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Medium Search Write

Usability Heuristics of Amazon

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By Paing Hein Kyaw and Jordan Judge

1: Learnability / Understandability

The user can easily navigate the site if they search carefully.

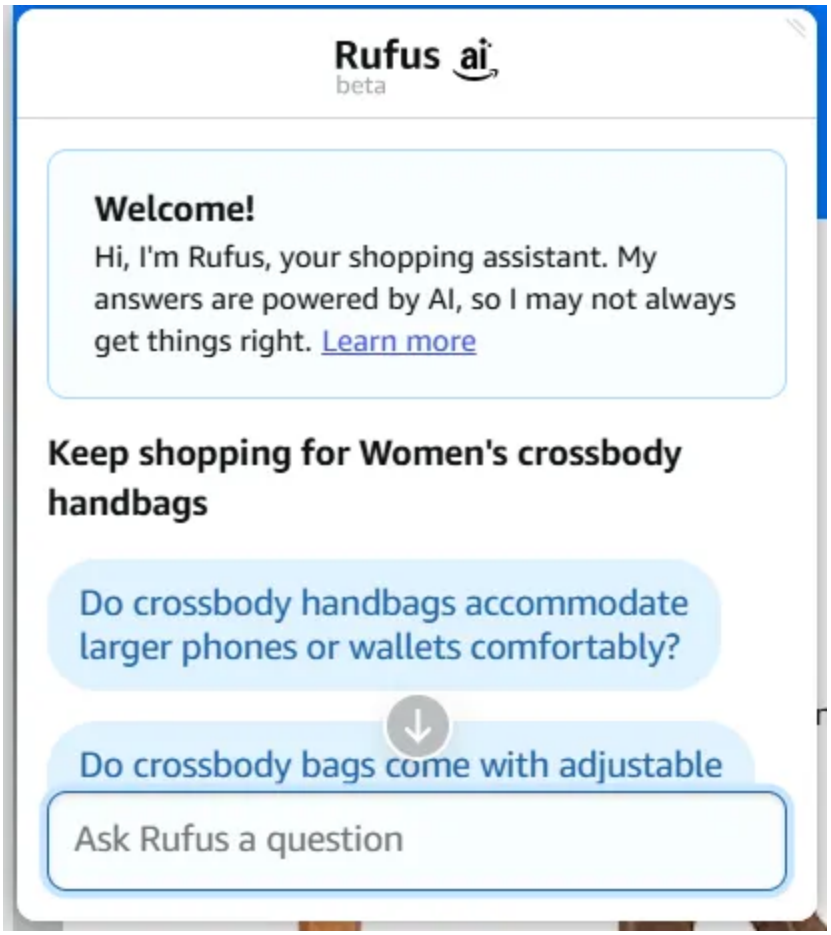
It is not easy at first because their icons are confusing for the user, but if the user uses the site regularly, they can easily navigate to what they want.

The site is easy to understand, but users may sometimes feel confused due to the numerous options and icons.

2: Flexibility / Compliance

The user can interact with the site by using their digital devices.

The site adheres to standards that allow it to operate across platforms, and different approaches and levels of use are supported by details and the help of their AI chatbots.



3: Efficiency

The user needs to take some time to perform a task since there are a lot of options on the site.

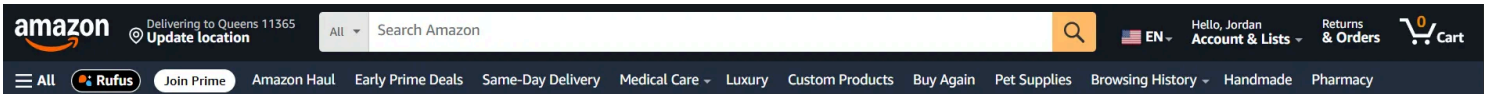
Since the site offers many options and requires users to follow several steps, it sometimes takes longer than usual for them to find what they want. But sometimes, a single design element on the site allows users to perform multiple functions.

4: Memorability

Amazon uses common terms and icons for information and provides clear steps on how to navigate the site.

Where Amazon fails is there abundance of information and words rather than icons. Icons would immediately signal users where something is but instead there is a lot of text which makes remembering where something was, harder.

