

WIREFRAMING

AI SHOPPING ASSISTANT

FOR

amazon

The Amazon logo, featuring the word "amazon" in a bold, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and ends under the 'n', pointing to the right.

PRODUCT OVERVIEW



OVERVIEW

Amazon was founded by **Jeff Bezos** in **1994** as an online marketplace for books. Over the time it expanded to multitude of product categories. As of today it is multinational technology company focusing on e-comm, cloud computing, online ads, digital streaming and AI

POSITIONING

Amazon positions itself as a global e-commerce leader with a vast product range, competitive prices, and a customer-centric approach, leveraging advanced technology and expanding into diverse sectors like cloud computing and streaming.

OTHER VERTICALS



BUSINESS MODELS

- Commission based sales
- Charge based on usage (AWS)
- Premium Membership Subscriptions
- Targeted Advertising

VISION

“To be earth’s most customer centric company where customer can find and discover anything they want to buy online”

MARKET

INDIAN ECOMMERCE

MARKET VOLUME

\$101bn by 2029

CAGR

11% (2024-2029)

COMPETITORS



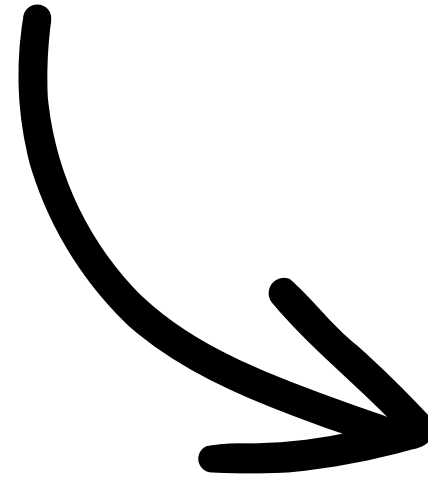
TARGET SEGMENT & USER PERSONA

TARGET SEGMENT

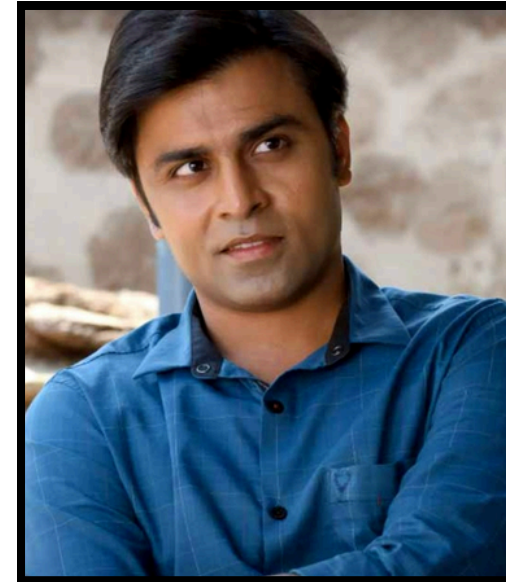
Users who buy **electronics, mobiles** and **home appliances** from Amazon India

Why this segment is important ?

- ★ Electronics and home appliances is one of the top-selling categories on Amazon India
- ★ Indian consumers are increasingly adopting digital lifestyles, with a growing reliance on this category
- ★ It generally have a higher average order value compared to other categories
- ★ It has a high opportunity of cross selling and upselling



USER PERSONA



HARISH RAJPUT

Male, 34, Lives in Jaipur and supports his father's business

"Fond of buying mobile and accessories on sale but gets confused with lot of complex specifications and features"

