Industry-Guided Project Proposal

AMAZON

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Submitted to Dr. Ritika Saxena

E-commerce company

Amazon

Assignment Brief

Make a presentation of a chosen company of your deepening and identify the gap where your skills can add a difference to the organization, with probable solutions, you can deliver.
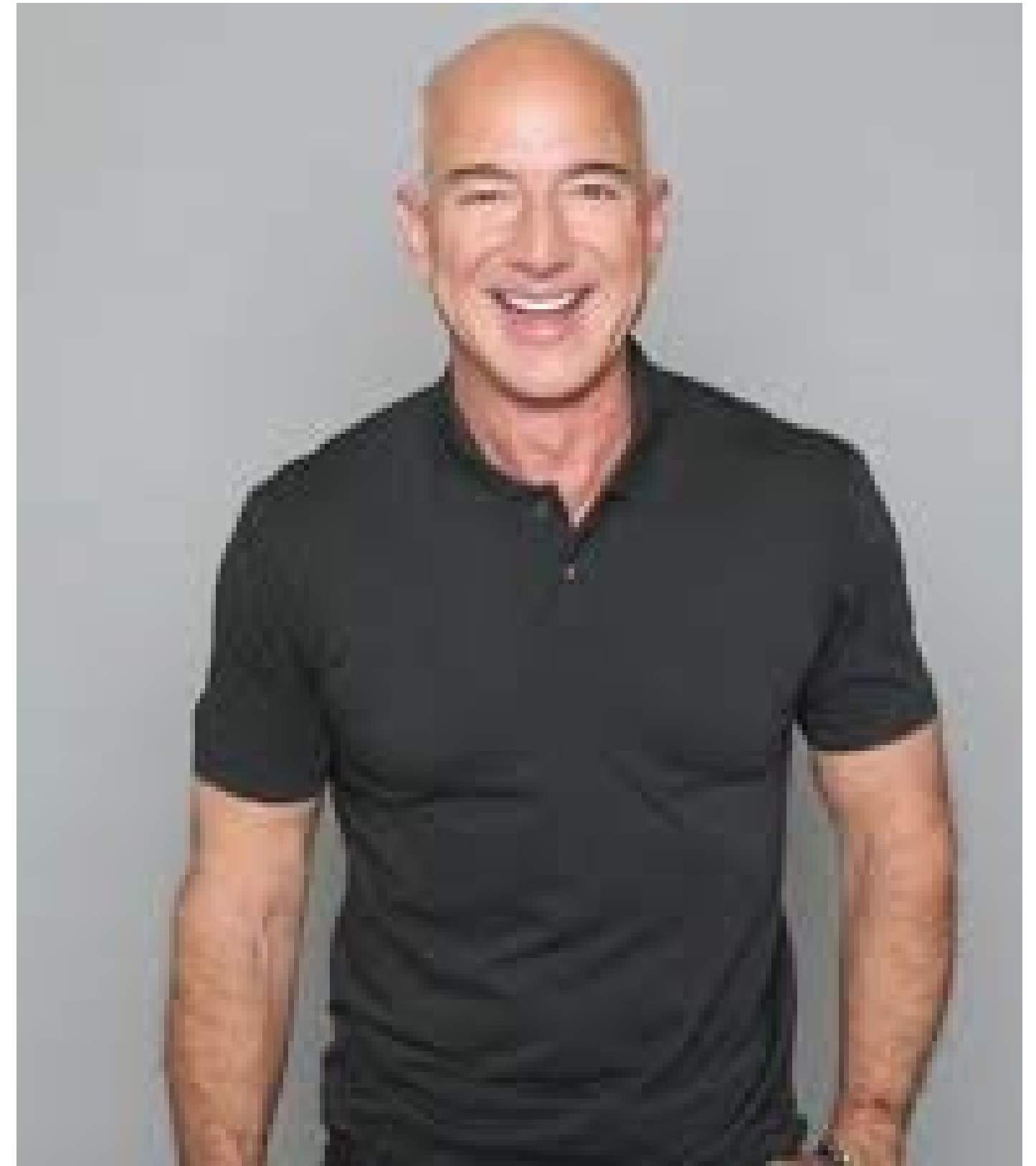
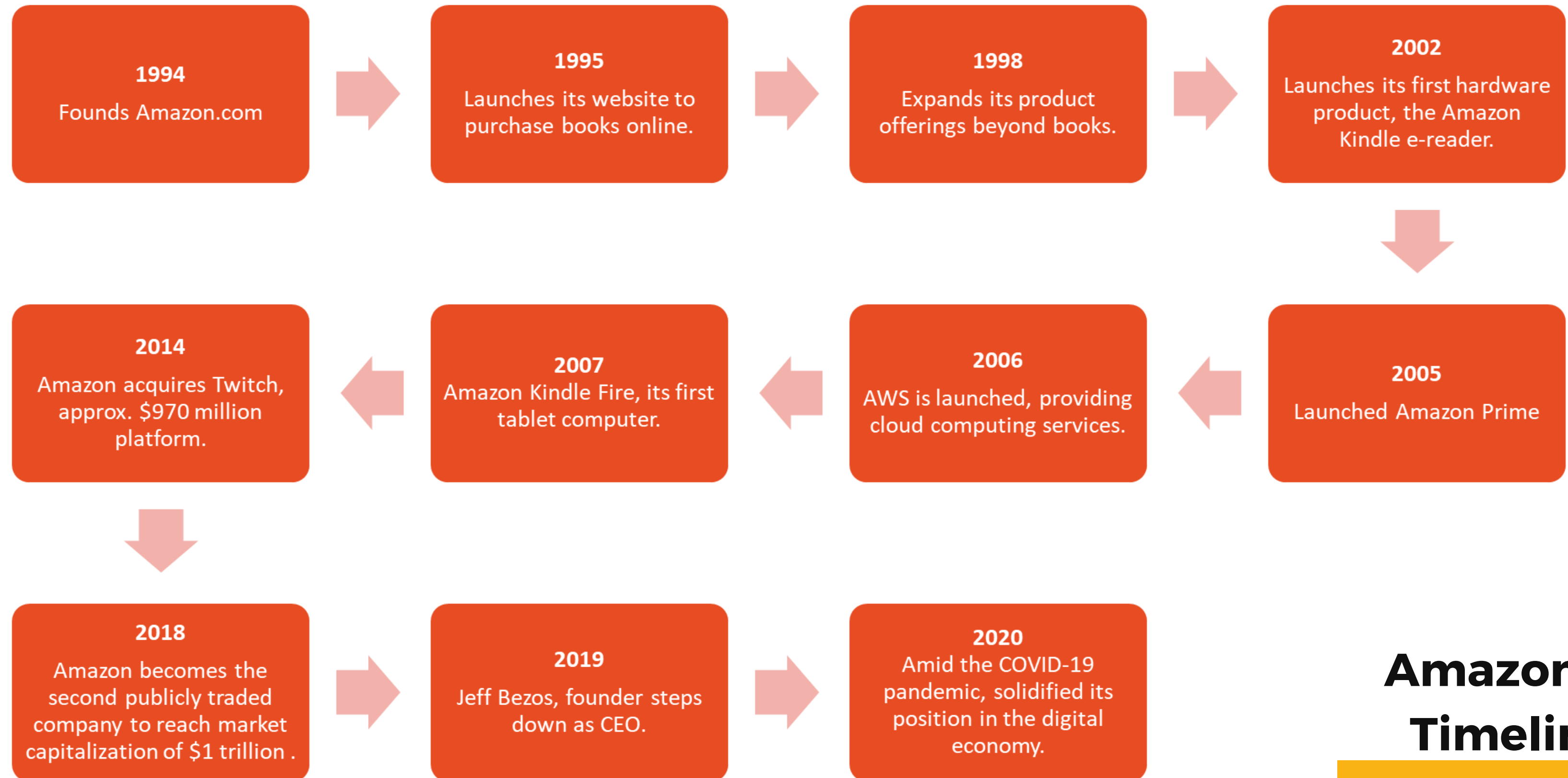The presentation should have more infographics instead of textual content.

