive product comparison tools
- Guided shopping assistants
- Product selection quizzes to narrow options

Simplified Decision Architecture

- Tiered product presentation
- Standardized comparison tables for similar products
- Visual differentiation of key product attributes



Deliver

Smart Filters

- Contextual filters that adapt based on category and user preferences
- Filter suggestions based on what's most relevant for specific product types

Express Compare Feature

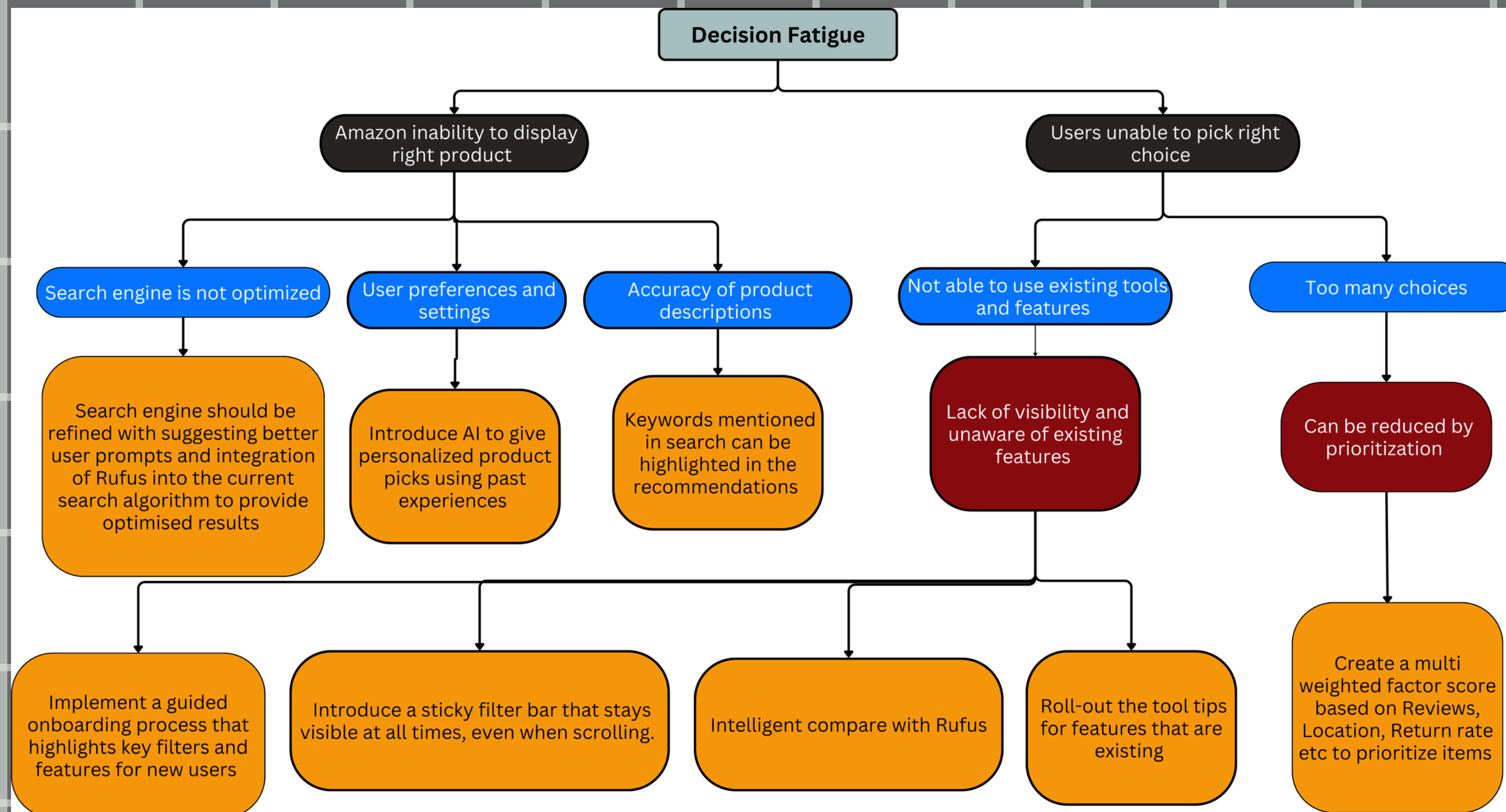
- Side-by-side comparison of up to 5 products with standardized metrics
- Highlight key differences rather than overwhelming with all specifications

Decision Confidence Indicator

- Show how confident other similar customers were with their purchases
 - Highlight products with low return rates and high satisfaction scores
- Deliver



OPPORTUNITY SOLUTION TREE



Case Study Analysis:

Highlights of lessons from successful solutions.



TakeAway

Automated Recommendations:
Implement a feature that suggests products or starts a guided shopping experience based on user behavior, reducing the effort required to find suitable items



TakeAway

Personalized Curations:
Offer weekly or monthly curated product lists based on individual browsing and purchase histories, helping users discover relevant products effortlessly.



