



Week1 Assignment Submission

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Goal: Understand the Product and the Users

Foundation building through comprehensive product analysis and problem identification

Step 1 - Getting started with the Product Analysis - Flows & Frictions

 **Purpose:** *Get raw product signals that will feed hypotheses and research.*

FLOWS/ TOUCHPOINTS	WHAT WORKS WELL	CONFUSION/ FRICTION
AMAZON Search → Listing → Details	Attractive photos and price details	Product features are often ambiguous - silent on missing features - makes user wonder if its there or not - eating away much time in discovering product limitations
Onboarding → First task	Diverse product range for user to create wants/desire to explore	None, its smooth. Many options for men, women - home decor, clothing, travel, deals, trending

	more & click to view details.	products, unique finds etc. to keep users hooked
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Step 2 - Company Context (Mission, Revenue & Differentiators)

 **Purpose:** Provide a concise strategic snapshot: why the company exists, how it monetizes, what value it delivers to users, and how it differs from competitors. This orients all decisions that follow.

Field	What to fill (1–2 lines each)
Mission	To be Earth's most customer-centric company, ...
Revenue Streams	a. Commission from third party sellers b. Fees for services like 'fulfillment by Amazon' c. Sponsored product listings/ Ads d. Retail sales of its own products directly to customers (Kindle, Echo etc)
User Value(Pick the most important use case you think defines the product.)	Online shoppers can discover a comprehensive list of product variants from diverse sellers for any desired product, along with user reviews & ratings that reduce anxiety & support buying decision.
Business Value	Ability to drive revenues through a massive customer base and diverse revenue streams. Retention of both customers and sellers grows long term demand and supply.

Field	What to fill (1–2 lines each)
Key Differentiators vs Top-3 Competitors	Flipkart (Walmart) - Focus on India & esp non metro areas → Products suitable to Indian market and more so in electronics, fashion, home decor and focus is on budget friendly products. Amazon is more diverse and global in its product range and has more premium options. Myntra - Specialises in fashion and lifestyle products like apparel, footwear, cosmetics etc. - Focus on latest trends, style, visual browsing & offers niche fashion brands. Amazon is more generic in product offerings. Meesho - Positioned as a social marketplace - Connects resellers, particularly small businesses and entrepreneurs with customers via social media. Amazon is a direct marketplace without exclusive dependence on social media.

Step 3 - Feature Reverse-Engineering (3 features only)

 **Purpose:** Build product thinking (user pain → feature mechanics → user behavior → business outcome).

Feature	Problem it Solves (user words)	How it works	Why it works (user behavior → business outcome)
Product search	"I want to understand the possibilities of diverse features and price ranges, to feel confident about buying what I like"	a. Gives 20 results on a page b. Custom filter options on sidebar, based on product type c. Tags like 'Amazon's choice' and 'Bestseller' on some lists for quick decision making	<u>For Users:</u> Helps see multiple options relevant to what we are seeking; diverse price and feature range. Makes user feel in control and the one making the choice. <u>For Business:</u> Allows more sellers to be exposed to customers, increases chances of customer satisfaction leading to increased sales volumes

Product details	"I want to get relevant and comprehensive info about the product I wish to buy - to remove anxiety about what to expect"	a. Gives Product Description b. Provides elaborate technical details of product c. Also gives additional information where applicable, along with multiple photos of the product, & occasionally a video too.	<u>For Users:</u> Product description and details with photos make me feel well informed about the product & confident about what to expect. <u>For Business:</u> Acts as a virtual salesman offering all product benefits/features that are available for prospect to consume. Moves buyer one step closer to purchase. Directly leads to customer satisfaction and retention on app
Product ratings & reviews	"I want social proof, social acceptance and feel included regarding the product I want to purchase"	a. Provides average ratings for the product or product family b. With ratings, total count of people who rated is also provided. c. Detailed reviews/ user feedback in text, photos and videos.	<u>For Users:</u> Ratings with count give indication of popularity of the product. Reviews in text, images give visual and logical clarity <u>For Business:</u> Proactively handles customers' objections and increases confidence to buy suitable products. Further, helps deprioritize non performing listings. Improves user experience, customer satisfaction and ultimately leads to improved revenues.

Step 4: User Segmentation

Segmentation is about **identifying distinct user groups** that share similar goals or behaviors.

 **Purpose:** To uncover who uses the product, what they need, and what problems may exist.

Primary Segment	Sub-segments	Key Needs/ Use Cases	User Problems Solved	User Problems that Still Exist
1. Daily Needs Buyer (For Food & Groceries/ Consumables)	- Housewives with a limited budget - Single men/ women	- Fresh groceries - Variety of food/fruits/veggies - Quick delivery - Competitive pricing	- Visiting neighbourhood market is time consuming and requires frequent visits for buying fresh - Sorting fresh veggies/fruits while buying in physical markets is a hassle - Pricing in local markets can't be trusted/ is not fixed/ constantly requires negotiations - Weighing scale/ Quantity can't be always trusted with the exception of corporate chain of retail stores - Pricing, Quality & Quantity of products bought can vary depending	- Buyer can't see / determine quality of products until delivered (although largely within the fresh/ acceptable range) - Outer package remains intact but frozen/ cold products frequently found melted (e.g. Ice-creams)

			on personal connect with the vendor	
2. Personal/ Family Consumers (For electronics, home stuff, clothes & lifestyle items)	- Busy professionals - Modern households (eco elite, upper class & middle class households) - Digital first Gen Z/ Gen Alpha youngsters	- Value for money - Competitive pricing - Quick delivery - Returnable - Testimonials - Multiple Options (product variants based on features, price, utility, style etc.)	- Single roof, Multi brand options for any product are limited in physical markets - Absence of reliable ratings & reviews of products bought in retail & wholesale stores - Retailer tends to sell what they have in stock, rather than what customer really needs - Every product segment is available in a different geographical area - e.g. industrial products vs vehicle accessories vs electronics vs fashion apparels vs children toys etc.	- Absence of shopping consultants/ salespeople who can gently guide user to purchase decision, clarifying/ handling objections - Product features listed are often ambiguous - silent on missing features - makes user wonder if its there or not - eating away much time in discovering product limitations & clearing uncertainties - Decision making is time consuming because of lack of apple-to-apple comparison possibility when two product variants appear equally good - Absence of timely education availability on what features/capabilities are critical and what's marketing fluff for any product

