### **Business Requirements**

**Title:** Essential Business Needs for Optimizing the Amazon Experience

**Introduction:**

Amazon, a renowned tech powerhouse on a global scale, concentrates its efforts on e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. Recognized as one of the leading Big Five American technology firms, Amazon's impact extends to its status as one of the most valuable brands worldwide. To sustain its ongoing success, Amazon must address specific business demands that resonate with user expectations and industry benchmarks.

**Accurate and Current Product Information:**

To maintain user engagement and satisfaction, the project should prioritize utilizing the most current and dependable product data aligned with user interests and wish lists. This guarantees that the information provided remains not only current but also customized to address the evolving preferences of users..

**Flexibility to Adapt to User Needs:**

The Amazon system should demonstrate flexibility, seamlessly adapting to the diverse and evolving needs of users. This adaptability is essential for accommodating various preferences, trends, and user behaviors, thereby ensuring a personalized and flexible shopping experience.

**Compliance with Laws and Regulations:**

Maintaining ethical standards and legal compliance is of utmost importance. The project must adhere to all applicable laws and regulations, safeguarding user data and privacy, and promoting fair business practices. Compliance fosters trust and transparency, both essential for long-term success.

**User-Friendly Interface for Seamless Shopping:**

The Amazon system should feature a user-friendly interface, making the ordering of various items and the storage of wish lists for future orders a straightforward process. The interface design should be intuitive, enabling seamless navigation and improving the overall user experience.

Sub-Requirement: Introduce intuitive search functionalities, enabling users to easily locate desired products.

Sub-Requirement: Simplify the checkout process to ensure a smooth and efficient transaction experience.

**Conclusion:**

In summary, the success of any Amazon project relies on fulfilling these essential business prerequisites. By guaranteeing precise product information, adaptability, legal compliance, and a user-friendly interface, Amazon can persist as a global economic and cultural influencer, offering users a smooth and delightful shopping experience.