Amazon Website Product Requirements Document

Document Information

- **Product**: Amazon Website Core Features
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Page 1: Amazon Search Functionality

Amazon Search serves as the primary product discovery engine for customers across Amazon's marketplace, enabling users to find products through intelligent text-based queries, voice search, and image recognition. The search functionality must deliver relevant results within 2 seconds, support advanced filtering by price, brand, ratings, and categories, while providing personalized recommendations based on browsing history and purchase behavior. Key features include auto-complete suggestions, spell correction, search refinement tools, and seamless integration with inventory systems to display real-time availability and pricing. The search algorithm leverages machine learning to continuously improve relevance ranking and must handle 10M+ concurrent queries with 99.9% uptime, targeting a 15% conversion rate and less than 5% zero-result searches to ensure optimal customer experience and business growth.

Page 2: Amazon Pay Features

Amazon Pay provides customers with a secure, one-click payment solution that extends beyond Amazon's ecosystem to enable seamless transactions on third-party websites and physical stores using stored Amazon account information. The service supports multiple payment methods including credit cards, bank accounts, gift cards, and installment options, while maintaining PCI DSS compliance and employing real-time fraud detection through machine learning algorithms. Core functionality includes instant checkout with saved addresses and payment methods, biometric authentication, transaction history management, and comprehensive APIs for merchant integration across web and mobile platforms. Amazon Pay must process transactions within 3 seconds, maintain 99.99% uptime, and support 1M+ transactions per hour while targeting $50B+ annual payment volume, 98% transaction success rate, and 25% reduction in checkout abandonment to drive customer retention and expand Amazon's financial services footprint.