NEEDS & GOALS

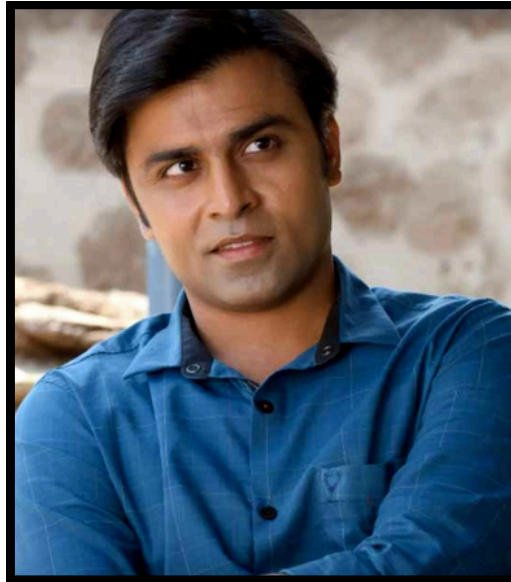
- He wants to buy products with great discounts
- He don't want to compromise on quality
- He prefers buying products with innovative and newest tech used
- He needs someone to tell him about the specifications in detail to know more about the product before buying.

PAIN POINTS

- He is too busy to research on specifications and features on its own
- He has no way to get suggestions other than asking his limited friends circle
- He gets confused seeing lot of options online for a same kind of product

AI SHOPPING ASSISTANT

JOB TO BE DONE



When I want to buy electronic/mobile item online

But there are too many options to compare

Help me compare options on my own preferences

So I can easily decide on one option and buy that

PRESENTING ELECTRA AI

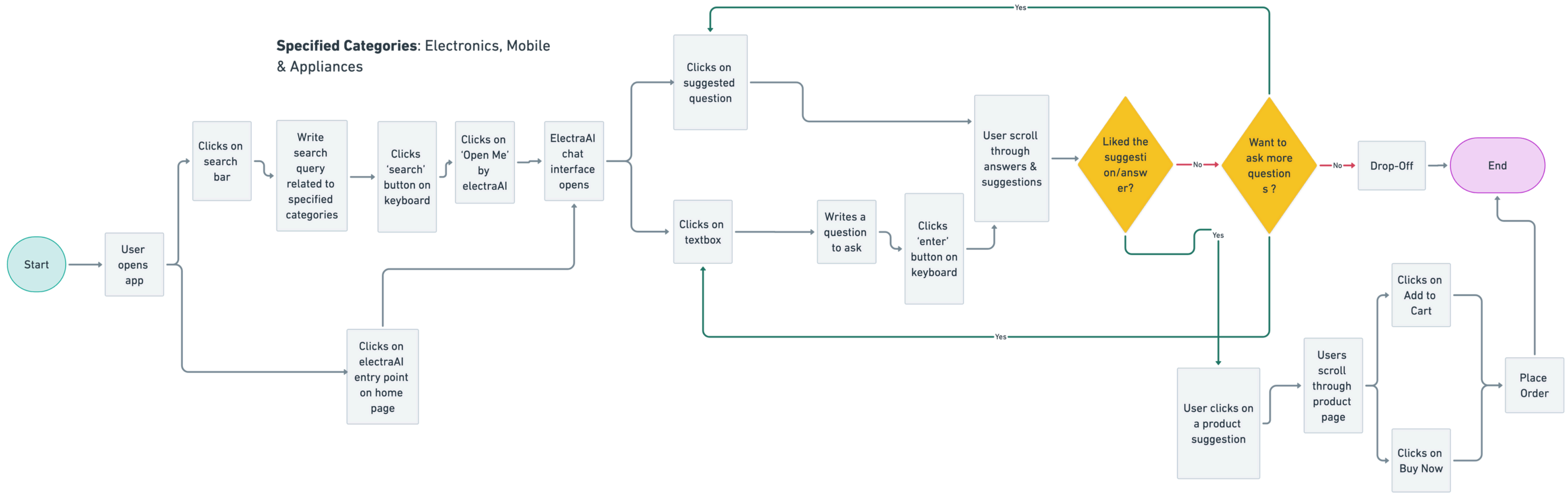


Introducing **Electra AI**, your ultimate shopping sidekick in the electrifying world of electronics, mobile, and home appliances! 🚀

Picture this: You, effortlessly navigating through a sea of options while Electra, your trusty assistant, tirelessly sifts through a hundred products, armed with the precision of a ninja and the intuition of a seasoned shopper. 🧑‍💼💡

