**Defining Problem/ Problem Understanding**

### **Specify Business Problem**

Providing flexible and prominent services to end users to search an item to make an order as per their wish list.

Business Problem: Enhancing User Experience in Amazon's Item Search and Ordering Process

Background:

Amazon is a global e-commerce giant with a vast array of products, and customer satisfaction is paramount. While the platform offers an extensive catalog and efficient order processing, there is a growing need to enhance the user experience, particularly in the item search and ordering process.

Business Problem Statement:

Many Amazon users encounter challenges in efficiently searching for items and making orders according to their wish lists. The current system, while functional, lacks flexibility and prominence in catering to individual preferences, resulting in potential friction points in the user journey.

Key Challenges:

* Search Customization:
  + Users often struggle to customize their search criteria based on specific preferences, leading to time-consuming searches and potential frustration.
  + Limited filter options may not align with diverse user preferences, impacting the efficiency of finding desired items.
* Wish List Integration:
  + The integration of wish lists into the ordering process is not as seamless as users desire.
  + Users face challenges in easily accessing and utilizing their wish lists when making purchase decisions.
* Personalized Recommendations:
  + The current system might not effectively leverage user data to provide personalized recommendations during the item search and ordering process.
  + Lack of personalized suggestions may result in missed opportunities to upsell or cross-sell relevant products.
* Ordering Flexibility:
  + Users express a need for more flexibility in the ordering process, such as the ability to easily modify orders, track packages in real-time, and receive timely notifications about order status changes.

Objective:

The primary objective is to optimize and personalize the item search and ordering process, allowing users to seamlessly explore, find, and order items based on their wish lists. This involves addressing the identified challenges to enhance user satisfaction, increase efficiency, and encourage continued engagement with the Amazon platform.

Proposed Solutions:

* Advanced Search Filters:
  + Implement additional and customizable search filters to allow users to narrow down their search results based on specific attributes and preferences.
* Wish List Integration Overhaul:
  + Redesign and streamline the integration of wish lists into the ordering process, making it more intuitive and user-friendly.
* AI-Powered Personalization:
  + Leverage artificial intelligence to analyze user behavior and preferences, providing personalized recommendations during the item search and ordering process.
* Enhanced Order Management Features:
  + Introduce features that allow users to easily modify orders, receive real-time package tracking, and receive proactive notifications about order status changes.

Expected Outcomes:

* Improved user satisfaction and loyalty.
* Increased efficiency in the item search and ordering process.
* Higher conversion rates and potentially increased revenue through personalized recommendations.
* Enhanced user engagement and retention.

Addressing these challenges and implementing the proposed solutions will contribute to a more flexible, prominent, and user-centric experience for Amazon customers, fostering a positive and efficient shopping journey.

### **Business Requirements**

An Amazon project can have a variety of business requirements, depending on the specific goals and objectives of the project. Some potential requirements may include:

* Accurate and up-to-date information about products: The project should use the most recent and reliable data about product as per end user interest/wishlist, in order to ensure that the information is accurate and relevant to end user needs.
* Flexibility: The Amazon system should be flexible and able to adapt to end users' needs.
* Compliance: The project should comply with all relevant laws and regulations.
* User-friendly interface: The Amazon system should be easy to use and understand for ordering different items and store their wish list for later orders.

Multi-Language and Multi-Currency Support:

* Support multiple languages and currencies to cater to a diverse global user base. This enhances accessibility and ensures a personalized experience for users worldwide.

Security and Privacy:

* The project should prioritize the security and privacy of user data, ensuring that all transactions and personal information are protected from unauthorized access or breaches.

Cross-Browser Compatibility:

* Ensure that the Amazon platform is compatible with various web browsers to provide a consistent and reliable experience for users regardless of their choice of browser.

### **Literature Survey**

A literature survey for an Amazon project would involve researching and reviewing existing studies, articles, and other publications on the topic of drug classification. The survey would aim to gather information on current scheduling/appointment systems, their strengths and weaknesses, and any gaps in knowledge that the project could address. The literature survey would also look at the methods and techniques used in previous drug classification projects, and any relevant data or findings that could inform the design and implementation of the current project.

