

PRODUCT ANALYSIS OF AMAZON

WHAT IS AMAZON

- It is online app used for online shopping.
- It allows us to shop multiple things not just clothes e.g. home decor, stationary for students.

WHY IT IS USED AND MAIN USERS?

- It is mainly created for people who did not have time to go and buy things from market either they were working or markets were far away from their houses.
- It allows everyone of 15 years plus can use to order things for their needs and wants.
- It mainly targets the people of 15+ to 50 years people.
- 50+ plus people are not flexible enough to use technology.

WHICH FEATURE DO I USE MOST IN IT?

- I mainly use the image option provided on the search box which help to find exact things.
- I even use the coupons options that is provided to either get cashback or get some discount.
- I mainly order gadgets from it as they provide open box delivery so that user can check their gadgets and if not appropriate return it without giving the payment. If the product is satisfied then this open box delivery helps us.
- Even using prime this helps receive my orders quick if urgent. prime is paid membership.

WHAT IMPROVEMENTS IT CAN HAVE.

- As from a personal user of amazon the placements of buttons could be more specific and proper allocation. Like wish list column is checked when we click on our profile logo. In place of this the Wishlist check button should be on the top bar so it would be easy for user to quickly see the shortlist items.
- The app is not so smooth to use like other E-commerce app. While we search it should provide some quotes or any message related to that product as Myntra does.
- The notifications that we receive from amazon are not interesting as user it does not convince to just click that notification and see what it is.
- It should provide or show the brand original certification like if someone is buying adidas shoes from amazon so they should show that they are original and belong from that particular brand. Like nayaka app sells cosmetics of their own and other brands as well so they show the granted certificate of that brand that it is original even if we cross on their website the price would match or be near by .
- They can change their logo or edit according to purpose like if its Diwali festival could put lights on the logo, Christmas so Santa with his deer's and more.