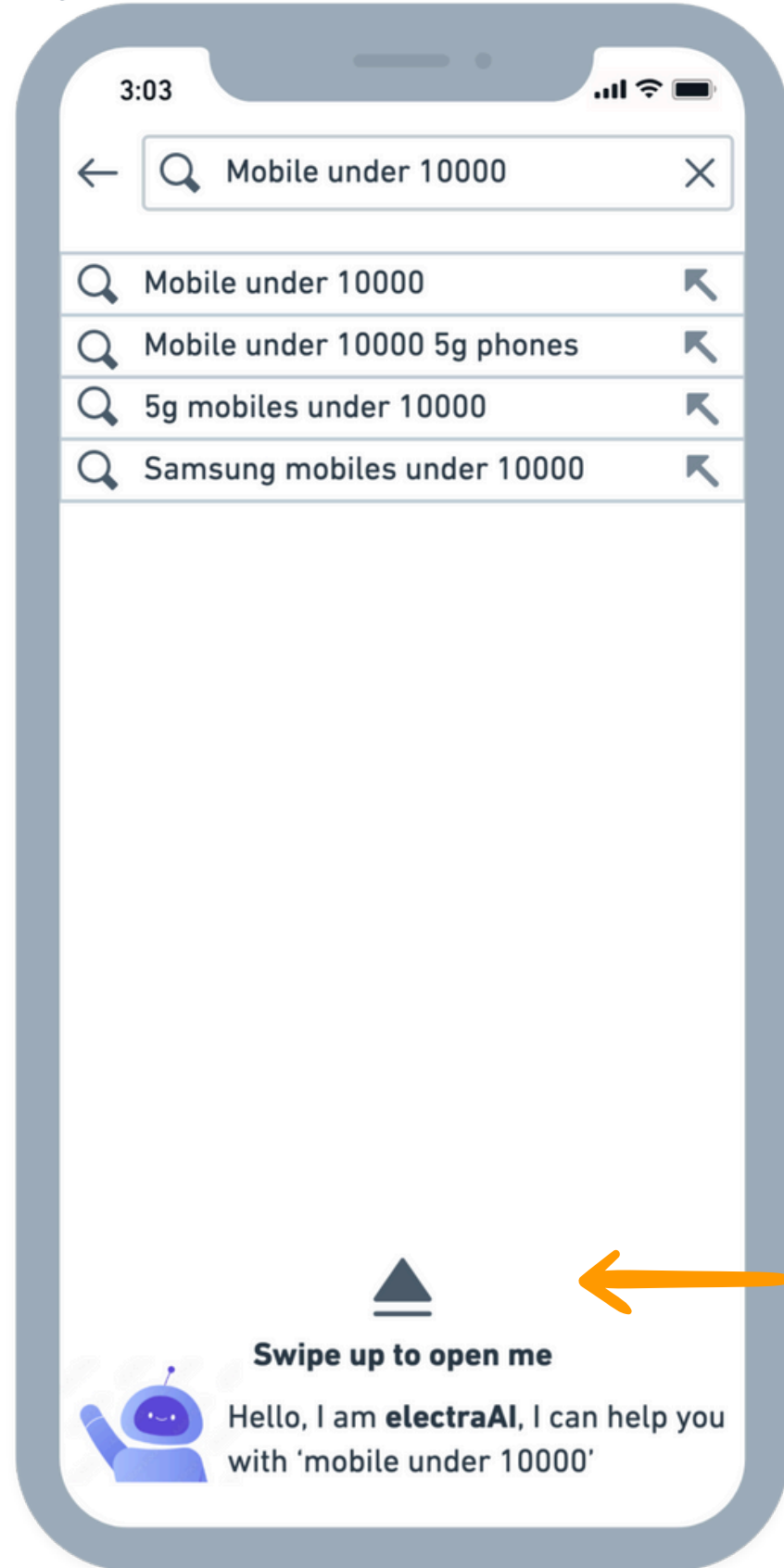
Whether you're on the hunt for the latest smartphone, a sleek kitchen appliance, or a cutting-edge gadget to upgrade your home entertainment, Electra's got your back! 📱💻🏠

