



Product Analysis - Issues & New Feature Suggestions

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Issues & Gaps in the Amazon Shopping App/ Website

The major issues identified have been in three major functionalities - Sorting, Filtering and the homepage.

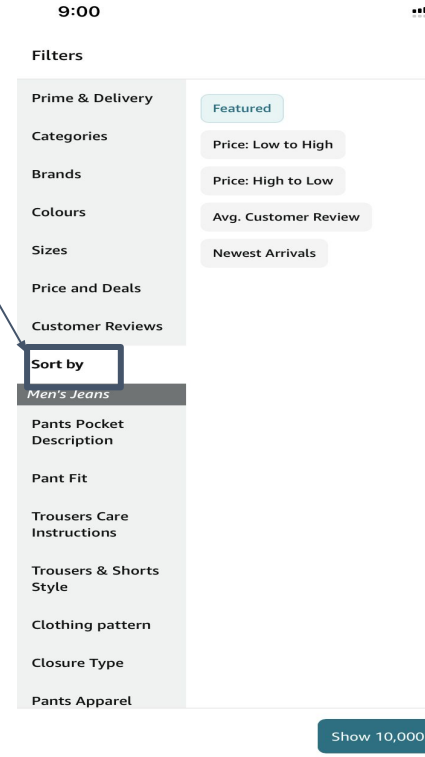
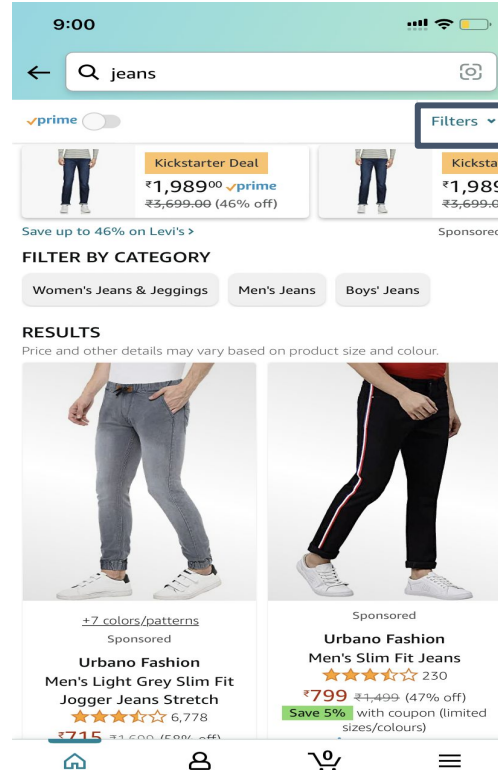
The Sorting Conundrum

The Problem

Sorting option is enclosed within the 'Filtering' option in the mobile application which can be tricky to find for a user.

Possible Solution

The 'Sort' option could be brought next to the Filtering option for easy access.



The Sorting Conundrum

The Problem

The number of search results vary as the parameter of sorting changes.

Possible Solution

The Sorting algorithm might be filtering out some relevant products, which need to be looked at.

1000 results
displayed
after normal
search

Number of
results changes
to 971 when
sorting by price

The image shows two screenshots of the Amazon India website search results for "sticky notes pad".

Top Screenshot (Normal Search):

- Search results: 1-48 of over 1,000 results for "sticky notes pad".
- Filters: Delivery (All Prime, Tomorrow by 11AM, 2 Days), Department (Notebooks, Writing Pads & Diaries, Notebooks & Memo Books, Self-Stick Notes, Books, Home & Décor, Magnets, Labels, Index Dividers & Stamps, Tape Flags, See All 9 Departments).
- Products shown: COI Notepad Memo Holder Desk Organizer with Colorful Sticky Notes Set with Pen (Peach...), COI Desk Organizer, Notepad Memo Holder with Colorful Sticky Notes Set Gift with Pen (White...), COI Desk Organizer, Notepad Memo Holder with Colorful Sticky Notes Set Gift with Pen (Laven...).
- Price range: ₹1,099.

Bottom Screenshot (Sorted by Price):

- Search results: 1-48 of 971 results for "sticky notes pad".
- Filters: Delivery (All Prime, Tomorrow by 11AM, 2 Days), Department (Notebooks, Writing Pads & Diaries, Notebooks & Memo Books, Self-Stick Notes, Books, Home & Décor, Magnets, Labels, Index Dividers & Stamps, Tape Flags, See All 10 Departments).
- Products shown: ikis Sticky Note 3 X 3-Inches, Pack, Deli Strong Sticky Notes, Rack Jack Sticky Notes Speech, ikis 400 Sheets (3X3) Fluorescent.
- Price range: ₹1,099.

