

Impact on People: Making Amazon Easier for You

Goal:

This part is about understanding how changes in Amazon's system, like showing you accurate and new product details based on your searches, affect your experience.

What We Found:

Better Choices:

When you get accurate and up-to-date details, it helps you choose products that match what you want.

Easier to Use:

The improved design of the Amazon website makes it easier for you to find what you need.

More Knowledge:

You become more knowledgeable about the latest products, making you feel confident and trusting in using Amazon.

Personal Recommendations:

Amazon suggests products based on what you searched for before, making your experience more personal.

You Explore More:

Because the information is relevant, you're likely to spend more time on Amazon, looking at different products.

Good Opinion:

These changes make people think of Amazon as a platform that cares about what users need, spreading positive reviews.

Suggestions:

Keep Checking:

Make sure to always check what users say and how much they use the improved website to keep things positive.

Teach Users:

Help users understand how these changes benefit them, so they can use Amazon more effectively.

Easy Access:

Make sure these improvements don't create problems for people with different needs. Regularly test to fix any issues.

Business Impact: Better Information and Help for Users

Goal:

This section looks at how telling users about new products in different ways, like notifications, affects Amazon's business.

What We Found:

Timely News:

You get quick notifications about new products, keeping you updated on things you like.

You Explore More:

Notifications make you more interested, and you look at and buy more products.

Encouraging More Purchases:

Amazon suggests products similar to what you searched for, making you consider buying more.

Keeping Customers:

Regular updates keep you connected to Amazon, making you stay as a customer.

Adapting to Needs:

Amazon can quickly change how it shows information based on what you look for, responding to what you want.

Using Data Smartly:

Learning from how you react to notifications helps Amazon make smarter decisions about promoting products.

Suggestions:

Make It Personal:

Keep improving how Amazon suggests things, so notifications match what you like.

Check Performance:

See if notifications slow down the website and find ways to send them more efficiently.

Ask Users:

Have a way for users to say what they like or dislike about notifications, so Amazon can make them better.

Conclusion:

Looking at how changes affect users and the business shows that making Amazon easier and providing better information has positive effects. To keep this going, it's important to keep an eye on things, make improvements, and ensure users have a good experience.