			- Retail physical store buying experience demands more Time, Costs (petrol, car/ bike, parking) & Inconveniences (leaving kids home) leading to a much bigger opportunity cost	- in order to directly focus on what actually matters! - Differential pricing across ecommerce platforms is entirely missed, with customers often ending up paying higher because of ignorance on other purchase options for the same product
3. Business & Bulk purchasers (Corporate, Retailers, business buyer)	- Small & Medium Businesses - Corporates - Resellers	- Bulk discounts - Reliable products - Quick delivery - Top brands	- Shopping is not a priority or KPI for admin staff - Can't afford reputational damage because of inferior product purchased - Opportunity cost (time, mental space) is very high for retail store purchase (main focus is on core business) - Convenience & reliability is more important than savings	- Differentiating between Premium & Budget sellers/brands for any product needs (not every need requires best quality or highest priced product) - Inadequate education available (to Admin staff making the purchase decision) to help differentiate key product traits v/s marketing fluff (decision largely based on combo of price, brand & ratings) - Product features listed are often ambiguous - silent on missing features

				- makes user wonder if its there or not - eating away much time in discovering product limitations & clearing uncertainties - Decision making is time consuming because of lack of apple-to-apple comparison possibility when two product variants appear equally good - Admin staff may lack ownership and focus to fully benefit from discounts/coupons based on banks/credit cards etc. - Differential pricing across ecommerce platforms is largely missed, with customers often ending up paying higher because of ignorance on other purchase options for the same product
4. SME Sellers (Traders)	- Individual resellers	- Open up another channel to sell products	- Platform to sell/ resell products to	- Ability to pick the new trends and probable products

	- Small businesses with shared infra on Amazon - Large businesses with own infra to service Amazon orders	- Fair playing platform for equal opportunities to sell & build visibility -	- retail customers - Packaging, delivery and logistics are handled by Amazon - Ability to guess/ predict the sales volumes, inventory and plan out the logistics	- that will create the next fad based sales - Amazon's revenue share from the sale is painfully high in many cases - Preferred vendors can change absurdly, based on personal equations with Amazon's team/ relevant decision makers
5. OEM Sellers (Manufacturers)	- Single Factory owners with setup at one location - Large corporate brands that have their offices and godowns in several geographies	- Participate in the digital revolution and new-age trends of e-commerce, m-commerce - Reduce reliance on middlemen (C&F, Distributors, Retailers) for sales - Get closer to their customers and listen to them directly through product reviews and ratings	- Platform to sell/ resell products to retail & wholesale/bulk customers - Ability to guess/ predict the sales volumes, inventory and plan out the logistics - Possibility of an exclusive tie-up with a platform for an aspiring brand (<i>e.g. Nothing mobiles are exclusively sold online in India only on</i>	- Ability to proactively & tentatively guesstimate the customer feedback on new customer needs/ product tweaks, based on reviews, ratings, sales volumes - Amazon's marketing fee component from the sale can pinch OEMs in some cases - Amazon and Flipkart often end up creating a duopoly within Indian ecommerce for many product segments like

			Flipkart)	mobiles & other gadgets
			-	

Step 5 - Select the Top 2-3 Problem Hypotheses to focus on

 **Purpose:** Focus research and prevent scatter in the next stage.

Format for Problem Hypotheses framing:

We believe [user segment] struggles with [problem] when [context] because [assumed root cause], leading to [negative outcome].

Priority	Problem Hypothesis (Problem-only framing)	Why I Picked It	Gut Confidence
P1	<u>Feature Ambiguity & Incomplete Documentation</u> We believe online shoppers struggle with not knowing what a product can or cannot do when they read product pages on Amazon because the descriptions don't clearly say all the features or what's missing, leading to people wasting time searching for answers, feeling confused or frustrated, and sometimes being unhappy after they buy it.	- Personal Experience - Frequently Cited in Consumer Complaints & Seller Forums - High Impact on Conversion Rates	Very High
P1	<u>Inefficient Product Variant Comparison</u>	- Observed platform gap	High

Priority	Problem Hypothesis (Problem-only framing)	Why I Picked It	Gut Confidence
	We believe shoppers comparing different versions of a product struggle with deciding which one to buy when two or more choices look equally good, because there isn't a clear, side-by-side way to compare them, (features and trade-offs) leading to people taking a long time to choose, feeling confused, and getting tired of deciding.	- Third-party tool emergence	
P1	<u>Lack of Feature Prioritization Education</u> We believe Amazon shoppers looking at products they don't know much about struggle with telling which features really matter and which are just fancy marketing, when there isn't any simple explanation to help them understand this, because useful expert tips or guides are missing or hard to find on the app, leading to people choosing based on the wrong things, getting confused, going to other websites to learn more,	- Personal & Observed others' experience - Industry analysis - Amazon's own AI investment	Very High

Priority	Problem Hypothesis (Problem-only framing)	Why I Picked It	Gut Confidence
	or buying something that doesn't actually fit their needs.		
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