**BUSINESS REQUIREMENTS:**

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

* The system must integrate with reliable data sources to ensure that product information, including descriptions, prices, availability, and user reviews, is accurate and regularly updated.
* Algorithms should prioritize displaying products based on relevancy to the user's wish list and search queries.

2. Flexibility:

* The system should allow users to easily update and manage their wish lists, including adding, removing, and prioritizing items.
* It should support various search filters and sorting options to accommodate different user preferences and browsing behaviors.

3. Compliance:

* The project must adhere to data privacy regulations (e.g., GDPR, CCPA) to safeguard user information and preferences.
* Compliance with e-commerce laws, including consumer protection regulations and payment processing standards, is essential.

4. User-Friendly Interface:

* The system's interface should be intuitive and responsive across different devices (e.g., desktop, mobile devices).
* Users should be able to easily navigate through their wish lists, view product details, and initiate orders without encountering usability barriers.
* Personalization features, such as recommended products based on wish list items or past purchases, should be seamlessly integrated into the interface.

5. Security:

* Secure user authentication and authorization mechanisms should be implemented to protect user accounts and transactions.
* Payment processing should comply with industry-standard security protocols (e.g., PCI DSS) to ensure the safety of financial information.

6. Performance:

* The system should be capable of handling a high volume of concurrent users and transactions, especially during peak shopping periods (e.g., holiday seasons).
* Response times for search queries, wish list updates, and order processing should meet user expectations for speed and reliability.

7. Feedback and Improvement Mechanisms:

* The project should include mechanisms for collecting user feedback and analyzing user behavior to continuously improve the search and ordering experience.
* Regular updates and enhancements should be deployed based on user feedback, technological advancements, and market trends.

By addressing these business requirements, the Amazon project can effectively provide flexible and prominent services to end users for searching items and making orders based on their wish lists.