

Phase 3 - Features, Prioritization & Validation

Product: Amazon (E-commerce)

Problem Insight

Users shopping for high-consideration products on Amazon often need to compare similar options across different brands before making a purchase decision. While Amazon offers a wide selection and detailed product pages, it does not consistently support easy cross-brand comparison. As a result, users must open multiple product pages, switch between tabs, and mentally track differences such as price, ratings, delivery time, and key specifications. This increases cognitive effort, slows decision-making, and can lead to users abandoning their purchase despite strong intent.

For example, when shopping for running shoes, a user may want to compare models from brands like Hoka, Nike, New Balance, and ASICS based on comfort, price, and ratings. Amazon sometimes shows comparison charts within the same brand, but cross-brand comparison requires users to manually switch between pages.

Why Existing Solutions Are Insufficient

Amazon currently provides limited comparison support that appears inconsistently and is often restricted to products within the same brand. These comparison tables depend on standardized product data and brand participation, which makes them unreliable across categories and brands. When users want to compare similar products from different brands, they are left without a structured comparison experience and must rely on manual browsing across multiple tabs. This workaround is time-consuming and error-prone, particularly for users who are short on time or making high-consideration decisions.

1. Solutions

Solution Idea	Description	Key Assumption	Confidence
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Multi-Tab Product Comparison	Compare all Amazon products currently open in browser tabs	Users already open multiple tabs to compare	High
Add to Compare List	Save products to a temporary comparison list	Users remember to actively save items	Medium
AI Comparison Summary	Auto-generated pros/cons across products	AI summaries are trusted	Low
Smart Recommendation During Comparison	Suggest best option based on user needs	Amazon understands intent clearly	Low
Price & Delivery Comparison Badge	Inline comparison inside search results	Search results have enough context	Medium

Chosen Direction: Multi-Tab Product Comparison

Reason: Directly maps to existing user behavior and removes friction.

2. Prioritization

Framework Used: ICE (Impact, Confidence, Effort)

Solution	Impact (1–3)		Confidence (1–3)	Effort (1–3)	ICE Score
Multi-Tab Product Comparison	3	3		2	4.5
Add to Compare List	2	2		2	2.0
AI Comparison Summary	2	1		3	0.67

Top Priority: Multi-Tab Product Comparison

Reason: Highest impact, strong confidence, moderate effort.

3. Wireframe Description (User Flow)

User Flow

1. User searches for a product (e.g., headphones)
2. Opens multiple product pages in separate tabs
3. Clicks “**Compare Open Tabs**” button

4. Comparison table appears showing:

- Price
- Delivery speed
- Ratings
- Seller
- Key features
- Specification
- Return policy

5. User selects preferred product

6. Proceeds to cart and checkout

Why this works:

The feature fits naturally into existing user behavior without requiring learning or setup.

4. Success Metrics

Primary Metric

- **Search-to-Purchase Conversion Rate**
Measures whether users who use the comparison feature are more likely to complete a purchase.

Secondary Metrics

- **CTR on Compare Button**
Indicates discoverability and relevance.
- **Time from Search to Cart**
Shows whether decision-making is faster.

Guardrail Metrics

- **Cart Abandonment Rate**
Ensures comparison does not increase indecision.
- **Page Load Performance**
Ensures no negative performance impact.

5. Pitfalls & Mitigations

Assumption	Risk	Impact	Mitigation	Detection Metric
Comparison helps decision-making	Too many options cause overload	Medium	Limit comparison to 3–5 products	Time to checkout
Users notice the feature	Feature is ignored	Medium	Prominent but non-intrusive CTA	Compare CTR
Feature improves conversion	Users compare but don't buy	High	Add "Recommended" highlight	Conversion rate
Feature performance is stable	Slower pages	High	Lazy loading comparison data	Page load time

6. Product Requirements Document (PRD)

Overview

Amazon offers a wide selection of products across multiple brands, making it a primary destination for users shopping for high-consideration items. However, comparing similar products across brands requires significant manual effort, which can slow decision-making and reduce conversions.

Problem Statement

Users cannot easily compare similar products across different brands on Amazon. This leads to increased cognitive load, longer decision times, and abandoned shopping sessions.

Goals and Metrics

Goal: Improve decision efficiency and increase purchase completion for cross-brand comparisons.

Metric Type	Metric	Definition
Primary	Conversion Rate (Compare Users)	% users who purchase after using comparison
Secondary	Compare Button CTR	% users clicking compare

Secondary	Time to Cart	Time from search to cart
Guardrail	Cart Abandonment Rate	Ensures comparison does not increase indecision.
	Page Load Performance	Ensures no negative performance impact.

User Context

- Users shopping for comparable products across brands (e.g., electronics, footwear, home appliances)
- High-consideration purchases
- Care about price, delivery, reviews, and key specifications
- Often open multiple product tabs

Solution Overview

Introduce a “**Compare Open Tabs**” feature that allows users to generate a comparison table from all Amazon product tabs currently open in their browser.

Key Attributes Shown:

- Price
- Delivery speed
- Customer Ratings
- Seller ratings
- Key features
- Specification
- Return policy

User Stories

1. As a shopper, I want to compare products from different brands in one place so I can decide faster.
2. As a busy user, I want to avoid switching between tabs while comparing products.
3. As a user, I want clear and factual comparisons without extra clutter.

Acceptance Criteria

- User can compare at least 2 open product tabs
- Comparison table loads within 2 seconds
- Only factual attributes are displayed

- User can add selected product to cart directly

Dependencies and Risks

Dependencies

- Accurate product data
- Browser session awareness

Risks

- Incomplete or inconsistent data
- Cognitive overload if too many attributes are shown

Mitigation

- Limit attributes to essentials
- Default comparison layout with optional expansion

Notes

This solution intentionally avoids subjective comparisons and focuses on user-selected products to reduce data accuracy and trust risks.