**Specify Business Problem :**

In the framework of the Amazon project, the primary business challenge is centered on enhancing the user experience associated with item search and order placement. The focal points for improvement are vital to guarantee that end-users can navigate the platform with efficiency, locate desired items promptly, and seamlessly transform wish-listed items into orders.

Key Aspects of the Business Problem:

* Search Result Relevance:

Challenge: Existing search functionality may struggle to deliver highly relevant results.

Goal: Enhance accuracy and contextually relevant outcomes based on user queries.

* User Interface Design for Order Placement:

Challenge: The process of placing orders, especially converting wish-listed items, lacks an intuitive and user-friendly interface.

Goal: Refine the design to make the order placement process seamless and user-centric.

* Personalization and Adaptability:

Challenge: Users have diverse preferences in item search, requiring adaptability and personalized recommendations.

Goal: Tailor the platform to cater to individual user needs and provide personalized item suggestions.

* Efficiency in Wish-List Conversion:

Challenge: Converting wish-listed items into orders may involve friction or complexity.

Goal: Streamline the process to make wish-list conversion efficient, ensuring user satisfaction and higher conversion rates.

* Performance and Responsiveness:

Challenge: The search and order placement functionalities may experience latency issues.

Goal: Improve performance and responsiveness to meet user expectations and maintain a seamless user interface.

* Clear Navigation and Visibility:

Challenge: Users may face difficulty navigating the platform and finding key services.

Goal: Enhance clarity of navigation and visibility of essential functionalities to reduce user confusion.