USER FLOW



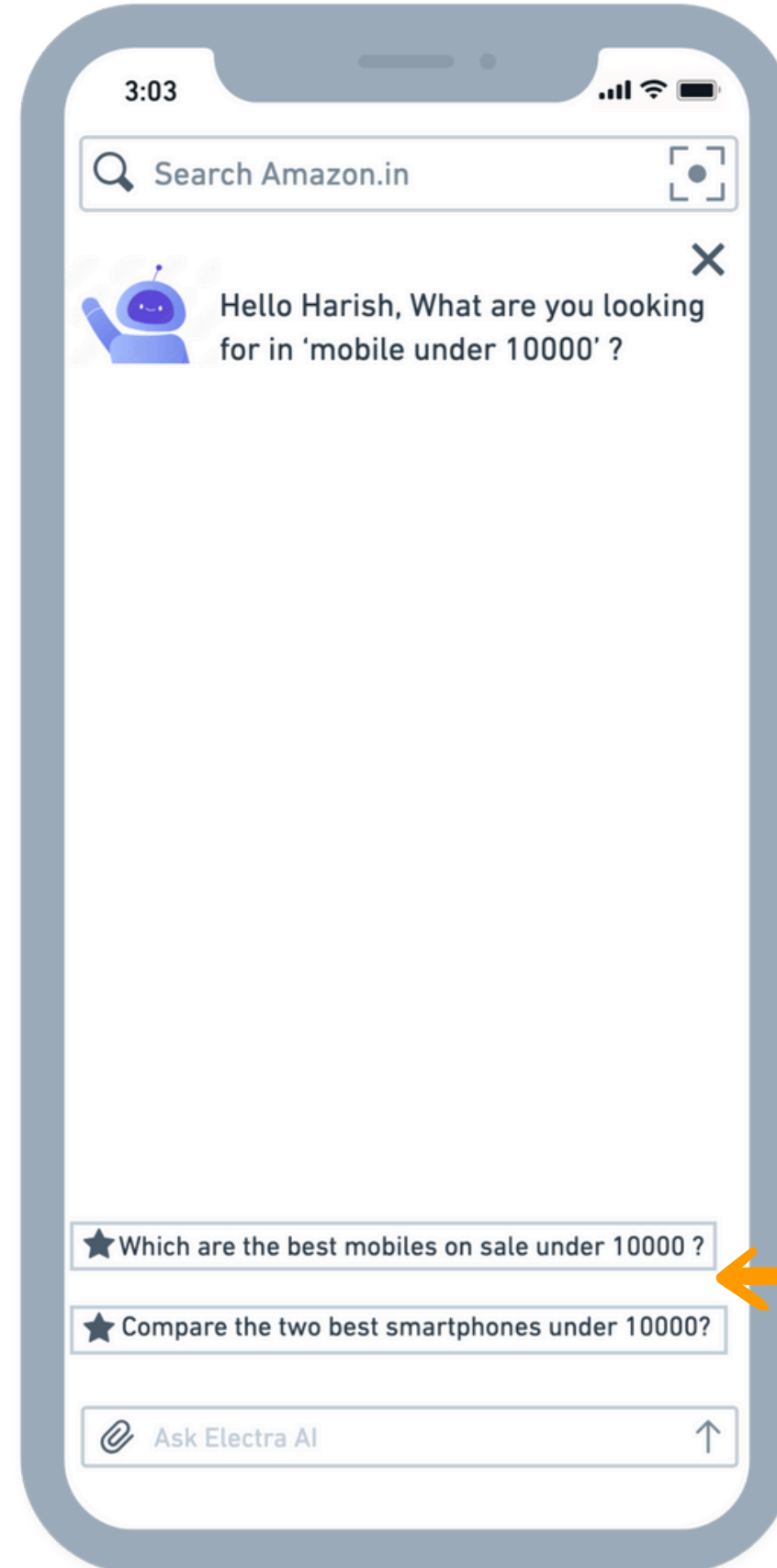
WIREFRAMES

Entry Point



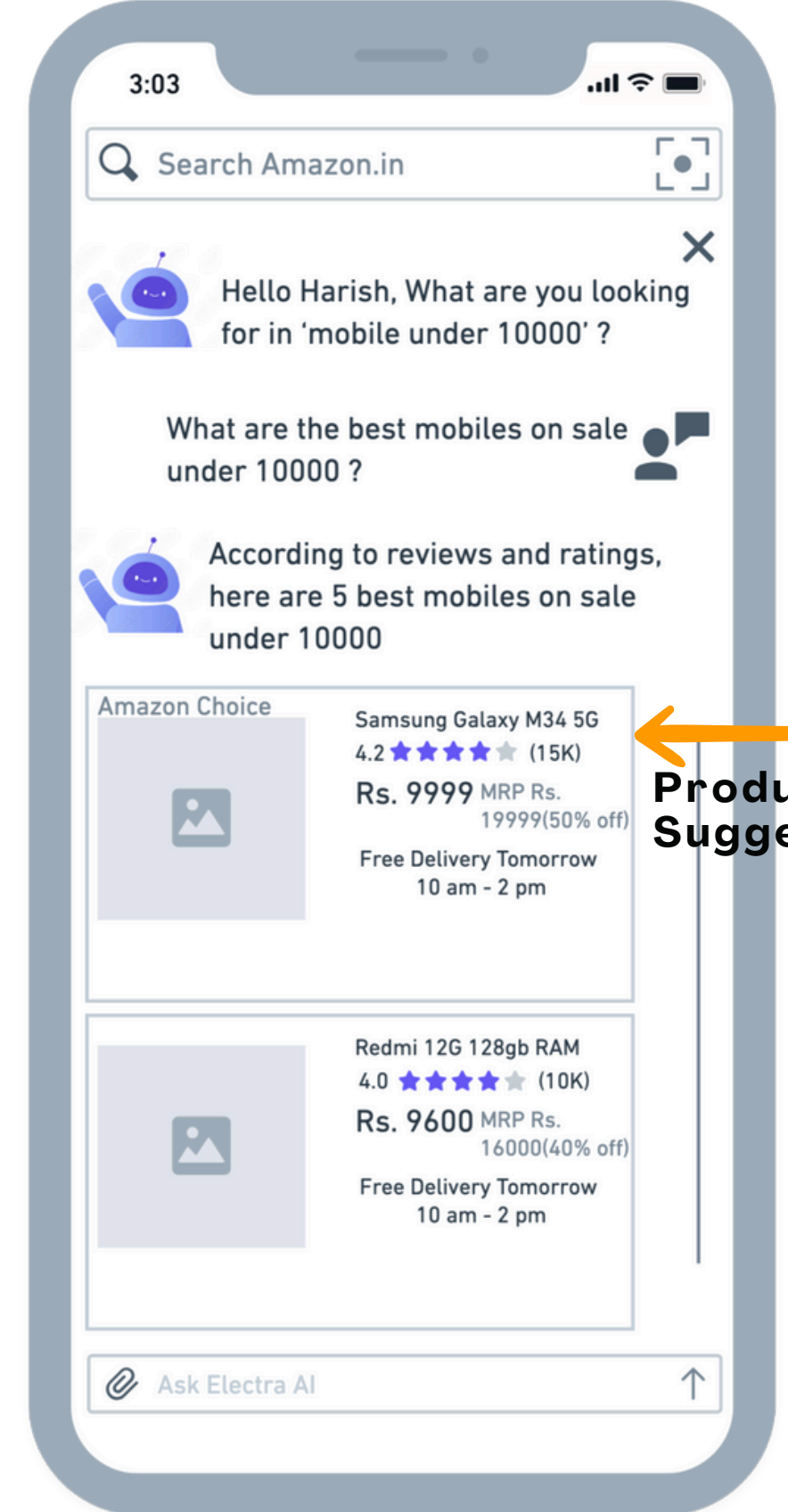
← Entry point

Chat Interface



