General Overview: **Group: Macrohard**

The e-commerce industry has taken over all forms of retail, with platforms like Amazon, Takealot, and Temu offering wide product selections [1]. Customers make use of category filtering, price comparisons, and user reviews to make informed purchases [2]. Price-tracking tools such as Google Shopping and CamelCamelCamel help shoppers identify the best deals across retailers [3].

Product Categories and Retailers:

When a customer is looking for products on websites such as Amazon, Takealot and Temu they can filter a wide range of products by categories such as Electronics, Clothing, Appliances, Homeware etc. allowing for general products to be found more easily [4]. When a category is selected, there are other sub-categories that can be used for example in electronics there are phones, laptops and tablets etc. as well as certain filtering options like filter by rating or by price that allow for more in depth searching [5]. A user can also look for non-specific products by filtering the retailers on websites such as PriceCheck if they are more comfortable buying from a retailer that they know or trust a retailer more than another [6]. We can make use of price comparison tools such as CamelCamelCamel [7] or make use of google product search [8] when looking at price differences between the retailers and then show the comparison of the best prices.

Product Rating:

E-commerce platforms like Amazon, Takealot, and Temu utilize a standardized five-star rating system with 0.5-point increments, where reviews are specifically tied to the retailer's product listing rather than the supplier's product on all websites [9]. This retailer specific approach means a 2-star rating for a bowl sold by Amazon won't affect the same product's rating on Takealot, as each retailer maintains independent ratings to account for variables like shipping quality, storage conditions, and customer service [10]. The platforms calculate average ratings by storing only the current average and total review count when a new review is added, the system recalculates the average by multiplying the existing average by the review count, adding the new rating, then dividing by the new total review count [11]. Both the calculated average rating and total number of reviews are displayed to provide transparency, research shows consumers consider both metrics when evaluating product reliability [12].

Additional Features:

Large e-commerce platforms provide personalized product suggestions based on purchase history and similar customers' purchases, such as Amazon's "Frequently bought together" and Takealot's "Customers also viewed" recommendations [13][14]. Another common feature is a wishlist, which allows users to save items for future purchases and sends price drop notifications, increasing purchasing rates by 27% according to some studies [15]. A prominent feature is tiered loyalty programs, where platforms like Temu offer redeemable points for purchases and social sharing, with data showing members spend much more than non-members [16]

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