Though it can be hard to remember where to find certain information on Amazon, they do have a very nice simple logo and name that is easily recognizable and memorable, so people can come back to the site.



5: Error/ Robustness

Amazon has good recovery measures set in place if users make a mistake. Before an order has been dispatched, users can cancel orders or change details without repercussions.

Amazon tries to make sure all your information is correct before you make a purchase and they also save your information so it's easier to make your next purchase.

6: Satisfaction / Attractiveness

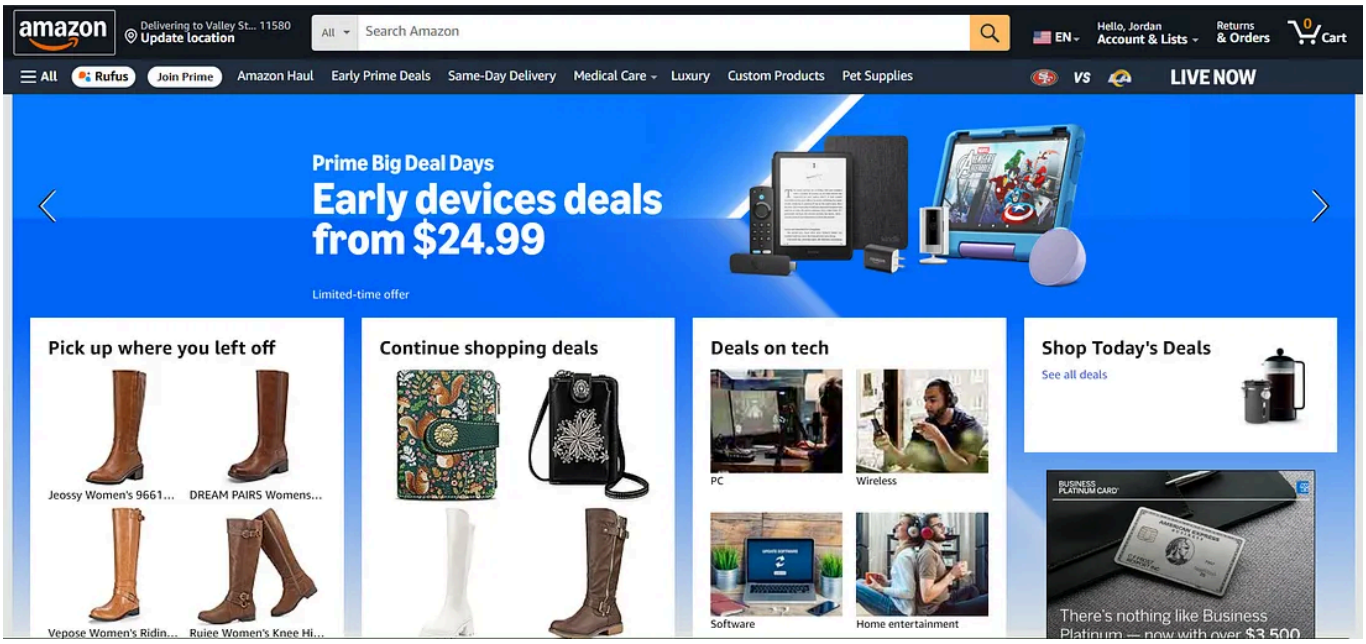
Amazon does not have a completely pleasing site to look at. I found its design to be confusing and over complicated.

