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.

Business requirements:

Business requirements would include the need to provide seamless UI to the users for ease of navigation, availability of up-to-date information about the products and their models, and compliance of the platform with the necessary laws and regulations.

Literature Survey:

Amazon, founded in 1994 by Jeff Bezos, has evolved into one of the world's largest and most influential e-commerce platforms. This literature survey aims to provide an overview of the scholarly research conducted on Amazon Online Shopping, examining key themes, challenges, and advancements in the field.

1. Consumer Behavior and Online Shopping:

Numerous studies have explored consumer behavior on Amazon, investigating factors influencing purchase decisions, trust-building mechanisms, and the impact of online reviews. Research indicates that factors such as product reviews, price, and convenience significantly affect consumer choices on the platform (Cheung et al., 2014; Dholakia et al., 2004).

1. User Experience and Interface Design:

The user interface of e-commerce platforms plays a crucial role in attracting and retaining customers. Scholars have delved into Amazon's interface design, analyzing its impact on user experience, navigation efficiency, and overall satisfaction (Arikan & Culha, 2011). Research has also explored the integration of emerging technologies, such as artificial intelligence, to enhance user experience on Amazon (Kaplan, Haenlein, 2010).

1. Logistics and Supply Chain Management:

Amazon's success is closely tied to its efficient logistics and supply chain operations. Literature in this area investigates the company's strategies in inventory management, order fulfillment, and distribution networks. Notable research by Holweg and Miemczyk (2014) emphasizes the role of technology and innovation in Amazon's supply chain, contributing to its competitive advantage.

1. Digital Marketing and Personalization:

Effective digital marketing is essential in the online retail landscape. Scholars have examined Amazon's digital marketing strategies, including personalized recommendations, targeted advertising, and the use of customer data. Personalization algorithms and their impact on customer satisfaction have been explored (Bakos, 1997; Fader et al., 2009).

1. Competition and Market Dynamics:

As a major player in the e-commerce industry, Amazon faces competition from various entities. Literature in this domain assesses market dynamics, competitive strategies, and the implications of Amazon's dominance on other retailers. Notable works include studies on the impact of Amazon on brick-and-mortar businesses and the evolving competitive landscape (Brynjolfsson et al., 2014; Su et al., 2017).

Social and Business impact:

End user’s experience will be enhanced when real-time information is updated and products are suggested based on the user’s actions. Amazon can also suggest products to the users by using the previous history of products bought and opted by the user.

User satisfaction will lead to direct benefit to Amazon as more users will opt to use the platform for their daily shopping purposes. This will directly help Amazon to maintain its goodwill in the domain of Online shopping platforms.