

Instructions:

1. From homepage go to a product that we ordered
2. Under the description you will find a link that says “Report an issue with this product or seller”
3. A box pops up with a drop down menu and several selections
4. Second to last option above “other” is “I have an issue with the seller”
5. Click on that and it will take you to a log in box.
6. Make the complaint.

Efficiency: The amazon website has a lot of information and a lot of links making it difficult to navigate.

Flexibility/Compliance: No flexibility when having to file a complaint against a product especially when you are not using an account, because it will make you sign in, even if you purchased the product in question without an account. It also makes you go through a lot of hoops to verify your account, which is good for privacy protection, but it takes away from efficiency.

Understandability/Learnability: Help and customer service pages are hard on the eyes to read as they provide a whole paragraph instead of direct links. Also the colors chosen are hard on the eyes. It is as if they want you to leave the page as soon as possible.

Memorability: We found the complaint box and accidentally exited out and it was hard to find it again.

Errors and robustness: we got into roadblocks looking for the file complaint options, even having to exit out of pages that we accidentally opened. Even customer service couldn’t help us get to where we wanted to go.

Attractiveness/Satisfaction: Amazon is not attractive. It has a plain white background, very bright with a lot of information, and the links that are confusing. Also the “report an issue” link is very small, almost hidden.