Names: Belkees Almajanahi, Michael Strelkovski

In teams of 2-3, go to Amazon's website, and without using any search function, find instructions on how to file a complaint about a partner company on Amazon's website. Then, using Neilson's 10 Usability Heuristics, evaluate Amazon's usability.

Learnability / Understandability:

The website is ok in terms of learnability/understandability. Can be understood and navigated, but takes time and getting used to when it comes to support and issues.

Flexibility / Compliance:

Amazon is Flexible through its easy directions tools, by giving different categories based on what the user wants to do. And it also supports desktops and phones making it flexible ti use on any device. However Amazon could be hard to navigate because sometimes it is not clear to find something, for example to file a complaint you need to be able to find it manually/searching for it.

Efficiency:

Amazon has an information overload going on. Generally there's interactable links, dense catalogues of photos, and text all over the screen. Their website usually has what you're looking for, but you have to do a lot of scanning/searching to get there.

Memorability:

Amazon is somewhat memorable. Some aspects are intuitive so you don't need much mental effort to know how to get somewhere again. The only problem is there are some pages that have nesting doll-like properties where it's easy to forget how you got somewhere after leaving.

Errors /Robustness:

Errors when using the site are easily recoverable. There are many nav pages so you can return to the homepage or specific categories. In terms of the stability of the sight there aren't any clear issues.

Satisfaction / Attractiveness:

While amazon is easy to understand, the site is pleasing for the user because of its organized design. It does meet the established design principles because it is clear for the user to navigate. Amazon's design suits its purpose and content because it shows users clearly on the deals the website is having and what are the best sellers making it easy for the user to get there faster