### **Specify Business Problem**

**Title:** Improving User Experience: Resolving Amazon's Order Confirmation and Search Issues

**Introduction:**

Amazon is a massive player in the constantly changing e-commerce industry, providing a wide range of services from digital streaming and artificial intelligence to e-commerce and cloud computing. Amazon, one of the Big Five American tech corporations, is well-known and has unquestionably become a household name, impacting not only the global economy but also culture. Even the biggest companies have difficulties from time to time, and for Amazon, one of those difficulties is continuing to improve the customer experience when browsing for and placing orders.

**Current Scenario:**

With the help of Amazon's existing application, customers may easily go from product exploration to purchase by using it as a platform for wish lists and product searches. However, in order to guarantee a more user-friendly and effective experience, it is necessary to address some pain points due to the dynamic nature of e-commerce, user preferences, and the always growing product catalog.

**Key Business Problem:**

The particular business issue at stake is improving and streamlining the services that Amazon offers to customers so they can search for products and place orders using their wish lists. Although customers can search and place orders using the current system, a more adaptable and visible strategy is required to meet the wide range of requirements and tastes of Amazon's enormous user base.

**Proposed Solutions:**

Intuitive Search Algorithm:

Create and put into operation an algorithm that recognizes user preferences based on prior searches, past purchases, and wish lists. By doing this, search results would be more relevant and accurate, giving users a more efficient and customized buying experience.

**Enhanced Wish List Features:**

Increase the capability of the wish list feature so that users can more efficiently prioritize and classify items. Features like making several wish lists, prioritizing them, and getting alerts when things on your wishlist become available for purchase could fall under this category.

**Visual Search Integration:**

Include visual search technologies so that consumers may contribute photographs to search for products. By helping customers locate products that visually fit their tastes, this feature improves the search experience and expedites the decision-making process.

**Streamlined Checkout Process:**

Cut down on the steps needed to complete a purchase to streamline the checkout process. A more streamlined and effective checkout process guarantees a more seamless transaction, lowers cart abandonment rates, and raises consumer satisfaction levels overall.

**Personalized Recommendations:**

Make use of cutting-edge AI algorithms to offer users customized product recommendations. By presenting users with pertinent products, this improves their experience and boosts sales by making personalized recommendations.

**Conclusion:**

In conclusion, even though Amazon has definitely transformed the e-commerce industry, there is always space for development. It takes a comprehensive strategy to solve the particular business problem of offering users prominent and flexible services to search and order things based on their wish lists. Through the implementation of the suggested solutions, Amazon can bolster its leadership position in the sector and maintain its influence over the direction of e-commerce.