One of the Apps That I chose was the Walmart App, and the Amazon app. They are both similar in ways that help each one out. There is a search bar that is located at the top of the app. This helps the consumer find what they are looking for. Both are similar in their ability to scroll up and down the list of items. Their carts and buy with one click are almost identical. But it is in the designed interface that they are different.

* Themes (amazon)

For The theme I believe that the Amazon app wins this because it has become the standard of online retailer. It relays a no-nonsense approach to buying online. You also have a selection of things you might wish to purchase, and I believe amazon is also better in that regard.

* Color (Walmart)

With color I believe Walmart. It is mostly blue, which works well to its theme. Then the bright yellow spark can be seen against the background blue. Amazon is mostly grey, and the buttons are yellow to say buy me. But with the lighter colors I believe that Walmart provides a better online shopping experience with this feature.

* Typography (tie)

Both are similar in their Typography, so it is really a tie there. But if you can find the search bar, there really does not need to be a lot of typing. It is mostly point and click.

* Layout (Amazon)

Walmart has a lot of the same features in their layout. however, overall I give this win to Amazon. The reviews and stars are a better layout in the amazon app, with the stars being a more prominent feature. The reviews and product descriptions are placed in a way to make them more readable as well.