Business Requirements

**Improved Search Accuracy:**

*Objective:* Enhance the accuracy of product search results to ensure that users find relevant items based on their queries.

*Measurement:* Achieve a minimum 95% accuracy rate in matching user queries to relevant products.

**Advanced Filtering Options:**

*Objective:* Provide users with advanced filtering options to refine search results based on relevant attributes such as price range, brand, customer ratings, and availability.

*Measurement:* Implement at least five additional filtering options and measure user engagement with these filters.

**Mobile-Friendly Search Experience:**

*Objective:* Optimize the product search functionality for mobile users, ensuring a seamless and intuitive experience on various mobile devices.

*Measurement:* Achieve a minimum 20% increase in user satisfaction ratings for mobile search within three months of implementation.

**Personalized Search Recommendations:**

*Objective:* Implement personalized search recommendations based on user preferences, purchase history, and browsing behavior.

*Measurement:* Increase user engagement with personalized recommendations by at least 15%, leading to a subsequent increase in conversion rates.

**Enhanced Autocomplete and Suggestions:**

*Objective:* Improve the autocomplete feature to provide real-time suggestions as users type their search queries, reducing the time it takes for users to find products.

*Measurement:* Achieve a 30% reduction in average search time through the implementation of enhanced autocomplete.

**Voice Search Integration:**

*Objective:* Integrate voice search capabilities to cater to users who prefer a hands-free search experience.

*Measurement:* Monitor the adoption rate of voice search and aim for a 15% increase in voice searches within the first six months.

**Internationalization and Multilingual Support:**

*Objective:* Support international users by providing multilingual search capabilities, allowing users to search for products in their preferred languages.

*Measurement:* Expand language support to at least five additional languages, reflecting the diversity of the user base.

**Continuous User Feedback Mechanism:**

*Objective:* Establish a system for users to provide feedback on the search experience, enabling continuous improvement based on user insights.

*Measurement:* Implement a user feedback mechanism and aim for a minimum 20% response rate within the first month.

**Search Analytics and Reporting:**

*Objective:* Implement robust analytics to track user search behavior, identify trends, and gather insights for ongoing improvements.

*Measurement:* Generate weekly reports on key search metrics, including popular search queries, click-through rates, and user engagement.

**Cross-Channel Consistency:**

*Objective:* Ensure consistency in the search experience across various channels, including web, mobile apps, and voice-enabled devices.

*Measurement:* Monitor and maintain a consistency score of at least 90% across different channels.

These business requirements aim to address the identified challenges in product search functionality and enhance the overall user experience on the e-commerce platform. The measurements associated with each requirement provide quantifiable targets to assess the success of the implemented enhancements. Regular monitoring and analysis of these metrics will guide continuous improvements to meet evolving user expectations and market trends.

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