

Assignment 1
Phase 3
Features & Prioritization

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Step 1: Brainstorm Solutions

P0 Problem Recap: Users abandon purchases because search results are overwhelming and lack clear compatibility/quality guidance, causing decision paralysis and fear of buying wrong parts.

Root Causes:

1. Search returns 100-200 results with minimal filtering
2. No clear "recommended" or "most popular" indicators
3. Product pages lack installation difficulty ratings
4. Quality/tier differences unclear (economy vs. premium)
5. No personalization based on user skill level or urgency

Brainstorming Using Multiple Techniques

"How Might We" Questions:

- How might we help users quickly identify THE right part from hundreds of options?
- How might we reduce anxiety about part compatibility?
- How might we make quality/price tradeoffs clearer?
- How might we show installation difficulty upfront?
- How might we personalize results based on urgency and skill level?

15 Solution Ideas

#	Solution	Short Description	Key Assumption	Category
1	Smart Default Recommendation	Show ONE "AutoZone Recommends" option at the top of search results with clear reasoning (most popular + fits your car + matches your past purchases).	Users trust platform recommendations when backed by data and reasoning.	High Confidence
2	Installation Difficulty Badge System	Add visual badges to every part: "15-min DIY" / "1-hour Intermediate" / "Pro Install Recommended" with time estimates and tool requirements.	Clear difficulty ratings reduce purchase anxiety and cart abandonment.	High Confidence
3	Guided Product Finder Quiz	3-question flow before search: "What's wrong?" → "Your skill level?" → "Your timeline?" Returns personalized results	Users prefer guided experiences when uncertain, especially in emergencies.	High Confidence

		filtered by urgency and capability.		
4	Quality Tier Visual System	Color-code parts by tier: Blue (Economy), Silver (Standard), Gold (Premium) with clear "Good/Better/Best" labels and use-case guidance.	Visual tiering helps users quickly understand quality tradeoffs without reading specs.	High Confidence
5	"Complete the Job" Bundling	Automatically suggest related parts needed: "For brake pad replacement, you'll also need brake cleaner + brake fluid." One-click add all.	Users don't know what else they need; reducing trips increases satisfaction and AOV.	High Confidence
6	Emergency Fast-Track Mode	Detect urgency signals (search terms like "won't start," time of day, rapid clicking) → Trigger streamlined flow: 1 recommended part → Reserve → Pickup ETA.	Emergency users value speed over selection; reducing friction increases conversion.	Low Confidence
7	Smart Filter Stack	Pre-applied filters based on user profile: "Show DIY-Friendly Only" for beginners, "Premium Brands Only" for enthusiasts. One-tap to adjust.	Personalized filtering reduces cognitive load and decision paralysis.	High Confidence
8	Video Installation Preview	30-second video on product page showing actual installation for their specific vehicle. Sourced from YouTube/user uploads.	Seeing the job reduces installation anxiety and builds confidence.	Low Confidence
9	Part Confidence Score	Show compatibility certainty: "99% Match for Your 2016 F-150" based on VIN/engine data. Green checkmark for perfect matches.	Quantifying compatibility reduces "wrong part" fear.	High Confidence
10	"Ask a Pro" Live Chat Button	Real-time chat with AutoZone parts specialist on search/product pages. "Still unsure? Chat with an expert now."	Human guidance reduces abandonment when users feel stuck.	Low Confidence
11	AI Visual Part Identifier	Take photo of broken part → AI identifies it →	Visual search eliminates terminology	Moonshot

		Returns exact matches. Reduces need to know technical names.	barriers for non-experts.	
12	Social Proof Integration	Show "147 people with your car bought this part this month" + star ratings from verified purchasers with same vehicle.	Social validation reduces decision anxiety through peer behavior.	High Confidence
13	Project Mode with Smart Lists	Create multi-part projects ("Brake Job," "Oil Change") → App suggests complete parts list → Check availability for entire job → Reserve all.	Project-based shopping reduces multiple trips and improves planning.	Low Confidence
14	Price-Match Guarantee Highlight	Show competitor prices inline: "Rock Auto: \$45, O'Reilly: \$52, AutoZone: \$48 + instant pickup." Build trust through transparency.	Price transparency reduces research friction and abandoned comparison shopping.	Moonshot
15	Personalized Learning Pathways	After purchase, offer "Learn to Install" video series tailored to their part + vehicle. Builds long-term DIY confidence.	Educational content increases repeat purchases by building user capability over time.	Moonshot

Step 2: Prioritize (RICE Method)

RICE Scoring Framework

Formula: (Reach × Impact × Confidence) ÷ Effort

Scoring Scale (1-3):

- Reach: 1 = Few users, 2 = Many users, 3 = Most users
- Impact: 1 = Minor improvement, 2 = Moderate improvement, 3 = High improvement
- Confidence: 1 = Assumption-heavy, 2 = Some evidence, 3 = Strong research backing
- Effort: 1 = Low (1-2 weeks), 2 = Medium (1-2 months), 3 = High (3+ months)

