

Social or Business Impact

The proposed improvements in the end user interface of the Amazon project can have significant social and business impacts.

Social Impact:

Enhancing the end user interface by offering accurate and up-to-date information tailored to individual search histories can greatly benefit consumers. By presenting relevant product recommendations and updates based on their preferences and past interactions, users can make more informed decisions. This personalized approach not only enhances user experience but also empowers consumers to make choices that align with their needs and interests. As a result, users may feel more satisfied with their shopping experiences and develop a deeper trust in the platform's ability to cater to their individual preferences, fostering a stronger connection between consumers and the Amazon project.

Business Impact:

From a business perspective, improving the end user interface to provide timely notifications about the availability of latest products can lead to several positive outcomes. Firstly, it can increase user engagement and retention by keeping customers informed about new offerings that match their interests. This proactive approach to customer engagement can help cultivate loyalty and encourage repeat purchases. Additionally, by leveraging user search history to deliver targeted notifications, the Amazon project can enhance its marketing effectiveness and drive sales conversions. Ultimately, these enhancements in user engagement and sales performance can contribute to the project's overall profitability and competitiveness in the e-commerce market.