The Filter Fallacy

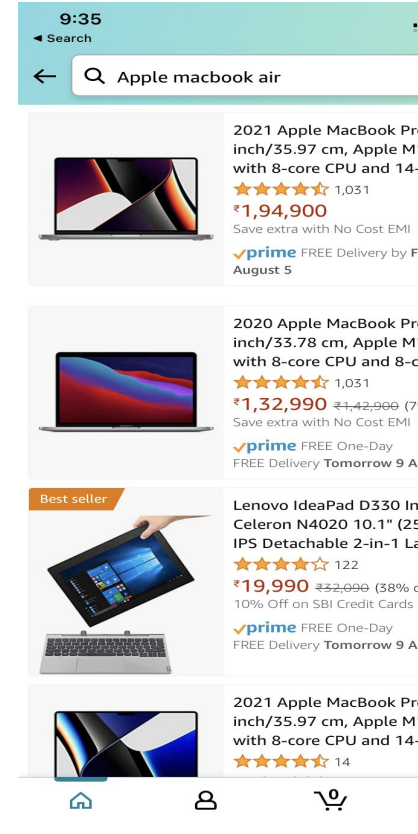
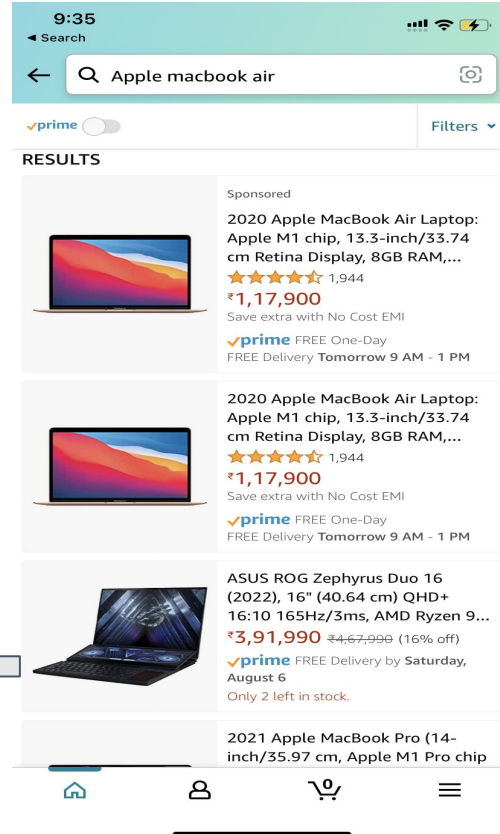
The Problem

The Search and Filter options in Amazon app is not very accurate. For eg - If we search a 'Macbook Air', the search results contain laptops from other brands, right from the third result.

Possible Solution

The best way will be to show all the products related to the brand searched and then display other products in the 'More Results' section.

The third result is a laptop of another brand.



Features that can be improved upon

- When multiple 'Prime eligible' items are ordered together, the delivery dates are different. Now, this depends on the logistics more, but multiple deliveries on different days are a nuisance and can be looked into.
- The payment page can be streamlined to reduce the number of clicks.
- The homepage looks cluttered and the UI can be improved upon, by optimally placing the sponsored products.
- The 'Accounts' page has lot of options which can be clubbed into similar categories for ease of usage.

