### **Specify Business Problem**

**Title:** Improving User Experience: Resolving Search and Order Confirmation Challenges on Amazon

**Introduction:**

Amazon, a dominant force in e-commerce, offers an array of services spanning from online shopping and cloud computing to digital entertainment and artificial intelligence. As one of the Big Five American tech companies, Amazon has left an indelible mark on global culture. Nonetheless, even industry giants like Amazon encounter challenges, particularly in optimizing the user experience for searching and confirming orders.

**Current Situation:**

Amazon's current platform enables users to search for products and create wish lists, facilitating a smooth transition from browsing to purchasing. However, as the product catalog expands and user preferences evolve, addressing certain pain points is crucial to ensure a user-friendly and efficient experience.

**Primary Business Challenge:**

The primary challenge is to refine and enrich the services Amazon offers to users regarding searching for items and placing orders based on their wish lists. Although the existing system allows users to search and order, there is a need for a more adaptable and prominent approach to accommodate the diverse needs and preferences of Amazon's extensive user base.

**Proposed Solutions:**

**Enhanced Search Algorithm:**

Develop and deploy an improved search algorithm that comprehends user preferences based on past searches, purchase history, and wish lists. This enhancement will improve the accuracy and relevance of search results, offering users a more personalized and efficient shopping journey.

**Advanced Wish List Features:**

Expand wish list functionality to enable users to categorize and prioritize items effectively. Features may include creating multiple wish lists, setting priorities, and receiving notifications for wish-listed items on sale.

**Integration of Visual Search:**

Incorporate visual search technology, allowing users to search for products by uploading images. This addition streamlines the search process by enabling users to visually find items that match their preferences.

**Streamlined Checkout Process:**

Simplify the checkout process by minimizing the steps required to complete a purchase. Implementing a user-friendly and efficient checkout system ensures smoother transactions, reducing cart abandonment rates and enhancing overall satisfaction.

**Personalized Recommendations:**

Utilize advanced AI algorithms to offer users personalized product recommendations. This not only enhances the user experience by introducing relevant products but also drives increased sales through targeted suggestions.

**Conclusion:**

In conclusion, while Amazon has revolutionized e-commerce, continuous improvement is essential. Addressing the challenge of providing flexible and prominent services for users to search and order items based on wish lists requires a comprehensive approach. By implementing the proposed solutions, Amazon can further strengthen its position as an industry leader and shape the future of e-commerce.