**Key Aspects of the Business Problem**

**Search Result Relevance:** Improve the accuracy and context relevance of search results.

User Interface Design for Order Placement: Refine the interface to make order placement more intuitive and user-friendly.

**Personalization and Adaptability:** Enhance the platform’s adaptability to cater to individual user needs and provide personalized recommendations.

**Efficiency in Wish-List Conversion:** Streamline the process of converting wish-listed items into orders.

**Performance and Responsiveness:** Ensure the search system and order placement functionalities are responsive with minimal latency.

**Clear Navigation and Visibility:** Improve the clarity of navigation and visibility of key services.

Business Impact of Addressing the Problem

**Increased User Satisfaction:** An optimized user experience can foster a positive perception of the platform.

**Improved Conversion Rates:** Streamlined search and order placement processes can improve conversion rates.

**Competitive Advantage:** Successfully addressing these issues can position the platform as user-centric and responsive to customer needs.

**Enhanced Brand Loyalty:** Consistently delivering an optimized and user-friendly experience can contribute to enhanced brand loyalty.

**Positive Impact on Retention:** A positive user experience can contribute to user retention, reducing bounce rates and encouraging users to return for future purchases.