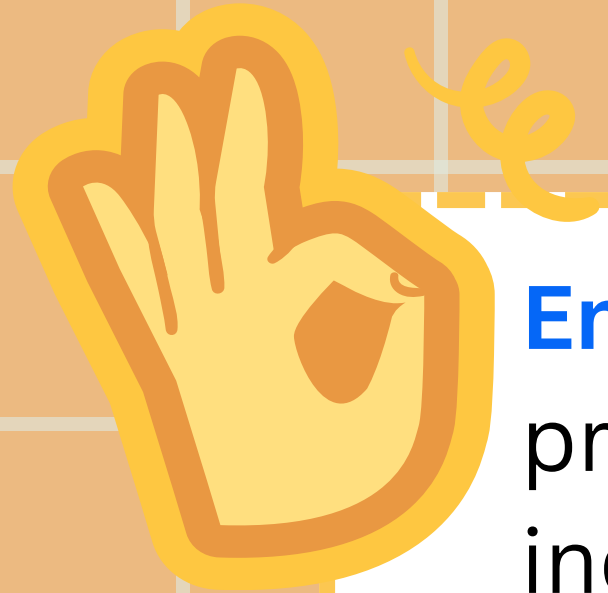
TakeAway

AI-Generated Review Summaries: Provide concise summaries of customer reviews, focusing on common sentiments and frequently mentioned pros and cons, aiding quicker decision-making



Implementing These Strategies on Amazon

By adopting similar approaches, Amazon can alleviate choice overload:



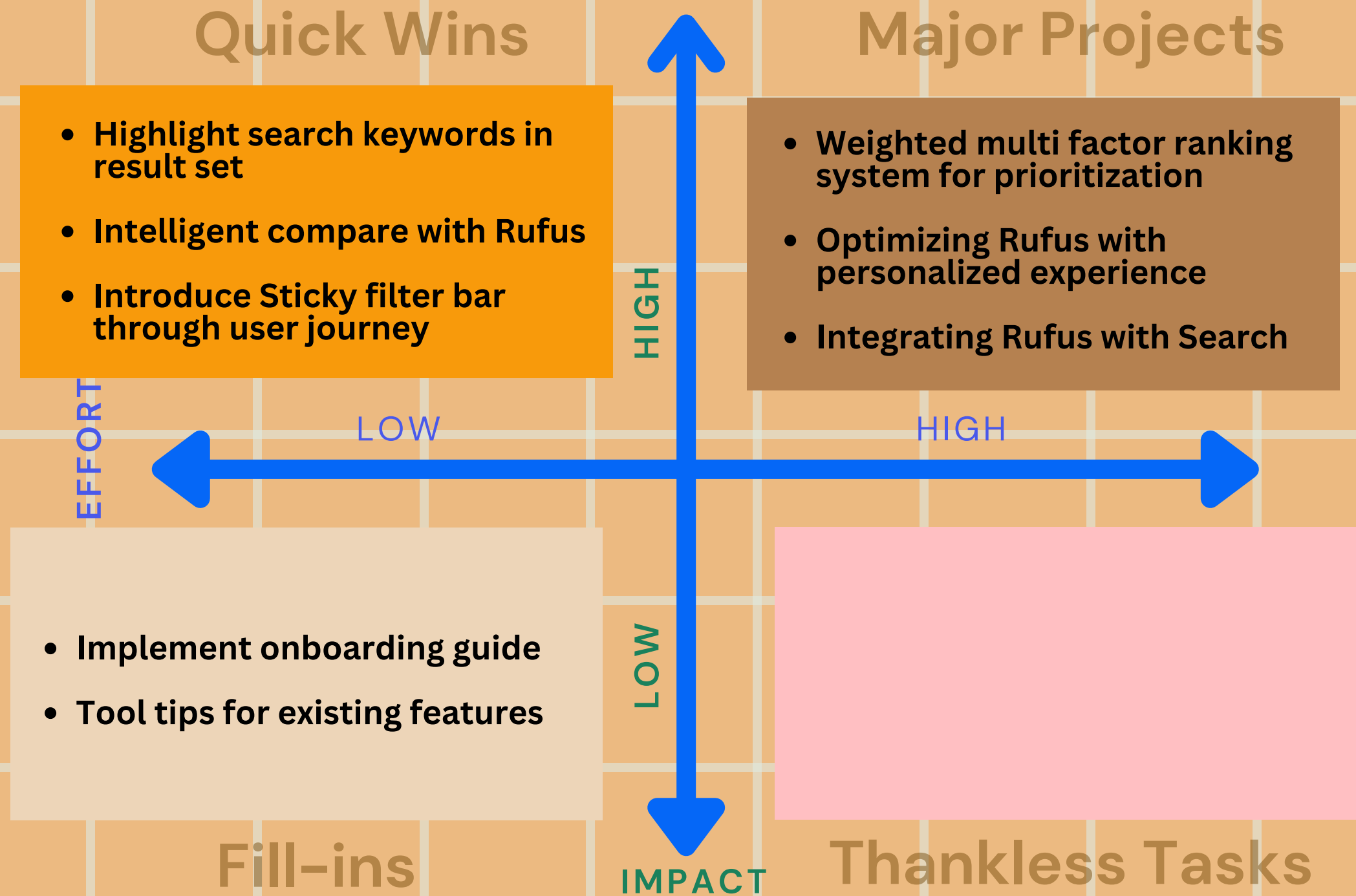
Enhanced Personalization: Utilize AI to offer personalized product recommendations and curated lists based on individual user data.

Advanced Filtering Options: Incorporate NLP capabilities to allow users to filter products using natural language descriptions.

Concise Information Delivery: Use AI to generate summaries of product reviews and answer common customer queries instantly.



IMPACT/EFFORT MATRIX



OUR KEY RECOMMENDATIONS



Highlight Search Keywords

Highlight keywords from search results in recommendations to enhance decision-making



Intelligent Compare with Rufus

Add a 'Compare Selections' button to launch Rufus' Intelligent Compare for in-depth analysis.



Sticky Filter Bar

Implement a sticky filter bar that remains visible during scrolling



THANK YOU

See You on AMAZON!