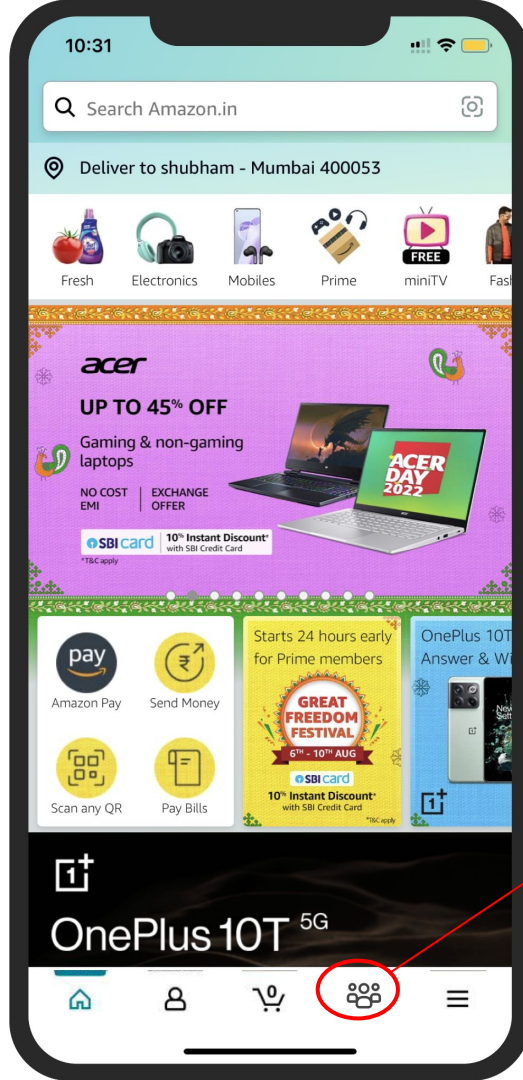


New Feature Suggestions

The Amazon Tribe

- The name 'Amazon' was coined by Jeff Bezos after the world's largest river.
- Taking reference from that, the community of amazon users can be referred to as 'Amazon Tribe' and this is how this feature gets its name.
- The power of community is vital and this is the main objective of this new feature.
- We can add our contacts as friends on Amazon and they can see what products I have bought and my reviews (if given).
- The privacy control of which products to show and which to hide, rests in the hands of the user.
- This functionality can be utilised for product suggestions.

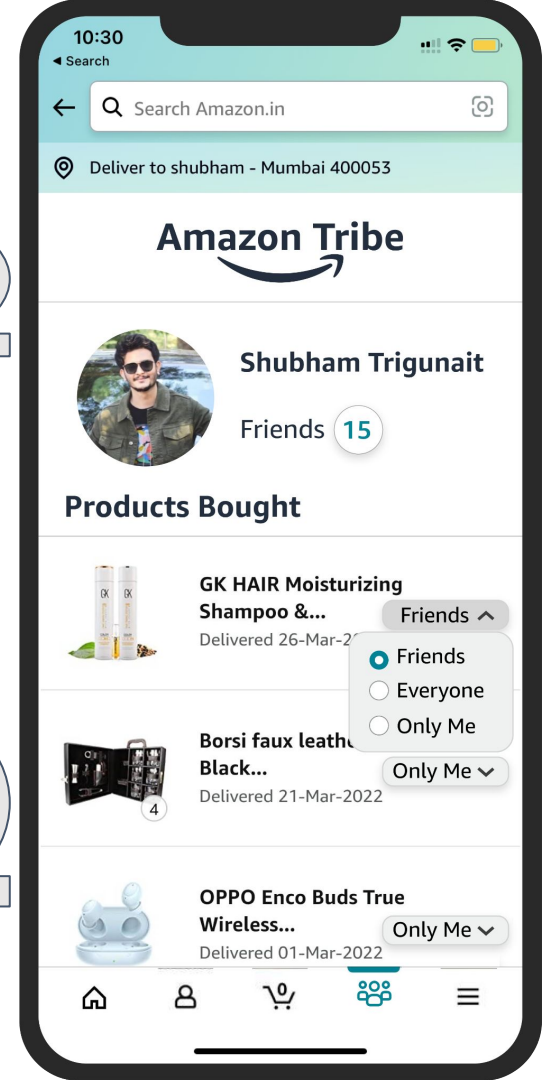
Wireframe



'Amazon Tribe icon on the homepage'

This is how the profile page will look

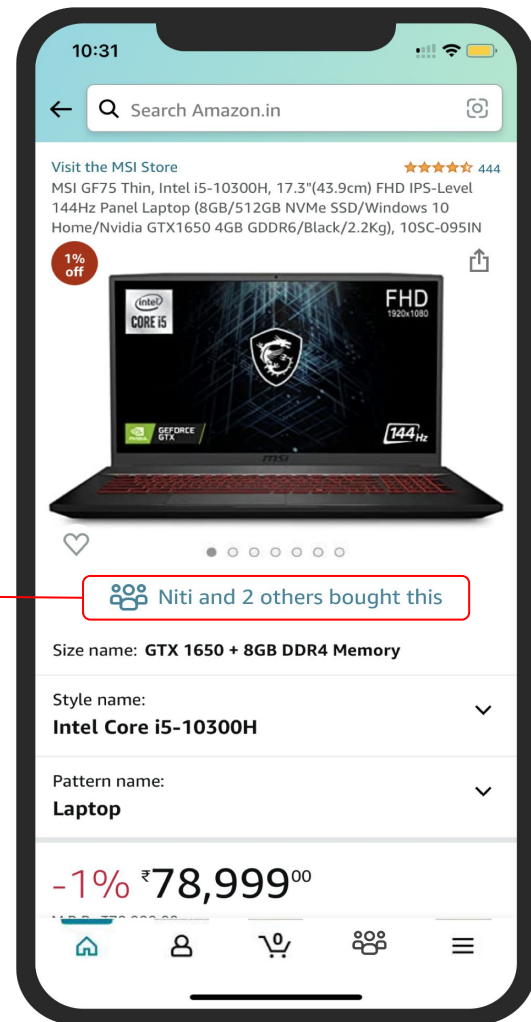
Privacy options for which products to display on profile.