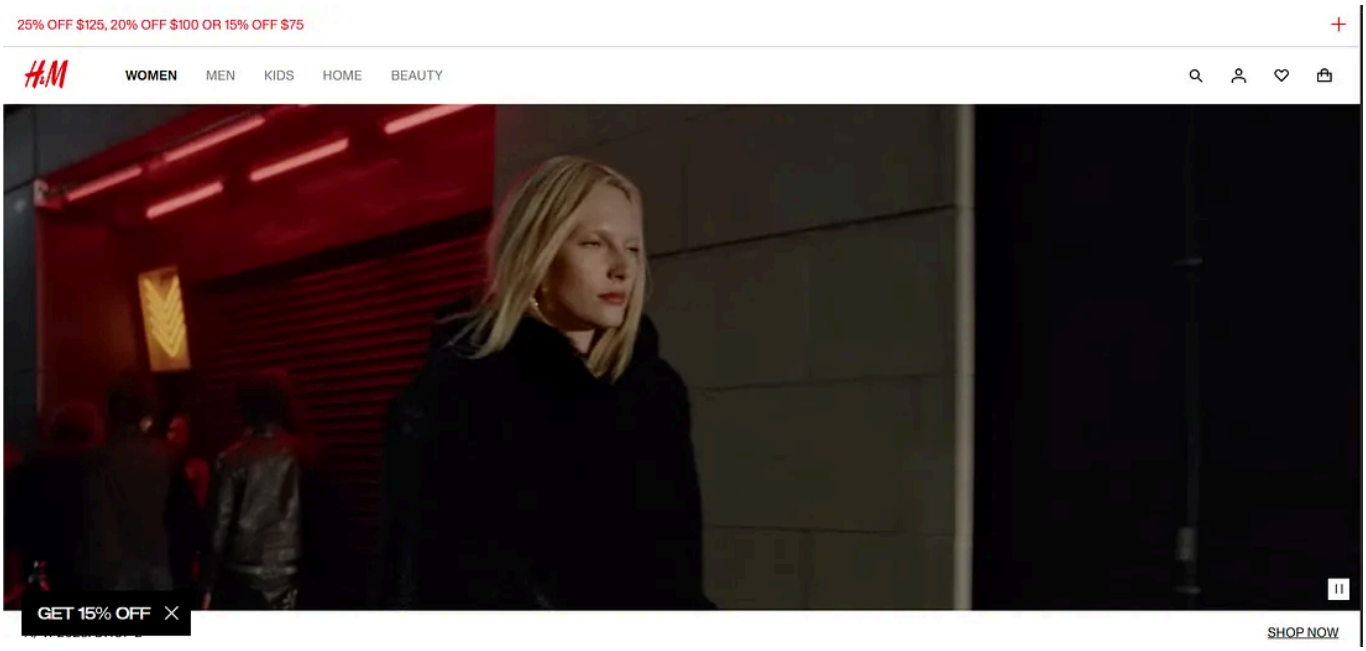
The first thing you notice is an abundance of ads that are not very attractive. Many other online stores that I found, especially clothing stores such as Zara or H&M, have neat and simple designs that seem more approachable.

Even though Amazon has much more to offer than most stores I still think they could have a more simplified design. Some of the titles in the main menu such as pet supplies or luxury, felt out of place and could have been in a drop down menu.

Amazon's design does work for its intended purpose. If Amazon had a fancier home page it may not seem as financially accessible to people. Some people such as an older demographic might prefer to read words than be directed by icons that might confuse them.

Though Amazon's page might not be designed beautifully and could be improved upon, a large part of its demographic feel safe with it which is important.

