

AMAZON

Usability Design Principles

Learnability / Understandability

. Overall hard to understand. Too many options and lack of human interaction discourage newcomers from navigation.

Flexibility / Compliance

. The AI chat's answer to most of my complaints was to send me a link to the help section I was previously at. The chat's purpose was to solve problems that couldn't be solved through the interface. There is no voice to text option for blind people.

Efficiency

Option1: Scroll to the bottom of the page → Help → Customer Service → Log in → Click what the complaint is for

Option 2: Log In → Account & Lists → Customer Service

. There are multiple ways to get to the page but it takes too long to be able to file a complaint.

Memorability

- . Unmemorable. There are too many options for you to remember a clear path.
- . Looks like things were thrown together in a hurry. All the menus look too similar.
- . Lacks a intriguing aesthetic for holidays, and events

Errors /Robustness

- . Lacks a clear area that shows off its other products
- . The colors are dull, lacking a color or style that grabs your attention towards important navigation.

Satisfaction / Attractiveness

- . Lack of customer service number
 - . Having to login just to complain, gain accessibility information, etc
- For other topics and & Help sites it takes you to another jam packed website that you must figure out if you click associate program help.
- . Tertiary Links are all the same color and font, making it hard to distinguish them from one another. Customer Service should stand out from all the other tertiary links (maybe a use of a bold color like red or make the font bold).