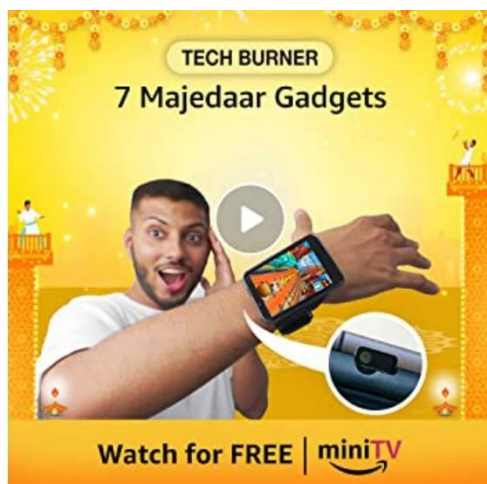


# AMAZON

## 1. Overwhelming section for displaying deals-

- **Ux-**The section in the homepage where all the festival deals are displayed is overwhelming. Users are bombarded with a sales pitch throughout your site. The user experience will be negative as this app focuses more on deals than product details.
- **Ui-**Colour contrast is a key part of any visual composition. It brings the individuality for each element and makes all of them noticeable. There should be a mild contrast which doesn't make the user feel bombarded with all the colours of the colour pallet chosen. Amazon's homepage has the deal section which consists majorly of warmer tones like red, orange, yellows. These are good for capturing the user's eye but when overused this makes it overwhelming. There should be a dark mode too since the white background is overstimulating to the eyes. There is a lack of colour harmony, less balance between the colours of the elements

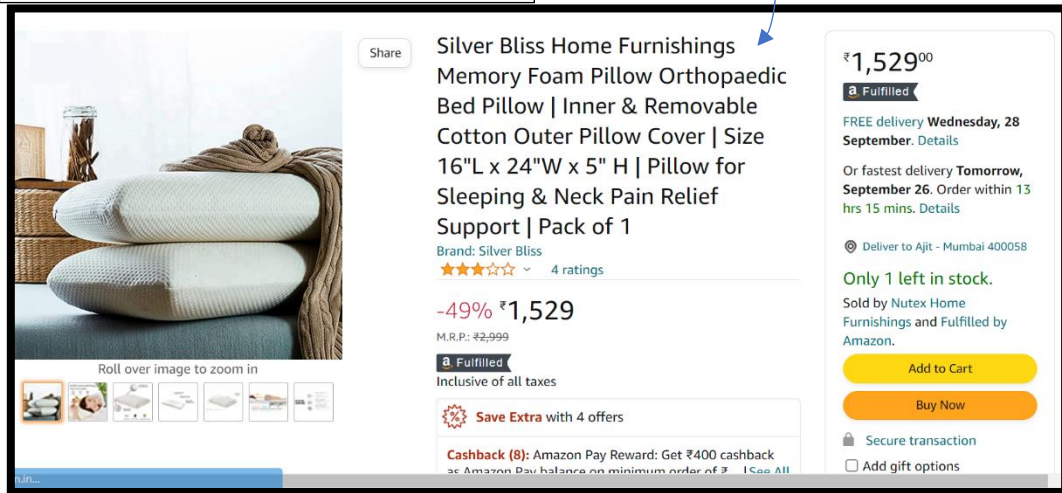


2. Need for a scroll-through-everything button- It is not possible for a user to scroll through the entire section of items available without first deciding what they want to buy. For e.g. If I want to buy clothes for both my brother and my sister, I would have to scroll through the entire Men's and Women's section. Also, even in the case of only Women's clothing, one has to decide whether they want to buy Top wear/Bottom wear, Indian/Western attire. Addition of an "All" button for any of the above would help. This is would also be beneficial for Amazon. In the era of mindless scrolling, users would likely spend more time on the app as well as buy something if an "All" tab is introduced.
3. Review section- The review section should be just below the product's image. People buy products based on other's judgement. The review section is extremely important and one has to scroll down a lot to reach that section.

This is the product image the user sees on clicking.



When such long descriptions are used as product names, users may find it tedious to read.



I made the title simpler and easier to read. I also shifted the deal section to accommodate the product details. (1.Ux)