← Question Prompts

AI Response



← Product Suggestions

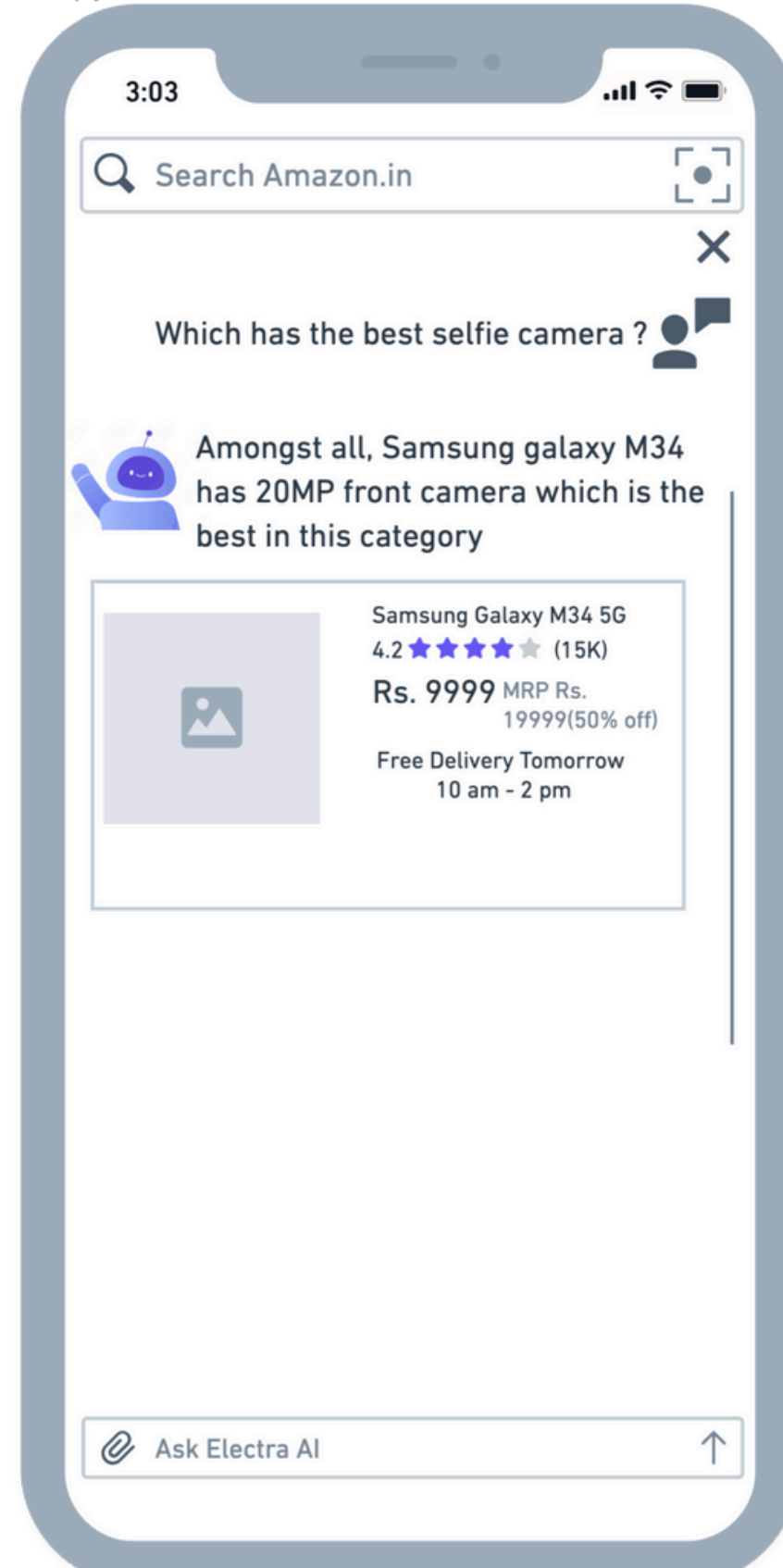
WIREFRAMES

Asking Custom Questions



Custom Question

AI Reply



KEY METRICS



NORTH STAR

#No. of orders

#No. of visits



L1 METRIC

#Users bought product suggestions

#Users interacted with Electra AI