EXERCISE GESTALT

For this exercise is analyze the website https://www.amazon.com/

PRODUCT SEARCH AND ONLINE PURCHASING

When you scan the Amazon home page (screenshot above), what stands out? Amidst the perpetually cluttered layout, a few clean, distinct elements immediately catch the user's eye: the navigation section in the upper-left, and the search/shopping cart controls near the top.
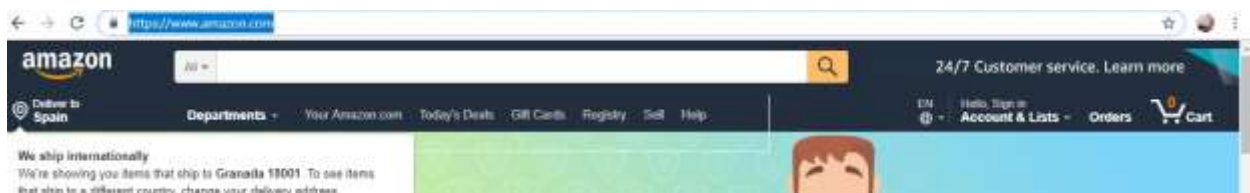

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RELATED ITEMS DISPLAYED

One example of customized content is seen on the home page, which modifies the main content based on how the user (whether logged in or not) has interacted with the product search feature:

RECOMMENDED ITEMS BASED ON PRIOR ACTIVITY

This same type of customized content appears on subsequent visits, as long as browser cookies are kept intact:

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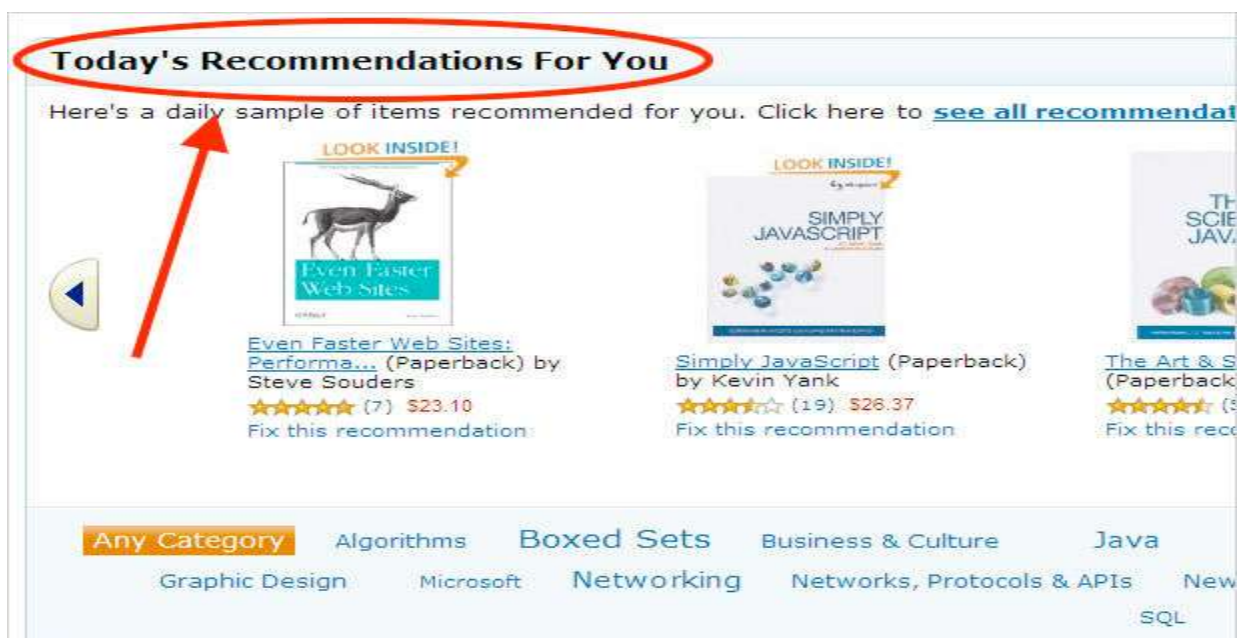
VARIOUS "WHY SHOP WITH US" REMINDERS

The Amazon shopping experience is littered with reminders of why the user should purchase a product from Amazon rather than from some other source (online or otherwise).
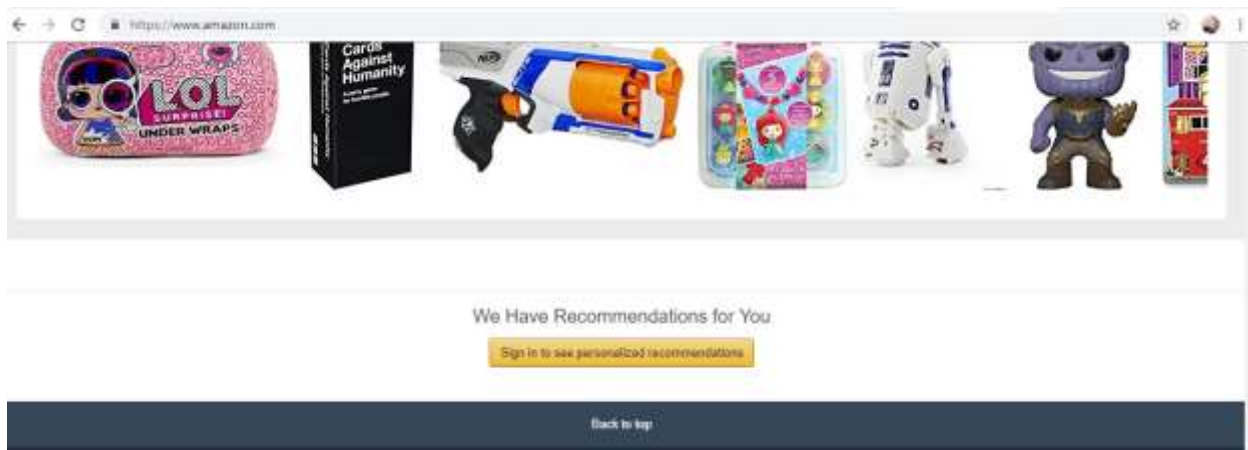
A few examples are shown and discussed below

n the right sidebar on the same page, the user sees a list of search terms and categories that they have recently viewed:

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On bottom of the main page there is Recommendations for people it shown in the image below:

So anyone can sign in to see personalized recommendations that following the image below:

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