

## **Impact on People: Making Amazon Easier for You**

### **Goal:**

**This part is about understanding how changes in Amazon's system, like showing you accurate and new product details based on your searches, affect your experience.**

### **What We Found:**

#### **Better Choices:**

**When you get accurate and up-to-date details, it helps you choose products that match what you want.**

#### **Easier to Use:**

**The improved design of the Amazon website makes it easier for you to find what you need.**

#### **More Knowledge:**

**You become more knowledgeable about the latest products, making you feel confident and trusting in using Amazon.**

#### **Personal Recommendations:**

**Amazon suggests products based on what you searched for before, making your experience more personal.**

#### **You Explore More:**

**Because the information is relevant, you're likely to spend more time on Amazon, looking at different products.**

#### **Good Opinion:**

**These changes make people think of Amazon as a platform that cares about what users need, spreading positive reviews.**

### **Suggestions:**

#### **Keep Checking:**

**Make sure to always check what users say and how much they use the improved website to keep things positive.**

#### **Teach Users:**

**Help users understand how these changes benefit them, so they can use Amazon more effectively.**

#### **Easy Access:**

**Make sure these improvements don't create problems for people with different needs. Regularly test to fix any issues.**

### **Business Impact: Better Information and Help for Users**

#### **Goal:**

**This section looks at how telling users about new products in different ways, like notifications, affects Amazon's business.**

#### **What We Found:**

##### **Timely News:**

**You get quick notifications about new products, keeping you updated on things you like.**

##### **You Explore More:**

**Notifications make you more interested, and you look at and buy more products.**

##### **Encouraging More Purchases:**

**Amazon suggests products similar to what you searched for, making you consider buying more.**

#### **Keeping Customers:**

**Regular updates keep you connected to Amazon, making you stay as a customer.**

#### **Adapting to Needs:**

**Amazon can quickly change how it shows information based on what you look for, responding to what you want.**

#### **Using Data Smartly:**

**Learning from how you react to notifications helps Amazon make smarter decisions about promoting products.**

#### **Suggestions:**

##### **Make It Personal:**

**Keep improving how Amazon suggests things, so notifications match what you like.**

##### **Check Performance:**

**See if notifications slow down the website and find ways to send them more efficiently.**

##### **Ask Users:**

**Have a way for users to say what they like or dislike about notifications, so Amazon can make them better.**

#### **Conclusion:**

**Looking at how changes affect users and the business shows that making Amazon easier and providing better information has positive effects. To**

keep this going, it's important to keep an eye on things, make improvements, and ensure users have a good experience.