Who is buying what?

- If a user searches a product, they will be able to see who all in their 'Friends' list has previously bought that product.
- This will instill a sense of confidence in the prospective buyer.
- The prospective buyer will also know whom to connect for true product reviews.

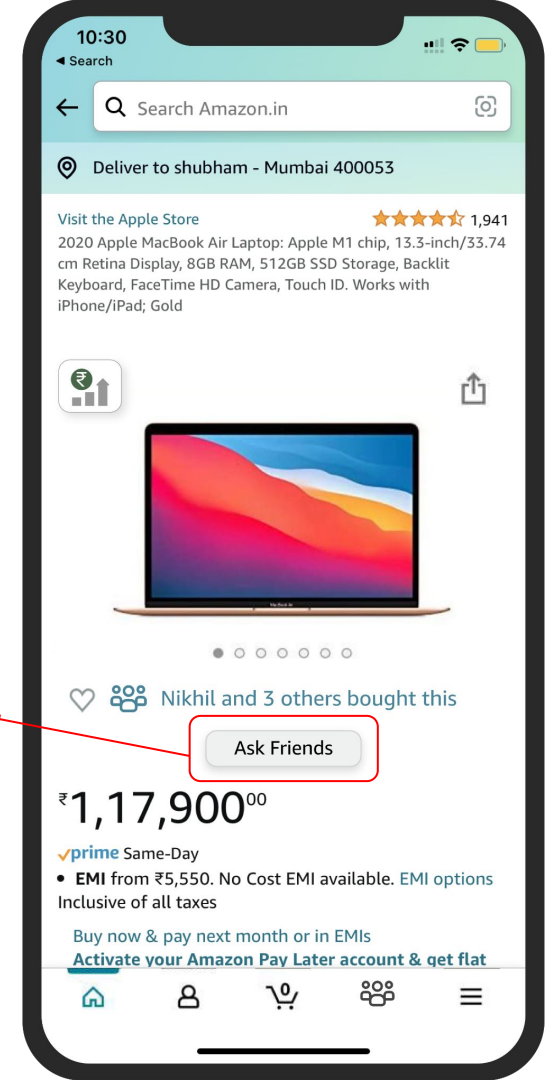
List of friends who have bought this product



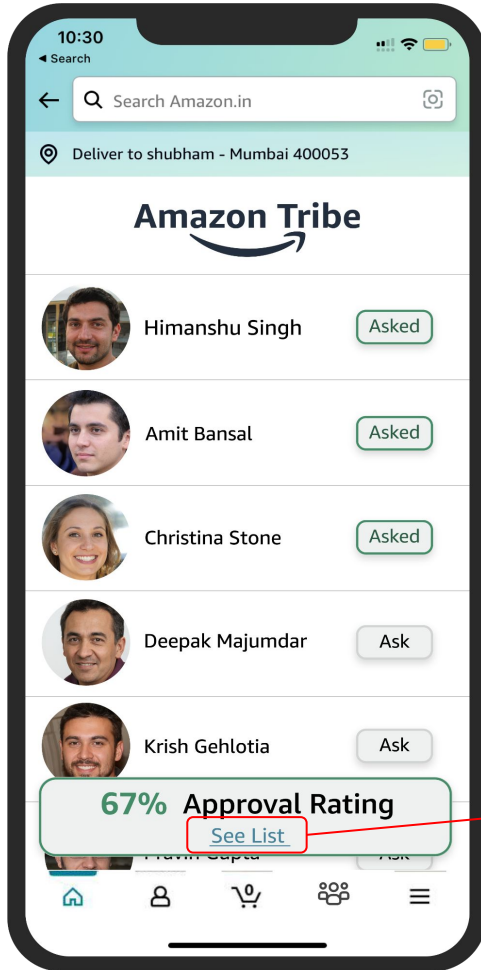
Click of Approval

- As a user, there is always confusion as to 'What to Buy?' and we need to ask opinions from our friends and family.
- 'Amazon Tribe' can solve this problem, by enabling the users to ask if they approve of the product.
- The respondents can either select - 'Approve' or 'Disapprove' and the user can see this on the dashboard.

