| **Feature** |  | **Amazon** | **Walmart** | **Flipkart** | **Best Buy** | **Google Shopping India** |
| --- | --- | --- | --- | --- | --- | --- |
| Checkout Steps |  | 1-Click Ordering, Amazon Pay | 1-Click Ordering, Walmart Pay | Multi-step (address, payment, review) | Streamlined (guest checkout, multiple payments) | Varies by retailer; redirected to retailer's website for checkout |
| Guest Checkout |  | Yes | Yes | Yes | Yes | Depends on retailer; many offer guest checkout |
| Product Filters |  | Extensive (brand, price, rating, etc.) | Extensive (brand, price, rating, etc.) | Extensive (brand, price, rating, etc.) | Extensive (brand, price, rating, etc.) | Basic filters; advanced filtering depends on retailer |
| Mobile Optimization |  | Optimized for various devices | Optimized for various devices | Optimized for various devices | Optimized for various devices | Mobile-responsive; retailer sites may vary |
| Search Bar |  | Autocomplete, voice search | Autocomplete, voice search | Autocomplete, voice search | Autocomplete, voice search | Prominent search bar with autocomplete and suggestions |
| Product Recommendations |  | Personalized suggestions | Personalized suggestions | Personalized suggestions | Personalized suggestions | Based on browsing behavior; varies by retailer |

**Insights from Competitive UX Research:**  
The Google Online Store clean and functional e-commerce experience, with a straightforward checkout process, mobile-friendly design, and personalized product recommendations. However, compared to competitors like Amazon, Walmart, Flipkart, and Best Buy, there is room for improvement in areas such as advanced product filters and guest checkout convenience. Google Shopping India, as a comparison, mainly redirects users to retailer sites, so the checkout experience varies. Overall, the analysis highlights that while the Google Store performs well in usability and mobile optimization, optimizing filter options and reducing checkout friction could help increase conversions further.