About the Comapny

Amazon

- Amazon was founded by Jeff Bezos in 1994 and has evolved into a global e-commerce powerhouse, offering a vast product range through its online platform.
- A customer-centric approach, fast delivery options, and a diverse product selection fuel its e-commerce dominance.
- Its market capitalization exceeds a trillion dollars and the Amazon app is rated No. 1 on the shopping chart with 50Cr+ downloads on Play Store.
- The Amazon Prime subscription service also offers members perks such as free two-day shipping, exclusive deals, and access to digital content through Prime Video.
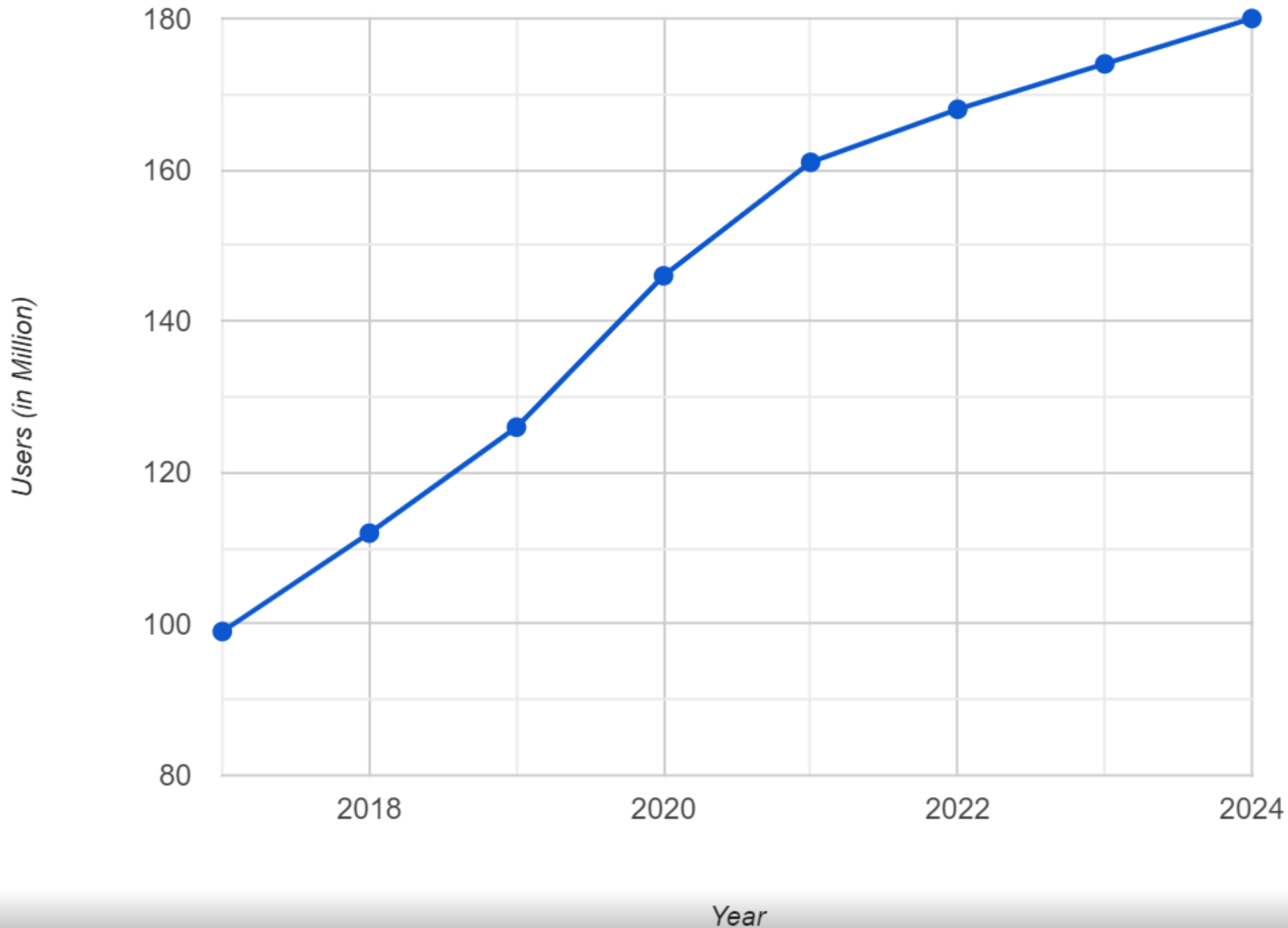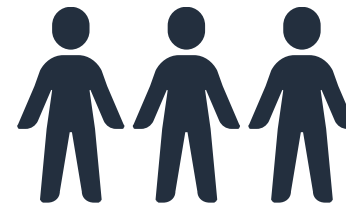
1994
Founds Amazon.com

1995
Launches its website to purchase books online.

1998
Expands its product offerings beyond books.

2002
Launches its first hardware product, the Amazon Kindle e-reader.

2014
Amazon acquires Twitch, approx. $970 million platform.

2007
Amazon Kindle Fire, its first tablet computer.

2006
AWS is launched, providing cloud computing services.

2005
Launched Amazon Prime

2018
Amazon becomes the second publicly traded company to reach market capitalization of $1 trillion .

2019
Jeff Bezos, founder steps down as CEO.

2020
Amid the COVID-19 pandemic, solidified its position in the digital economy.

Amazon's Timeline

Competitors

Tata Neu

- Cumulative user base of 120 million
- 1.1Cr+ downloads

Flipkart

- Over 100 million users
- 50Cr+ downloads

Meesho

- Estimated 120 million monthly active users
- 10CRr+ downloads

SWOT Analysis

S W O T

Strength

- Powerful Search Functionality
- Fast and Secure Checkout Process
- Personalized Recommendations
- Informative Product Pages
- Customer Reviews and Ratings

Weakness

- Information Overload
- Complex Navigation for Niche Categories
- App Interface Challenges
- Limited Customization Options

Opportunities

- Emerging Markets
- Focus on Sustainability
- Personalization beyond products
- Augmented reality (AR) integration
- Mobile-first design

Threats

- Competition
- Shifting consumer expectations
- Increase in bounce rate due to cluttered interface

Gap Identification

Amazon being the biggest e-commerce store lacks good information representation. With a vast product selection, users can be overwhelmed by details, hindering their ability to find what they need and complete purchases efficiently. Addressing this by streamlining cluttered information, implementing better navigation with clear visual hierarchy, and potentially adding more voice commands to reduce navigation menus.

Solutions

Reduce Information Overload:

- Prioritize key product: Allow users to expand or collapse sections with detailed specifications for a more focused browsing experience. attributes

Increase User Control:

- Hide irrelevant information: Give users the option to hide specific product details they don't care about, minimizing clutter and information overload.

Integration with Voice Assistants

- Visual confirmation steps: For voice-based purchases, integrate visual confirmation steps on the screen for sensitive actions like adding expensive items or finalizing the checkout. This builds user trust and reduces the risk of accidental purchases.

THANK YOU

FOR YOUR TIME!