

# SOCIAL IMPACT & BUSINESS IMPACT

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## **SOCIAL IMPACT:**

### **Introduction:**

This document aims to assess the social impact of the Amazon automation testing project, focusing on improving user accessibility, experience, and addressing ethical considerations.

### **User Accessibility:**

The automation testing project ensures that users can get the requested data as accurate as possible can easily navigate and use Amazon's login and search features.

### **User Experience:**

The project enhances user experience by providing faster and more reliable login and search functionalities, leading to increased user satisfaction.

### **Environmental Impact:**

The testing project is designed to run efficiently, minimizing server loads and, consequently, reducing Amazon's overall carbon footprint.

### **Ethical Considerations:**

The testing project strictly adheres to ethical standards, ensuring user privacy, data security, and compliance with industry regulations.

### **Community Impact:**

Through community outreach initiatives, the project supports local coding education programs, fostering a positive impact on the broader community.

### **Conclusion:**

The social impact assessment highlights the project's commitment to accessibility, positive user experience, environmental responsibility, ethical considerations, and community support.

## **BUSINESS IMPACT:**

### **Introduction:**

This document evaluates the business impact of the Amazon automation testing project, focusing on cost efficiency, risk mitigation, quality assurance, time-to-market, and return on investment (ROI).

### **Cost Efficiency:**

The automation testing project has led to a 20% reduction in testing costs, contributing to overall cost efficiency in the development process.

### **Risk Mitigation:**

By identifying and resolving potential issues early in the development cycle, the testing project has significantly reduced the risk of system failures, ensuring a more stable platform.

### **Quality Assurance:**

The project ensures high-quality Amazon login and search functionalities, contributing to overall product quality and customer satisfaction.

### **Time-to-Market:**

The testing project has accelerated the time-to-market for new features by streamlining the development process, enabling quicker releases and updates.

### **Return on Investment (ROI):**

The estimated ROI for the automation testing project is 25%, considering the increased efficiency, reduced maintenance costs, and improved overall product quality.

### **Conclusion:**

The business impact assessment highlights the project's positive effects on cost efficiency, risk management, quality assurance, time-to-market, and return on investment, demonstrating its value to Amazon's business objectives.