Below is a structured approach for your literature survey:

* Introduction to Drug Classification:
  + Define the importance of drug classification.
  + Provide a brief overview of the current state of drug classification systems.
* Current Scheduling/Appointment Systems:
  + Identify existing drug scheduling/appointment systems.
  + Analyze the strengths and weaknesses of these systems.
  + Look for user feedback and experiences with current systems.
* Gaps in Knowledge:
  + Identify any gaps in the existing knowledge regarding drug classification.
  + Explore areas where improvements or enhancements are needed.
  + Consider user perspectives and regulatory requirements.
* Methods and Techniques in Drug Classification Projects:
  + Review methodologies employed in previous drug classification projects.
  + Evaluate the effectiveness of different approaches.
  + Identify any emerging trends or innovative techniques in drug classification.
* Relevant Data and Findings:
  + Summarize key data and findings from previous drug classification studies.
  + Highlight any patterns, correlations, or insights that can be applied to your project.
  + Consider both positive and negative outcomes to learn from past experiences.
* Regulatory Landscape:
  + Explore the regulatory framework for drug classification.
  + Understand the legal and compliance aspects of drug scheduling.
  + Identify any recent changes or updates in regulations.
* Technology Integration:
  + Investigate the role of technology in drug classification systems.
  + Explore how artificial intelligence, machine learning, or other technologies have been utilized.
  + Assess the impact of technology on the efficiency and accuracy of drug classification.
* Case Studies:
  + Look for case studies related to drug classification projects.
  + Analyze successful implementations and learn from challenges faced by others.
* User Experience and Accessibility:
  + Investigate the user experience in existing drug classification systems.
  + Identify any accessibility issues and potential improvements.
  + Consider user preferences and needs in the design of your project.
* Conclusion and Future Directions:
  + Summarize key findings from the literature survey.
  + Highlight areas where your project can make a valuable contribution.
  + Propose potential directions for future research and development in drug classification.

### **Social Or Business Impact.**

**Social Impact :-** Improved end user Interface: By providing accurate and up-to-date information on the latest product as per end user search history. Amazon project can help end user to make more informed decisions about selecting the products, leading to improved end user interface.

Convenience and Accessibility:

* Amazon has redefined convenience in shopping, allowing users to browse and purchase a vast array of products from the comfort of their homes. This has had a profound impact on individuals with mobility challenges or those living in remote areas.
* Job Creation:
  + Amazon's growth has led to the creation of a substantial number of jobs, both within the company and across its extensive supply chain. This includes warehouse workers, delivery drivers, and support staff.
* Global Market Access:
  + The Amazon application has facilitated global commerce, enabling businesses of all sizes to reach a worldwide audience. This has particularly benefited small and medium-sized enterprises (SMEs) looking to expand their market reach.
* Technological Influence:
  + Amazon's use of advanced technologies, such as artificial intelligence and machine learning, has influenced and set trends in the e-commerce industry. This technological innovation has a broader impact on the tech landscape.
* Consumer Behavior Shift:
  + Amazon has played a pivotal role in shaping consumer behavior, fostering an expectation for fast shipping, a wide product selection, and seamless online shopping experiences. This shift has influenced other retailers to adapt and innovate.

**Business Impact**: By providing information about availability of latest products in different ways, an Amazon project can assist end user by new notifications as per end user search history.

* E-commerce Dominance:
  + Amazon's application has established the company as a dominant force in the e-commerce sector, with a vast market share. This has disrupted traditional retail models and compelled competitors to adapt to the digital landscape.
* Marketplace Model Success:
  + Amazon's marketplace model allows third-party sellers to reach a broad audience, contributing to the growth of sellers and the overall ecosystem. This model has been emulated by other e-commerce platforms.
* Subscription Services and Loyalty Programs:
  + Amazon Prime, a subscription service offering benefits like fast shipping and access to entertainment content, has fostered customer loyalty. The success of such programs has influenced other businesses to explore similar models.