

Christian Iannucci, Grace Shao, Cheyanne Brown

## 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).