RICE Prioritization Table

Solution	Reach	Impact	Confidence	Effort	RICE Score	Rank	Notes
Smart Default Recommendation	3	3	3	2	13.5	1	Affects all users; research shows recommendations reduce paralysis; medium dev effort for algorithm.
Installation Difficulty Badge	3	3	3	1	27.0	TOP	Universal need; clear evidence from survey (46%); low effort (badge system + database).
Quality Tier Visual System	3	2	3	1	18.0	2	All users face quality confusion; visual coding is proven UX pattern; simple implementation.
Part Confidence Score	3	3	3	2	13.5	1	Directly addresses #1 pain point (67%); strong validation; requires VIN database work.

"Complete the Job" Bundling	2	3	2	2	6.0	5	Affects enthusiasts/intermediate users; increases AOV; needs product relationship mapping.
Social Proof Integration	3	2	2	1	12.0	4	Broad appeal; moderate impact; proven pattern; requires purchase data aggregation.
Smart Filter Stack	2	2	2	2	4.0	7	Helps repeat users; moderate improvement; needs user profiling logic.
Guided Product Finder Quiz	2	3	2	2	6.0	5	Great for Emergency Eric; high impact when used; medium build complexity.
Emergency Fast-Track Mode	2	3	2	3	4.0	7	High-value segment; transformative when triggered; complex

							detection + flow logic.
Video Installation Preview	2	2	1	3	1.3	10	Limited by video availability; content creation burden; expensive to scale.
"Ask a Pro" Live Chat	2	2	2	3	2.7	9	Helps when stuck; operational cost high; needs staffing infrastructure.
Project Mode with Smart Lists	2	2	1	2	2.0	8	Niche enthusiast feature; assumes multi-part jobs; medium complexity.
AI Visual Part Identifier	2	3	1	3	2.0	8	Revolutionary when it works; low confidence in accuracy; heavy ML investment.
Price-Match Guarantee	2	2	1	3	1.3	10	Competitive pressure; complex pricing APIs; potential margin risk.

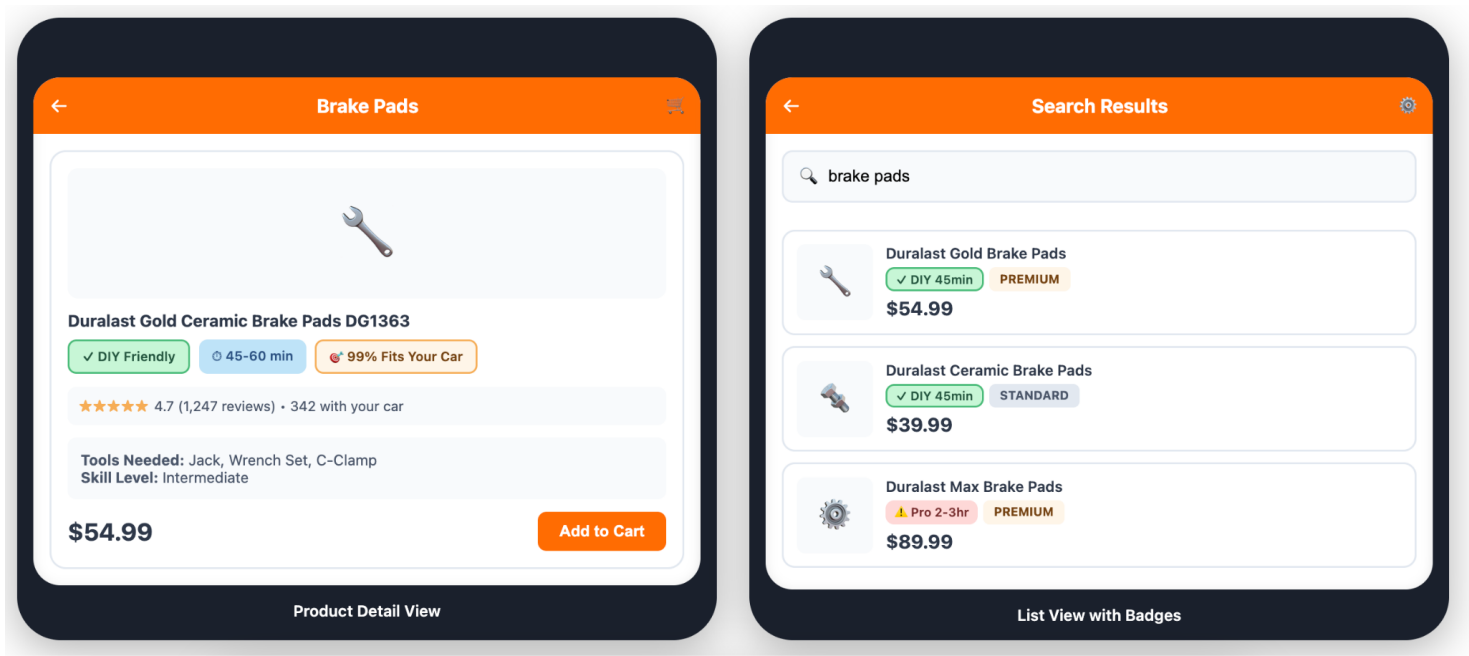
Personalized Learning	1	2	1	3	0.7	11	Long-term loyalty play; speculative impact; requires content production.
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Top 5 Solutions to Proceed With:

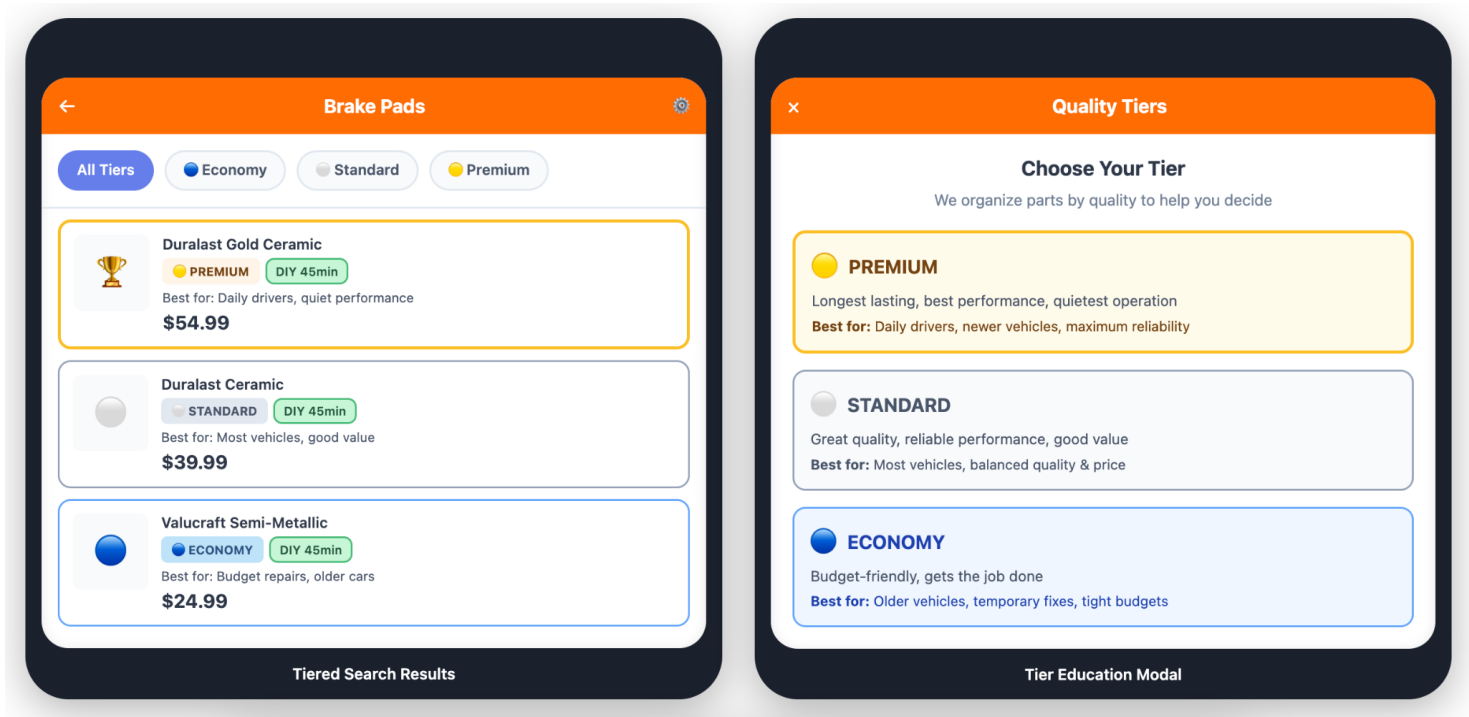
Rank	Solution	RICE Score	Why This Matters
1	Installation Difficulty Badge System	27.0	Addresses survey's #1 requested feature (42%); low effort, high impact; applies to every product.
2	Quality Tier Visual System	18.0	Solves "too many options" problem; quick win; leverages existing product data.
3	Smart Default Recommendation	13.5	Reduces decision paralysis immediately; proven pattern from Amazon/Netflix.
4	Part Confidence Score	13.5	Directly tackles compatibility anxiety (67% pain point); builds trust.
5	Social Proof Integration	12.0	Adds trust layer; relatively easy to implement; scales automatically.

Step 3: Wireframe Top 3 Solutions

1. Installation Difficulty Badge System



2. Quality Tier Visual System



3. Smart Default Recommendation

