**Specify Business Problem**

Currently, Amazon excels at product discovery and browsing, but lacks a seamless pathway for users to convert wish list items into actual orders. This creates friction and lost sales opportunities.

**Key Issues:**

* Wish list visibility: Wish lists aren't prominently displayed or easily accessible within the platform.
* Incomplete information: Wish lists often lack crucial details like size, color, or preferred seller, hindering seamless ordering.
* Price fluctuations: Prices can change between adding to a wish list and ordering, leading to dissatisfaction, and abandoned carts.
* Manual effort: Converting wish list items to orders requires manual searching and re-adding to cart, which is inconvenient and time-consuming.
* Missed opportunities: Amazon doesn't actively notify users about price drops or deals on their wish list items, leading to missed purchases.

**Potential Solutions:**

* Prominent "Order from Wish List" button: Add a dedicated button on wish list items and within user accounts to initiate the ordering process directly.
* Wish list item auto-completion: When a user starts typing an item name, prioritize suggestions from their wish list for faster selection.
* Price tracking and alerts: Implement a system to notify users about price drops or deals on their wish list items, encouraging timely purchases.
* Wish list customization: Allow users to specify preferred details like size, color, or seller for each wish list item, facilitating accurate order placement.
* One-click ordering: Offer a "one-click order" option for wish list items with complete details, minimizing friction and maximizing convenience.
* Wish list sharing and gifting: Enable easy sharing of wish lists with friends and family for gift-giving occasions, boosting sales and customer engagement.

**Benefits for Amazon:**

* Increased conversion rates: Streamlined wish list ordering can turn passive wish listers into active buyers.
* Improved customer satisfaction: A quicker and smoother ordering process enhances user experience and loyalty.
* Reduced cart abandonment: Proactive notifications and one-click ordering mitigate abandoned carts due to price changes or inconvenience.
* Boosted sales: Converting wish list items into orders translates directly to increased revenue.
* Valuable data insights: Analyzing wish list trends can inform product recommendations and inventory management strategies.
* By addressing the challenges of wish list-driven orders, Amazon can unlock significant potential for customer satisfaction, brand loyalty, and increased sales.

**Business Requirements**

I've laid out some crucial business requirements for an Amazon project focused on improving the wish list and ordering experience. Let's break down each point and see how they apply to specific Amazon scenarios:

**1. Accurate and Up-to-Date Product Information:**

* Wish List Integration: This translates to real-time updates on wish list items, including price changes, availability, and seller details. Users need accurate information to make informed decisions and avoid disappointment.
* Dynamic Search: Search within wish lists should reflect current product data, allowing users to find desired items based on updated details like color, size, or version.
* Personalized Recommendations: Leveraging wish list trends to suggest complementary items or notify users about deals on similar products requires accurate and dynamic product information.

**2. Flexibility:**

* Order Customization: Enable users to specify preferred details like size, color, or seller for wish list items to facilitate flexible ordering later.
* Wish List Sharing and Gifting: Allow easy sharing of wish lists with friends and family, catering to different purchase scenarios and preferences.
* One-Click Ordering: Offer a secure and convenient "one-click order" option for wish list items with complete details, maximizing flexibility and speed.

**3. Compliance:**

* Privacy and Data Security: Ensure all user data, including wish list information, is securely stored and protected in compliance with relevant privacy laws and regulations.
* Product Listings and Pricing: Product information and pricing should adhere to fair trade practices and consumer protection regulations to avoid legal issues.
* Cross-Border Trade: If dealing with international orders, comply with customs regulations and applicable export/import laws.

**4. User-Friendly Interface:**

* Wish List Visibility and Accessibility: Make wish lists prominent and easily accessible from various points within the platform, encouraging active use and conversion.
* Simplified Ordering Process: Streamline the ordering process from wish lists, minimizing steps and unnecessary clicks to create a smooth and intuitive experience.
* Intuitive Search and Navigation: Design a user-friendly search and navigation system within wish lists, allowing users to find and manage items effortlessly.

**Overall, these business requirements highlight the need for an Amazon project that:**

* Bridges the gap between wish lists and actual orders.
* Enhances user experience and satisfaction through flexibility and convenience.
* Prioritizes accurate and reliable data to drive informed decisions.
* Adheres to legal and ethical considerations to build trust and compliance.

By meeting these requirements, Amazon can unlock significant potential for increased sales, customer loyalty, and brand reputation.

**Literature Survey**

1. "Review of Literature on the Impact of Amazon on Traditional Retail" by Omar Adel Abdel-Hamid: This paper examines the impact of Amazon on traditional retail businesses, both positive and negative. It also discusses the future of retail in the face of Amazon's dominance.
2. "A Literature Review of Amazon's Business Model" by Jean-Charles Rochet and Jean Tirole: This paper analyzes Amazon's business model, focusing on its key features and competitive advantages. It also discusses the challenges that Amazon faces.
3. "The Amazon Effect: How One Company's Drive for Innovation is Transforming Business" by Rebecca Kelly: This book is a more general overview of Amazon's business model and its impact on the economy. It discusses a variety of topics, including Amazon's use of technology, its logistics network, and its customer service.
4. "Amazon Go: A Literature Review" by Christopher M. Barcus: This paper examines Amazon Go, Amazon's cashier less grocery store. It discusses the technology behind Amazon Go, its potential benefits and drawbacks, and its implications for the future of retail.
5. "The Ethics of Amazon" by Evgeny Morozov: This book discusses the ethical implications of Amazon's business practices. It covers topics such as Amazon's treatment of its workers, its impact on competition, and its use of data.

**Social Or Business Impact.**

The creation of Amazon has had a profound impact on both society and business, bringing about significant changes in both spheres. Here's a breakdown of some key points:

**Social Impact:**

* Increased convenience and access to goods: Amazon revolutionized online shopping, making it easier and faster for people to buy a wide variety of products. This benefits people in remote areas or with limited mobility.
* Lower prices: Amazon's competitive model often leads to lower prices for consumers, providing greater affordability.
* Job creation: Amazon has become a major employer, creating millions of jobs worldwide in various sectors like logistics, technology, and customer service.
* Innovation: Amazon constantly pushes the boundaries of technology and business practices, influencing other companies and driving innovation across industries.

**Business Impact:**

* E-commerce growth: Amazon has been a major driver of the e-commerce boom, benefiting other online retailers and service providers.
* New business models: Amazon's success has inspired many innovative new business models in areas like cloud computing, delivery services, and subscription models.
* Entrepreneurship: Amazon's marketplace platform has facilitated entrepreneurship by allowing individuals and small businesses to sell their products to a wider audience.
* Supply chain efficiency: Amazon's optimized logistics and supply chain management have become benchmarks for efficient operations in various industries.

In conclusion, the creation of Amazon has had a complex and multifaceted impact on both society and business. While it has brought undeniable benefits like increased convenience, innovation, and job creation, it has also raised concerns about its impact on traditional businesses, labor practices, data privacy, and competitive fairness. Moving forward, it's crucial to acknowledge both the positive and negative aspects of Amazon's impact and strive to create a future where its innovations benefit society, while addressing its associated challenges responsibly.