Specify Business Problem

Searching an item in Amazon

This business problem revolves around the user experience while searching an item. While user searching an item it should navigate to the correct page.

Placing an order in Amazon

To make order placing process should use a user friendly interface. Order should be placed immediately after the payment.

Performance

The functionalities should be responsive with minimum delay. The overall user experience should meet user expectation.

User Experience

Users expect accurate relevant search outcomes based on their queries.

User Satisfaction

The identified challenges are very important for ensuring that end-users can efficiently navigate the platform