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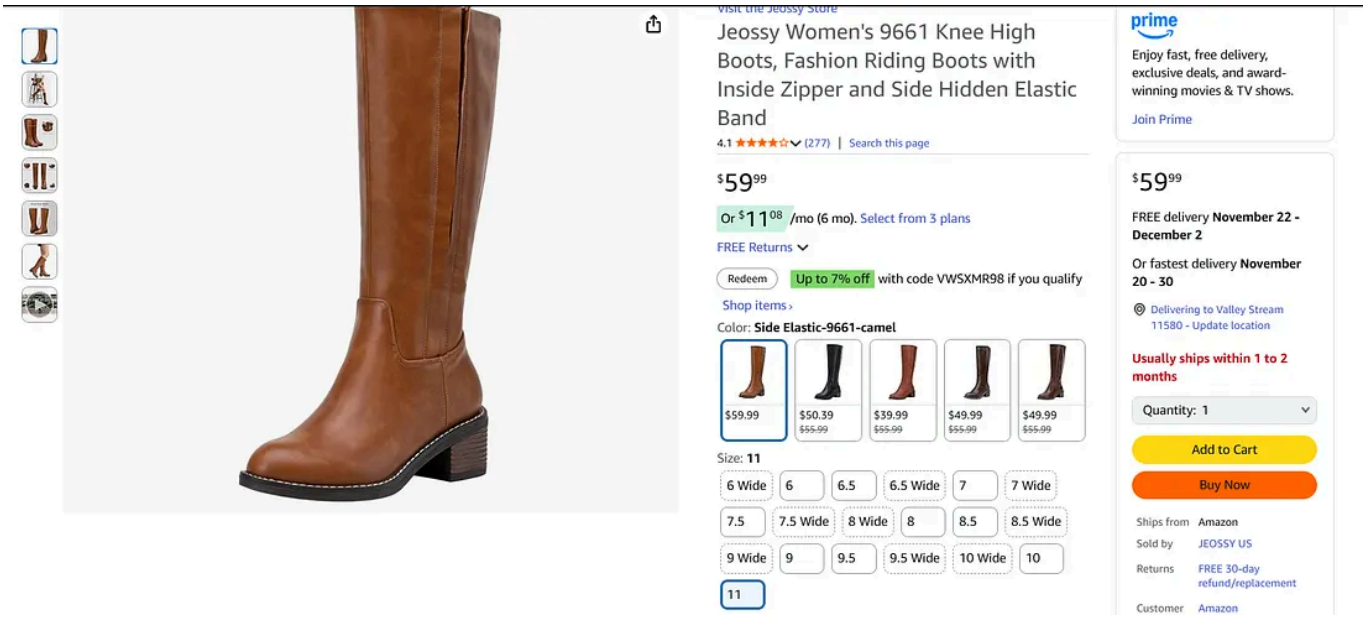
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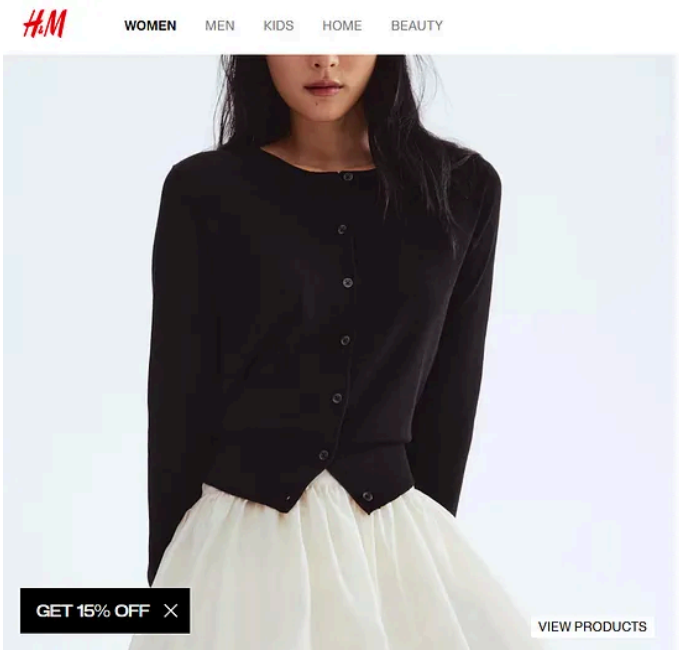

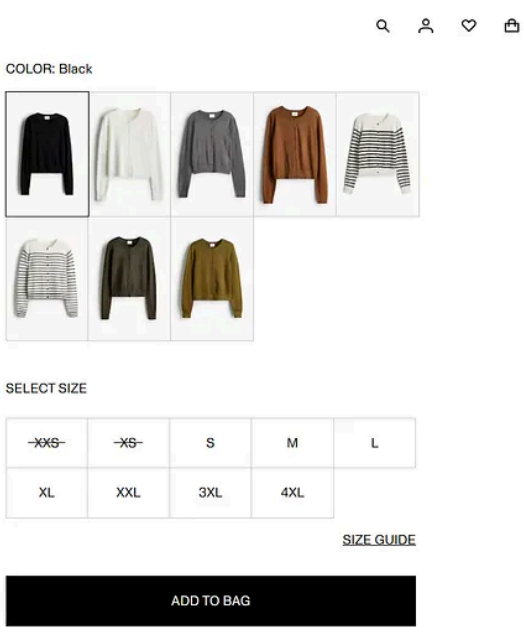

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