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Usability Heuristics of Amazon

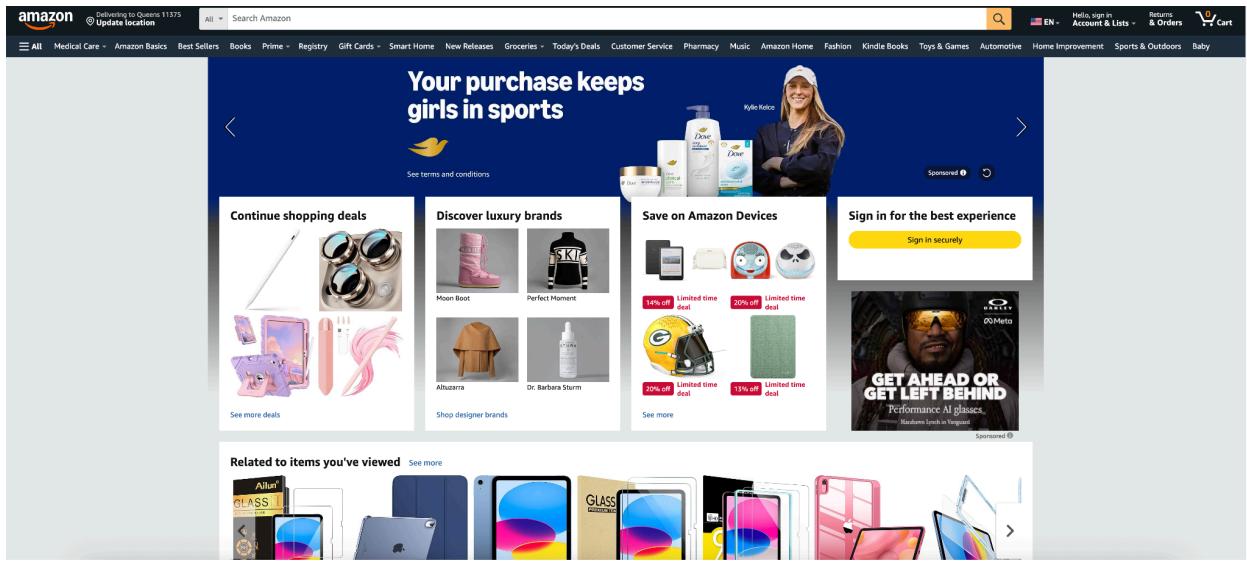
Partner company: Apple

The screenshot shows a mobile version of an Amazon product page for an iPad. At the top, there's a navigation bar with 'Top', 'Details', 'Explore', and 'Reviews'. Below it, a section titled 'Sustainability features' indicates that the product has energy efficiency and EPEAT certifications. A call-to-action button says 'Discover more products with sustainability features. Learn more about Climate Pledge Friendly'. There's also a link to 'Report an issue with this product or seller'. The main content area features a 'Frequently bought together' section with three items: an iPad, a USB-C Charge Cable, and a 20W USB-C Power Adapter. A button below these items says 'Buy all 3: \$317⁹²'. At the bottom, a 'What's in the box' section lists the included items: iPad, USB-C Charge Cable (1 meter), and 20W USB-C Power Adapter. The URL 'amazon.com' is visible at the very bottom.

Reporting a product is not straightforward due to the amount of tabs, buttons, information and features built into Amazon's website. The website is poorly organized.

Learnability / Understandability:

Poor due to the complexity of the website (significantly more tabs and buttons than other sites. This makes the homepage and product pages very overwhelming for the user.



- Flexibility / Compliance: Works on both mobile and desktop, worse experience on desktop compared to mobile however due to having significantly more tabs and information displayed.
- Efficiency : The website is not efficient to use, too many clicks and links to use the website. While Amazon features a Buy Now button which makes purchasing a product faster, in general changing anything in settings or getting to customer services takes way too many steps. The website does load quickly however.
- Memorability: There are too many inconsistent grids. They vary in size, and there is no memorable card design. There is too much information.
- Errors /Robustness : It is easy to remove something you accidentally add to cart, or go back if you change your mind about a product.
- Satisfaction / Attractiveness : It has an over complicated UI, and does not match their logo design. A brown and black theme like their app icon, or just a color scheme that matches their logo would make the site nicer to look at.

