Define Problem / Problem Understanding:

Specify Business Problem:

The main business problem faced by Amazon would be to ensure that it’s end users are able to seamlessly experience its platform and perform the necessary actions to purchase their desired products on the website. The users must be able to effectively search their desired items with the help of Categories, filters, and their own input keywords. The main goal would be to identify potential defects, errors or inconsistencies in the website that may have an impact on the sales and the overall business process.