When clicked on this, user can ask for Approval from their friends regarding the product

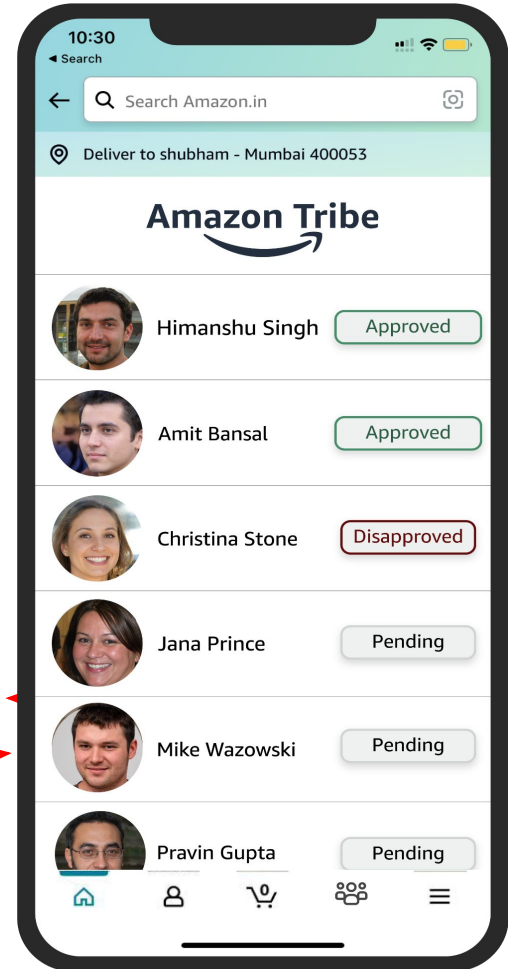


Wireframe



This shows the list of 'Friends' the user has sent the Product Approval request to

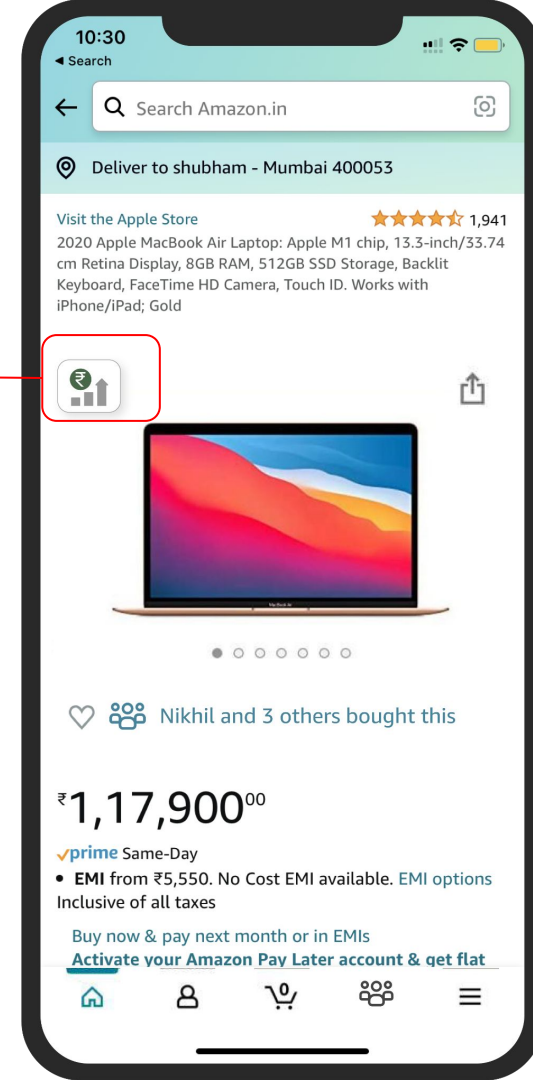
This screen shows the detailed responses of the respondents.



Price Trends for Products

- A lot of users wait to buy a product just so that they can get the best price.
- This feature will show how the price drops or rises in the past 12 months, the interval can be seen by the user through a graph similar to the stock market.
- The prospective buyer will have a better idea as to how low the prices drop for a particular product.
- This feature can be made optional for sellers.

When clicked, this will show the price variation of this product in last 3/6/12 months





Thank You!

