

# Specify Business Problem

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

## Background:

Amazon, a global e-commerce giant, recognizes the paramount importance of customer satisfaction. While the platform efficiently processes orders and offers an extensive catalogue, there is a growing need to enhance the user experience, particularly in the item search and ordering process.

## Business Problem:

The central business problem revolves around optimizing the user experience for item search and order placement. The identified challenges and areas for improvement are crucial for ensuring that end-users can efficiently and effectively navigate the platform, find desired items, and seamlessly convert wish-listed items into orders.

## Key Aspects of the Business Problem:

1. Search Result Relevance:
  - The existing search functionality may face challenges in delivering highly relevant results.
  - Users expect accurate and contextually relevant search outcomes based on their queries.
2. User Interface Design for Order Placement:
  - The process of placing orders, particularly converting wish-listed items into orders, may lack an intuitive and user-friendly interface.
3. Personalization and Adaptability:
  - Users have diverse preferences in how they search for items, necessitating a platform that is adaptable and provides personalized recommendations.
4. Efficiency in Wish-List Conversion:
  - Converting wish-listed items into orders should be an efficient process to enhance user satisfaction and conversion rates.
5. Performance and Responsiveness:
  - The search system and order placement functionalities should be responsive, with minimal latency to meet user expectations.
6. Clear Navigation and Visibility:
  - Improving the clarity of navigation and enhancing the visibility of key services is essential for a seamless user experience.

## Proposed Solutions:

1. Advanced Search Filters:

Implement additional and customizable search filters to allow users to narrow down their search results based on specific attributes and preferences.
2. Wish List Integration Overhaul:

Redesign and streamline the integration of wish lists into the ordering process, making it more intuitive and user-friendly.
3. AI-Powered Personalization:

Leverage artificial intelligence to analyse user behaviour and preferences, providing personalized recommendations during the item search and ordering process.

4. 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.

Business Impact of Addressing the Problem:

- Increased User Satisfaction
- Improved Conversion Rates
- Competitive Advantage
- Enhanced Brand Loyalty
- Positive Impact on Retention

By focusing on these aspects of the business problem, the testing and development teams aim to enhance the overall user experience on the Amazon platform, driving positive business outcomes and reinforcing the platform's position as a leader in the e-commerce industry.