1. Strive for Consistency

Both pages have consistency in their interfaces, with similar menus and buttons. It is an 8 for both because in more specific parts there are different designs.

1. Seek universal usability

Amazon system is very full of options and a person that is not used to technology can feel lost in it. The same happens with EBay, but not as a big scale as Amazon.

1. Offer Informative Fedback

A message pops up only when you purchase an object or cancel the purchase. Notwithstanding this message appears in a corner for Amazon and bigger in Ebay.

4. Design Dialogues to Yield Closure

It is a bit difficult to follow the feedback because the pages are full of text (options, menus, products…), specially in EBay because they redirect you to other pages.

1. Prevent Errors

There is no much room for errors in the Amazon page, and can be corrected easily. In contrast the errors in EBay are worse because of the redirection.

6. Permit Easy Reversal

Actions are easily reversed in Amazon with just clicking a button. They are also easy to reverse in EBay, but sometimes is more complex than clicking a button.

7. Keep Users in Control

Both pages can be not intuitive sometimes because the amount of options you have, that’s why the user can feel disorientated and not in control of the pages.

8. Reduce Short-Term Memory Load

They both remember you what you are going to buy in a menu, along with the prices. This menu is more visible in EBay than in Amazon